



Texas "Top Gun" Series



NC "Top Gun" Series



EBH Fitness LLC's

Sports Advertising and Marketing Opportunities



"Top Gun" Series



About the EBH Fitness LLC Brand



- Health and Fitness
- Sports Media / Network
- Sporting Events
- Magazine





Health and Fitness

- We started EBH Fitness LLC in 2007 to address a lack of affordable fitness training for a very at risk group — middle aged women.
- EBH Fitness Studio provides fitness training and nutrition counseling to the communities on the westside of El Paso.
- Our clientele is majority of women and their families.
 - EBH Fitness Studio's media audience: 81% female and 19% male in the age range of 18-65 residing 74% in the Borderland Region (El Paso, TX; Anthony and Las Cruces NM, and 3% in Juarez, Mexico)
- Our clientele's average demographic is 24 - 45 hispanic female, working, mother of teenagers.
- EBH Fitness Studios has its own website and the associated social media on Facebook, Instagram, and Twitter.



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HFMG



Sports Media / Network(s)



- EBH Fitness LLC's media arm is the Howard Family Media Group (HFMG)
- HFMG consist of our online network(s), The Fieldhouse Sports Entertainment Network (FSEN), Fieldhouse+, our Roku Channel Fieldhouse Sports (HFMG All Access), and the accompanying social media sites on Facebook, Instagram, and Twitter.
- The viewers of HFMG's content are as follows:
 - HFMG: 53% male and 47% female in the age range of 18-65 with 21% in Martinsville, VA, 14% in El Paso, TX and 97% total in the US.
 - Fieldhouse Sports Entertainment Network: 62% male and 38% female with 43% of them in El Paso, TX and Las Cruces, NM. 96% of our viewers are in the US with 1% in Mexico, Pakistan, Puerto Rico, and Canada. Another of our fastest growing segments, FSEN averages 28,800 reach monthly with average event viewership between 2,000 to 3,000 viewers per (around 10 - 12k per month)
- Additionally, HFMG live streams out high school sporting events and host individual high schools, as well as, ISD sports networks on Fieldhouse+



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HFMG

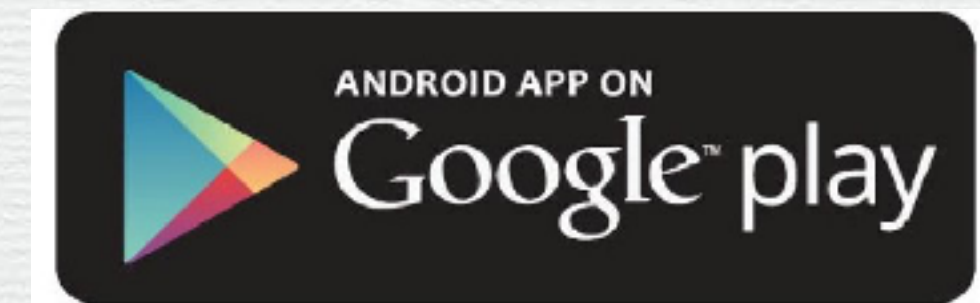


Sports Media / Network(s)



- HFMG allows viewers to reach our content on 3 levels:
 - Website
 - HFMG
 - Fieldhouse Sports Entertainment Network
 - **Fieldhouse+**
 - Mobile Devices
 - IOS App
 - Android App
 - TV
 - Roku
 - FireTV and Apple TV (both coming soon)

ROKU[®]





Sporting Events



- EBH Fitness LLC’s sporting events arm is Sun City Showcases (SCS).
- Sun City Showcases host events in both boys and girls basketball, baseball, softball, and soon 7-on-7 flag football.
- The viewers of SCS’ content are as follows:
 - Sun City Showcase: 55% male and 45% female in the age range of 13-65 with 50% in El Paso, TX, Las Cruces and Albuquerque, NM. 5% in San Antonio and Houston, TX. 96% total in the US and 2% in Mexico. When events are going, the average monthly reach is 27,000 people with roughly 10,000 viewers.
 - Top Gun Elite Showcases: is our newest endeavor. The focus for TGS is basketball for student athletes grades 6-12 in Texas, NC, Midwest (Kansas and Missouri) and VA for 2020-2021. TGS is also one of the fastest growing segment in the EBH Fitness LLC Family brand as it reaches almost 14,000 (13.8K) people monthly. We are still developing the market segment date.



