# George Mason University
# Sponsorship Sales & Multi-Media Rights

## Request for Proposals GMU-1779-22

January 31, 2022

# EXECUTIVE SUMMARY

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Playfly Sports Properties is a growing division of Playfly, LLC. and has maintained its position as one of the most innovative collegiate, prep, and facility sports marketing companies in the country. From traditional fully integrated Multimedia Rights sponsorship sales and service agreements with Georgetown University, University of Virginia, University of Maryland, Denver University, Oakland University, and Wichita State University, to esports, digital content creation and distribution, naming rights and even Name, Image and Likeness (NIL) consultation, our proven approach has built and extended brands and increased the value of all marketable assets for our partners.

One of the most important contributors to our success has been a keen understanding of the unique position intercollegiate athletics maintains on a college campus and in the hearts and minds of loyal fans, alumni and key constituents. As you seek to establish a relationship with a partner that will create opportunities at all levels of sponsorship and Multimedia Rights surrounding your athletics program, we acknowledge your expectation that your partner be reputable, ethical, capable, compliant, and able to deliver the greatest value to George Mason University ("Mason"). In fact, we believe the intangibles of cultural fit and a shared vision for the future are equally if not even more important to the long-term success of our partnership than the strategy, tactics or financial model. All are critical ingredients to drive real and incremental growth, but we must first ensure that our two organizations, our values, and most importantly our people are a good fit for one another. In addition, there must be an unwavering trust between us that we will deliver on our commitments, be honest and forthright with each other when times are tough, and quietly and humbly celebrate our successes together.

In addition to expertise, experience, systems, processes and the resources and infrastructure to deliver the detailed scope of services George Mason University is seeking, you will also acquire with Playfly a relationship with a company that will seek to truly understand the unique needs of Mason Athletics and the University. We will build a creative and profitable revenue generation strategy and plan, custom designed for Mason, and then passionately go about executing that plan together.

We will take a long-term view, setting realistic yet healthy goals based on the necessary development and transformation of a new enterprise in a competitive marketplace. Playfly has a track record of growth and long-term success at its properties. Our key to success at any property starts with long term stability in its management and onsite team. Trust and accountability are foundations to all its relationships, as we looks to grow and protect the corporate partners of its properties and the university. It is Playfly's mission to foster and protect these relationships while creating a unified approach in the selling and integration of these partners. Playfly takes pride in its track record of growing these relationships and providing innovative partnerships while having the organizational flexibility to identify new opportunities for the benefit of our properties and its partners.

## WHY PLAYFLY

### REGIONAL PRESENCE
Successful partners to Maryland, Georgetown, UVA, Richmond, and VHSL

### BEST OPERATOR IN THE BUSINESS
We will drive growth (track record to prove it)

### INNOVATIVE & BLEEDING EDGE
We bring new thought and digital leadership

### CUSTOMIZED & TRUSTED
All engagements are bespoke with our boutique approach

### STABLE & WELL CAPITALIZED
Our guarantees are guaranteed!

# XII.B.1 PROCEDURAL INFORMATION

# XII.B.1 PROCEDURAL INFORMATION

## A. SIGNED COVER PAGE & ADDENDA

Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
Voice: 703.993.2580 | Fax: 703.993.2589
http://fiscal.gmu.edu/purchasing/

**REQUEST FOR PROPOSALS**
**GMU-1779-22**

**ISSUE DATE:** December 15, 2021

**TITLE:** Sponsorship Sales and Multi-Media Rights

**PRIMARY PROCUREMENT OFFICER:** James F. Russell, Director, jrussell@gmu.edu
**SECONDARY PROCUREMENT OFFICER:** Erin Rauch, Asst. Director, erauch@gmu.edu

**QUESTIONS/INQUIRIES:** **E-mail** all inquiries to both Procurement Officers listed above, no later than 2:00 PM Eastern Time (ET) on , January 12, 2022. **All questions must be submitted in writing.** Responses to questions will be posted on the Mason Purchasing Website by 2:00 PM ET on January 19, 2022. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

**PROPOSAL DUE DATE AND TIME:** , January 26, 2022 @ 2:00 PM ET, **SEE SECTION XIII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.**

**In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.**

Name and Address of Firm:

Legal Name: Playfly Sports Properties LLC

Date: 1/28/2022

DBA: N/A

Address: 22 Cassatt Ave
Berwyn, PA 19312

By: _____
Signature

FEI/FIN No. 8b-1210887

Name: Haynes Hendrickson

Fax No. N/A

Title: SVP, Business Development

Email: Haynes.Hendrickson@playfly.com

Telephone No. 856-296-9085

SWaM Certified: Yes: _____ No: X (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: N/A

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules, § 36* or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

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GEORGE MASON UNIVERSITY

Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, Va. 22030
Voice: 703.993.2580 | Fax: 703.993.2589
http://fiscal.gmu.edu/purchasing/

**RFP ADDENDUM NO. 1:**

| | |
|---|---|
| Date: | January 20, 2022 |
| Reference | RFP #GMU-1779-22 |
| Title: | Sponsorship Sales and Multi-Media Rights |
| RFP Issued: | December 15, 2021 |
| Proposal Due Date: | (changes to) January 31, 2022 @ 2:00 PM EST |

The following changes are hereby incorporated into the aforementioned RFP:

1. **Change Post Responses to Vendor Questions From January 19, 2022 @ 2:00 PM ET to January 24, 2022 @ 2:00 PM ET.**
2. **Proposal due date changes from January 26, 2022 @ 2:00 PM EST to January 31, 2022 @ 2:00 PM EST**
3. **Schedule update as follows:**

**I. RFP SCHEDULE (Subject to Change):**

- Issue in eVA: 12/15/21
- Vendors submit questions by: 1/12/22 by 2:00 PM ET
- Post Question Responses: 1/24/22 by 2:00 PM ET
- Proposals Due: 1/31/22 @ 2:00 PM ET
- Proposals to Committee: 2/1//22
- Review and Score Proposals: 2/1/22 – 2/8/22
- Scores to Purchasing: 2/8/22
- Presentations (if req'd): Wk of 2/14/22
- Negotiations/Award: Wk of 2/21/22
- Contract Start: 7/1/22

All other terms and conditions remain unchanged.

James F. Russell, Director

GMU RFP Addendum No. 1 Received by Playfly Sports Properties

Haynes Hendrickson
Senior Vice President, Business Development
1/31/22

# B. ATTACHMENT A

**ATTACHMENT A**
**SMALL BUSINESS SUBCONTRACTING PLAN**
**TO BE COMPLETED BY OFFEROR**

Offerors must advise any portion of this contract that will be subcontracted. It is the goal of the Commonwealth that over 42% of its purchases be made from small businesses. All potential offerors are required to include this document with their proposal in order to be considered responsive.

**Small Business:** "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBSD.virginia.gov (Customer Service).

**Offeror Name:** Playfly Sports Properties LLC

**Preparer Name:** Haynes Hendrickson **Date:** 1/28/22

**Who will be doing the work:** ☐ **I plan to use subcontractors** ☒ **I plan to complete all work**

**Instructions**

A. If you are certified by the DSBSD as a micro/small business, complete Section A of this form.

B. If the "I plan to use subcontractors" box is checked, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to any subcontractor, to include DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

**Section A**

If your firm is certified by the DSBSD provide your certification number and the date of certification.
Certification Number:_____ Certification Date:_____

**Section B**

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of any subcontractor, to include DSBSD-certified small businesses, in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

**Plans for Utilization of Any subcontractor, to include DSBSD-Certified Small Businesses, for this Procurement**

**Subcontract #1**
Company Name: _____ SBSD Cert #:_____
Contact Name: _____ SBSD Certification:_____
Contact Phone: _____ Contact Email:_____
Value % or $ (Initial Term): _____ Contact Address:_____
Description of Work:_____

**Subcontract #2**
Company Name: _____ SBSD Cert #:_____
Contact Name: _____ SBSD Certification:_____
Contact Phone: _____ Contact Email:_____
Value % or $ (Initial Term): _____ Contact Address:_____
Description of Work:_____

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**Subcontract #3**

Company Name: _____ SBSD Cert #: _____

Contact Name: _____ SBSD Certification: _____

Contact Phone: _____ Contact Email: _____

Value % or $ (Initial Term): _____ Contact Address: _____

Description of Work: _____

**Subcontract #4**

Company Name: _____ SBSD Cert #: _____

Contact Name: _____ SBSD Certification: _____

Contact Phone: _____ Contact Email: _____

Value % or $ (Initial Term): _____ Contact Address: _____

Description of Work: _____

**Subcontract #5**

Company Name: _____ SBSD Cert #: _____

Contact Name: _____ SBSD Certification: _____

Contact Phone: _____ Contact Email: _____

Value % or $ (Initial Term): _____ Contact Address: _____

Description of Work: _____

## C. PAYMENT PREFERENCE

### Payment Terms / Method Of Payment:

At the time of submission, Playfly's payment preference is Option#3, as listed in the RFP. We are open and willing to discuss this further with George Mason University.

