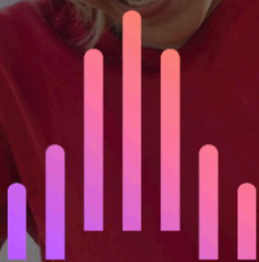




SCORE_SPORTS

05.24.2022



AISLE ROCKET

Score Sports Ideation

05.24.2022

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SCORE_SPORTS

Fix Up Local Courts

Revitalize Local Sports

Score Sports partners with celebrities to help them bring back their childhood/local sports scenes

How it benefits Score Sports

- Creates a unique, local space for Score Sports to own compared to its competition
- Hyper local approach authentically focuses on smaller / targeted communities where **Score Sports has ground to gain**
- **Builds brand equity with our consumers** by showing how when they choose Score Sports, we reinvest in their local communities





Revitalize Local Sports

How it comes to life

- Fix up the local courts and fields! Use Score and BVG's existing athlete relationships to raise awareness for their childhood communities. Score one for the community along the way
- Design non-traditional courts like [this one in Thailand](#) to fit a local community's unique needs in eye-catching ways
- Can become an annual series with new athletes, new sports and new communities

How it scales

- Athletes and artists bring their own clout and get to choose the community we help in return
- Fixing up a court turns it into a local landmark that also acts as a billboard for Score Sports for the life of the court
- Non-traditional courts become 'Instagram-able' pieces of art that attract tourists on their own
- Each court redesign can culminate with a live event to gain earned media and PR

It Takes a Village

Make Community Involvement Easy

Community support for kids sports is vital through things like Booster Clubs, we'll make that easier with Score Sports

How it benefits Score Sports

- By helping leagues start at the community level, Score Sports is developing more future athletes and consumers
- Builds consumer brand loyalty for Score Sports by removing a pain point from getting kids up and running in a league
- Broadens the brand's reach by tying Score Sports into the founding of leagues and teams





Make Community Involvement Easy

How it comes to life

- Integrate Booster Club efforts into Score Sports's online shopping platform
 - Parents can buy jerseys and other apparel to support their kids teams
 - Proceeds from Booster Club efforts would go directly to the teams and coaches
 - Create one-click 'Social Sharing' buttons so Booster Club members can share their fundraising efforts on Facebook, Instagram, TikTok and Twitter

How it scales

- These are efforts that Score Sports consumers are already doing on their own, by making it easier for them to support a team, more teams are able to compete
- Broadens the brand's reach because it's easy for any team or retailer to partake
- Opportunities to become the supplier for larger national youth sports partners like the US Youth National Soccer League, YMCA, etc.

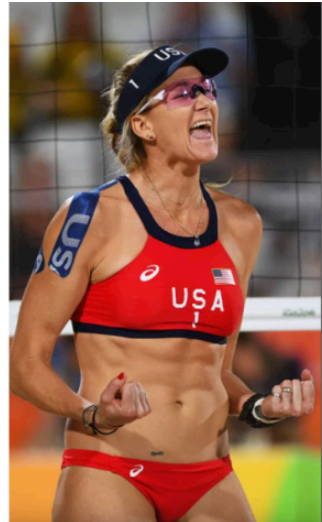
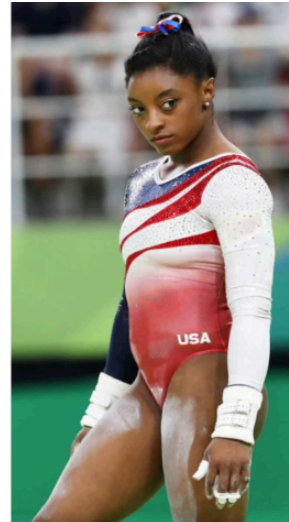
Lowering the Barrier for Entry

Score Together

Make Score Sports the entryway for any child into the world of youth sports by nurturing & heroizing inclusivity

How it benefits Score Sports

- Takes the Score Sports brand story—minority, woman-owned company—and **brings it to life via events and media**
- Builds off of Score Sports' existing footprint in soccer, but **naturally extends itself to other sports**
- **Keeps Score Sports culturally relevant.** The American consumer is undeniably becoming more inclusive. In October 2021, [two out of three Americans](#) told us their social values now shape their shopping choices.





