



powered by

re 

AN INTEGRATED PLATFORM THAT LEVERAGES USER DATA LIKE NEVER BEFORE, COMPRISED OF:

Highly Personalized Youth Athlete/Adult Fitness, Training + Development Apps (Individual Sport or Multi-Sport).

Lifestyle Enabled Resource Guide that **Aggregates All the Fragmented Content/Products/Services that Revolve Around Playing** (Equipment, Dining, Shopping, Travel, Socializing, Recruiting, Education, etc.), and **Hyper-Targets it's Delivery to Users.**

THE MARKET

THE YOUTH SPORTS INDUSTRY

- More than **36 Million Youth Athletes Play on a Team or Individual Sport.** *(source: Aspen Institute)*
- Despite Setbacks from COVID-19, Youth Sports (ages 7-18) is Expected to Grow to a **\$77.6 Billion Market by 2026.** *(source: USA Today)*
- The **Related Economic Activity** from Youth Sports (Family Lifestyle) Spending (Travel, Lodging, Equipment, Technology) Currently Exceeds **\$30 Billion Annually.** *(source: Aspen Institute)*
- In Today's Highly Competitive World Youth Athletes Need **Effective Tools to Help Guide Their Development, from a Source They Can Trust...Your Company.**
- There is an Overwhelming Amount of Mis-Information and Confusion About the **Important Steps Needed to Guide Athletes to Success.**
- No One is **Successfully Aggregating Together** the Fragmented Youth Sports Industry and Delivering the Convenience of **Personalized Content, Products and Services** to Youth Athletes in One Place...**until now.**
- Every Athlete Deserves a Chance to **Reach Their Goals/Dreams.**

WHO ARE OUR APP USERS?

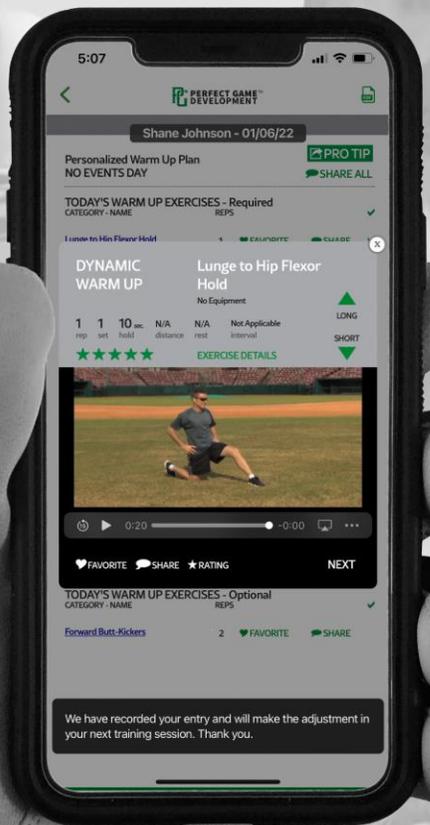
- Youth Ages 5 – 18 Years old and Adults Ages 19 and Up.
- 82% have **Influence Over Household Spending** Representing \$143 Billion. *(source: Forbes)*
- Parents **Spend \$500/Month on Average on Youth Sports** per Child; \$1000/Month is Not Unusual. *(source: TD Ameritrade)*
- Generation Z and Generation Alpha are the First Completely Digital Generations – **They do Everything on their Phone.**
- As a Result, You Must Consider How to Reach Them, Interact Appropriately, and Keep Them Engaged.
- Our **Unique Text and Response Interface** is Aligned with User Preferences and Behaviors.
- Our Users are Super Engaged – **Active Users Spend 31 Minutes Per Day** Doing Training and **Power Users Spend as Much as 2-3 Hours per Day** Doing Training, Nutrition, Learning about their Sport, and Viewing our Resource Guide (Rivalling Their YouTube and Video Game Time).

powered by



TRAINING + DEVELOPMENT PLATFORM

- Includes **Mobile Apps and Integrated Tech Platform** that Provides **World Class, Individualized Development** to Amateur Athletes in their Quest to be More Physically Fit, Play their Sport(s) More Competitively and at Increasingly Higher Levels (Recreational/Youth > Travel > High School > College > Professional).
- Development Curriculum Curated Working with **World Class Coaches/Experts** and **Best Practices** at All Levels of Sports and Nutrition.
- Uses Personal and Performance Data, National Benchmarks and Our Proprietary Matching Algorithms to Assign Daily Training to Each Individual Athlete that **Focuses and Accelerates Their Development...Safely. Not a One-Size Fits All Solution.**
- Training Focus is on **Physical Development** – Coaches Typically Want to Control Skill Development However in Interviewing Thousands of Coaches at all Levels we Have Found that They Struggle When it Comes to Individualized Physical Training for Their Athletes.
- **Educates Users** – For Those Interested, Most Activity Includes Drill Down Content to Gain a Deeper Understanding of What They are Doing and Why.
- Can be Configured for an **Individual Sport or Multiple Sports.**
- Apps are Available for **All Phones and Tablets**, and are Provided to the Athlete, Parent or Coach, **Free of Charge.**
- Our **Enterprise Level** Platform is **Highly Stable, Scalable and Secure.**



FITNESS, TRAINING + DEVELOPMENT

FUNCTIONAL OVERVIEW

START SCREEN + MAIN MENU:

Customizable Intro, Primary Navigation, In App Self + Guided Help

FITNESS, TRAINING + DEVELOPMENT

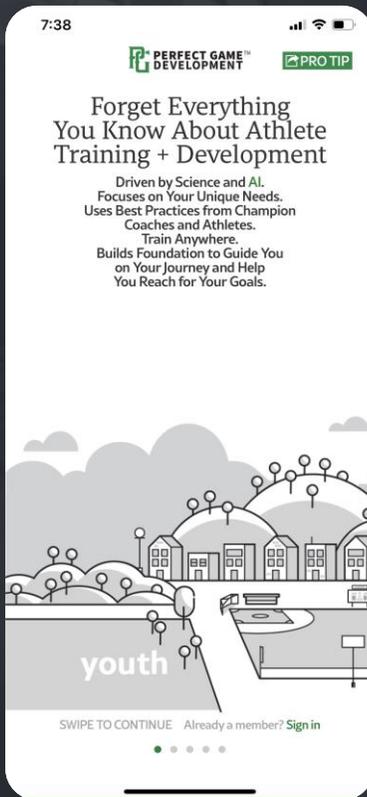
partner app shown for illustration purposes

Start Screen



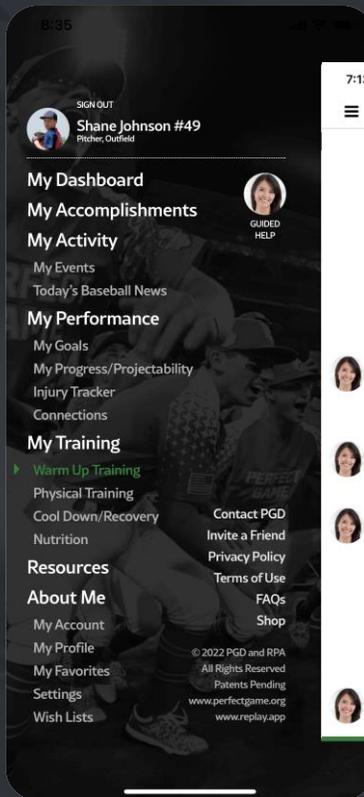
Dynamic Start Screen Engages User

Swiping Promo



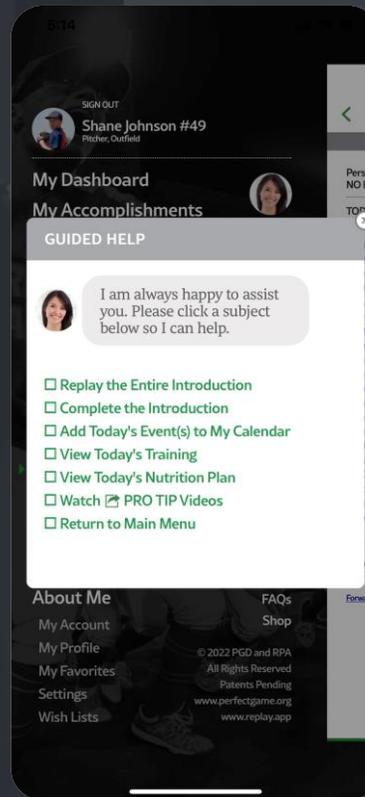
Sales Pitch Tells Story + Facilitates Engagement

Main Menu



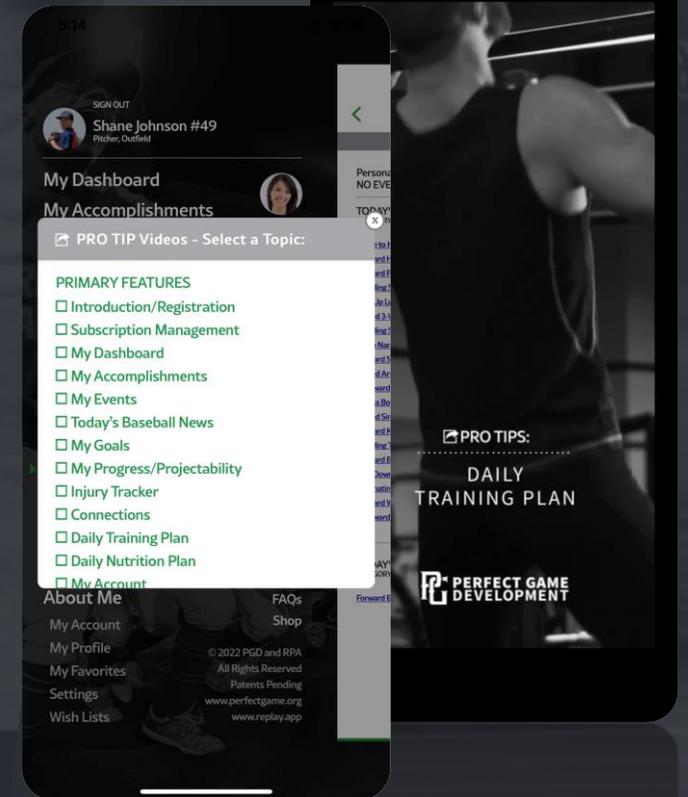
Slide Out Main Menu With Intuitive Navigation

Guided Help



Bot Guided Help for Common User Questions

Pro Tip Videos



Demonstrates Each Feature/Function and How to Get the Most Out of it

REGISTRATION + ONBOARDING:

Understanding and Engaging the User

FITNESS, TRAINING + DEVELOPMENT

partner app shown for illustration purposes

Age Verification

PERSONALIZED TRAINING + DEVELOPMENT PLATFORM

AGE VERIFICATION + CONSENT

Please enter your birthday (for the athlete using the app) so we may provide the appropriate experience for your age.

MONTH DAY YEAR
07 12 2004

I accept the Terms of Use + Privacy Policy

SUBMIT

GET STARTED
SIGN IN
LEARN MORE

Acceptance of Terms and Privacy Policy Required

PG Development Terms Of Use

GENERAL DESCRIPTION OF SERVICES:
Title of the publication or service:
Perfect Game Development (PG Development) Athlete Training and Development

RELEASE OF LIABILITY AND ASSUMPTION OF RISK AGREEMENT

IN CONSIDERATION of my being permitted to use the apps and online services (the "services") provided by Perfect Game Development (PG Development) and Re-Play Athletics (RE-PLAY), collectively the Company or Company, myself, my personal representatives, assigns and next of kin (referred to as "I" or "me"), I hereby agree to all the terms and conditions set forth in this agreement (the "Agreement"). I desire to use the services provided by Perfect Game and Re-Play Athletics.

I ACKNOWLEDGE THAT I AM AT LEAST 18 YEARS OF AGE, OR AM THE CONSENTING PARENT OR LEGAL GUARDIAN OF A MINOR.

PG Development Privacy Policy

PRIVACY POLICY Updated 05/18

This privacy policy governs your use of software application for mobile devices that were created by Perfect Game (PG) and Re-Play Athletics (RE-PLAY). The Applications help the user collect statistics and data, analyze the information, generate reports, help direct training and development, and share information with others within the approved guidelines of the user.

What information does the Application obtain and how is it used?