# XII.B.2 QUALIFICATIONS & EXPERIENCE

# XII.B.2 QUALIFICATIONS AND EXPERIENCE

## A. EXPERIENCE PROVIDING SIMILAR SERVICES

### Playfly Overview

Playfly is a full-service sports marketing firm providing top tier management of multi-media rights for college and universities, high school state associations, sports venues, conferences, professional sports teams, and other properties. Playfly is also the home of Collegiate StarLeague (CSL), the leaders in college and amateur esports with all esports activities on all Power Five campuses and all four major professional sports leagues as partners.

As a leader across both traditional Multimedia Rights management and the esports movement, serving college, high school and amateur athletics, Playfly Sports occupies a unique position at the center of the sports landscape.

We look forward to establishing a relationship with George Mason University and to managing the Multimedia Rights delineated in this RFP. Additionally, we would like to explore the enhanced structure of a fully robust relationship with the athletic department, that could extend beyond traditional rights and assets and take advantage of all of Playfly's expertise, as well as foster sponsor and partner relationships beyond athletics, and extend them across campus.

## Company History

Founded in 2020 through a series of acquisitions, Playfly has created a best-in-class platform from which to services college athletics and athletic departments. Led by CEO Michael Schreiber, a tenured media and sports executive with experience building digital media companies including serving as the Chief Content Officer at Altice USA and as a founding member of Hulu. Playfly brings an innovative, digitally enabled approach and turnkey media solutions to the growing collegiate sports industry. As a boutique firm with a stable foundation, the business provides customized sponsorship and multi-media rights management services to its clients, partners, and brands. Playfly is bolstered by its tagline "Powered by Partnership."

## COLLEGE PARTNERS

## HIGH SCHOOL STATE ASSOCIATION PARTNERS

## Experience

Playfly Sports has had the pleasure of serving clients in the MMR space for more than 20 years and are experts in leveraging traditional MMR assets such as on-premise sponsorships, print, web and mobile applications, as well as building and distributing radio broadcast networks, merchandising, and entertaining with tailgate and hospitality events.

**ON-PREMISE** **PRINT** **WEB** **APP**

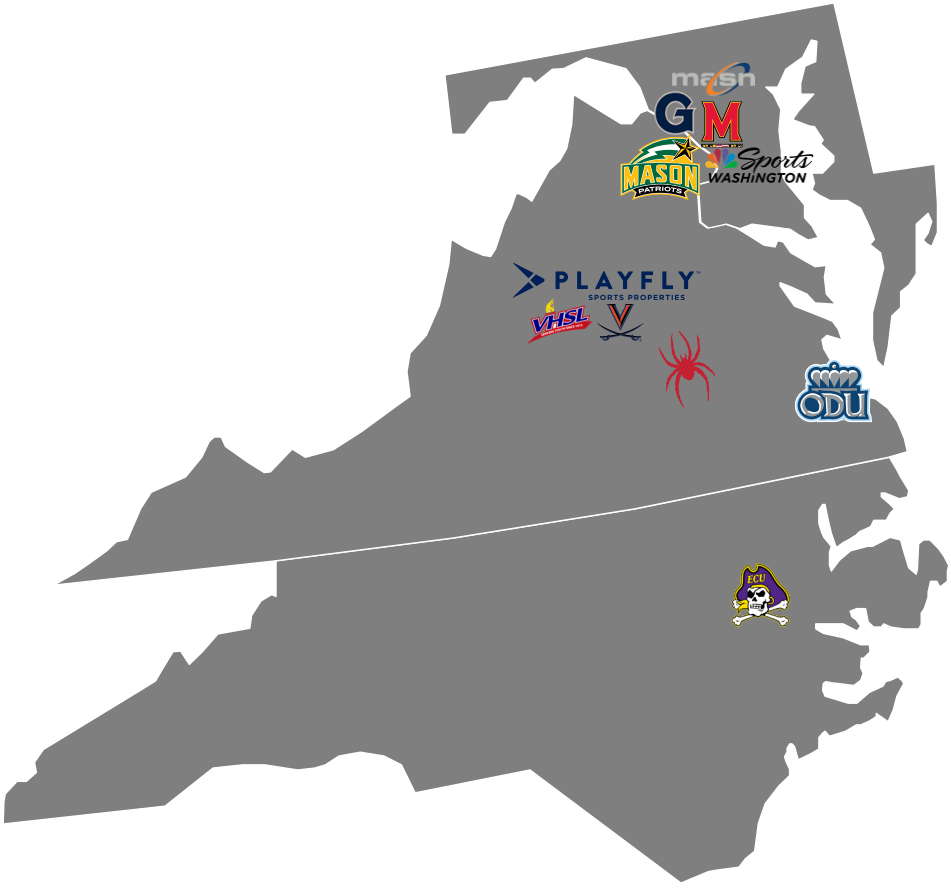
**RADIO** **MERCHANDISING** **EVENTS/HOSPITALITY**

Playfly takes pride in its successful track record of growing relationships and establishing innovative partnerships while having the organizational flexibility to identify new opportunities for the benefit of our properties and its partners.

Playfly Sports currently has 31 partners within the Multimedia Rights landscape ranging from stadium/arena naming rights opportunities to fully integrated multimedia rights sponsorship sales and service agreements, including many in the mid-Atlantic region.  Playfly also sells media advertising across the largest network of regional sports networks in the United States covering all NHL, NBA and MLB properties. Listed on the next page are select overviews of Playfly Sports' ability to drive incremental revenue at various collegiate properties of different size and scope.

## Regional Presence

Playfly Sports has a strong presence in the mid-Atlantic, providing us the resources necessary to support our on-site team at GMU and the relationships throughout the DC-metro area and the state of Virginia. For Mason Athletics, this will mean an aggressive sales approach designed to generate revenue. Furthermore, with so many dedicated resources within a short drive away, we will be able to drive innovation to Mason and tap into our National Sales network.



## Similar Properties

In addition to our strong regional presence, we also represent schools of similar size and scope to GMU. Under Playfly's leadership we have helped them increase revenues, open new emerging categories, and drive innovation campus-wide.

**University of Richmond**

Playfly Sports manages the Multimedia rights for the University of Richmond under the banner Spiders Sports Properties. Our responsibilities include Arena Signage, Video Promotions, On-field/On-court Promotions, Radio Production/Broadcast/Distribution, Television Broadcasts, Print, Digital Assets, Game Sponsorships, Special Event Title Sponsorships, Hospitality Events and unique Experiential promotions. **Playfly Sports began their management of MMR rights in 2021, taking over from a competitor, and has increased revenue 20%, while in the midst of a pandemic, since our partnership began.**

**Old Dominion University**

Playfly Sports manages the Arena Signage, Video Promotions, On-field/On-court Promotions, Radio Production/Broadcast/Distribution, Television Broadcasts, Print, Digital Assets, Game Sponsorships, Special Event Title Sponsorships, Hospitality Events, mobile app, and unique Experiential promotions for ODU. We started our partnership in 2008 and are currently working on a new, 10-year renewal. **Under Playfly, ODU Athletics has experienced a 10% growth year-over-year.**

**Oakland University**
Playfly Sports manages the Multimedia rights for Oakland University and our responsibilities include Arena Signage, Video Promotions, On-field/On-court Promotions, Radio Production/Broadcast/Distribution, Television Broadcasts, Print, Digital Assets, Game Sponsorships, Special Event Title Sponsorships, Hospitality Events and unique Experiential promotions. Similar to GMU, Oakland University is a basketball focused property, so our team specializes in growing partnerships based on Oakland's unique strengths. **Under the management of Playfly, sponsor revenue has grown 215% and our initial MMR agreement has been extended two times.**

**University of Denver**
Playfly Sports manages the Multimedia Rights for the University of Denver Athletic Department under the banner of Denver Sports Properties. DSP specializes in managing, packaging, and selling marketing and sponsorship opportunities related to DU athletic events. DSP offers corporate partners a multitude of marketing and media sponsorship opportunities including the following: Arena Signage, Video Promotions, On-ice/On-court Promotions, Radio Production/Broadcast/ Distribution, Television Broadcasts, Print, Digital Assets, Game Sponsorships, Special Event Title Sponsorships, and Hospitality Events. **Under the management of Playfly/DSP, sponsor revenue has grown 547% and our initial MMR agreement has been extended two times.**

## Playfly Sports Diverse and Innovative Offerings

In addition to Playfly's extensive experience providing sponsorship and MMR services to our 30+ partners, we differentiate ourselves in the industry thanks to our national reach and innovative offerings.