Score Together

How it comes to life

- Make sports more accessible through 'all sport' tryouts at local sports complexes (complete with batting cages, soccer goals, basketball courts, etc.) where kids of all ages can experiment with different sports
- Host summer camps and other activations with modern day groundbreaking figures like [Megan Rapinoe](#), [Katie Sowers](#), [Marika Lyszczyk](#), and [Brandon Marshall](#) sharing their inspirational stories and how youth sports helped them
- Design the events with flexibility in mind so that these events can be easily set up anywhere and help underserved and / or targeted communities

How it scales

- Film short spots / docu-series following the groundbreaking figures as they go from camp to camp to use in future camp/event promotions
- Use targeted social media (and the clout of the athletes themselves) to raise parent awareness
- Leverage existing relationships to promote events / camps via window ads in local sporting good stores
- Partner with coaches to increase awareness by allowing for team sign-ups and recruitment at events / camps
- 'All sport' tryouts are easy to replicate and adapt based on the interests of different communities

Non-Traditional Sports

eSports Athletes Train Too

Partner with eSports athletes and leagues to highlight the tremendous amount of physical training and exercise they do too

How it benefits Score Sports

- Score Sports has always highlighted groundbreaking competitors, so this puts them at the **forefront of a new trend in competition**
- eSports has brought [cool jerseys](#) into the zeitgeist, so the product becomes a **vital part of the trend**
- Leverages Score Sports existing jersey customization options for a **previously untapped audience**
- **'Future-proofs' the brand** by expanding into new areas where kids are competing





eSports Athletes Train Too

How it comes to life

- By sponsoring an [ESL](#) team, game series or the whole league, Score Sports can highlight their immense physical preparation (workouts, rec sports, etcetera) in evergreen video content
- Through partnerships with the Scripps Spelling Bee, Pickleball, or other emerging forms of competition, Score Sports can help continue the focus on jerseys that eSports started
- Run ads and sponsored content on Twitch and YouTube, the premiere streaming platforms for eSports audiences

How it scales

- By hosting a national competition for events like pickleball (the [fastest-growing sport in America](#) in 2022), debate club or other teams that don't get the same level of attention as the Little League World Series, Score Sports can get into new forms of competition at the ground level while garnering earned media attention
- Outfitting competitors of all kinds - not just athletes - allows Score Sports to gain traction in a number of new markets where the competitor helps promote Score Sports
- Creating fan jerseys for all kinds of competitors unlocks new markets as well
- Social media campaign to nominate educational teams in under resourced school districts for sponsored custom jerseys

Think Local

Recognizing Everyday Heroes

Where Nike & Under Armour focus on the big name stars, we'll champion the local heroes who have the greatest impact in kids sports

How it benefits Score Sports

- **Creates an ownable space**, celebrating local sports heroes, for Score Sports to stand out from their competitors
- Grassroots approach is in line with the brand story and naturally **extends to smaller communities** where Score Sports has ground to gain
- **Outputs authentic brand content** that highlights new heroes, allowing the events to naturally expand to different/growing sports and communities





Recognizing Everyday Heroes

How it comes to life

- Present the awards at local soccer/football/basketball games where both the athlete and recipient can be present
- Create an annual docu-series of coaches and other everyday heroes who are making a difference through their work in youth sports

How it scales

- Using Score Sports' and BVG's existing athlete relationships, athlete's clout will draw attention as they celebrate the coaches who made a difference in their lives
- Allow consumers to nominate or crowd source their kids' coaches for future awards and recognition via online platform or social media
- Awards can be given out on a national, state, county level to make them feel personal, yet grand in scale. Content from these awards can cascade across owned channels.
- Could easily scale up to host a larger ceremony or weave it into an existing event like the ESPYs for national attention

Youth Soccer Competitive Events

Create a Unique Soccer Competition

The NFL and MLB have their own kids sports competitions, so Score Sports will help the MLS step up to the table

How it benefits Score Sports

- Builds on Score Sports' years of leadership in youth sports by positioning it as *the* brand for kids sports
- Leverages BVG and Score Sports' unique connections to Pro Sports teams of all levels to increase awareness
- High profile exposure opportunities that also place product directly in the hands of youth athletes and parents





Create a Unique Soccer Competition

How it comes to life

- Create a unique event similar in style to the NFL's [Punt-Pass-Kick](#) competition and MLB's [Pitch-Hit-Run](#) competition in coordination with Major League Soccer
- Different age groups allow for kids of all ages to compete
- Regional events, promoted at USL and other minor league games, create awareness at the local level and narrow down the competitors for the final, national competition
- The winners from each age group could be recognized at the MLS All-Star Game and then immortalized

How it scales

- Create curated video content of the best moments from competitions to use in highlight reels for promotion
- Leverage the [growing popularity of the MLS](#) via the All-Star Game to turn fans into players and coaches with a TV deal with Fox Sports (the current carrier of the MLS All-Star Game)
- Create a repeatable event footprint at semi-pro events where families and youth sports teams are attending, like the [USL](#) or [US Youth Soccer National League](#) events
- Raise awareness for local events via Score Sports' existing relationships with coaches and sporting goods stores