The applications and online tools (collectively the PLATFORM) collect information from a broad range of interviews, questionnaires, databases, devices, software, other apps and a variety of data driven sources. Data collected includes general information about the user, the session during which they participate in the sport or related training, the person recording the data, and the outcome of the session. This information is used to

GET STARTED
SIGN IN
LEARN MORE

Registration Form

SIGN UP - ATHLETE INFO PRO TIP

ATHLETE FIRST NAME

ATHLETE LAST NAME

ADD YOUR PHOTO:
GALLERY
CAMERA
FROM FILE

ATHLETE MOBILE PHONE*

* We Will Not Call You - Phone Number is Used by Many App Features and for Sending In-App Notifications/Support

MAIN CONTACT EMAIL

PASSWORD

RE-ENTER PASSWORD

Did a Friend Refer You? EMAIL ADDRESS

LET'S GO!

GET STARTED
SIGN IN
LEARN MORE

(This Step is Eliminated if Using Auto Registration)

Text/Response Interface

7:13

Sara
Personal Assistant

Hi Shane. I'm Sara. Let's get started. Set-up will only take a few minutes.

To start, I will need some basic information. These questions will only be asked the first time you use the app.

Please tell me the positions you play.

It is important to check all that you play since PG Development provides different training based on your answers.

I play Pitcher and Outfield.

Awesome! Looks like you are a well-rounded and versatile player. Coaches love that!

Do you throw right or left?

Bots Introduce and Explain Each Feature and Gather Needed Data (1st Time Only)

PHYSICAL TRAINING:

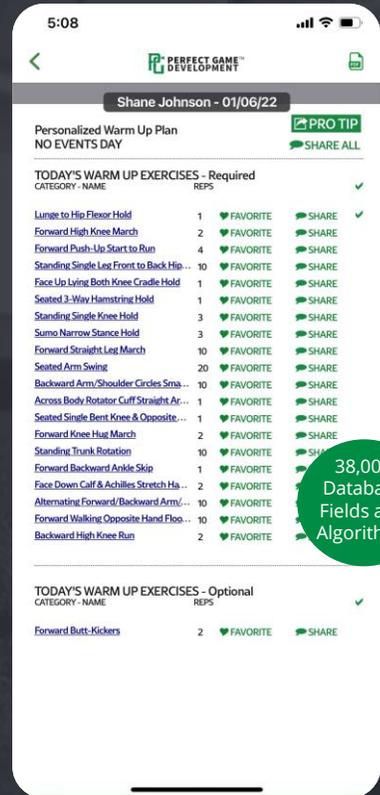
Daily Personal Workouts – Warmups, Physical Exercises + Cool Down

FITNESS, TRAINING + DEVELOPMENT

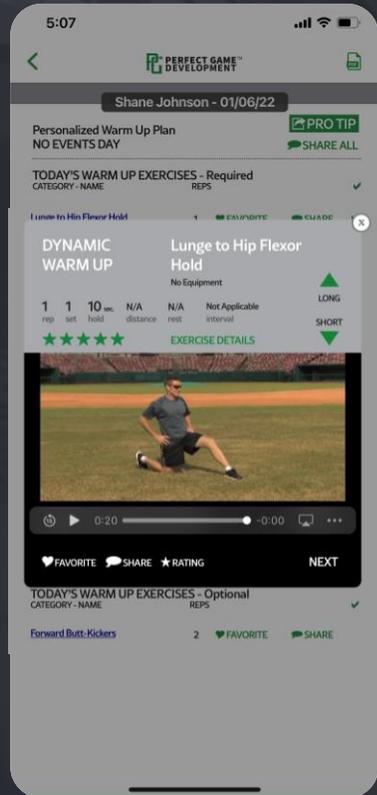
partner app shown for illustration purposes

Individualized Exercise List – Coordinated with User’s Calendar and Rotates 4 Program Days (Upper Body, Lower Body, Strength + Conditioning, and Speed + Agility)

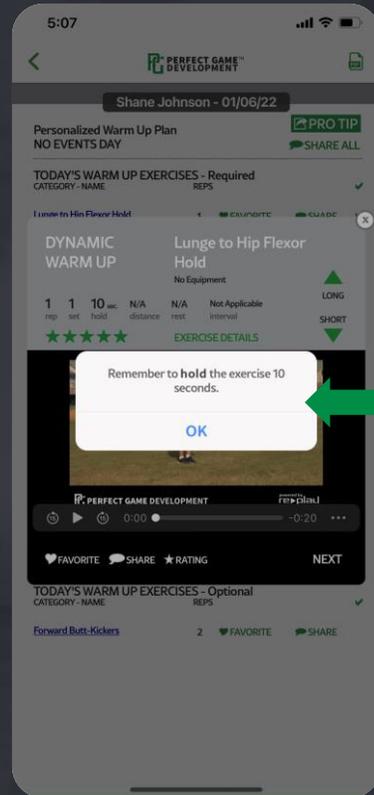
Matches User Deficiencies to Activity that Focuses and Accelerates Development Safely



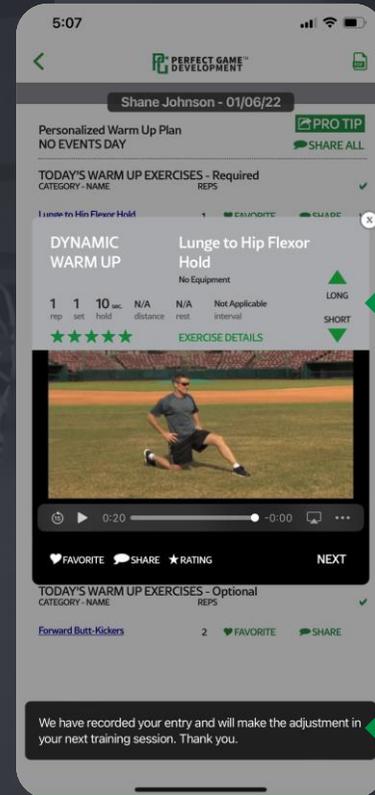
Advances Through User’s List of Exercises in Order



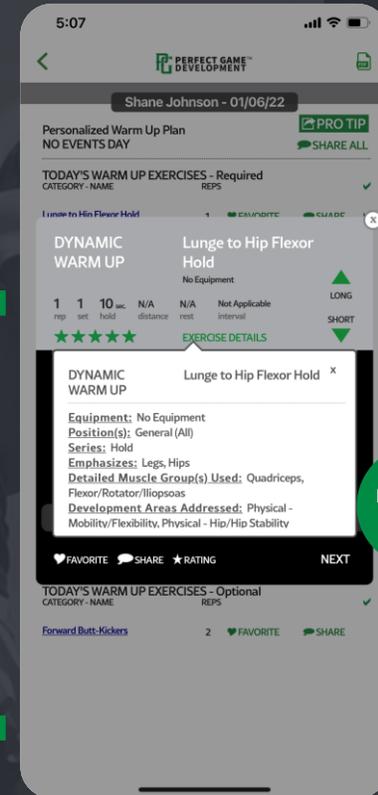
Intelligent Video Library of 800 Exercises Matched to Individual Needs



Prompts and Voiceovers Coach on Key Concepts for Athlete Success



Athlete May Provide Feedback so System Can Adjust Their Next Session



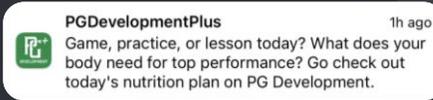
In Depth Details of Muscle Groups Used Benefits, Equipment Needed, etc.

NUTRITION + HYDRATION:

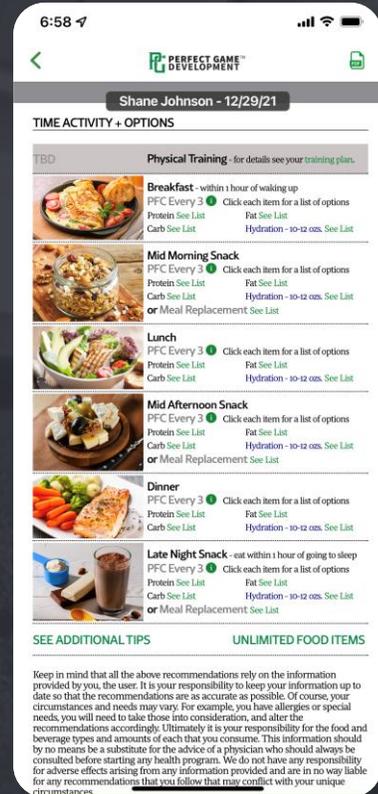
Individualized Daily Nutrition + Hydration Plans and Reminders

FITNESS, TRAINING + DEVELOPMENT

partner app shown for illustration purposes

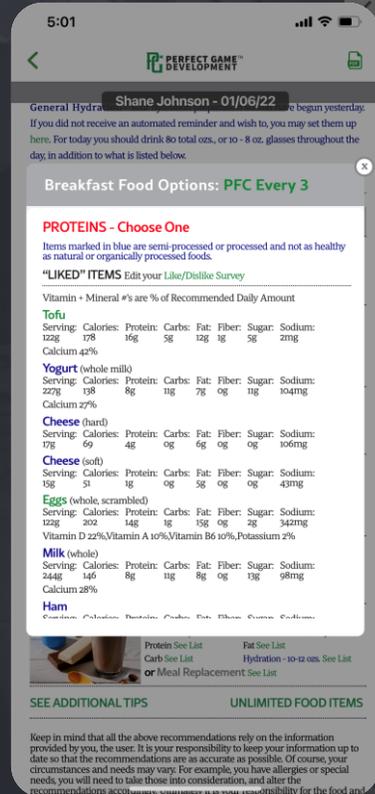


Daily Schedule



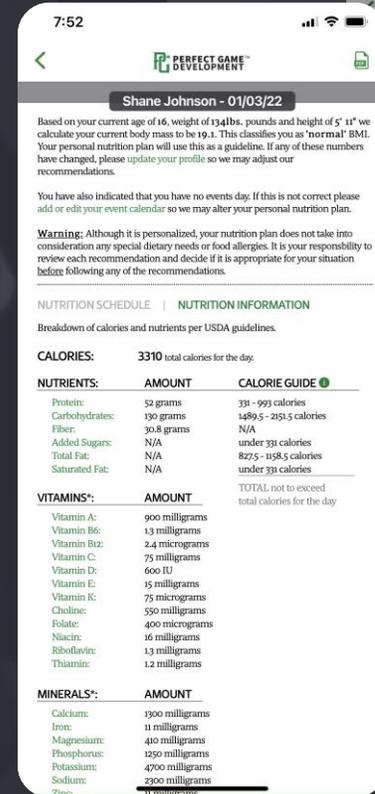
Nutrition Schedule Factors in Sports Activity

Meal/Snack Options



Suggested Foods + Beverages, with Nutrition Detail, Sorted by Likes/Dislikes

Nutritional Info



Considers Athlete Personal Info, Goals, and Pending Activity

Like/Dislike Survey



User Selections Get Factored Into Daily Plan

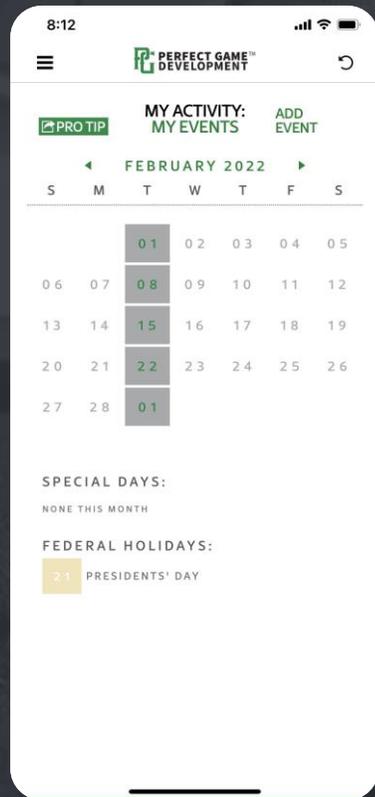
CALENDAR + EVENTS:

All Development Activity is Synchronized with the Athlete's Calendar

FITNESS, TRAINING + DEVELOPMENT

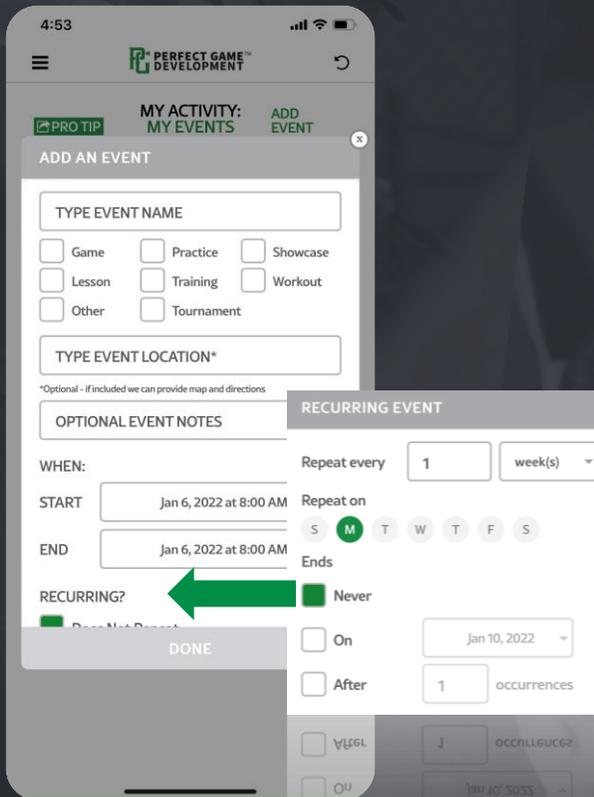
partner app shown for illustration purposes

Event Calendar



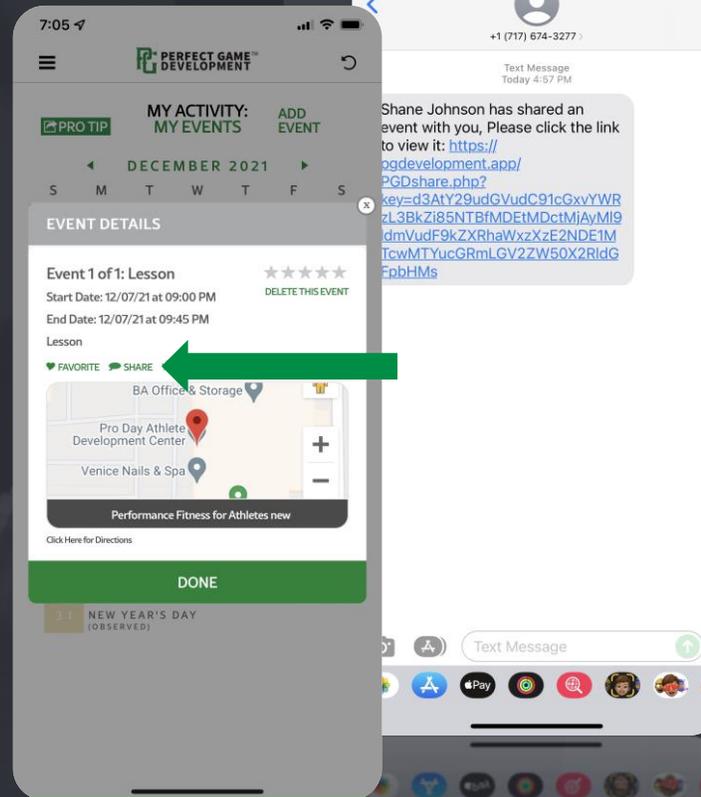
Month by Month Calendar Including Federal Holidays

Event Entry Form



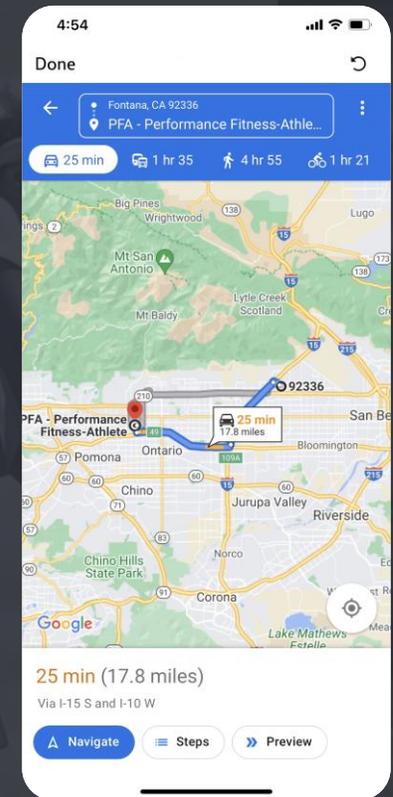
Recurring and Automated Reminder Functions

Event Details



Key Event Info – Date, Start + Stop Times, Rating, Save to Favorites

Event Directions



Fully Functioning Map with Directions (Also Shareable)

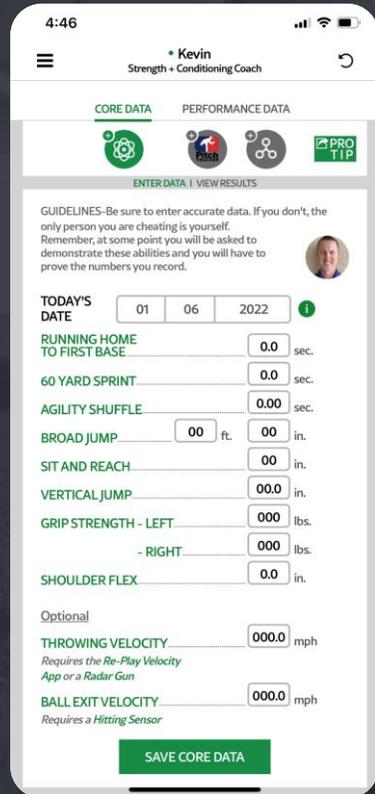
MY PERFORMANCE:

Quarterly Benchmarking, Progress Tracking + Projectability

FITNESS, TRAINING + DEVELOPMENT

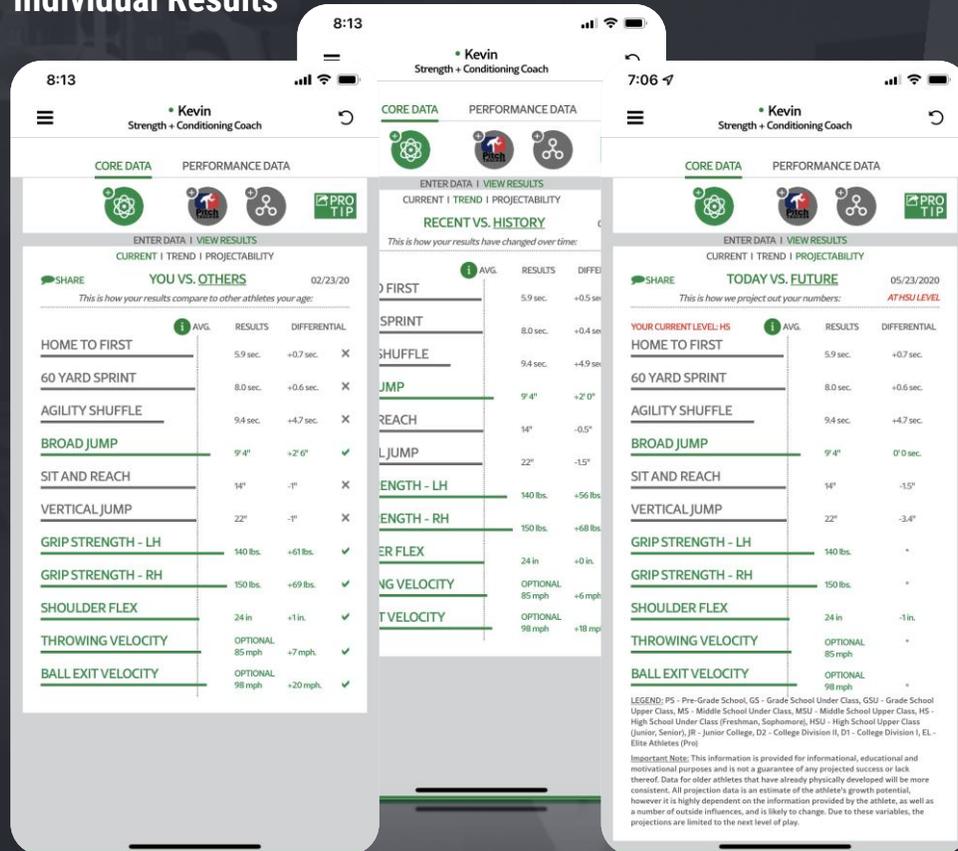
partner app shown for illustration purposes

Core Data



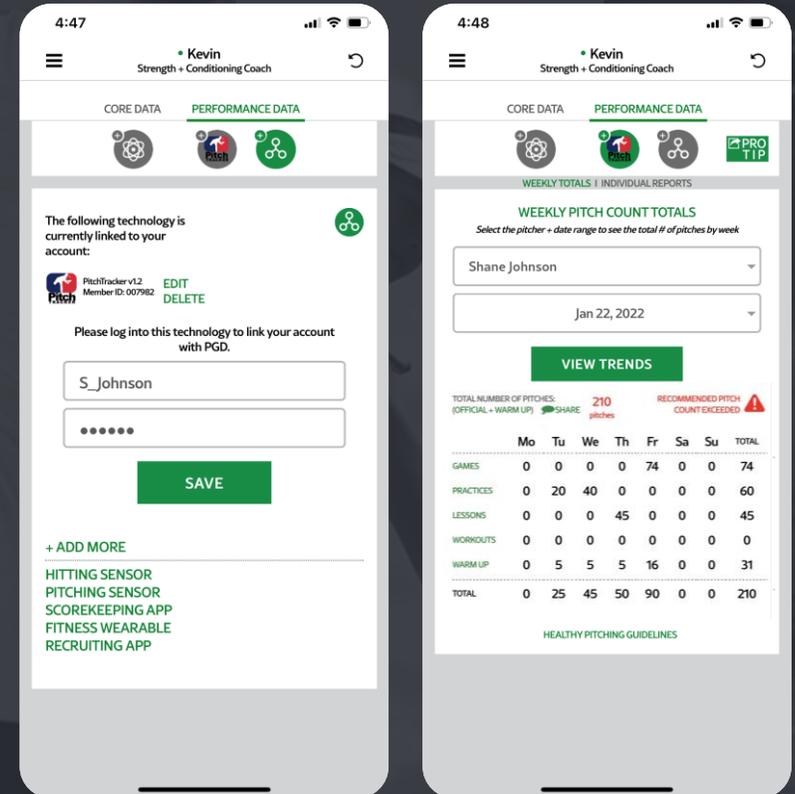
Quarterly Data Collection Form Includes Instructions

Individual Results



Data Benchmarked Against Others, Personal Trend, Future Projectability. Highlights Areas User Excels in as Well as Deficiencies Which are Automatically Factored Into Their Daily Training

Linked Technology (Optional)



Our Open API Allows for Connection to Other Devices and Data Sources to Aggregate Info Into App and Factor Additional Data Into Daily Training

COMPREHENSIVE PLAYER PROFILE:

Aggregates all Data into Detailed Player Profile (Shareable)

Player Profile – Auto Compiled PDF, Can be Saved, Printed or Shared

FITNESS, TRAINING + DEVELOPMENT

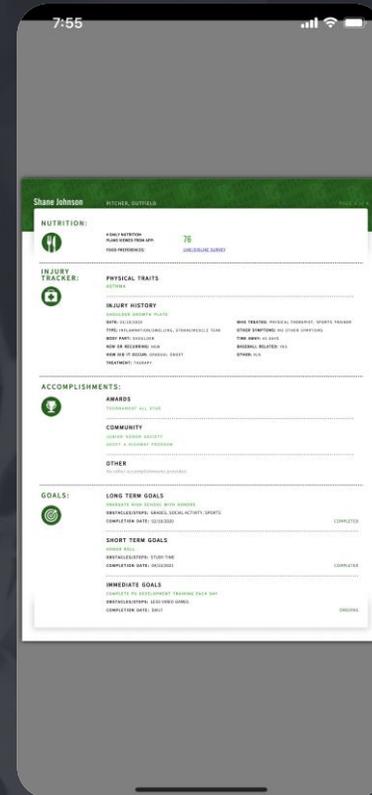
partner app shown for illustration purposes



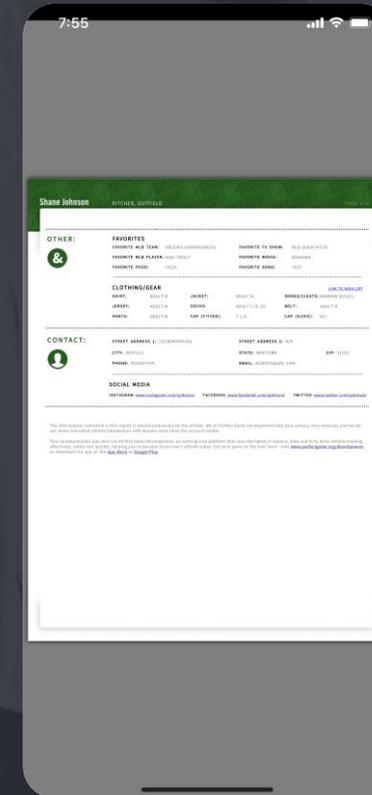
Personal Info, Videos, Sports/Team Info, Academic, and Training