### Home Team Sports - National Reach with Local Relationships

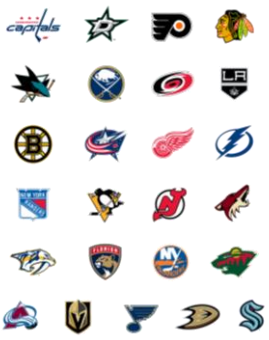
Through our proud representation of ALL regional sports networks across the country, we provide in-game coverage of all MLB, NBA and NHL home teams in the U.S. along with the BIG Ten and Pac 12 Networks. This provides full access to fans on a local, regional or national scale through customized brand integrations, branded-content platforms, live-game streaming, exclusive highlights, custom creative/advertising production, VIP hospitality experiences and more.

Home Team Sports offers brands fully customizable and scalable branding and partnership opportunities across wherever home team sports fans can be found. We give brands unparalleled access to the most passionate home team fans across the country.

**MLB**

**4,207** TOTAL GAMES PER SEASON

**NHL**



**1,678** TOTAL GAMES PER SEASON

**NBA**

**1,990** TOTAL GAMES PER SEASON

PLAYFLY PREMIER PARTNERSHIPS

**Full-service sponsorship sales representation, sponsorship consulting and venue naming rights services**

- **CONSULTATIVE SELLING**
- **CREATIVE SERVICES**
- **STRATEGIC PLANNING**
- **TACTICAL VALUATION**
- **EXPERT NEGOTIATION**

Playfly Premier Partnerships is one of the leading firms in the sponsorship sales and consulting industry. Our innovative and data-driven value proposition, which blends industry insight with strategy planning and fair market valuation, uniquely positions us in the sponsorship space and provides our clients with a qualified team and approach that delivers measurable and impactful results spanning sponsorship sales and sponsorship and event consulting.

Playfly Premier Partnerships understands the ever-evolving sophistication and desires of fans and consumers in today's world. Our extensive industry experience, brand knowledge and client-centered focus enables us to help our clients effectively optimize their commercial potential and deliver meaningful, long-term partnerships that are built for the future.

**BOWL GAME ENTITLEMENTS**

**VENUE NAMING RIGHTS**

**KIT/PATCH SPONSORSHIP PLATFORMS**

**STRATEGIC CONSULTING**

**SPONSORSHIP VALUATION**

## OUR PARTNERS

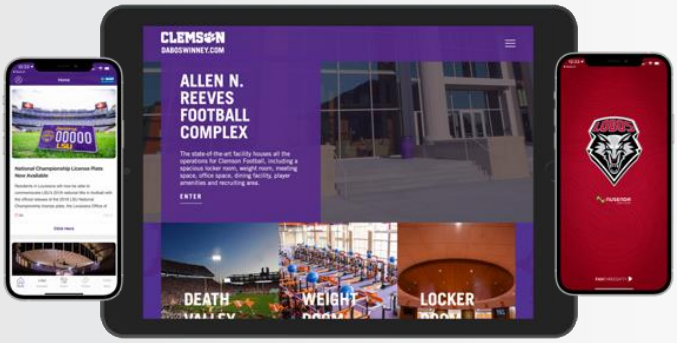
PLAYFLY SPORTS | MASON PATRIOTS

PLAYFLY TECH & DIGITAL

## New Innovations, Driving Engagement and Revenue

**Outcome Based, Cutting-Edge Solutions Across Budding Sports Categories**

Through a combination of in-house technical capabilities and a diverse array of relationships with leading sports industry experts, Playfly Tech delivers cutting-edge innovative solutions to the world of high school, amateur, collegiate, and professional athletics




- Official Athletic Sites
- Mobile App
- Alumni Donor Sites
- Video Platforms
- Recruiting & Coach Sites
- Digital Marketing & Data
- Ecommerce
- Outcome Based Data Warehouse

## FAN ENGAGEMENT SERVICE BENEFITS

**PREMIER ORIGINAL CONTENT**

**STRENGTHENED COMMUNITY**

**MICRO-DONOR PLATFORM**

**REVENUE GENERATION**

- Exclusive original content
- Members-only events
- Exclusive merch
- Gameday giveaways and upgrades
- Player, coach, alumni events
- Behind the scenes tours and access
- Exclusive audio (e.g., interviews, podcasts, live games)

**Esports infrastructure & supporting services for middle schools, high schools and colleges across North America**

Since 2009, CSL Esports has been North America's largest collegiate esports business, providing over $1 million in scholarships while partnering with over 1,800 educational institutions. CSL Esports is committed to effectively increasing the options available to young people seeking opportunities in higher education and pathways to careers in Esports

## 2020-21 CSL SEASON REVIEW

**440+**
**Active Schools**

**1,500+**
**Active Teams**

**9,500+**
**Active Students**

### CURRICULUM
- Access Alliance
- Venture Valley
- Learn2Sport

### COMPETITION
- Nace Starleague
- Nerd Street Gamers
- Mainline

### CONSULTING
- Esports Media Rights
- On Campus Venues
- Program Development

### TWITCH BROADCAST NUMBERS FOR 2020-21 SEASON

**4.5M**
MINUTES WATCHED

**218**
HOURS BROADCASTED

**343**
AVERAGE CONCURRENT VIEWERS

**831,049**
LIVE VIEWS

**644,953**
UNIQUE VIEWERS

**16,610**
HIGHEST PEAK VIEWERS

# B. NAMES, QUALIFICATIONS, AND EXPERIENCE OF PERSONNEL TO BE ASSIGNED TO WORK WITH MASON

## Corporate Support

**MIKE SCHREIBER**
Founder and CEO,
Playfly Sports

**CHRISTY HEDGEPATH**
President,
Playfly Sports Properties

**CRAIG SLOAN**
COO,
Playfly Sports

**KEN WAJDA**
CFO,
Playfly Sports

**MICHAEL GALANTE**
VP Creative Partnerships,
Playfly Sports

**RAY BAHRAMI**
Senior VP,
Business Operations,
Playfly Sports

**KATE MCKINNON**
Head of HR,
Playfly Sports

**HAYNES HENDRICKSON**
Senior VP,
Business Development,
Playfly Sports Properties

**BILL CARTWRIGHT**
Senior VP,
Business Development,
Playfly Sports Properties

## On-site and Regional Oversight

**RICH KLEIN**
Senior VP, Revenue, Playfly Sports Properties

**KEVIN MAY**
VP, Operations, Playfly Sports Properties

**JIM KUZNAR**
Group Vice President, Playfly Sports Properties

## Team Experience

hulu
altice
NBC UNIVERSAL
COMCAST
NBA
WNBA
FOX SPORTS
UNDER ARMOUR
LSU
ODU
MONUMENTAL SPORTS & ENTERTAINMENT
KSE Kroenke Sports & Entertainment
ESPN
CareerStaff Unlimited
Turnkey Intelligence
RUSSELL ATHLETIC
Special Olympics
ELITE MEDICAL STAFFING
SPECTRA
DAKTRONICS
SPALDING
McGraw Hill
MarketCast
OUTFRONT
COMCAST SPECTACOR
Fourlane
NCC media

# XII.B.2 QUALIFICATIONS AND EXPERIENCE

## C. RESUMES OF PERSONNEL WORKING WITH MASON

Playfly is committed to hiring an experienced staff to represent Mason Athletics. We look for team members who are passionate about driving innovation and results, eager to be a team player, and a true representative to both Mason and Playfly. Additionally, Playfly supports our teams with robust corporate and regional resources and ample learning and development opportunities.