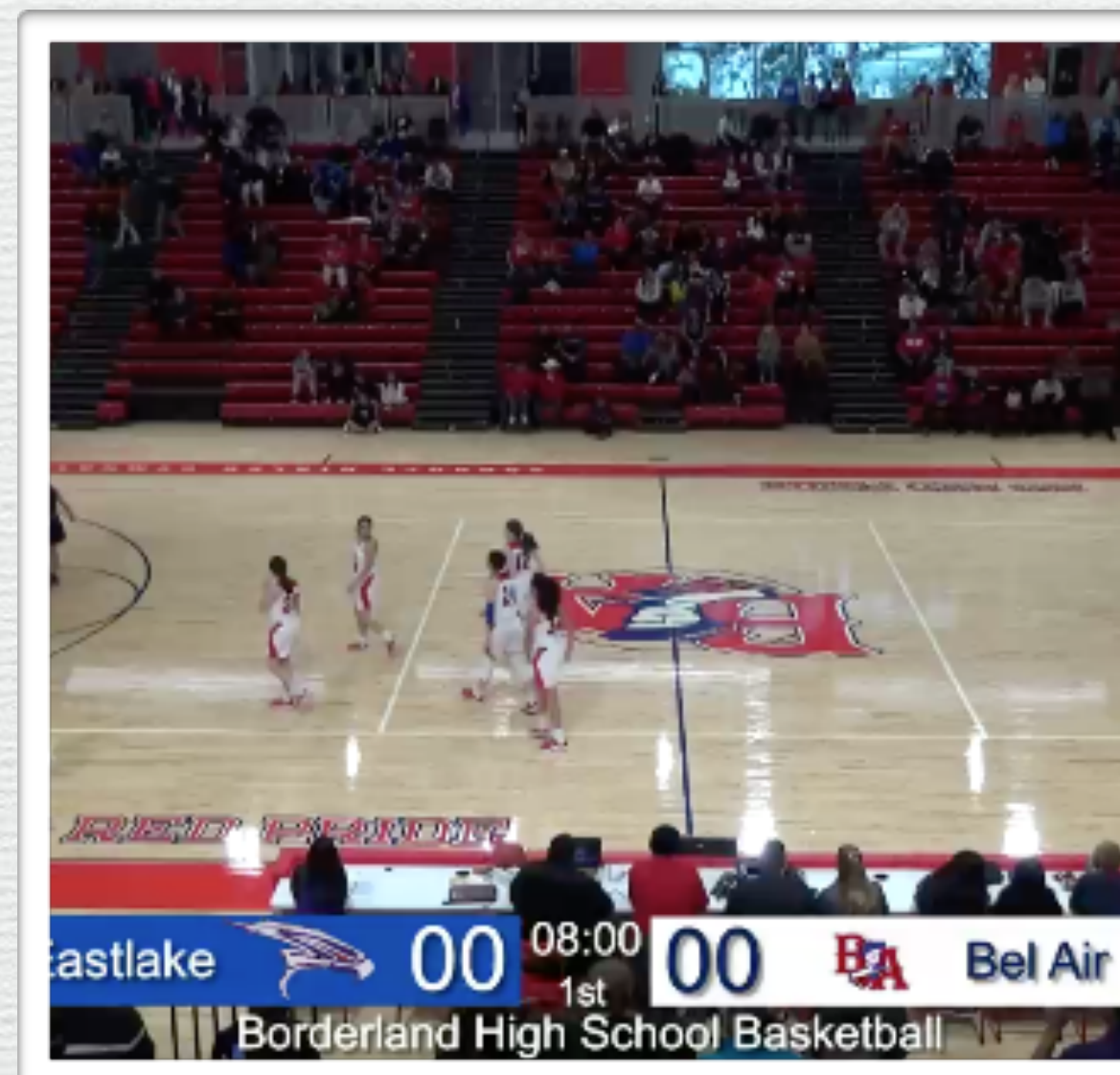
Borderland Sports Report “The Magazine”