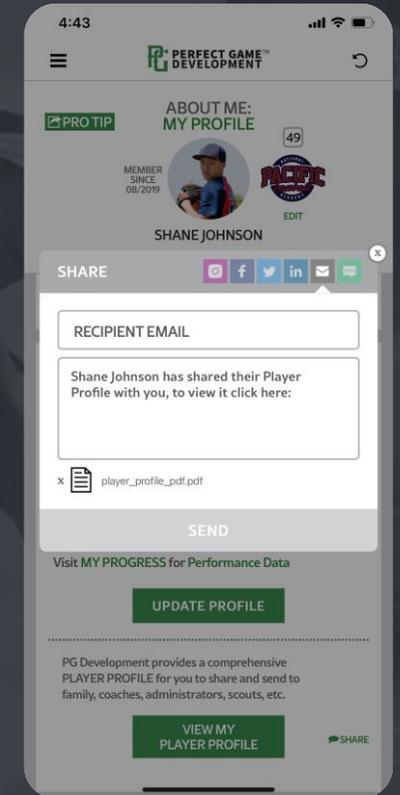
Core Data – 10 Key Metrics and Comparisons



Nutrition, Injury Tracker, Goals + Accomplishments



Favorites, Gear, Contact and Social Media



Profile Can be Shared by User via SMS, Email or Posting to Social Media

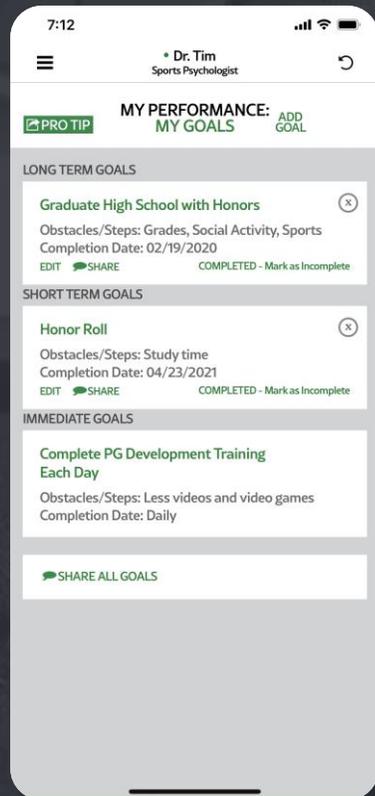
GOAL, ACCOMPLISHMENT + INJURY TRACKING:

Additional Data that Synchronizes with Training and Player Profile

FITNESS, TRAINING + DEVELOPMENT

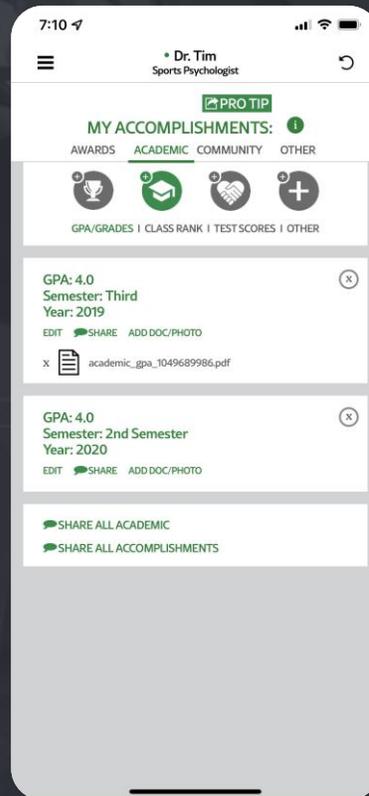
partner app shown for illustration purposes

My Goals



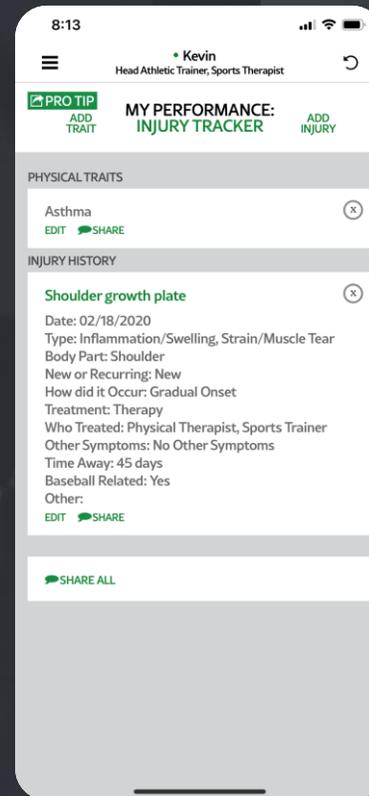
User Definable Long, Short and Immediate Goals. Rewards for Completion

My Accomplishments

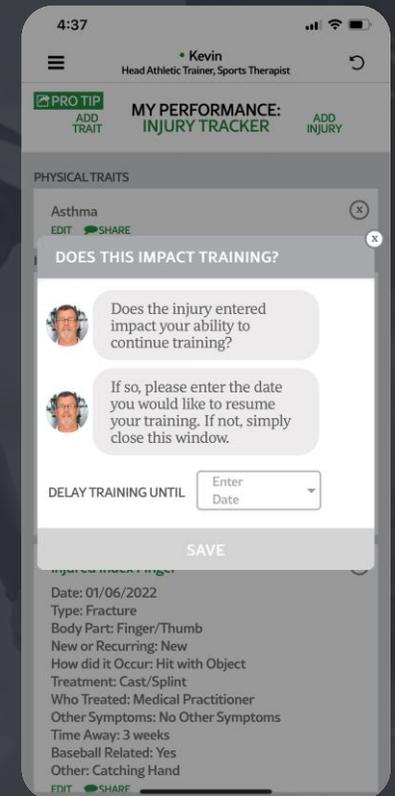
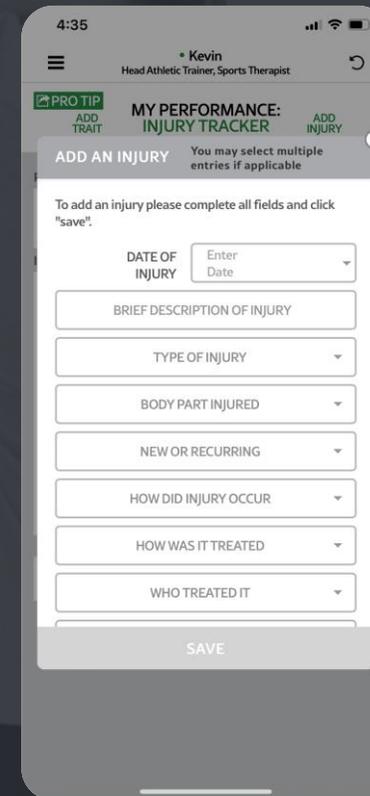


Awards, Academic and Community Accomplishments Built Into Player Profile

Injury Tracker



Tracks and Provides History of User's Physical Traits and Injuries. Factors Injuries and Rehabilitation into Daily Training



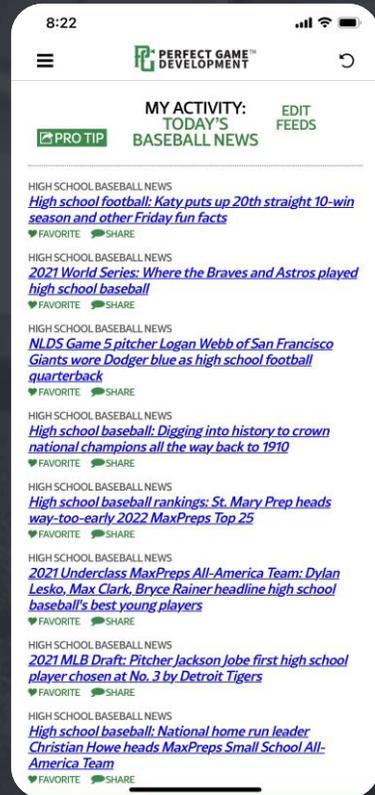
USER ENGAGEMENT:

News Feeds, Loyalty Program, Shop and Wish Lists

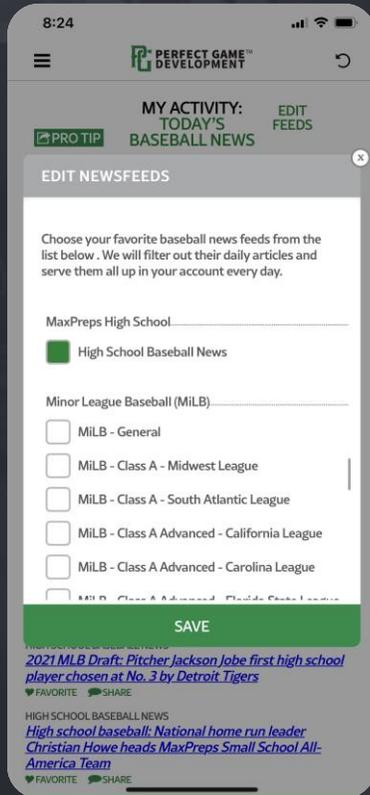
FITNESS, TRAINING + DEVELOPMENT

partner app shown for illustration purposes

Sports News



All Popular Sports Feeds Aggregated Into One Place



User May Select Which Feeds Show Up in Their App



Headlines Linked to Full Articles Using In-App Browser (Never Leave App)

Loyalty Program



User Activity Such as Completing Tasks, Sharing, etc. Awards Rewards Dollars to Spend on Training Products in our In App Shop

Wish Lists



Interactive Wish Lists Feed Other Functions and Can be Shared

ACCOUNT MANAGEMENT + SELF SERVICE:

Daily Dashboard, App Settings + Controls

FITNESS, TRAINING + DEVELOPMENT

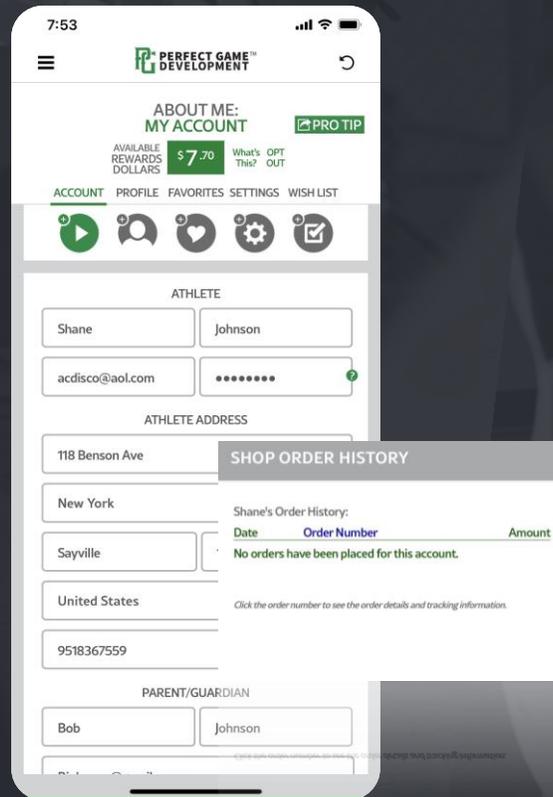
partner app shown for illustration purposes

Daily Dashboard



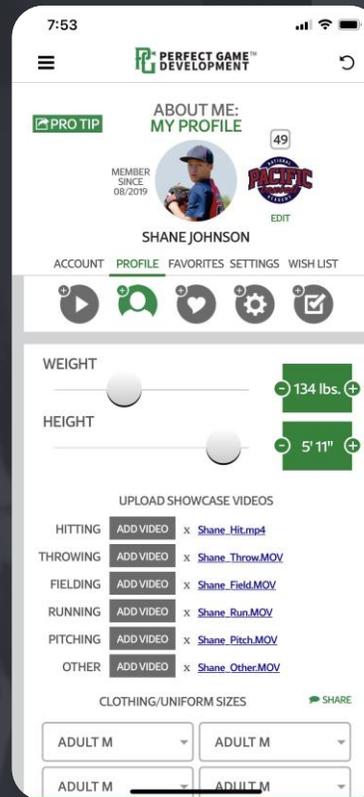
Daily In App and Emailed List of Key Action Items