### Professional Development

Playfly is committed to the personal and professional development of our employees. Our goal is to provide employees with the tools, resources, and experiences necessary to enhance knowledge, performance, and engagement. Playfly Sports Learning & Development programming is a collaboration between our internal Human Resources team and external vendors that provides employees with the opportunity to build professional skills, understand their and others' behaviors, and build effective professional relationships. Examples of professional skills development courses that were curated to specifically support our team over the last year included: Presentation Design & Delivery, Navigating Online Meetings with Colleagues and Clients, Leading Yourself & Leading Others, Time Management, and DEI-focused education courses (Unconscious Bias and Microaggressions). In addition to the hands-on learning opportunities provided, the organization also offers experiential development opportunities including an Allyship Program targeted to provide mentor/mentee opportunities across the organization, Department-led Lunch & Learns that allow Playfly leaders to share the latest industry knowledge and trends with employees such as new ad sales tools and insights, as well as employee-wide access to executive coaches throughout the year to support individualized learning.

On the following pages, you can find details on our support and resources, a proposed organizational chart, and resumes of experience.

## Robust Support for On-Site GMU team

### NATIONAL SUPPORT

PLAYFLY SPORTS

- **STRATEGIC PARTNERS** — ACCESS HOLDINGS, SINCLAIR BROADCAST GROUP
- **TECHNOLOGY**
- **STRATEGY & BUSINESS OPERATIONS**
- **ESPORTS** — CSL, WGN
- **NATIONAL SALES** — HOME TEAM SPORTS, PLAYFLY PREMIER PARTNERSHIPS

### DIVISIONAL SUPPORT

PLAYFLY SPORTS PROPERTIES

- **RESEARCH & INSIGHTS** — PLAYFLY INSIGHTS
- **CREATIVE SERVICES** — PLAYFLY CREATES
- **REVENUE GENERATION PRACTICES**
- **BUSINESS OPERATIONS STRATEGIES**
- **CONTENT DEVELOPMENT**

### LOCAL EXECUTION

MASON PATRIOTS

**GROUP VP**

**GENERAL MANAGER**

**DIRECTOR OF SALES & SERVICE**

## Experience & Resumes

**Mike Schreiber, CEO**
Mike leads Playfly Sports with a vision towards the future and a keen understanding of the needs of our clients. Mike has led many transformations in his career, from the industry's first TV and film digital distribution deals at NBC Universal, to the founding of hulu.com in 2007. Following Comcast's acquisition of NBC Universal, Mike led the development of sports league digital rights, advertising tech deals and was part of the team that founded Streampix (predecessor to Peacock). In a short 6 months, Mike has developed Playfly into a major player in the collegiate multimedia right industry.

**Christy Hedgpeth, President, Playfly Sports Properties**
Christy Hedgpeth is in her first year as President of Playfly's Sports Properties division, overseeing strategy and operations for all collegiate and statewide high school association multimedia rights partnerships. She joined Playfly in December of 2021 after more than eight years at the NBA, where most recently Christy served as the WNBA's Chief Operating Officer. Most notably, she led the WNBA's brand transformation, overseeing sponsorship engagement and instituting innovative platforms to drive incremental revenue leaguewide.

Her digital-first approach also led to the launch of the WNBA blockchain digital NFT collection and use of wearables to provide real-time in-game tracking that enhanced game broadcasts.

Earlier in her career, Christy led Under Armour's first digital business unit, and while at Spalding, she was responsible for the company's expansive residential backboards and accessories division.

Prior to her sports business career, Christy was a standout shooting guard for Stanford University's 1992 NCAA Championship Basketball Team, prior to playing professionally in the American Basketball League for three seasons.

**Craig Sloan, COO**
Craig Sloan serves as Chief Operating Officer for Playfly Sports, where he directly manages Home Team Sports, Impression Sports and Playfly Sports Properties. He previously led the Home Team Sports sales teams for more than 15 years. During his tenure at Home Team Sports, Sloan and his teams secured partnerships with every Regional Sports Network in the country to build a fully national linear and digital footprint, which provides brand connections to all MLB, NBA and NHL home teams in the U.S., reaching over 90 million homes across television and streaming platforms.

**Mike Galante, Vice President Creative Services**
With over 20 years of industry experience, Mike Galante has spent his career developing and leading creative and marketing teams across multiple platforms. His experience includes managing marketing solutions in print media, TV, and social. Additionally, Mike has experience working with professional sports teams to grow their brands internationally. As part of the Playfly team since 2015, Mike heads up our creative services team and is responsible for leading creative strategy and content creation.

**Kate McKinnon, Head of Human Resources**
Kate has spent her career in Human Resources with a proven record of creating programs to ensure successful development, leadership training, talent acquisition, and implementation of business initiatives. For Playfly, Kate is a champion of our Employee Resource Groups (ERGs), training and development programs, and internship programs.

**Ken Wajda, CFO**
Ken Wajda brings to Playfly more than 25 years of experience in accounting and finance. Ken is responsible for all financial aspects of Playfly, as well as financial management for Playfly properties. He is a certified public accountant, and received his bachelor's degree in accounting from The College of New Jersey. He is also a member of the American Institute of Certified Public Accountants, and the New Jersey Society of Certified Public Accountants.

**Haynes Hendrickson, Senior Vice President Business Development**
Haynes' career in the Sports & Entertainment industries has been focused around insights and analytics and how to leverage those to drive revenues. The growth of technological resources has sped the evolution of sponsorship measurement and valuation. At Playfly, Haynes leverages his experience in data and analytics to drive new growth and opportunity. Working with division of Playfly and all client partners, Haynes is always looking for opportunity to grow partnerships.

**Bill Cartwright, Senior Vice President Business Development**
Bill has spent nearly his entire professional career serving the collegiate sports sector. Beginning his career with Daktronics, a world leader in sports, information and technology displays, Bill transitioned to the Sport Marketing industry, and specifically the Multimedia Rights space nearly three decades ago. Throughout his career Bill has had a wide range of roles and responsibilities including consulting and sales, both at the property and corporate level. Bill's focus now is on Partnership Development, Client Relations and growth of the Playfly Sports Properties partner portfolio.

**Rich Klein, Senior Vice President**
Rich Klein has spent 25 years leading collegiate athletics departments through successful revenue generation partnerships. As SVP of Revenue Generation across all of Playfly Sports Properties, Rich has a view into a wide range of clients and the markets in which they operate. Rich will lead the Playfly team through strategy of new revenue generation opportunities that deliver targeted value for Mason sponsors.

**Kevin May, Vice President, Operations**
Kevin has spent 21 years in the sports industry with 16 of those being in the collegiate multimedia rights space. He has spent his collegiate career both on the ground working at properties such as LSU, Maryland and Virginia and at the corporate level focusing on property operations and start-up activation. As the Vice President, Operations, Kevin will be responsible for property set up and day-to-day operational management to include: human resources, digital & broadcast media asset production, sponsorship contracting and property operations & fulfillment functions.

**Jim Kuznar, Group Vice President**
Jim has extensive sports marketing and management experience. As Group Vice President of Playfly Sports Properties, Jim supports both the Playfly college division, as well as high school state association property partnerships. Jim's 25+ years of sports marketing experience spans across professional, college and high school sports with a focus on MMR negotiations, property management, sponsorship sales, and operations. Prior to joining Playfly Sports, Jim was a Regional Vice President with OUTFRONT Media Sports.

# XII.B.3
# SPECIFIC PLAN (METHODOLOGY)

# XII.B.3 SPECIFIC PLAN (METHODOLOGY)

## A. YOUR APPROACH TO PROVIDING THE SERVICES DECRIBED HEREIN

### Program Approach

Our approach is to not "own" or "control" the sponsorship and Multimedia Rights at Mason, but rather to work in partnership with you to deliver targeted strategic, creative, and personnel resources to the Athletic Department. In other words, create real value, drive incremental revenue, maximize program resources, and grow the George Mason brand, allowing Mason student athletes and teams to compete at a championship level.

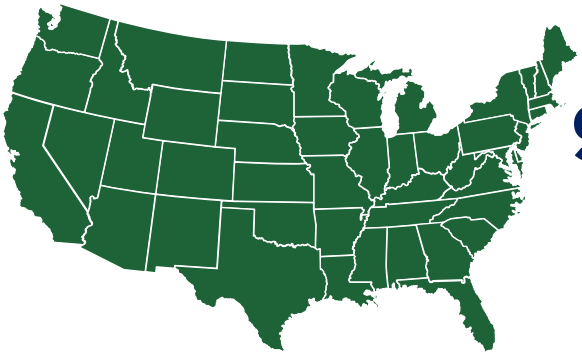
Our approach will respect and honor the George Mason Athletics mission and identity of George Mason and strive to create an efficient and productive organization that operates within the framework of the institution. Our approach is to build, communicate, and defend value on the front end where a sponsorship can work and grow and when there are opportunities for sponsors to provide additional value through a business relationship, which we will take full advantage of collectively.

