



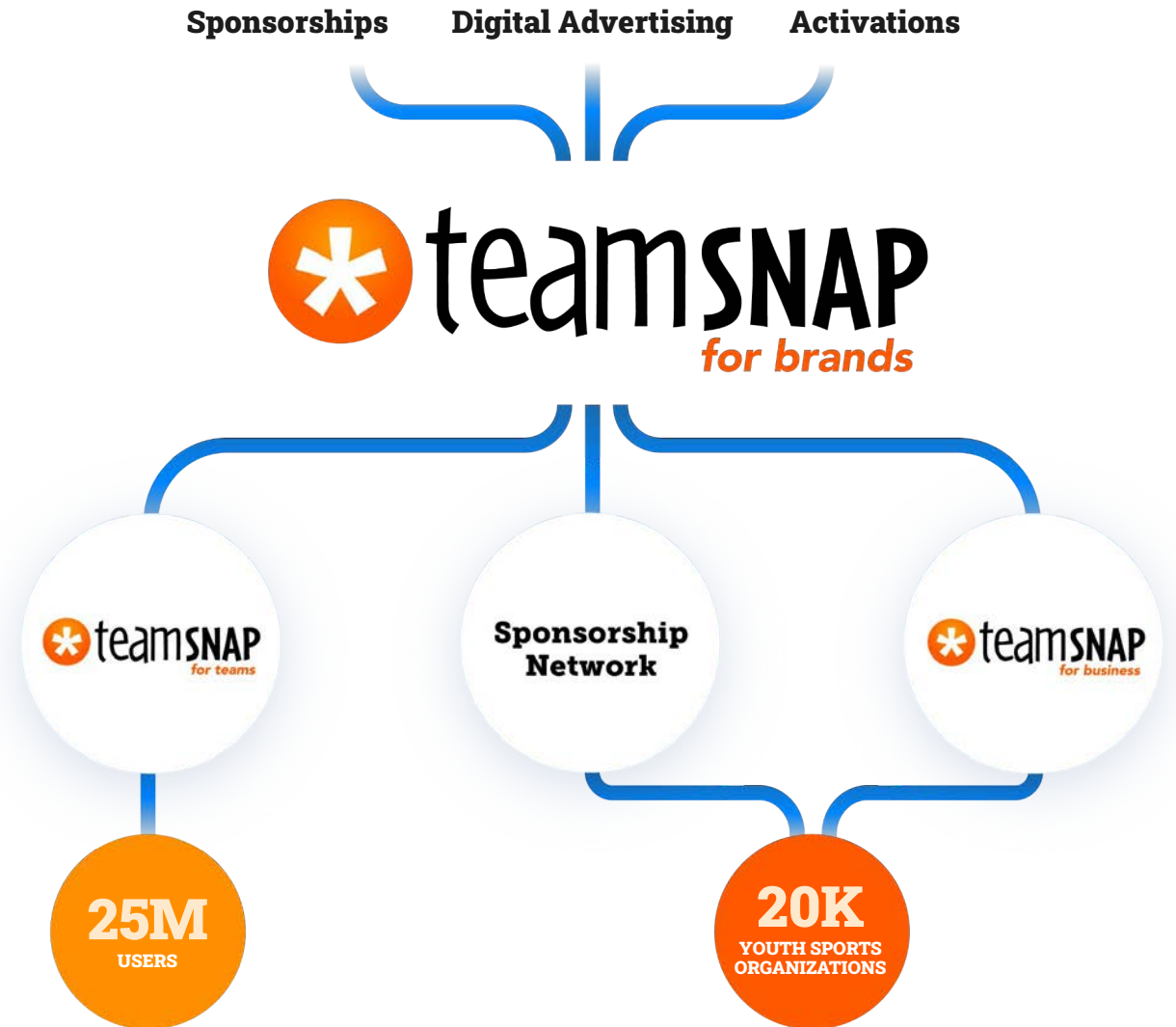
Media Kit

Convert Families Into Superfans with Youth Sports Marketing



The TeamSnap Ecosystem

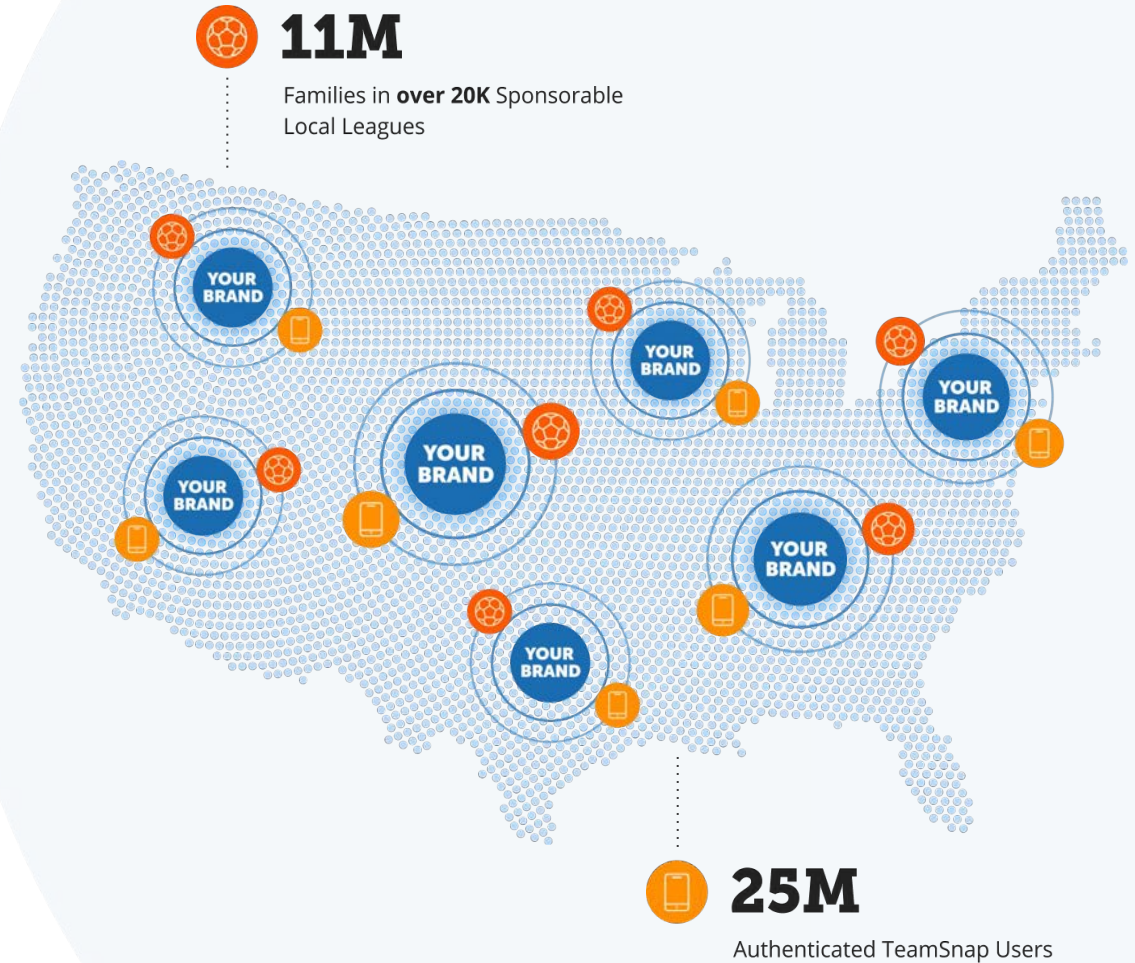
TeamSnap for Brands gives you access to our premium, highly engaged audience of families and key household decision makers.



Introducing TeamSnap for Brands

Hyperlocal Marketing At Scale

TeamSnap's platform embeds brands into the fabric of local communities in a standardized, scalable way.