My Account



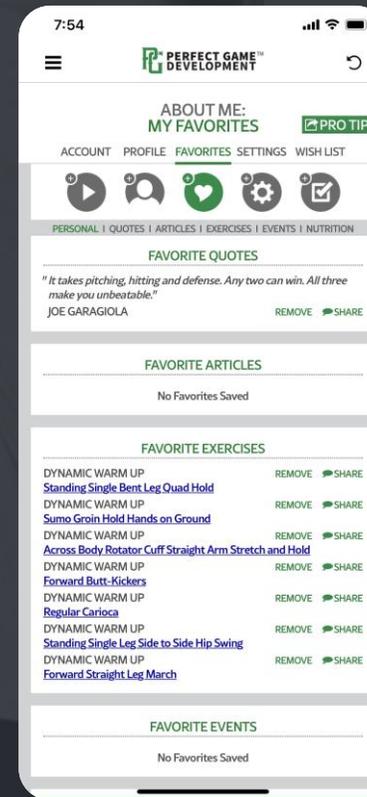
Log In Manager, Contact Info, Social Media + Order History

My Profile



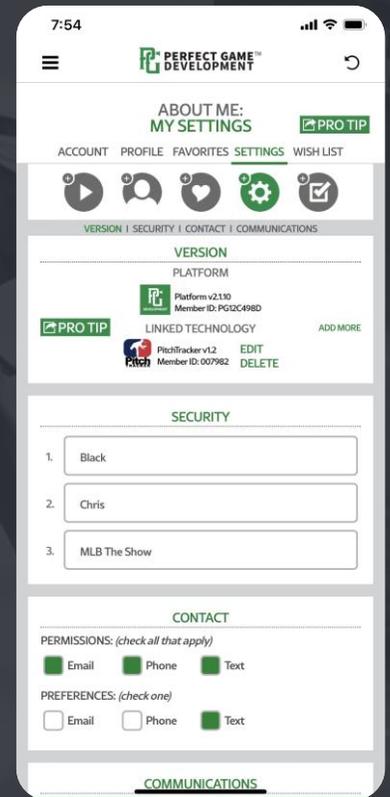
Personal Info, School Info, Videos, Uniform Info, Profile

My Favorites



Favorite Quotes, Articles, Exercises, Events, Resources

My Settings



Version, Security, Contact + Communication Preferences

BACK-END ADMIN:

App Management, Customer Service/Communication, Reporting, etc.

FITNESS, TRAINING + DEVELOPMENT

partner back-end shown for illustration purposes

The screenshot shows a WordPress admin dashboard for 'Perfect Game Development'. The left sidebar contains various menu items, with 'PGD Customer Service' highlighted. The main content area displays a table of users with columns for selection, profile, email, first/last name, birthday, phone, address, last question, PG ID, created date, and ID. The table contains 10 rows of user data.

<input type="checkbox"/>	PGD user	First name	Last Name	Birthday	Phone	Address	Last Question	PG ID	Created Date	ID
<input type="checkbox"/>	AUTO: jackofmerrick@icloud.com	Jack	Finkelstein	2006-06-30	9178060345		N/A	1046656	2022-01-04 13:36:00	34059 6
<input type="checkbox"/>	AUTO: alexandriatg@outlook.com	Ocean	Reynolds	2007-06-08	5016725578		N/A	831179	2022-01-04 13:24:17	34059 5
<input type="checkbox"/>	AUTO: tmyres3@gmail.com	Tony	Myres Jr.	2007-05-23	4176640136		N/A	626951	2022-01-04 13:24:05	34059 4
<input type="checkbox"/>	AUTO: amandapsommers@yahoo.com	Paige	Sommers	2008-08-29	2147181548		N/A	869103	2022-01-04 13:06:57	34059 3
<input type="checkbox"/>	AUTO: gabriel.arredondo@gmail.com	Alexa	Arredondo	2008-12-16	9728974010		N/A	891213	2022-01-04 13:05:01	34059 2
<input type="checkbox"/>	AUTO: jadams2421@yahoo.com	Will	Adams	2007-06-22	3104890334		N/A	584273	2022-01-04 12:35:26	34059 1
<input type="checkbox"/>	AUTO: kimiko.inoue@hotmail.com	Takashi	Rutherford	2007-12-26	4242638338		N/A	851630	2022-01-04 12:34:49	34059 0
<input type="checkbox"/>	AUTO: dschultz13@msn.com	Logan	Schultz	2007-06-22			N/A	1034886	2022-01-04 12:24:40	34058 9
<input type="checkbox"/>	AUTO: budgill@gmail.com	Cooper	Gill	2007-07-07			N/A	1034880	2022-01-04 12:23:53	34058 8
<input type="checkbox"/>	AUTO: budgill@gmail.com	Carson	Blake	2007-10-18	8177188252		N/A	1034876	2022-01-04 12:23:23	34058 7
<input type="checkbox"/>	AUTO: dschultz13@msn.com	Cooper	Gill	2007-07-07			N/A	1034880	2022-01-04 12:23:53	34058 8
<input type="checkbox"/>	AUTO: dschultz13@msn.com	Logan	Schultz	2007-06-22			N/A	1034886	2022-01-04 12:24:40	34058 9

FOR APP USERS:

- Our Connection with Users, and the Extensive Data We Collect, Provides a Connection to the Athlete’s Lifestyle, a Deep Understanding of Their Needs, and Allows Us to **Provide Highly Valued Lifestyle Solutions** at a Deeper and More Personalized Level than Ever Before.
- User Interests, Actions, Behaviors, etc. Drive **Hyper-Targeted Content, Product and Service Recommendations Dynamically**.
(The Guide May Also be Viewed Statically.)
- Largest Resource of its Kind Containing **Hundreds of Categories + Many Thousands of Entries**, Addressing Both **Sports Centric Items**, as well as **Areas of Interest That Revolve Around Playing Sports** (Dining, Travel, Apparel, Socializing, Attractions, Recruiting/College Programs, Careers, Education, Etc.)
- All Resource Guide **Info is Interactive** – User Can Initiate a Phone Call, Launch an Email, Get Directions, View Web and Social Media Links, and Respond to a Call-to-Action, all with a Single Click.
- Our **In App Browser** Allows User to Visit External Links without Ever Leaving the App.

FOR ADVERTISERS:

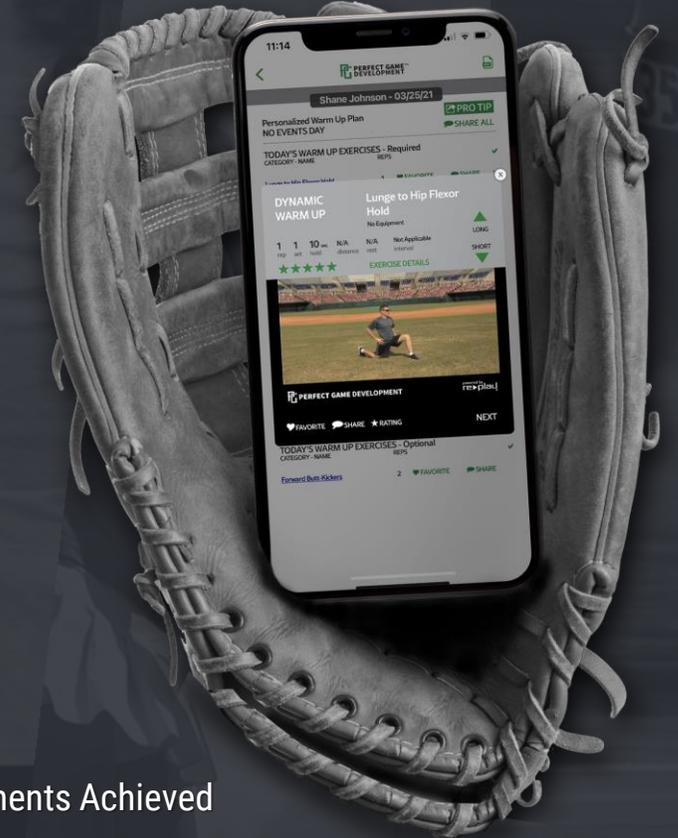
- **More Targeted Than Any Other Medium.**
- Our Resource Guide Accommodates **Information, Products, Services, Events, Destinations** and more.
- **Low-Cost Ads** Generate **High ROI**, Making Advertising **Affordable and Attractive to Any Size Business** – Local, Regional or National Yielding an Almost Infinite Audience of Prospective Advertisers.
- **Circumvents App Tracking Issues** – Closed Loop System.
- Full Transparency - Provides **Real Time Performance Stats**.
- **Completely Turnkey** from Gathering Ads to Drip Marketing to Sales to Self Service.
- All entries may be placed in up to **5 Categories** and Up to **10 Keywords** (or Keyword Phrases) Included.
- **In App Search Engine** – Name, Address, Description, Categories, Keywords.
- Auto-Renewable Payments (Multiple Gateways – CC/DC, Check/Savings, PayPal) **Cancellable at Any Time**.
- All Placements are Carefully Reviewed Before Releasing to Assure Compliance with our **Publishing Guidelines**.

A SMALL SAMPLING OF THE DATA WE COLLECT AND TRACK...

- Personal Information (Age, Height, Weight, Sports/Positions Played)
- Demographic and Psychographic Information
- Performance Data
- Development Needs
- Calendar/Schedule (upcoming travel)
- Geographic/Location Information
- Food and Drink Preferences
- Community Service
- Social Presence
- Clothing and Shoe Sizes
- Interests
- Work ethic
- Equipment Owned/Needed
- Goals/Aspirations
- Academic Performance
- Behavior, and Much More!

A SMALL SAMPLING OF OUR EVENT, ACTION AND BEHAVIOR DRIVEN ADVERTISING OPPORTUNITIES...

- User's Birthday
- Post Workout or Event/Recovery
- Tournament/Game Day Offers
- Special Days/Holidays on Calendar
- Most In-App Actions
Can be Matched to
a Corresponding
Targeted Sales
Opportunity!*
- Travel Related
- Injury Related
- Award, Goal or Accomplishments Achieved
- List or Survey Completion, and Many More!



“LIFESTYLE ENABLED” RESOURCE GUIDE

partner app shown for illustration purposes

AD OPTIONS:

STATIC ADS

vs.

DYNAMIC ADS

User Initiates

Flat Fee per Month or Year

Very Low Cost

Fully Interactive

Auto-Renews Each Interval

Includes Admin Functions

Real Time Stats

Cancellable Prior to Any Renewal

Action, Event or Behavior Driven

CPM Pricing

Slightly Higher Cost But Hyper Targeted

Fully Interactive

Auto Replenishes

Includes Admin Functions

Real Time Stats

Cancellable Prior to Any Renewal

“LIFESTYLE ENABLED” RESOURCE GUIDE

FUNCTIONAL OVERVIEW

- attractions
- entertainment
- lodging
- dining
- technology
- socializing
- shopping
- education
- colleges
- scholarships
- apparel
- equipment
- events
- training

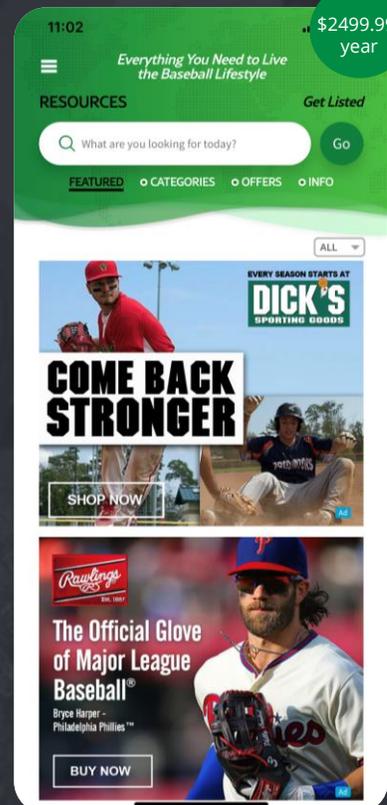


"LIFESTYLE ENABLED" RESOURCE GUIDE

partner app shown for illustration purposes – current rate card rates shown – subject to change

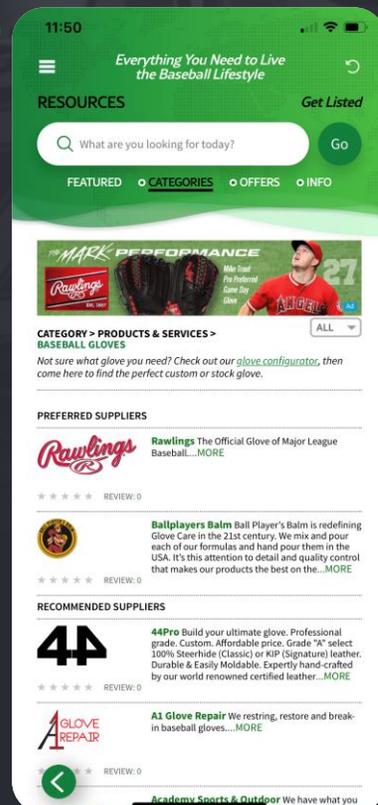
AD/LISTING TYPES – STATIC:

Sponsor Ad (Main Page)



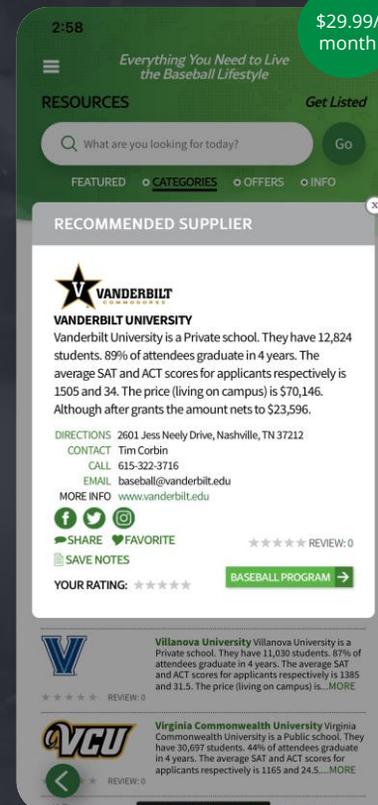
Highest Visibility and Limited Positions Available
Highest Traffic!