This is not a quick fix project and there are no easy solutions or "low hanging" fruit out there for simple and quick cultivation. That said, when appropriately resourced, given enough time and passionately executed with the right people working in good faith under the right model, the system works and has produced significant revenue growth at Universities with a similar profile. Playfly understands and is in agreement with the mission and vision George Mason and how Athletics fulfills that mission with student-athletes, coaches and administrators.

Our approach provides Mason the greatest degree of institutional control of its brand and assets, while still providing the resources, expertise and leadership necessary to build a world class corporate partnership program that is custom designed for the University – one that allows Mason to rise above its competitors, not be homogenized among them.

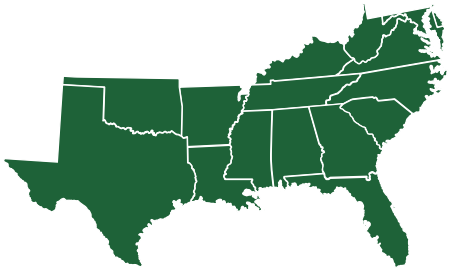
**As part of this approach, we always take the time to understand our partners, the fan base, and advertisers. As such, we have conducted preliminary research to develop our approach.**

**It really is Patriots Nation!**



# 945 THOUSAND

**Fans nationwide**
**#3 in the Atlantic 10**

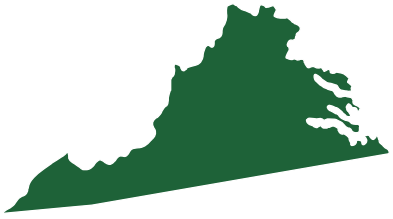


# 354 THOUSAND

**Fans in Southern U.S.**

# 47 THOUSAND

**Fans in the WDC DMA**



# 36 THOUSAND

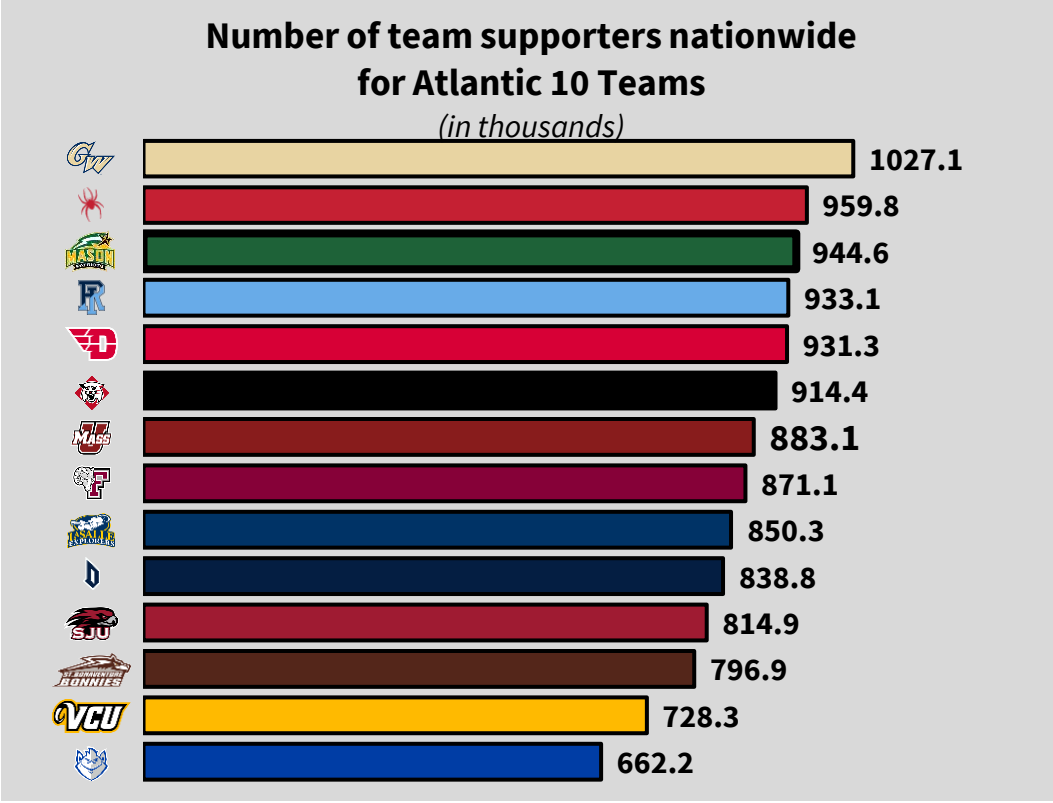
**Fans in Virginia**

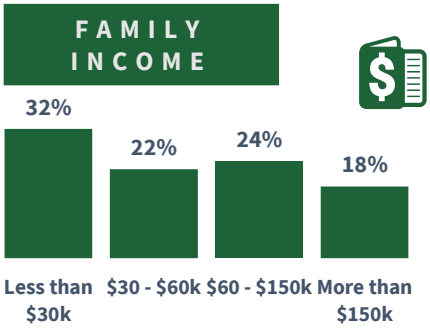
## Patriots Fanbase

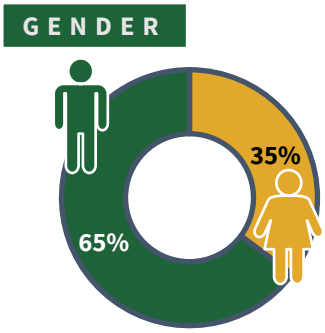
The Patriots have a large fanbase, are the third most popular in the Atlantic 10, and over half of the national fan base is under 35.

**945K FANS**

**NATIONWIDE**

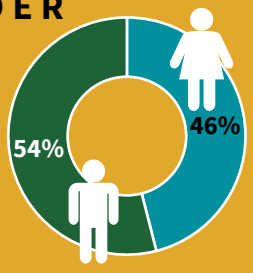


## Patriots fans skew young, married, urban, work full time.

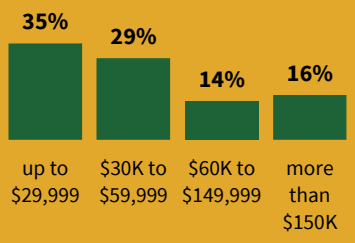
### GENDER




### AGE

| 18-34 | 35-49 | 50-64 | 65+ |
|---|---|---|---|
| 38% | 35% | 12% | 16% |

### FAMILY INCOME




### EMPLOYMENT

| | |
|---|---|
| Full Time | 44% |
| Part Time | 15% |
| Retired | 15% |
| Other | 26% |

### TYPE OF AREA

| | |
|---|---|
| Suburban | 19% |
| Urban | 49% |
| Town | 14% |
| Rural | 18% |

### EDUCATION

| | |
|---|---|
| High School Graduate | 44% |
| College Graduate | 24% |
| Post Graduate | 12% |

### MARITAL STATUS

| | |
|---|---|
| Married | 59% |
| Never Married | 19% |
| Other | 22% |

### CHILDREN UNDER 18

| | |
|---|---|
| Yes | 43% |
| No | 57% |

### BACKGROUND

| | |
|---|---|
| Caucasian | 46% |
| Hispanic | 10% |
| African-American | 40% |
| Other | 4% |

## Corporate Partners

We will take a less is more approach with our corporate partnership program, meaning driving enhanced value and a premium investment from fewer partners. More than ever in today's competitive marketplace, we will have to deliver unique and creative assets and solutions to those companies in the local and statewide market, not only with proven programs referenced in this RFP, but with exclusive opportunities that address business objectives of our larger sponsors that may include employee and talent recruiting programs, distinctive employee bonding experiences with the Patriots, and Community and Athletics mission-aligned initiatives such as:

**Racism/ Social Justice**
Real programs that through the participation of our coaches, administrators and student athletes, can bring further unity and understanding to our campus and greater Fairfax community.

**Women In Leadership**
A platform supported by our community of corporate partners dedicated to seeing that women get opportunities to lead and make a difference in our world.

**Energy Conservation**
A partnership program with traditional and renewable energy providers and partners joining forces with Athletics and Campus to make our environment cleaner and more livable.

## At-Event Impact

Our traditional approach has been to integrate corporate partners into the game interaction and promotional opportunities when applicable. We would highlight our partners with digital signage, video elements that enhance game action and features that prompt fans interaction while in the stadium or arena. Examples would be to attach partners to in-game stat features, video features that provide fans with information and/or excitement such as Plays of the Week or the Patriots Calendar. Interactive games or contests such as a text to win promotion would be implemented as well.