WE'RE HOMEBASE FOR

The Chief Household Officer



\$100K+

HOUSEHOLD INCOME

2+ KIDS

IN THE HOUSEHOLD

4M MAU

WHO LOG IN FOR AN AVERAGE OF 6
MINUTES PER SESSION

**11M
FAMILIES**

IN TEAMSnap SPONSORSHIP NETWORK WHO SPEND AN
AVERAGE OF 6 HOURS ON THE FIELD WEEKLY

76%

CONSIDER THEMSELVES THE
PRIMARY HOUSEHOLD SHOPPER

96%

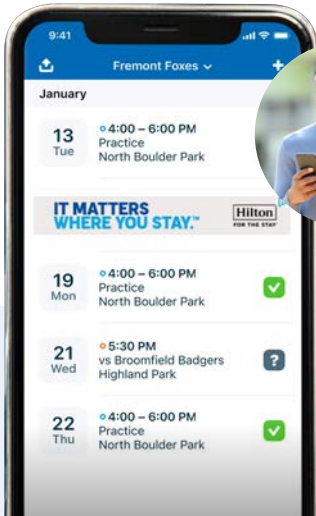
SAY WATCHING THEIR KID PLAY IS
THEIR FAVORITE THING TO DO

We're at the center of family life. Now you are, too.

Reach the chief household officer in a decision making mindset and during the happiest moments of their week.

81%

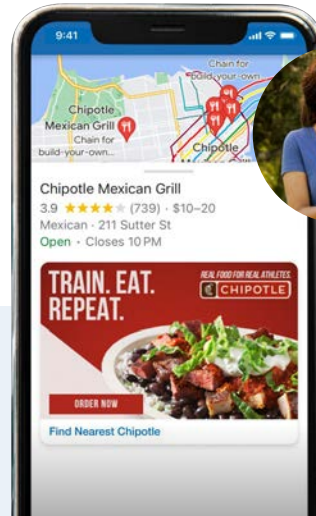
of parents plan their weekends around their kids' youth sports activities



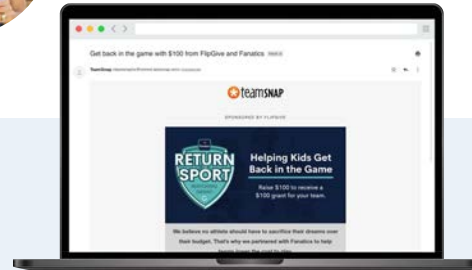
Planning the Week's
Activities + Scheduling