Listing Page



Listings Prioritized by Type of Ad, then Alpha
Approx. 200 Categories

Recommended Listing



Default Listing – Basic Ad (Vast Majority of Listings)

Upgraded Listing



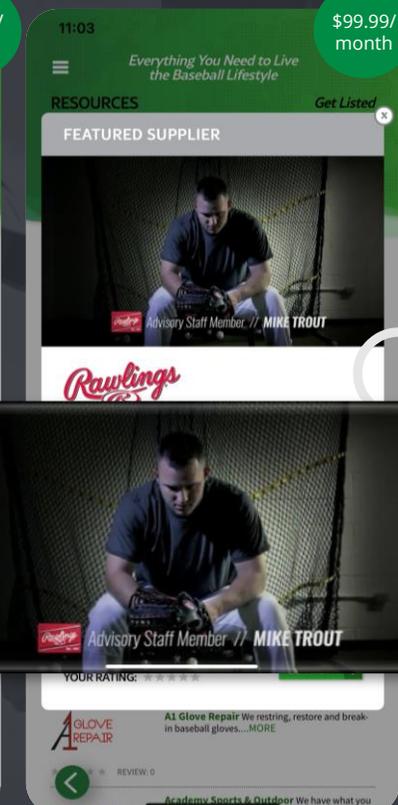
Adds Slideshow (up to 9 Images max)
Multiple Images!

Preferred Listing



Adds Half Page Custom Photo/Ad

Featured Listing



Adds Video – (player pops out to full screen)
Engage with Video!

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AD/LISTING TYPES – DYNAMIC:

Leaderboard Banner

11:02
Everything You Need to Live the Baseball Lifestyle
RESOURCES Get Listed
What are you looking for today? Go
FEATURED CATEGORIES OFFERS INFO
MARK PERFORMANCE
Rawlings
CATEGORIES > PRODUCTS & SERVICES > BASEBALL GLOVES
Not sure what glove you need? Check out our glove configurator, then come here to find the perfect custom or stock glove.
PREFERRED SUPPLIERS
Rawlings Rawlings The Official Glove of Major League Baseball...MORE
Ballplayers Balm Ball Player's Balm is redefining Glove Care in the 21st century. We mix and pour each of our formulas and hand pour them in the USA. It's this attention to detail and quality control that makes our products the best on the...MORE
RECOMMENDED SUPPLIERS
44Pro Build your ultimate glove. Professional grade. Custom. Affordable price. Grade "A" select 100% Steerhide (Classic) or KIP (Signature) leather. Durable & Easily Moldable. Expertly hand-crafted by our world renowned certified leather...MORE
A1 Glove Repair We restring, restore and break-in baseball gloves...MORE
Academy Sports & Outdoor We have what you

\$9.99/
CPM

Targeted by **Category**
Position Rotates

Half Page Banner

11:05
Everything You Need to Live the Baseball Lifestyle
RESOURCES Get Listed
What are you looking for today? Go
FEATURED CATEGORIES OFFERS INFO
Angels Baseball is Back!
BUY TICKETS
history that the Dodgers will hold the Midsummer Classic, including the third time in Los Angeles and the second at Dodger Stadium, which last...MORE
RECOMMENDED SUPPLIERS
American Family Fields of Phoenix This award-winning facility, on the west side of Phoenix, is a state-of-the-art complex with ample parking and easy access. The ballpark features a recessed playing field and shaded...MORE
Angel Stadium Experience a behind-the-scenes tour of Angel Stadium. Tours include: a trip down to the field, a visit into the Angels dugout, a walk through the Visitors' Clubhouse, access to the Press Conference Room and an look at the...MORE

\$19.99/
CPM

Targeted by **Category**
Pops-Up; Position Rotates

Interstitial Image

11:05
MLB.TV
BASEBALL IS BACK!
STREAM EVERY GAME LIVE OR ON DEMAND
Watch every out-of-market game on multiple devices, with choice of home and away TV and radio feeds.
Multiple packages available.
LEARN MORE - GET STARTED TODAY

\$29.99/
CPM

Targeted by **Category**
Pops-Up; Position Rotates

Interstitial Video

11:06
BASEBALL IS COMPETITIVE

\$39.99/
CPM

Targeted by **Category**
Pops-Up; Position Rotates

Full Screen Video!

Special Pop-Up Ad

3:32
Sara Personal Assistant
GREAT JOB TRAINING!
OXYGENATED RECOVERY
Lemon Line
CAFFEINE FREE
It's Time to Hydrate, Energize and Recover.
Designed for post-workout, Formula O2 was designed to help oxygenate your body to recover faster. Made with only clean ingredients, electrolytes and tastes great. Try some today and recover faster.
DIRECTIONS 1481 Showcase Drive, Columbus, OH 43212
CALL 614-321-9852
EMAIL info@drinko2.com
MORE INFO www.drinko2.com
SHARE FAVORITE
SAVE NOTES
YOUR RATING: ★★★★★ BUY NOW

\$49.99/
CPM

Triggered by **Activity, Events, Behavior**
Pops-Up; Position Rotates

Most Targeted -
Maximum
Response -
Event, Action &
Behavior Drive
at Time of Need!

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AD/LISTING TYPES – CONTENT:

Paid Content

11:03
Everything You Need to Live the Baseball Lifestyle
RESOURCES Get Listed
INFO
EASTON
Easton Introduces New Batting Helmet
ALPHA BATTING HELMET, WITH NEW DESIGN FOR A BETTER AND LONGER-LASTING FIT
THOUSAND OAKS, CA. (September 5, 2019) – Easton Diamond Sports, the industry leader in equipment innovation and technology, today announced the launch of its Alpha Batting Helmet featuring a revolutionary fit design and new shell that offers even pressure around the head and proper jaw coverage. The introduction of Alpha is an achievement in batting helmet design, providing better and longer-lasting fit for players of all ages, skill levels and head shapes than ever before.
The Alpha Batting Helmet is the best looking, best fitting and most comfortable entry-level batting helmet on the market. Easton engineers developed a more consistent, continuous fit for Alpha to allow players to transition in sizes from tee ball to adult (from as small as 6 1/4", to as large as 7 3/4").
"Good fit equals effective protection," said Easton Category Manager Ian Fung. "That is a fact that gets overlooked too often. We see a lot of players on the field using a helmet that has the right construction and features, but leaves much to be desired from a fit perspective. We found that children, especially, are... MORE
SHARE FAVORITE ★★★★★ REVIEWS: 26
SAVE NOTES
YOUR RATING: ★★★★★
REVIEW 0
Academy Sports & Outdoor We have what you

Purely Commercial Interest
One Time Fee
Includes Logo

Byline Content

11:07
INFO
Where the Sidewalk Terminates
FIRST IN A SERIES
Baseball Ranch
by Ron Wolforth, Principal Texas Baseball Ranch
Where the Sidewalk Terminates
Several years ago, while traveling to Ft. Lauderdale to watch our then-21-year-old son play baseball, I ran across this very peculiar sign.
Every morning and every evening my wife, Jill, and I go for a 15-45-minute walk. One morning, while walking to breakfast, we ran across this sign. The next morning, I made sure we walked the same way so I could take a picture of it.
My initial reaction to the sign was, 'Why on Earth would we spend tax-payer money on such a sign? After all, don't almost all sidewalks terminate into a street or another sidewalk at some point? Do we really need to have a sign which points out the obvious?'
The more I thought about this, it occurred to me that common sense is really often nothing more than the behavior of recognizing and respecting the obvious. I thought the sign was a perfect metaphor for what I wanted to share in this series.
In this series, I endeavor to point out the obvious things that are critically important to the development of an athlete's throwing tool. As a vast majority of readers would attest to, there are no shortages today in terms of velocity enhancement programs, weighted ball programs, as well as various tools and processes that promise spine-tingling improvements in a very short period of time.
I will not berate nor chastise any philosophy, tool, process

Moderate Commercial Interest
Lower One Time Fee

Subject Content

3:36
INFO
Pitch Smart
GUIDELINES FOR YOUTH & ADOLESCENT PITCHERS
by MLB and USA Baseball
As the health and safety of athletes continues to be a priority within amateur baseball, the following Pitch Smart Compliance program has been developed to assist the public in identifying the organizations that have adopted Pitch Smart guidelines and principles. If your organization would like to become Pitch Smart Compliant, please complete the application and submit it to pitchsmart@usabaseball.com.
Ages 8 and Under (Typically 46' Pitching Distance)

- Focus on athleticism, physical fitness, and fun
- Focus on learning baseball rules, general techniques, & teamwork
- Do not exceed 60 combined innings pitched in a 12-month period
- Take at least 4 months off from throwing every year, with at least 2-3 of those months being continuous
- Make sure to properly warm up before pitching
- Set and follow pitch-count limits and required rest periods
- Avoid throwing pitches other than fastballs and change ups
- Avoid playing for multiple teams at the same time
- Avoid playing catcher while not pitching
- Players should not pitch in multiple games on the same day
- Play other sports during the course of the year
- Monitor for other signs of fatigue
- Pitchers once removed from the mound may not return as pitchers
- No pitcher shall appear in a game as a pitcher for three consecutive days, regardless of pitch counts

Ages 9-12 (Typically 46-50' Pitching Distance)

- Focus on athleticism, physical fitness, and fun
- Focus on learning baseball rules, general techniques, & teamwork
- Do not exceed 80 combined innings pitched in a 12-month period
- Take at least 4 months off from throwing every year

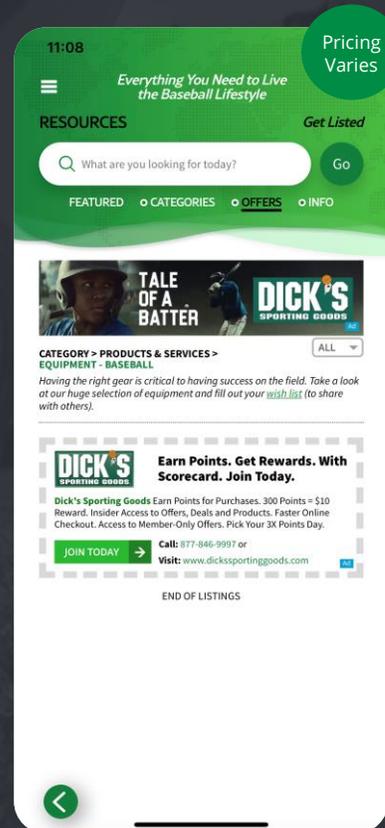
No Commercial Interest
Free of Charge

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AD/LISTING TYPES – OFFERS, EMAILS + TEXT BLASTS:

Offers



Pricing Varies

Provides Value to Customers
Discounted Rate or Free

Email Blasts



\$49.99/CPM

Dedicated Blast to PGD Customers
Limited Weekly Slots Available
CPM Pricing

Text Blasts



\$49.99/CPM

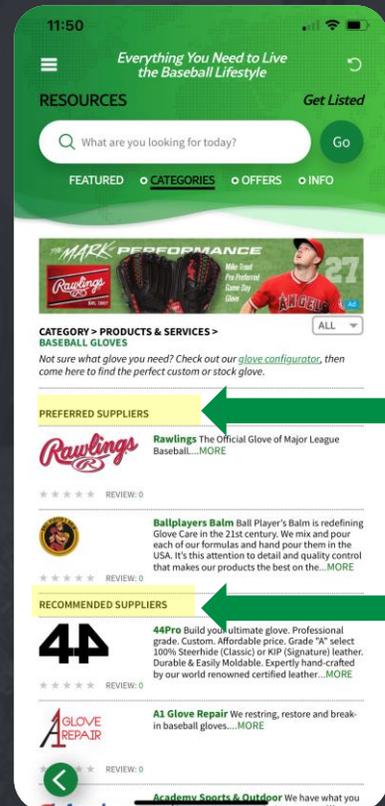
Dedicated Blast to PGD Customers
Limited Weekly Slots Available
CPM Pricing

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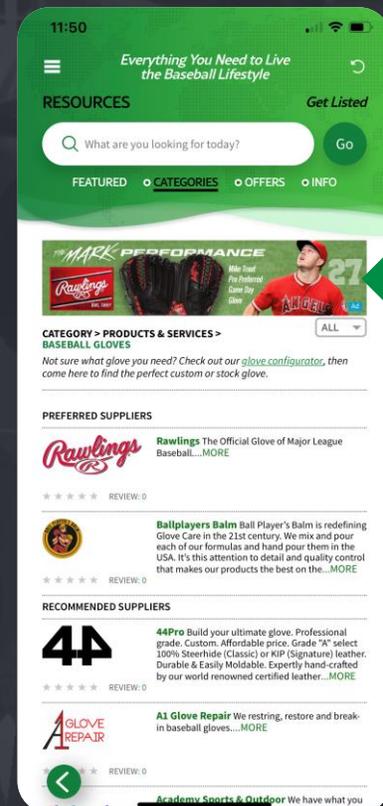
AD/LISTING PLACEMENT + PRIORITIZATION:

Static Ads



Static Ads are placed in either the **RECOMMENDED** section (Alphabetically) or **PREFERRED** section (in order of AD TYPE (then Alphabetically))

Leaderboard Banners

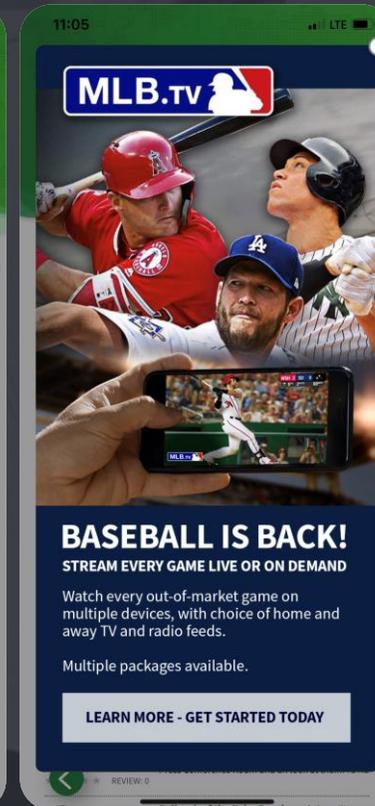


Rotated at the top of a Category (up to a max of 5 categories per ad) and/or Main Sections

Half Page Banner + Interstitial Full-Page Ads



Pop-Up; Rotated by Category (up to a max of 5 categories per ad)



Special Pop-Up Ads



Served Up Once Per Customer Per Activity, Action, Event or Behavior – Within core app functions

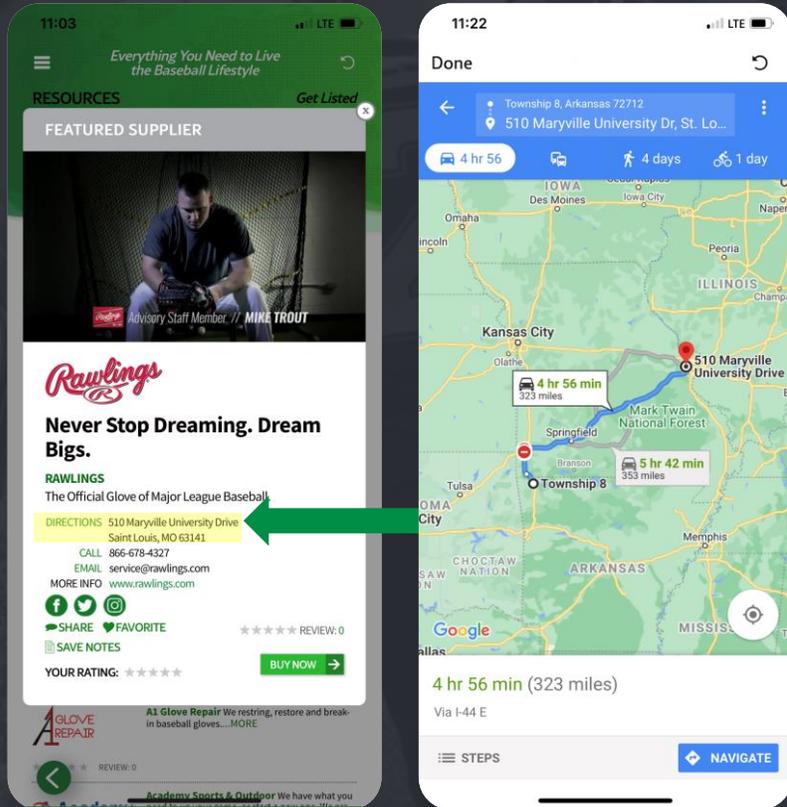
Our ads are designed to engage the user, providing multiple paths to make it easy for them to connect with advertisers.

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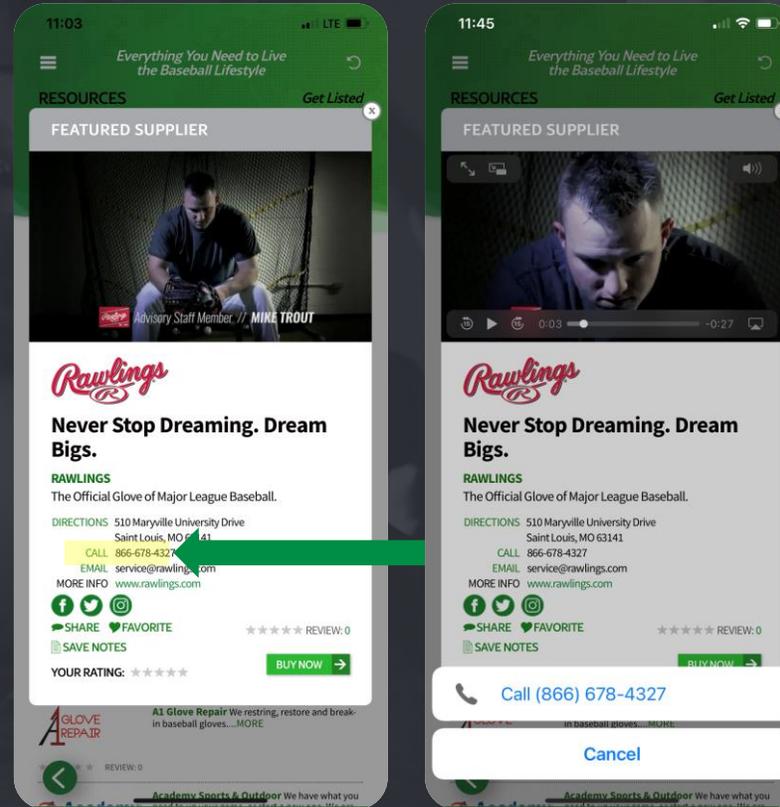
AD/LISTING INTERACTIVE FEATURES: (All Ads Except Sponsor + Banners)

Directions/Address



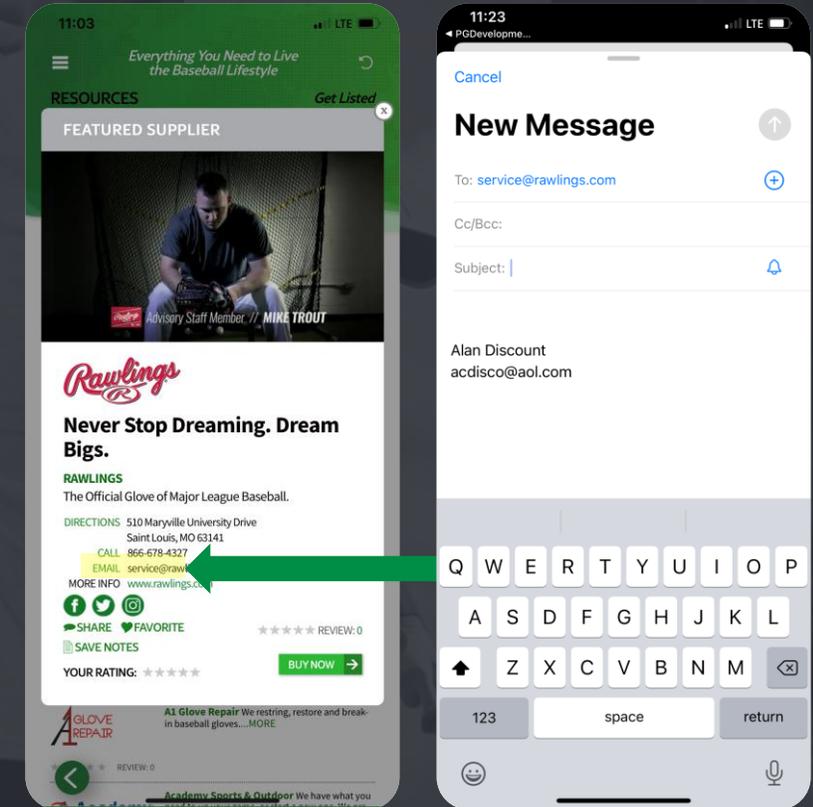
Uses address on file and/or geolocating to provide directions

Call



Initiates phone call with just a tap

Email



Opens and pre-populates email client

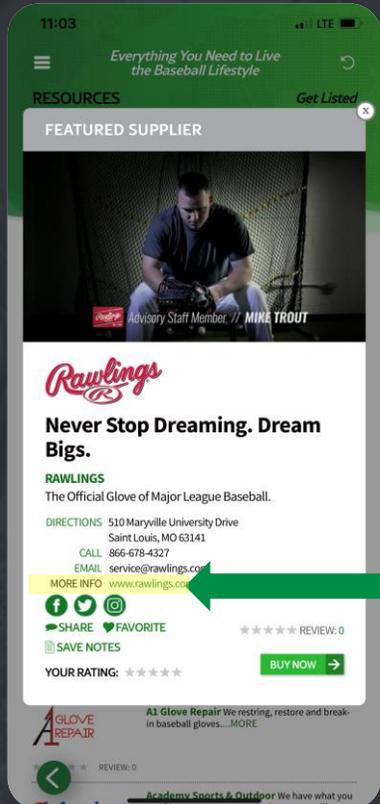
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AD/LISTING INTERACTIVE FEATURES: (All Ads Except Sponsor + Banners)