- EBH Fitness LLC’s Borderland Sports Report “The Magazine” is our newest initiative.
- Provides bi-monthly coverage of El Paso, TX high school sports
 - Preseason issues in:
 - Football
 - Volleyball
 - Boys and Girls Basketball
 - Boys and Girls Soccer
 - Track & Field
- Our target audience will consist of follows:
 - Student athletes and the families: 55% male and 45% female in the age range of 13-65 with 50% in El Paso, TX, Las Cruces and Albuquerque, NM. 5% in San Antonio and Houston, TX. 96% total in the US and 2% in Mexico. When events are going, the average monthly reach is 27,000 people with roughly 10,000 viewers.
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EBH Fitness LLC Brand Advertising and Sponsorship Opportunities

- Sporting Events:
 - High School Sports
 - Football
 - Volleyball
 - Boys and Girls Basketball
 - Boys and Girls Soccer
 - Baseball
 - Softball
 - Track and Field
 - High School All Star Games
 - Texas Tournament Series
 - SCS Battle on the Border
 - SCS Del Norte Shootout
- Talk Shows
 - Borderland Sports Report
 - Coach Talk
 - FSEN
 - Sports Talk





Sporting Events

(High School Sports)

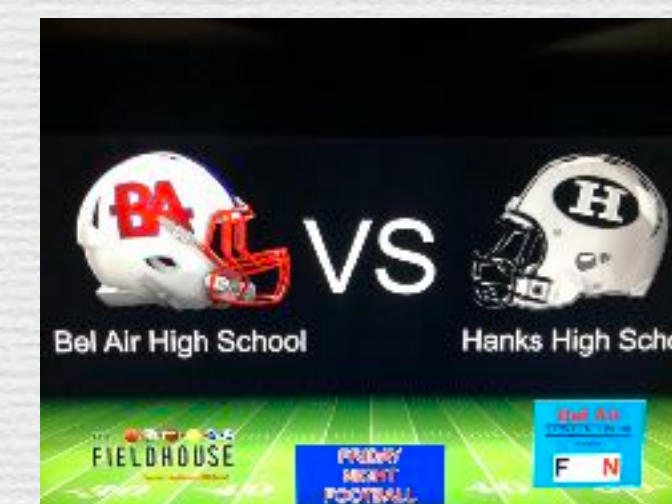
- EBH Fitness has submitted media and promotional proposals to the ISDs here in the borderland that will all for video streaming and recording of the following high school sports games:
 - Football (2020 season only currently) — 10 weeks of coverage - 1 game per school per week
 - Volleyball (2020 - 2025 seasons) — 10 weeks of coverage - 2 games per school per week
 - Boys and Girls Basketball (2020 - 2025 seasons) — 16 weeks period - 2 games per school per week
 - Boys and Girls Soccer (2020 - 2025 seasons) — 16 weeks period - 2 games per school per week
 - Baseball (2020 - 2025 seasons) — 16 weeks period - 2 games per school per week
 - Softball (2020 - 2025 seasons) — 16 weeks period - 2 games per school per week
 - Track and Field (2020 - 2025 seasons)
- EBH Fitness has currently have received verbal agreements with two high schools and are awaiting the outcome of COVID-19's impact on high school athletics schedule.
- Each event is provided with media and promotional coverage live to include:
 - Professional Crews providing multiple HD cameras and angles
 - Commentators
 - Graphic overlays
 - Pregame, Halftime, and Post Game shows





Sporting Events (High School Sports)