Branding Opportunities
at Practice



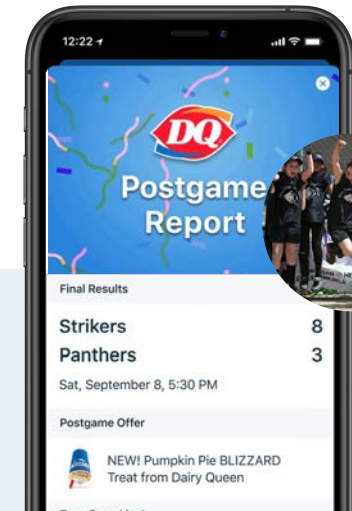
Weeknight
Practice + School
Night Fuel



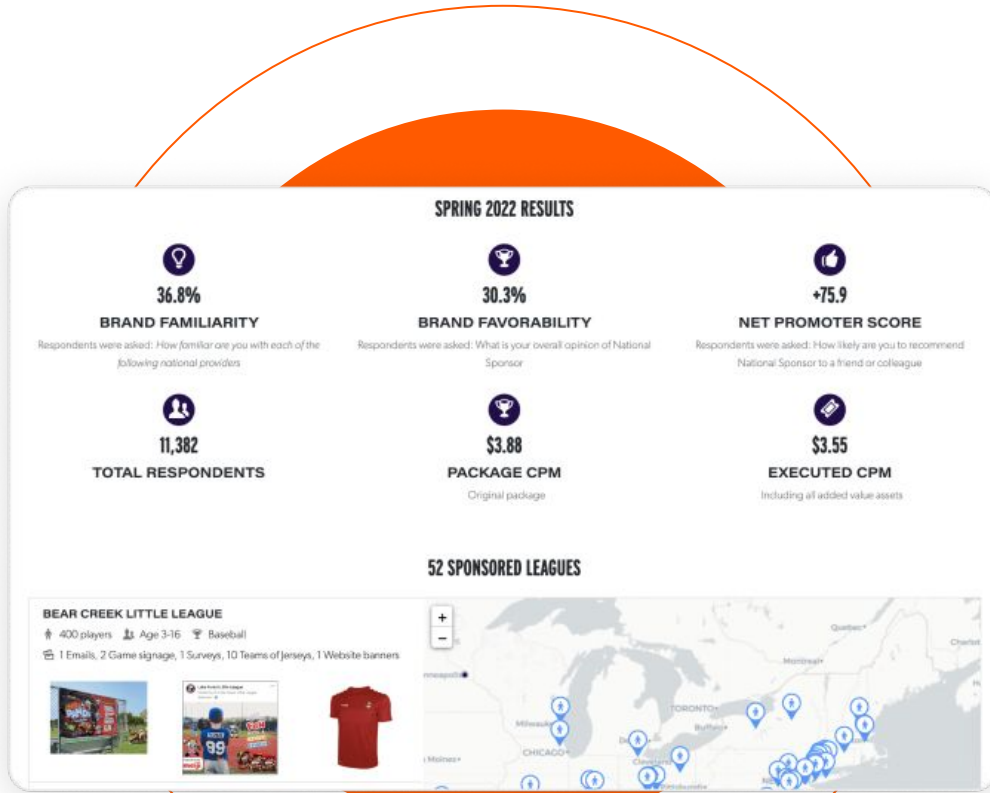
Front + Center as Users
Get Closer to Game Day



Game Day Presence:
Signage + Sampling



Post Game Activity
+ Celebration



Measure the success of your campaigns



REPORTING DASHBOARD

Your dashboard tracks campaign progress and success



MEASURE KPIS

Measure KPIs and collect testimonials with custom pre and post-campaign surveys



VERIFICATION

View detailed sponsorship status and photo verifications from leagues



Let's build your gameplan.

Reach millions of families to build authentic relationships and maximize brand impact

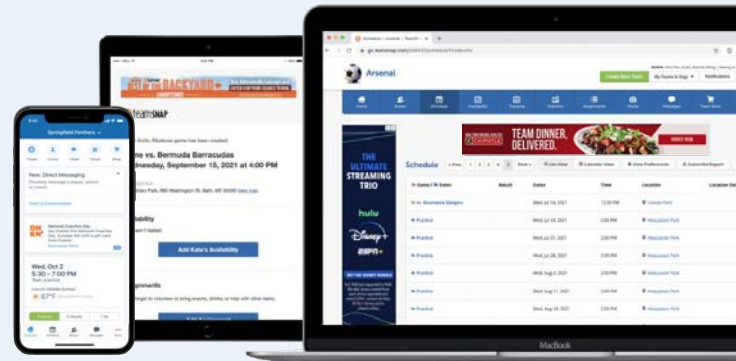
ON THE FIELD

Signage. Jerseys. Activations.



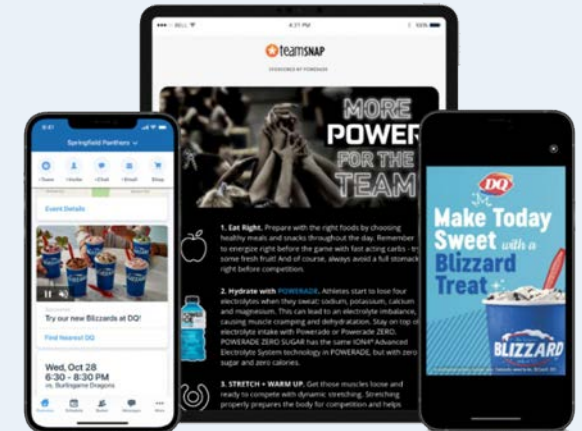
AT HOME

Event Reminders. Home Screen Placements. Placements. Web.



ON THE GO

Video. Email. App Interstitial.