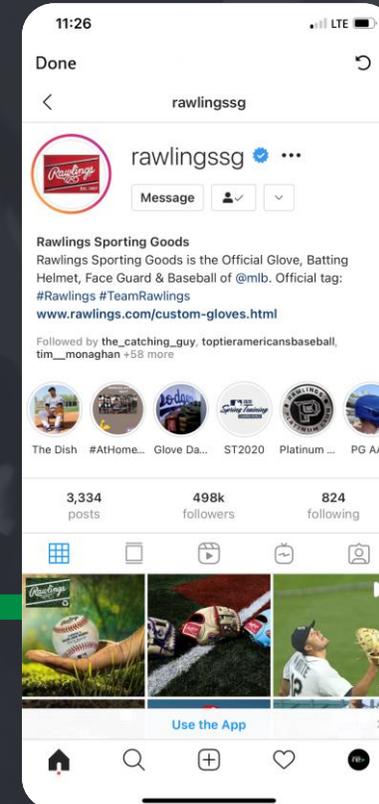
More Info



Uses proprietary in-app browser to link to website

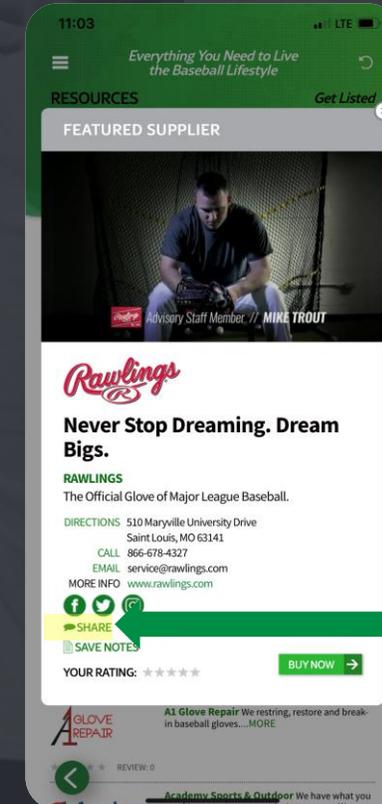


Supplier's Social Media



Uses proprietary in-app browser to link to social media (FB, TW, IG)

Share



SMS Text, Email or post to user's Social Media (viral opportunity)

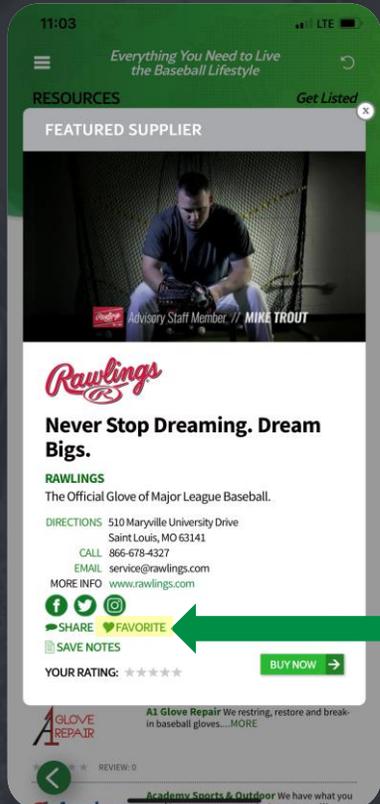
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AD/LISTING INTERACTIVE FEATURES: (All Ads Except Sponsor + Banners)

Favorite



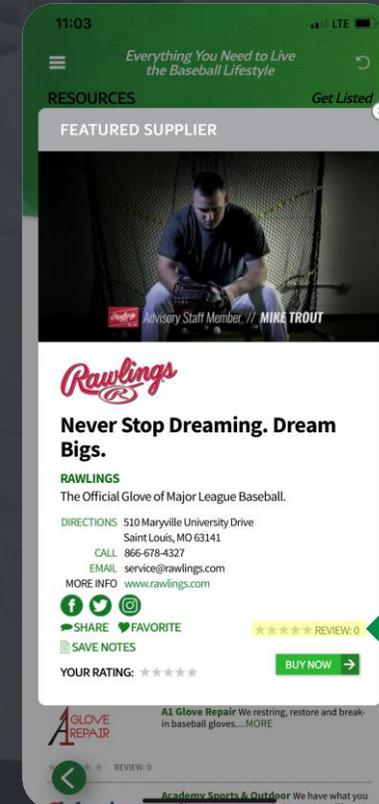
Saves to user's Favorites page for easy future reference

Save Notes



Saves notes to user's Favorites page for easy future reference

Reviews



See other user's ratings and reviews (moderated)

Our ads are designed to engage the user, providing multiple paths to make it easy for them to connect with advertisers.

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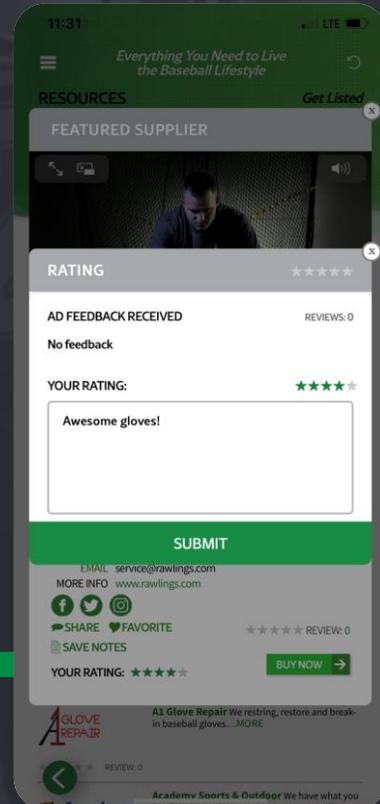
partner app shown for illustration purposes – current rate card rates shown – subject to change

AD/LISTING INTERACTIVE FEATURES: (All Ads Except Sponsor + Banners)

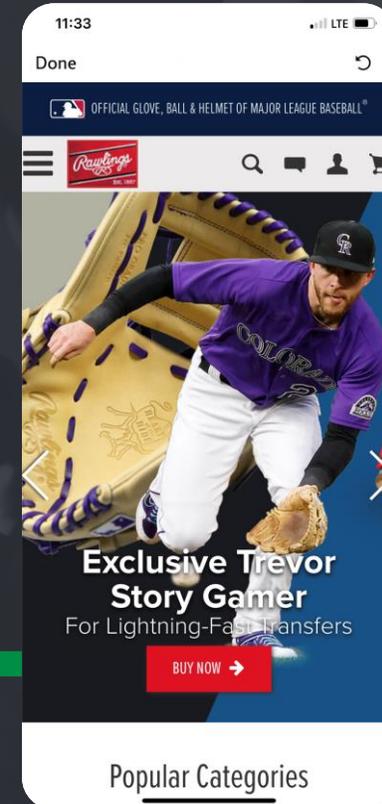
Your Rating



Each user may enter a rating and post their own review (moderated)

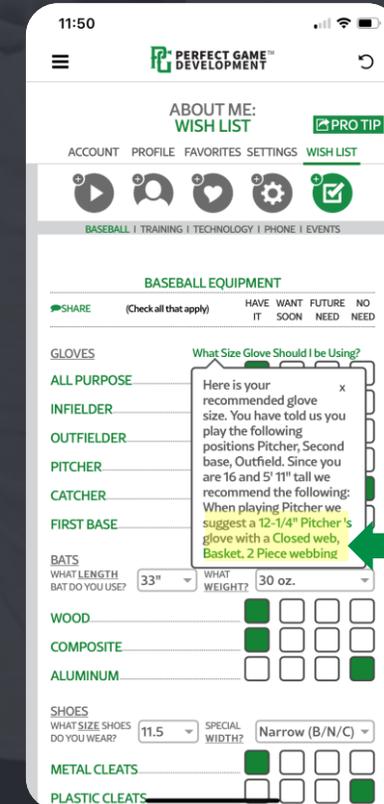


Call-to-Action Button



Uses in-app browser to drive user to purchase, find locations, etc.

Your Brand Tied to App Functions



Custom applications tied to specific app functionality are available

Add to Calendar



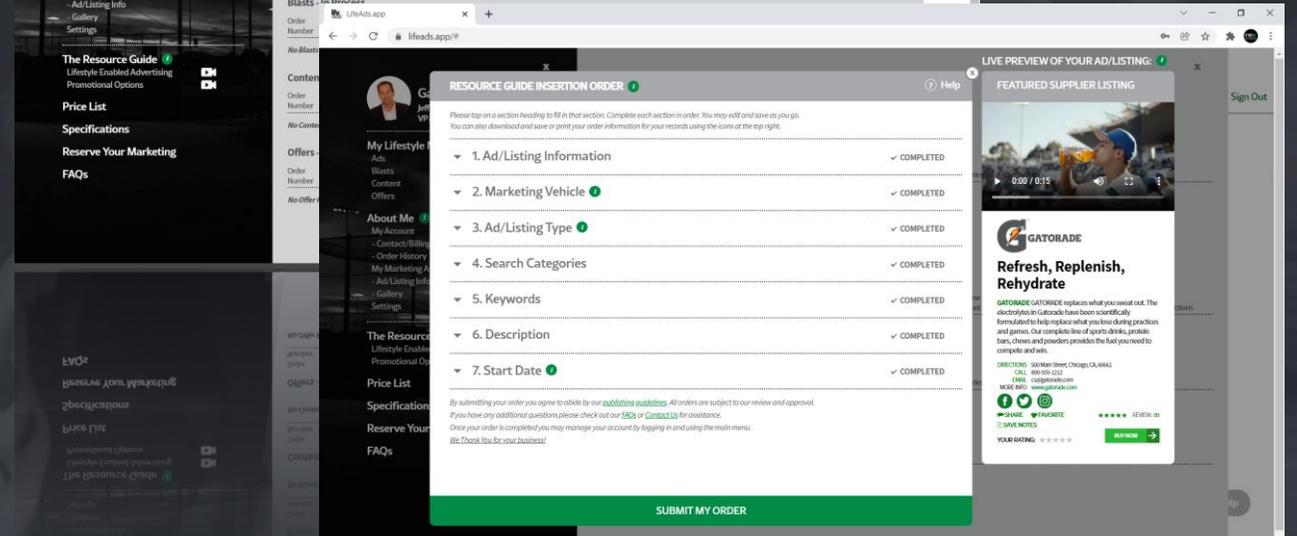
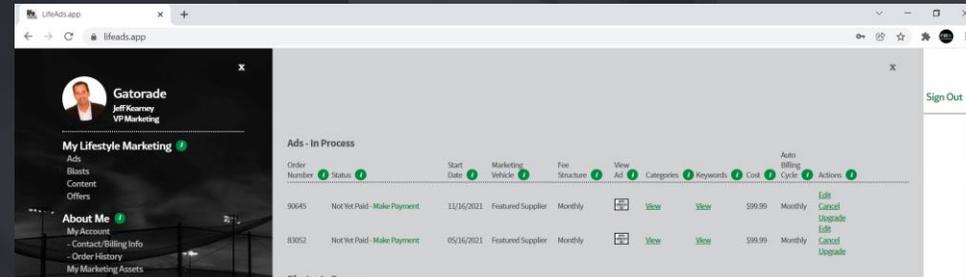
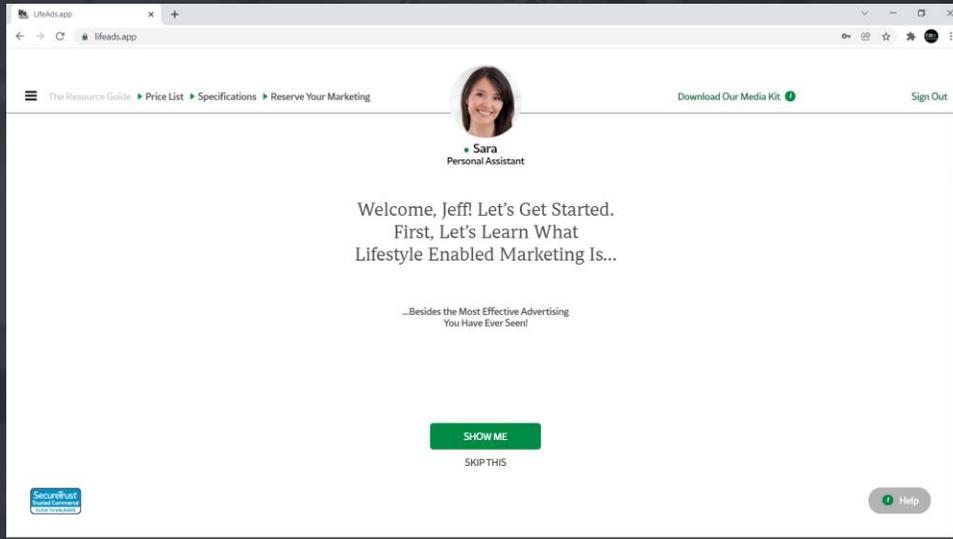
Event driven activity can instantly be added to the user's calendar

“LIFESTYLE ENABLED” RESOURCE GUIDE

partner front end shown for illustration purposes – current rate card rates shown – subject to change

FRONT END PORTAL:

Advertisers Have Complete Visibility and Control through our Advertiser Portal



- Web Based **Ad Sales**.
- Real Time **Performance Stats** – Views, Clicks, Cost, ROI, etc.
- Full **Editing** Capabilities.
- You Can **Create New Ads, Upgrade or Cancel Ads**, and Much More.