- Advertisement / Sponsorship Opportunities during high school games will be available for as such:
 - Specific Sport Title Sponsorship
 - Sports Ticker sponsorship
 - Pregame show sponsorship
 - Halftime show sponsorship
 - Post game show sponsorship
 - 15-sec advertising slots during timeouts
 - Borderland Sports Report weekly sports show wrap up sponsor



Title Sponsorship Opportunity Highlights

(High School Sports)

- Your company sponsors an entire sports season, i.e., “High School Football Presented by: Your Company”.
- Title sponsorship marketing and advertising during all sports recordings and marketing.
- Company logo/name placed on **FSEN** / Fieldhouse+.
- Free video ad run during Borderland Sports Report Show, Coach Talk Show, and FSEN Show.
- Free full page color ad in the Borderland Sports Report High School Magazine (entire school year).
- 15 to 30-second video ad placed on select **HFMG** sites — Fieldhouse SEN, Fieldhouse+, and High School Network sites. Company name and logo listed on High School Sports website.
- Ability to present post season awards to players and coaches (for that specific sports season).
- Company name and logo listed at the top of High School Sports website.
- Logo listed on FSEN as sponsor with hyper link back to company page.
- Logo sent out in all social media pushes for high school sports.
- Monthly social media push from EBH Fitness across all social media platforms in support of company services or products.
- Sponsorship Pricing (maximum of four (4) high school teams or one (1) School District in sponsorship package):
 - Football — \$30,000
 - Basketball Sponsorship — \$30,000 (for boys and girls together)
 - Volleyball — \$10,000
 - Soccer — \$20,000 (for boys and girls together)
 - Baseball & Softball — \$20,000 (for both together)
 - Track & Field — \$10,000
 - High School All Star Event — \$5,000 per event (Volleyball, girls basketball, more coming)



Starting at
\$5,000



Scoreboard Ticker Sponsorship Opportunity Highlights (High School Sports)

**Starting at
\$2,500**

- Your company sponsors an entire sports season, i.e., “High School Football Presented by: Your Company”.
- Scoreboard Ticker marketing and advertising during all sports recordings and marketing.
- Company logo/name placed on **FSEN** / **Fieldhouse+**.
- Free video ad run during Borderland Sports Report Show, Coach Talk Show, and FSEN Show.
- Free full page color ad in the Borderland Sports Report High School Magazine (entire school year).
- 15-second video ad placed on select **HFMG** sites — **Fieldhouse SEN**, **Fieldhouse+**, and High School Network sites. Company name and logo listed on High School Sports website.
- Logo listed on FSEN as sponsor with hyper link back to company page.
- Logo sent out in all social media pushes for high school sports.
- Quarterly social media push from EBH Fitness across all social media platforms in support of company services or products.
- Sponsorship Pricing (maximum of four (4) high school teams or one (1) School District in sponsorship package):
 - Football — \$15,000
 - Basketball Sponsorship — \$15,000 (for boys and girls together)
 - Volleyball — \$5,000
 - Soccer — \$10,000 (for boys and girls together)
 - Baseball & Softball — \$10,000 (for both together)
 - Track & Field — \$5,000
 - High School All Star Event — \$2,500 per event (Volleyball, girls basketball, more coming)



Pregame Show Sponsorship Opportunity Highlights (High School Sports)

**Starting at
\$1,000**

- Your company sponsors an entire sports season, i.e., “High School Football Presented by: Your Company”.
- Pregame show marketing and advertising during all sports recordings and marketing.
- Company logo/name placed on **FSEN** / **Fieldhouse+**.
- Free video ad run during Borderland Sports Report Show, Coach Talk Show, and FSEN Show.
- Free 1/2 page color ad in the Borderland Sports Report High School Magazine (entire school year).
- 15-second video ad placed on select **HFMG** sites — **Fieldhouse SEN**, **Fieldhouse+**, and High School Network sites. Company name and logo listed on High School Sports website.
- Logo listed on FSEN as sponsor with hyper link back to company page.
- Logo sent out in all social media pushes for high school sports.
- Semi-annually social media push from EBH Fitness across all social media platforms in support of company services or products.
- Sponsorship Pricing (maximum of four (4) high school teams or one (1) School District in sponsorship package):
 - Football — \$10,000
 - Basketball Sponsorship — \$10,000 (for boys and girls together)
 - Volleyball — \$5,000
 - Soccer — \$5,000 (for boys and girls together)
 - Baseball & Softball — \$3,000 (for both together)
 - Track & Field — \$3,000
 - High School All Star Event — \$1,000 per event (Volleyball, girls basketball, more coming)