Sponsorship Products

Leagues

Physical

- Branded jerseys
- Warm-up shirts
- 6 x 4 field banner
- Physical coupon distribution

Activation

- Tabling events
- Giveaway distribution
- Sample distribution
- Seminar event coordination
- Fundraiser events
- Shop Day events



Tournaments

Physical

- 6 x 4 field banner
- Physical coupon distribution

Activation

- 10 x 10 booth space
- Giveaway distribution
- Sample distribution



Services

- Professional photography
- Coupon production + distribution
- PR content collaboration

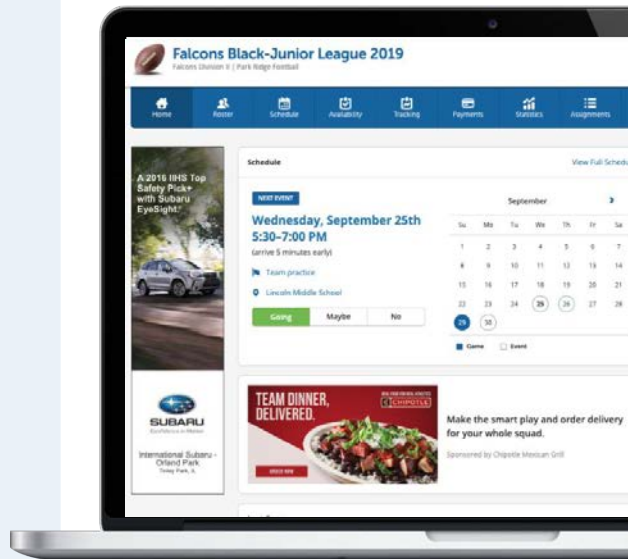
- Staffing
- Category exclusivity



AT HOME

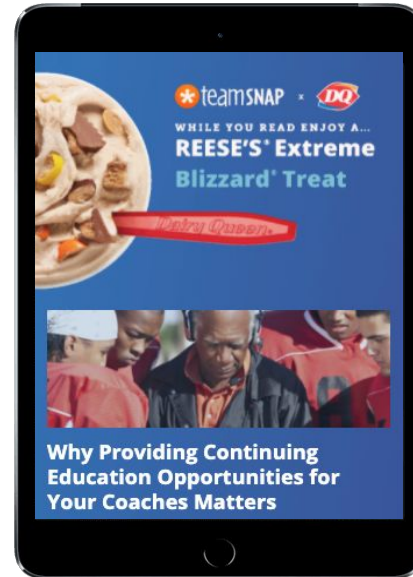
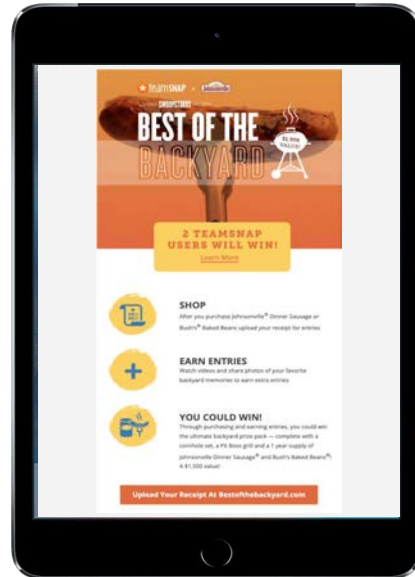
Digital Media Products

