

Overview - Statzhub is a unique web and mobile application that allows fans and athletes to follow and compare all of their favorite teams and athletes from the pro, college, and high school levels on one platform. Statzhub covers over 79 sports and pulls all of the content from sources including newspapers, web sites, Facebook, Twitter, Instagram, YouTube, Google Maps, Schedules, Weather.com, etc. so the customer has all of their content in one spot. Statzhub shares its revenue with the organization chosen by the subscriber when they join. This overview describes how a school can benefit financially and with additional coverage that Statzhub provides.

School Responsibilities

1. Recruitment

The School will assist Statzhub with recruiting students to fill the following positions throughout the fall, winter, and spring sports seasons:

- i) **Sports Information Director (SID)**: Statzhub will hire students each year as the SIDs for their school. This position requires the students to collect, enter, and manage into the Statzhub system all sports schedules, rosters, game results, and statistics (varsity only) for all sports teams at all HS levels (freshman, JV, varsity).
 - (a) Pay - \$300 per season or \$900 for the entire year.
 - (b) Bonus - \$50 per season if 95% of data is entered for all teams
- ii) **Sports Reporters**: Statzhub will hire sports reporters to cover sports teams at their school. The Reporters attend home and away games of the team(s) assigned and submit a 300 word article, 6 pictures, 6 live game updates, final score, and a 1 minute video clip into the Statzhub system within 16 hours of each event they cover.
 - (a) Pay - \$15 per game with a \$5 bonus per game if 90% of assigned games are covered and all content provided.
- iii) **Marketers**: Statzhub will hire students to market the service to fans and students at the games as well as the surrounding community
 - (a) Pay - \$5 per person who subscribes from their marketing efforts.

In order to ensure successful recruiting, the School will promote these job opportunities by utilizing their social media accounts, including but not limited to E-Mail, Intercom announcements, Facebook, Twitter, and Instagram. Templates will be provided by Statzhub and can be customized per school.

**All participating students also receive a press pass for free admission to games for that school year, sportswear, travel with the team as a member if available, and a recommendation letter from Statzhub Sports if they complete all of their assigned games to add to their resume.

2. Marketing

The School will present Statzhub to their fans as an exciting partnership and will promote all aspects of the Statzhub platforms regularly in order to increase exposure and help generate funds for the School. Best practices for fan marketing should be utilized in order to maximize marketing efficiency. The Statzhub Community Manager will work directly with the School to manage all marketing efforts and set up promotions. Statzhub will provide the marketing content for the School's approval before anything is sent out on the School's behalf or could the School can use Statzhub's templates to send their own. Statzhub recommends the following marketing best practices:

- iv) **Email Marketing:** At least one email blast each week promoting Statzhub or highlighting specific content to the school community, including students, parents, and alumni. Email templates will be provided by Statzhub, which can be customized.
- v) **Social Media Marketing:** Promote Statzhub regularly on platforms such as Facebook, Twitter, and Instagram. Social media marketing campaigns and templates will be provided by Statzhub.
- vi) **Event Promotions:** Promote Statzhub at events such as games, booster events, coaches meetings, sports orientation meetings, alumni events, etc. In-game promotions like scoreboard ads or public address announcements are a great way to promote the product.
- vii) **Season Kickoff Meeting:** Make a presentation at the School's fall, winter, and spring sports kickoff meetings with parents and athletes to let them know about Statzhub. The Statzhub community manager would be a great speaker to talk about the platform.
- viii) **Booster Organizations:** Ask the School's booster organization to get involved to promote the platform. They can work with the individual teams and coaches to communicate with the fan base about the opportunity.

3. Revenue Opportunity

When all of these aspects are executed properly, the end result is an efficient system that can help generate revenue for the School. Statzhub generates revenue by charging fans a monthly subscription fee to have access to content published by Statzhub. 10% of the revenue generated by subscribers who pick your school as their "Primary" school will go to the school as long as the school submits 90% or more of schedules, rosters, game results, and statistics (varsity only) for all sports teams at all levels (freshman, JV, varsity) within 16 hours. The school will receive 5% of the revenue generated if they submit between 70% to 90% within 16 hours. Below 70% in longer than 16 hours means no revenue sharing for the School. Statzhub will pay those proceeds once a year in the form of a check made payable to that schools' athletic booster organization on or before June 30 following the school year.

High School Name _____

I agree to participate in the Statzhub program for the 2016-2018 athletic seasons. I will assist in helping Statzhub recruit students to cover our sports teams and create unique content, market to our fans, and deliver statistics for all varsity sporting events. In return, Statzhub will share 10% or 5% of the revenue generated during that school year depending on the content submission performance outlined above under Revenue Opportunity. The revenue generated is from the subscription payments from subscribers who chose our high school as their "primary" organization when they join. This donation will be paid on or before June 30 following that school year.

School - Designated Point of Contact

Name _____

Signature _____

Phone _____

E-Mail _____

Statzhub Sports, LLC

George Turner, III – President/CEO

FAQ

What if kids quit during the season?

A: Statzhub will continue to recruit students throughout the year and have backup students who can replace the students who do not perform.

How much does this cost a school?

A. There is no financial cost to the school to be part of the Statzhub program beyond helping secure students, delivering the varsity statistics and other information for all sports at the school, and helping with the marketing by delivering e-mail contact info, Facebook posts, and general marketing to their fans to join Statzhub as a subscriber.

What if something isn't submitted on time or the school misses covering a game?

A. The time frame is an important component of the program because fans expect to get timely and accurate content if they are paying a subscription fee for a service. Statzhub has demonstrated at current high schools that the 16 hour time frame is very deliverable. Since most of the time Statzhub also will have a reporter covering the game from the other school, Statzhub believes that once the program is up and running, Statzhub will have content for all games played.

What if someone posts something inappropriate?

A. Statzhub has editors on staff that approve all content (except live game updates) before publishing to the platform. In the unlikely event content is posted that is deemed inappropriate, all users will have the ability to flag a piece of content as inappropriate, which will immediately remove it from the site. It will then be reviewed again by Statzhub and if the person who posted the flagged content is a chronic problem, they will be blocked from posting future content.

How do student reporters submit their coverage?

A. All student reporters will have their own portal to load all of their content that will then be reviewed before it is posted to the live site.

How are the reporters paid?

A. The reporters are treated as independent contractors working for Statzhub Sports, LLC and will be paid directly by Statzhub Sports, LLC. They will be paid monthly during the season they are working.

Will this take away traffic from our current site?

A. Actually, Statzhub's model is designed to increase traffic to your current site. Your content like articles, pictures, and videos that are created by the school and on your site are then posted as links on the Statzhub site so if someone wants to view that particular content,

they will be brought to your site to view that content. The school also has Statzhub's permission to retrieve links to Statzhub created content on our site and post that information on the school site to enhance its appeal to fans.

How can I track how our school is doing?

- A. Statzhub will give your school access to the overview of how many subscribers the school has, how many of your school's games have been covered, etc. so the school can check in to see how the program is running.

Who manages the students?

- A. All management, training, hiring, etc. of the students is handled by Statzhub. In fact, all correspondence after the initial recruitment comes directly to Statzhub through a link so Statzhub doesn't bother the school with the task of forwarding any student's potential messages or questions.