Halftime Game Show Sponsorship Opportunity Highlights (High School Sports)

- Your company sponsors an entire sports season, i.e., “High School Football Presented by: Your Company”.
- Halftime game show marketing and advertising during all sports recordings and marketing.
- Company logo/name placed on **FSEN** / **Fieldhouse+**.
- Free video ad run during Borderland Sports Report Show, Coach Talk Show, and FSEN Show.
- Free 1/2 page color ad in the Borderland Sports Report High School Magazine (entire school year).
- 15-second video ad placed on select **HFMG** sites — **Fieldhouse SEN**, **Fieldhouse+**, and High School Network sites. Company name and logo listed on High School Sports website.
- Logo listed on FSEN as sponsor with hyper link back to company page.
- Logo sent out in all social media pushes for high school sports.
- Semi-annually social media push from EBH Fitness across all social media platforms in support of company services or products.
- Sponsorship Pricing (maximum of four (4) high school teams or one (1) School District in sponsorship package):
 - Football — \$10,000
 - Basketball Sponsorship — \$10,000 (for boys and girls together)
 - Volleyball — \$5,000
 - Soccer — \$5,000 (for boys and girls together)
 - Baseball & Softball — \$3,000 (for both together)
 - Track & Field — \$3,000
 - High School All Star Event — \$1,000 per event (Volleyball, girls basketball, more coming)

**Starting at
\$1,000**



Post Game Show Sponsorship Opportunity Highlights (High School Sports)

**Starting at
\$1,000**

- Your company sponsors an entire sports season, i.e., “High School Football Presented by: Your Company”.
- Post game show marketing and advertising during all sports recordings and marketing.
- Company logo/name placed on **FSEN** / **Fieldhouse+**.
- Free video ad run during Borderland Sports Report Show, Coach Talk Show, and FSEN Show.
- Free 1/2 page color ad in the Borderland Sports Report High School Magazine (entire school year).
- 15-second video ad placed on select **HFMG** sites — **Fieldhouse SEN**, **Fieldhouse+**, and High School Network sites. Company name and logo listed on High School Sports website.
- Logo listed on FSEN as sponsor with hyper link back to company page.
- Logo sent out in all social media pushes for high school sports.
- Semi-annually social media push from EBH Fitness across all social media platforms in support of company services or products.
- Sponsorship Pricing (maximum of four (4) high school teams or one (1) School District in sponsorship package):
 - Football — \$10,000
 - Basketball Sponsorship — \$10,000 (for boys and girls together)
 - Volleyball — \$5,000
 - Soccer — \$5,000 (for boys and girls together)
 - Baseball & Softball — \$3,000 (for both together)
 - Track & Field — \$3,000
 - High School All Star Event — \$1,000 per event (Volleyball, girls basketball, more coming)



15-sec Advertising Opportunity Highlights (High School Sports)