High Impact Units



Email Opportunities

- Partner Spotlights (via TeamSnap or Sponsored League)
- Newsletter Exclusive



Social Media Posts



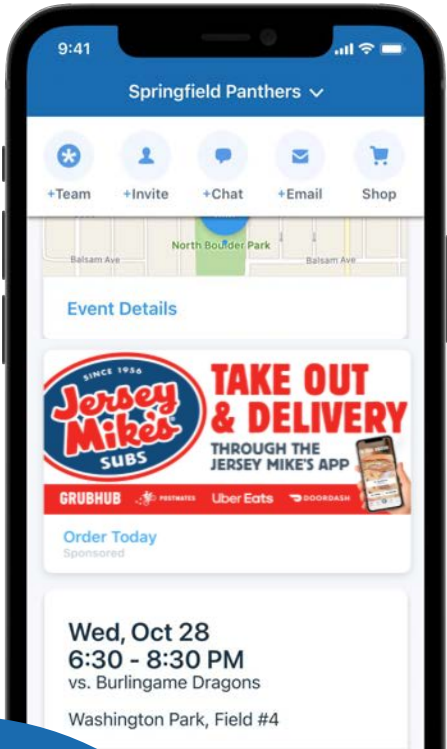


ON-THE-GO

Digital Media Products

Home Screen

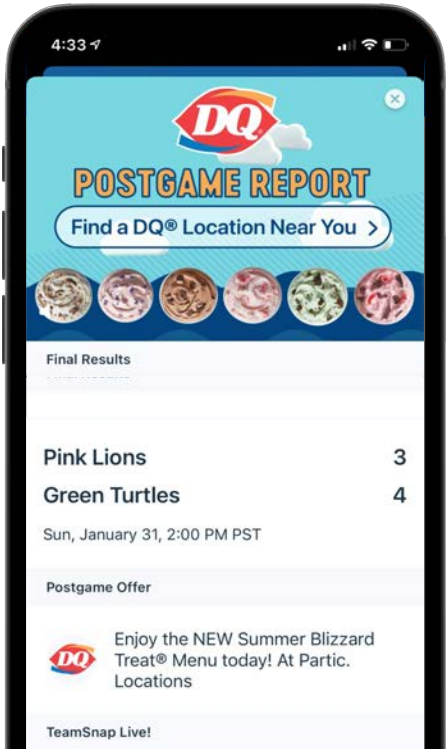
(Native and Video)



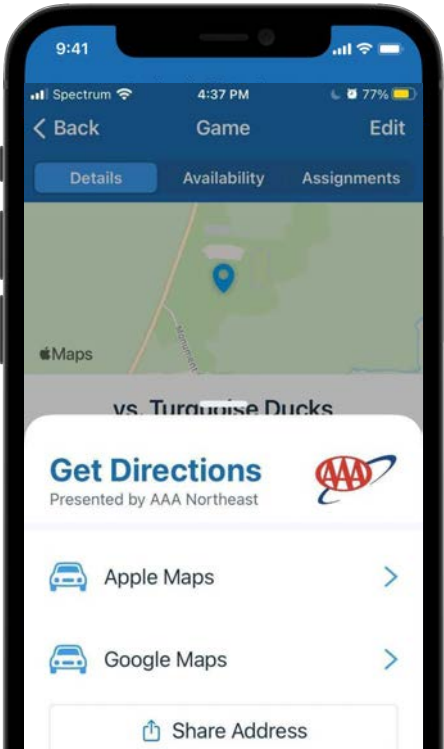
App Interstitials



Post Game Report



Custom Digital Sponsorships





Programmatic Buying



INCENTIVES

- Access to 1st party Data (IE: list 1p data points)
- Priority access from the Open Exchange
- 1-1 fixed rate opportunities available
- Guaranteed inventory available for PG certified buyers in GAM 360



GUIDELINES

- TeamSnap PMP's run in GAM 360, our primary SSP
- Buyer name or Display & Video 360 partner ID
- We are currently testing secondary SSP's
- Allow for a minimum of 24hr turnaround time of Deal IDs
- Rates evaluated on a quarterly basis
- PG available, via GAM SSP
- TeamSnap PMP is DSP Agnostic



MARKET TYPES

Private Auction

- Non-guaranteed Inventory
- Negotiated CPM Floor Price
- Priority over the Open Exchange

Preferred Deal

- Non-guaranteed Inventory
- Fixed Rate CPM
- Programmatic Guaranteed

Guaranteed Inventory

- Flat Rate CPM
- Negotiated & booked directly in GAM 360



DATA ENABLEMENT

Reach your audience by purchasing ROS or audience specific segments using TeamSnap's first-party proprietary data (User's registration demographic data) or layer on your own first-party/third-party audience data based on planned reach and target goals.



\$10M+ given back to youth sports leagues



IMPACT

Become a pillar of the community

Your campaign directly supports the youth sports organizations you sponsor, giving more kids the opportunity to play.

Source: [Aspen Project Play](#)



The ball's in your court!

brandpartners@teamsnap.com