Tapping into fans and their social medial channels would be exploited via a Social Stadium type promotion which allows fans to see their tweets, photos and Facebook posts on the video boards in various athletic venues.

We would offer the ability for our top-level partners to participate in special events such as Fan Day, championship celebrations, and various Athletics Department sponsored events. We would encourage our partners to exhibit their brand along with enhancements that are beneficial to fans such as co-branded giveaways, Kids Zones, games, contests and Fan Fest type activities. We have also implemented special event opportunities for our top-level partners at other schools that include use of facilities. Various other successful examples include a corporate sponsored batting practice, a coach meet and greet, a corporate fantasy camp and "Chalk Talk" with the head coach, Signing Day Party, New Season Gala at Athletic Directors home, "Take a Coach to Play Day" just to name a few. These unique and exclusive one-off special events enhance both new and organic sponsor growth. They also allow C-level executives to become more engaged so long term relationships can be established and nurtured by all Patriots stakeholders.

## Facility Signage – LED & Static

Playfly's DNA rests in facility signage heading back over 25 years ago. As such Playfly understands the value of facility signage and the impact it has on fans and partners. Maximization of revenue through high-impact and high-visibility signage is a cornerstone for integrated marketing sponsorship packages. Digital signage can be implemented not only with LED signage in athletics venues, but also through vendor kiosks, wayfinding signage across campus, and so much more. Playfly wishes to approach current placement and more importantly new placement opportunities as a foundation to drive incremental revenue.

In addition, our partnership and financial offer, Playfly has provided for a capital improvement investment of $500,000. We expect this deployment of capital initiatives to occur in the first three years of our agreement. Some examples of these capital initiatives would include facility signage, branded spaces, and entitlements. During the initial start-up phase, we will identify and model those opportunities that we believe will achieve our revenue goals.

## Gift In-Kind/Trade

Generally, Playfly and George Mason will mutually agree on trade inventory and opportunities on an annual basis. Trade opportunities will be limited to potential budget saving expenses for the department of athletics. Trade opportunities may include, but not limited to, hotel properties, food service or restaurants, etc.

## At-Event Corporate Hospitality

George Mason will make space available at athletic events for a corporate hospitality area. Playfly will have the right to develop and coordinate for sale, corporate hospitality area packages to include game tickets and other amenities as approved by Mason. This will be an important component to our program and the ability to deliver unique corporate experiences at Patriots events will drive incremental revenues for the partnership.

## Official Publications

We recognize that Playfly shall have the exclusive right to produce, publish, distribute, and vend game programs per the RFP.  We would like to explore potential additional opportunities and or move print assets to a digital format, when and where it makes sense.

## Radio Network

Radio is an inherently unique medium. With the evolution of sports media technology, broadcast radio has become less cost-effective due to escalating clearance fees and diminishing revenues relative to the clearance and rights fees that stations demand. We will use the evolving digital medium to create a competitive market and aid negotiation of clearance/rights fees. Our objective would be to retain radio inventory in an effort to aggregate rights, while working with a flagship station with a wide footprint, consistent programming and a strong signal. We will also evaluate a more robust digital platform to keep contingency options available throughout negotiations.

The priority of growing this segment cannot be discounted or overlooked. We will continue to implement the plan that is currently in place as well as look to enhance the network. Playfly would explore opportunities with local and regional broadcast outlets. The plan to maximize revenue stems from being creative with features and content in addition to traditional spots. Creativity that stems from unique game day features and content created to provide a behind the scenes look into Mason Athletics provides the canvas to paint the scene and tell the story. In addition, potentially expanding the pre-game or post games shows could lead to an increase in inventory with the mindset of maximizing revenue.

Based on the new features and possible expansion of game day broadcasts, the fans both locally and statewide will receive Mason Athletics in a positive light through content aimed at adoption of the stakeholders and engagement.

## Official Athletic Website Advertising

Playfly understands and agrees with the right to sell assets on the website. We also would like to perform an audit on those areas where we believe there could be incremental revenue growth beyond the current website design.

We also would like to identify and work with Mason to understand and potentially build a comprehensive digital strategy to include a mobile App and data strategy solution that can serve the Patriots nation and enhance the value of our corporate sponsorship program.

## Miscellaneous Inventory

Both parties undoubtedly recognize that the development and marketing of various Multimedia Rights by universities with major athletic programs is both dynamic and evolving and that new opportunities may be expected to become available (or taken away) during the term of this Agreement that are not now being implemented or contemplated. Accordingly, Playfly's expectation is that we may request other Multimedia Rights from Mason for the purpose of maximizing revenue. Should such rights be granted by the University, all financial implications and guidelines will be confirmed in a written amendment.

Your fan base is dynamic, constantly growing and evolving. The ability to effectively engage every fan of your brand, not just those coming to your live events, is a challenge but also presents a tremendous opportunity. It is this opportunity that we will take full advantage of during the course of our partnership with the goal to better understand every fan to include our corporate sponsors and build impactful and deeper relationships with them.

As such, Playfly would like to implement a digital and data solutions strategy that provides proactive ways to communicate, engage, market, and promote to your fan base while providing significant sponsorship integration opportunities. This data platform provides a very powerful marketing engine for all aspects of the property's interaction with your fans fueling communication, engagement, marketing, PR and sales on every level that is not only important to the property but also your partners to include Playfly.

Playfly understands and agrees with the right to sell University Marks and Logos as provided for in the RFP.  Playfly places a high value on these rights and will seek to create wide ranging opportunities for community and statewide partners to foster an association with Mason to maximize brand recognition and development.

As part of Playfly's strategy to maximize new and developing inventory, we have provided individual slides related to other revenue generating initiatives that could be implemented in time and throughout the course of our agreement. Some of those initiatives include, campus-wide marketing and sponsorship rights, esports and Name, Image & Likeness (NIL).

## Creative Components to Maximize Sponsor Revenue

**Chartway Federal Credit Union at Old Dominion University's Chartway Arena- Traditional Multimedia Rights assets and branding within the ODU basketball arena**

Albeit traditional, Chartway is leveraging the Naming Rights to magnify its brand in a very competitive market, just like Northern Virginia. The goal is to secure addition customers, and more importantly, campus business. To date, the partnership has provided inroads to the ODU Real Estate Foundation, which no represents $4M of new deposits to the Credit Union. The Naming Rights includes an Interactive Teller Machine ITM on property. They're also presenting sponsor of the kid's club utilizing BIG BLUE (the ODU mascot) for unique traffic driving initiatives and community events, tying their brand back to ODU Athletics.

**Maximizing Emerging Categories**
Playfly has proven itself as an innovative, cutting-edge company always at the forefront of new trends in sponsorship. Recently, with the launch of online sports betting in many states, we have been able to work with our University partners to open this category in a way that maintains the credibility and integrity of the University. While online betting is legal in Virginia, we know this is not currently an open category for Mason Athletics and their may be some hesitation about opening. Playfly would like the opportunity to work with Mason to evaluate if this may be a good fit for your University to grow sponsorship opportunities. **Over 80% of all sports bettering is currently being driven from online/mobile betting,** so this is truly a large opportunity for sportsbooks, casinos, and Universities alike. If allowed, Playfly has had significant success selling some historic deals at our partner schools.

Additional categories Playfly has had success with include state lotteries, beer, liquor, and NFTs, just to name a few. Additionally, there is often opportunity to break up large categories, such as banking, into sub-categories like Financial Services, Accounting, Auditing, etc. We understand Mason has a deal with Eagle Bank and this may not be possible for banking, but we would look at other categories to see if this opportunity was available.