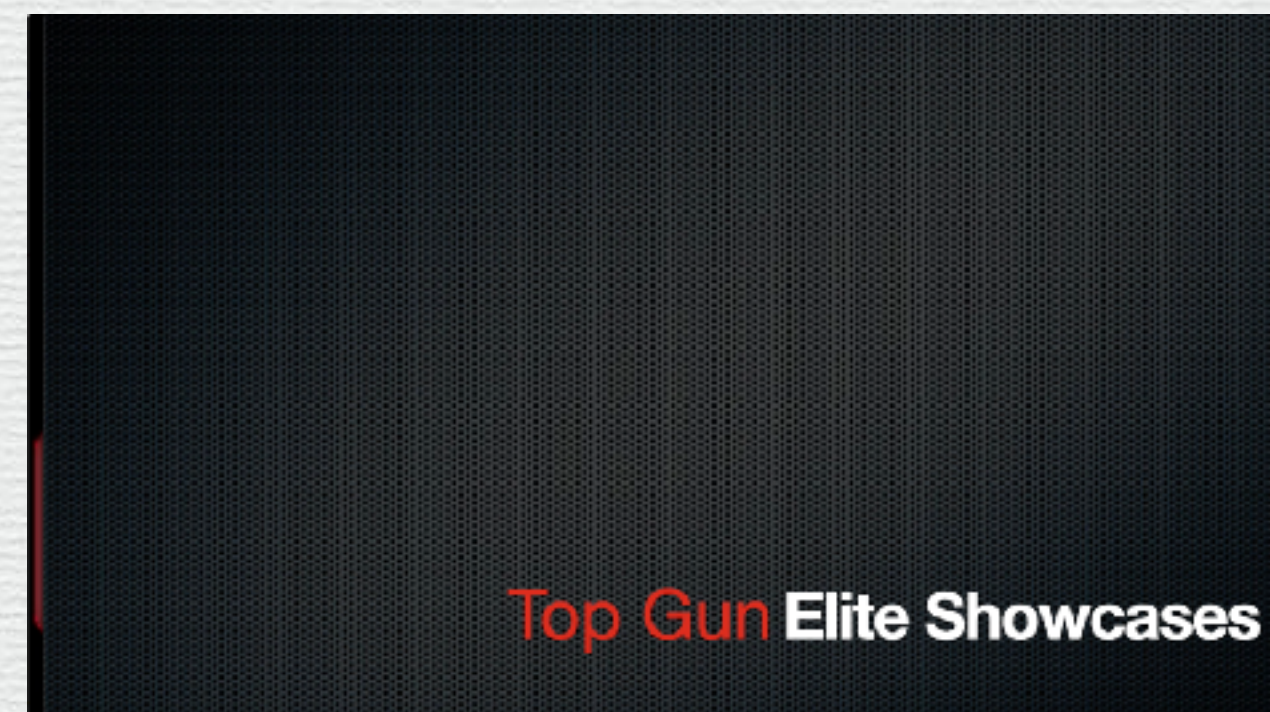
- Your company will be allotted a 15-sec advertising slot during either pregame, halftime, post game, or in game during timeouts.
 - Logo with written script for announcers to read
 - 15-second video ad
- Sponsorship Pricing (maximum of four (4) high school teams or one (1) School District in sponsorship package) minimum purchase of 3 games per sports season:
 - Football:
 - Pregame: \$40 per game
 - Halftime: \$40 per game
 - Post Game: \$40 per game
 - Timeouts: \$60 per game
 - Basketball Sponsorship (separate rate for boys and girls games):
 - Pregame: \$30 per game
 - Halftime: \$30 per game
 - Post Game: \$30 per game
 - Timeouts: \$45 per game
 - All other sports:
 - Pregame: \$20 per game
 - Halftime: \$20 per game
 - Post Game: \$20 per game
 - Timeouts: \$25 per game

**Starting at
\$20 per game**



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Top Gun Elite Showcases



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Student Athlete Mentorship

Borderland Sports Report Magazine

(High School Sports)

Starting at
\$20 per issue

- Two issues per month
- Each sport will receive a Preseason overview issue
- Continual issue will all sports being played at that time of the year (i.e. football and volleyball)
 - Football Preseason Issue:
 - Full Page ad: \$100
 - 1/2 page ad: \$80
 - 1/4 page ad: \$60
 - Basketball Preseason Issue (Boys and Girls separate issues):
 - Full Page ad: \$60
 - 1/2 page ad: \$45
 - 1/4 page ad: \$30
 - All other sports and issues:
 - Full Page ad: \$40
 - 1/2 page ad: \$30
 - 1/4 page ad: \$20