LSU CAESARS SPORTSBOOK

**FIRST EVER SEC DEAL**

M POINTSBET

**FIRST EVER B1G DEAL**

CAESARS SPORTSBOOK

**LARGEST EVER SPORTSBOOK DEAL**

DENVER SUPERBOOK

**FIRST EVER SPORTSBOOK DEAL IN THE COLLEGE SPACE**

L'auberge CASINO HOTEL BATON ROUGE

TURTLE CREEK CASINO & HOTEL

WIND CREEK CASINO & HOTEL

PECHANGA RESORT CASINO

SOARING EAGLE CASINO & RESORT

## Develop leading Esports program

**$1.5B**
**ESPORTS REVENUE TODAY**

Over the next 5-10 years, every major university in North America will have an official esports program and/or varsity sanctioned teams and scholarships on its campus

**$4.3B**
**ESPORTS REVENUE PROJECTION BY 2027**

### COLLEGE ESPORTS TODAY

**INTERESTING AND DEVELOPING**
One-off tournaments, club play, fragmented

### TOMORROW

**MATURE AND THRIVING**
Varsity level programs, robust ancillary services courses and careers, fan engagement

**ESPORTS**

VENUE

TICKETING /MERCH

DONOR ENGAGEMENT

BROADCAST

**Patriots Esports**
Create the leading esports program housed under athletics including the industry's leading women's esports team

**Playfly Commitment**
Build an esports program under athletics, driving revenue through:
Team and event sponsorship, ticketing and donor activity
Develop practice and performance venues
Aid in team development, recruiting and coaching

- Program-wide sponsorships
- In-venue sponsorships for live events
- Series sponsorships integrated into all programming (category and endemics)
- Merchandise
- Naming rights
- Media Agreements
- Others

**Additional Benefits for Athletics**
Traditional athletes are gamers, helps drive recruiting and alumni engagement

**Program Phases**
Stewardship and consulting through the entire process

| 1. Assessment | 2. Program Planning | 3. Activation | 4. On-going Execution |
|---|---|---|---|
| | | Varsity Teams, Leagues, Tournaments | Development of Venues, Recruiting |

## Playfly Name, Image and Likeness (NIL) Offerings

Playfly delivers top NIL expertise and collaborates with leading services and technology platforms to help support our partner schools' NIL needs

**Transparency & Education**

Network of top experts in all related areas

Committed to educating the entire ecosystem

Flexible to adapt to changing market dynamics

**Compliance & Recruiting**

Assist schools and avoid improper recruiting inducements

Help athletes succeed while remaining compliant with new NIL rules (mentorship programs)

**Monetization & Marketing**

Building a support program for:

Student athletes

Athletic department

Rights holders

## Current Existing Partnerships

Playfly understands the University's current existing partnerships and would like to explore ways through our partnership to deliver incremental value to those existing sponsors for potential increased revenue and or ways to enhance our promotions which in turn will provide a fertile ground to enhance our revenue position.

## Television and Digital Broadcasting

Sinclair Broadcast Group, one of the largest media providers in the United States, maintains a vast network of Regional Sports Networks (RSN) across the country and is an investor in Playfly.

As an investor and strategic partner, Playfly will be able to take advantage of Sinclair's broad reach in DC, Virginia, and Maryland and can help with brand building and exposure for George Mason. This will help increase Mason's brand exposure and will lead to additional sponsorship opportunities as well as increased fan engagement and university applicants. Sinclair has stations across the region focusing on DC and Baltimore (plus coverage throughout the state via stations in Newport News, Richmond, Roanoke, and Tri-Cities).

The Sinclair partnership will enable Playfly to:

- Leverage synergies between Playfly sales team and Sinclair's regional relationships to drive even more revenue for George Mason
- Deliver more Mason content including games as well as discrete programming
- Create unique collaborations with the stations to produce and distribution exclusive content
- Provide opportunities for Mason and its student athletes to monetize NIL development and collaborate with station advertisers
- Run High School Sports on air and the State Championship games utilizing Mason facilities

### Washington DC

### Baltimore

## General

As part of its integrated marketing packages, Playfly plans to incorporate tickets into partnership packages to drive incremental revenue. Playfly understands the premium value tickets have within the community and as such Playfly plans to leverage tickets to create experiential opportunities that otherwise cannot be had outside of game day or night festivities.

Playfly would request enough tickets to not only fulfill sponsor agreements but also to have additional tickets to leverage business development and business to business initiatives. The Playfly model would allow for tickets to be complimentary for all events except for those that are at a sell out capacity. This will allow for maximization of opportunities for Mason to drive revenue from concessions, merchandising and donor development.

# XII.B.3 SPECIFIC PLAN (METHODOLOGY)

## B. WHAT, WHEN, AND HOW THE SERVICES WILL BE PERFORMED

Senior Vice President, Rich Klein and his Revenue Generation Team, and Group Vice President Jim Kuznar who will oversee GMU on behalf of Playfly, will lead the start-up of George Mason Sports Properties providing staffing, oversight, and management support. Our growth strategy will be driven by creative ideas, campaigns, and assets targeted to differentiate us in the marketplace. We will work tirelessly to prepare and develop our distinct narrative and authentic voice that speaks to the expectations sponsors today are seeking. Down parallel paths, we will build our growth plan around the four (4) elements we have been building our successful properties for over 20 years:

### People

Right people, right seat, hard-working, coachable, passionate, positive and humble. Short term produces growth and long term builds a culture of sustainable growth.

### Assets/Inventory

Master Inventory build with defendable rate card, exciting and sellable new asset mix, creative campaigns, and ideas brought to life, branded spaces that engage, unique opportunities for recruitment, hospitality and sponsor showcases.

### Categories/Targets

Category Board that is deep and wide, growth categories, expanded value proposition to non-traditional prospects in the greater DC market and expanded to the Baltimore and Richmond DMAs.

### Time

Pacing and performance against team and individual goals, finishing strategies and preparation of next cycle.

## Property Start-Up

We understand that when transitioning to a new MMR provider, the onboarding process can be stressful. Furthermore, we know how important it is for a new provider to start strong, with an on-the-ground team working with current partners, staff, and the University. Recognizing this, Playfly has developed a robust and thorough start-up process, the sole focus of which is ensuring a seamless transition of Mason Athletics to the Playfly family.

Led by Playfly's VP of Operations, Kevin May, VP of Operations, Kevin will work directly with Jim Kuznar, the GVP overseeing Mason Athletics on behalf of Playfly. Together, Kevin and Jim have a detailed checklist, that includes over 75 deliverables, designed to ensure constant communication between Mason and Playfly and that our on-site team is set up for success. Key deliverables included on the checklist include HR tasks like recruiting (if necessary), brand and marketing deliverables with Playfly's creative team, technology integration, sales planning, capital investment planning, and so much more.

As an added benefit to Mason, Kevin is based in the metro-DC area and Jim is based in Virginia, so will be available and on-site often throughout the transition to Playfly management.

PLAYFLY SPORTS PROPERTIES

George Mason University - Property
Start-Up Action Items
February 2022

1. Preparation Phase (January 17, 2022- August 31, 2022) 219 DAYS
   a. MMR Agreement
      i. LOI – Completed (Executed on _____)
      ii. MMR Contract – by March 1, 2022 (Tentative)
      iii. 2022-23 Fee Schedule: 1st of each month ($) starting or lump sum or other
   b. Human Resources - Staff Build (GM, AE, Sales/CS, /Intems)
      i. Draft Job Description & Globally Post Position - by January 24, 2022 (LinkedIn, Local, CU Web, Jobs Boards)
         1. Recruiting
            a. Property Personnel Model
               i. Sales Support - GM and AE1
               ii. Creative – CU and Playfly Creates
               iii. Fulfillment –AE and CU Marketing
               iv. Admin – AE
            b. Criteria
               i. Direct Sports Sales/Revenue Generation Experience
               ii. Multimedia/Complex Property & Affinity Sales Experience
               iii. Intangibles: Belief in Property / Trustworthy / Coachable
               iv. Long Term Understanding of and Commitment to Opportunity
      ii. Timeline
         1. Draft Job Description & Globally Post Position - by January 24, 2022 (LinkedIn, Local, CU Web, Jobs Boards)
         2. Review Resumes / Phone Interviews / Short List - by
         3. Live Interviews - TBD
         4. Make Offer(s):
         5. On the Ground Target Date: GM - February 15, 2022
      iii. Compensation Plan – per model / final approval
      iv. On-boarding Plan
   c. Brand / Marketing (Creative Services & Insights Team)
      i. CU Story – Institution, Athletics, External, Corporate Partnership Program
         1. Unique Positioning
         2. Audience: Demo & Psychographics (Insights Team)
      ii. Creative Services Support
         1. CU Sports Properties Logo/Positioning
         2. Basic Collateral: Business Cards, Note Cards, etc.
         3. Executive Summary / One Sheeter
         4. Sponsor Deck
   d. Admin / Logistics (Sales & Operations Team)
      i. War Room Build Out: Office Space
      ii. Copies of All Agreements (Sponsor, Vendors, Media Partners, Conference Content Agreements, etc.)

PLAYFLY SPORTS PROPERTIES

George Mason University - Property
Start-Up Action Items
February 2022

...l, Box, KORE, Slack Accounts
...ment: Computers, Printer, etc.
...munications: Phones, etc.
...nce & Accounting – KORE (Target Date – TBD)
...2. Contract Integration
...2. Payment Schedule/Invoicing
...les Phase (January 17, 2022- August 31, 2022) 219 DAYS
...e Streams / Model Assets > Partnership Revenue
...ing Rights
...orate Naming Rights
...itional Revenue: Media Partner, Consumer, Misc.
...e / Value in Kind: Base and New
...rch Road Map
...ter Inventory / Asset Build / Ownership Opportunities
...nsorship - Traditional
...1. Rights
...2. On Premise Plans / New Capex Plans
...3. Games Sponsorships / Event Marketing
...4. Premium Hospitality
...5. Unique Access
...dia / Content Assets
...1. Video
...2. Audio
...3. Data
...4. Social
...5. Digital
...6. Esports
...get / Category Board
...alification Criteria
...ets
...venue Model
...eline
...duction
...s Campaign (March 1, 2022 – August 31, 2022) 176 DAYS
...les Campaign (September 1, 2022 – December 31, 2022) 121 DAYS
...
...acting Body
b. CU External Organizational Structure R&Rs
c. Marketing Operations / Fulfillment Solution / Integration

## Strategic Growth Initiatives

During this time, we will collaborate with Mason Athletics and the University for strategic initiatives with meaningful narratives and outcomes supported by assets and inventory to drive aggressive revenue growth. Some of those campaigns include:

## Patriot Team Partner Program

Select group of corporate exclusive partners that will participate in our premium asset mix and receive a unique value proposition separating them from their competitors in the marketplace.  Examples could be:

**Energy Conservation**
A partnership program with traditional and renewable energy providers and partners joining forces with Mason Sports Properties, Athletics and Campus to make our environment cleaner and more livable.

**Women In Leadership**
A platform supported by our community of corporate partners dedicated to seeing that women get opportunities to lead and make a difference in our world.

**Racism/ Social Justice**
Real programs that through the participation of our coaches, administrators, and student athletes, can bring further unity and understanding to our campus and greater Fairfax community.

**Patriot Health Awareness**
Fully integrated and comprehensive mental and physical wellness initiative that is so important to our student-athletes and the greater Fairfax community today.

## Utilizing Home Team Sports Relationships

Playfly Home Team Sports provides brands the unique and powerful opportunity to reach and engage with the most passionate MLB, NBA, NHL and NCAA fans across the country, including the George Mason Patriots. Our advertising reach is unmatched across the United States and produces an impressive sales funnel from National buyers. We have delivered significant revenue streams to major sports brands in the Midatlantic region.

Baltimore Orioles
**$14,699,630** REVENUE
**129** BRANDS

Washington Nationals
**$14,608,529** REVENUE
**139** BRANDS

Washington Wizards
**$3,082,764** REVENUE
**99** BRANDS

Washington Capitals
**$4,749,850** REVENUE
**80** BRANDS

**Reported revenue from the year 2019*

# XII.B.4 REFERENCES

# XII.B.4 REFERENCES

### University of Virginia
Contact Name: Carla Williams
Contact Title: Director of Athletics
Phone Number: 434-982-5100
Email Address: cgw4j@virginia.edu

### University of Maryland
Contact Name: Damon Evans
Contact Title: Director of Athletics
Phone Number: 301-314-0013
Email Address: devans16@umd.edu

### Old Dominion University
Contact Name: Dr. Wood Selig
Contact Title: Director of Athletics
Phone Number: 757-683-3369
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### University of Richmond
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# XII.B.5 PROPOSED PRICING

# XII.B.5 PROPOSED PRICING

Playfly and George Mason will become true partners in the growth of the multimedia rights business.  Our goals and efforts will be completely aligned which will create tremendous brand and revenue growth for the foreseeable future.

In a partnership, both parties interests are in sync and they are incentivized the continue pushing forward.  Playfly's proposed business model is structured as a Profit Share. Playfly and George will agree on an annual operating budget to include staffing, partnership fulfillment, and agreeable operating expenses.  Revenues above the annual operating budget will be shared between George Mason and Playfly according to the schedule on the subsequent pages.

In addition, **Playfly will invest $500,000 into a Capital Expense Fund for the purpose of creating new revenue generating assets at George Mason.** Playfly and George Mason University will work together to leverage this investment to drive incremental value and revenue for the model.

## Gross Revenue and George Mason Revenue Share Estimates

| Year | Est. Gross Revenue | Est. Annual Operating Expenses | Profit Share to GMU | Est. to GMU |
|---|---|---|---|---|
| Year 1 | $755K | $533K | Net Revenue less than $500K: 57.5%<br>Net Revenue greater than $500K: 48.5% | $113K |
| Year 2 | $847.5K | $549K | | $146K |
| Year 3 | $950K | $565K | | $190K |
| Year 4 | $1.03M | $582K | | $224K |
| Year 5 | $1.1M | $599K | | $260K |
| Year 6 | $1.15M | $617K | | $277K |
| Year 7 | $1.2M | $636K | | $293K |
| Year 8 | $1.25M | $655K | | $308K |
| Year 9 | $1.3M | $675K | | $324K |
| Year 10 | $1.36M | $695K | | $340K |

**TOTAL ESTIMATED DISTRIBUTION TO GEORGE MASON: $2,475,365**

## Operating Budget

Playfly and George Mason University will agree to an annual operating budget to include staffing and partnership fulfillment.  A Year 1 operating budget of $532,900 was used in the revenue exercise on the previous page.

## Capital Investment

Playfly will commit **$500,000 toward capital investments** supporting the creation of new revenue generating assets and programs; spread out over the first three years of the agreement. Playfly and George Mason University will work together to leverage this investment to drive incremental value and revenue for the model.

## A. PAYMENT TERMS

Playfly proposes to pay George Mason University fifty seven and a half percent (57.5%) of all Net Revenue received during each agreement year less than $500,000. If Net Revenue exceeds $500,000, University shall receive fifty seven and a half percent (57.5%) on all Net Revenue up to $500,000 and forty eight and a half percent (48.5%) on all Net Revenue above $500,000. Payments are due to University within sixty (60) days of the end of each Agreement Year, including end of each Agreement Year, and the Agreement Year in which this Agreement terminates. Playfly shall provide an accounting of all actual Net Revenue and University's Net Revenue Share (i) every quarter, (ii) at the (iii) upon University's request.

# XII.B.6 REQUIRED INFORMATION

# XII.B.6 REQUIRED INFORMATION

## A. ARE YOU AND/OR YOUR SUBCONTRACTOR CURRENTLY INVOLVED IN LITIGATION WITH ANY PARTY?

Playfly Sports does not have past or pending litigation, or claims filed, against it that may affect its performance under a Contract with the University.

## B. PLEASE LIST ANY INVESTIGATION OR ACTION FROM ANY STATE, LOCAL, FEDERAL OR OTHER REGULATORY BODY (OSHA, IRS, DOL, ETC.) RELATED TO YOUR FIRM OR ANY SUBCONTRACTOR IN THE LAST FIVE YEARS.

Playfly Sports does not have past or pending litigation, or claims filed, against it that may affect its performance under a Contract with the University.

## C. PLEASE LIST ALL LAWSUITS THAT INVOLVED YOUR FIRM OR ANY SUBCONTRACTOR IN THE LAST FIVE YEARS.

Playfly Sports does not have past or pending litigation, or claims filed, against it that may affect its performance under a Contract with the University.

## D. IN THE PAST TEN YEARS HAS YOUR FIRM'S NAME CHANGED? IF SO PLEASE PROVIDE THE REASON.

Playfly, formerly and collectively known as Outfront Sports and Fox Sports College Properties, was founded in September 2020 through a series of acquisitions and mergers. As a result of these mergers and acquisitions, Playfly has successfully operated multimedia rights partnerships since 1998. Playfly Sports CEO, Mike Schreiber, saw a need for innovation across a very traditional collegiate athletics industry. Collegiate fans are the most passionate and loyal in sports. Yet they have traditionally been underserved due to a highly fragmented and resource-strapped industry, which is why he founded Playfly.

## IV. FINAL CONTRACT

Playfly has reviewed Attachment B as provided in the RFP. As such, we have provided comments and a sample of our standard agreement, which has some language and terms we would like to discuss with GMU should we be selected as your MMR partner. Please see these documents as Microsoft Word files as a separate inclusion to our RFP Response, allowing GMU to make redline comments.