



Valentine Sports & Instruction Media Marketing Sale

To: Whom it may concern

About: This is Eric Valentine from Valentine Sports & Instruction (VSI). We are the managing company for the A7 Football League that reaches from LA to Boston and from Orlando to Columbus, Ohio. Our company controls the media production and advertising for the mid-western divisions which includes Columbus, Ohio, Cincinnati, Ohio and Indianapolis, Indiana. The A7FL was created to make full-contact tackle football significantly safer while retaining the toughness sports fans love. The A7FL's popularity continues to explode as the league now exceeds 200 million + total views per year and 1 million social media followers. The league boasts former NFL All-Pro Dominique Rodgers Cromartie and former Nebraska standout offensive line Kenny Mack. **Targeted Demographics:** The A7FL will put your business in front of consumers who buy your products. **76% of A7FL viewers are between 18 and 34** with the majority of viewers (43%) in the demographic of 18-24. Fan engagement continues to grow through partners with NFT, Sports DAO and live stream feeds on A7FL.TV, Caffeine.TV, beIN Sports, HBCU Network, regional Fox Sports Creator Sports Network and internationally on DAZN.

Purpose: To speak with someone about the benefits of advertising during our live productions

Base Terms Details: VSI through the A7FL and its MidWest Divisions will provide social media marketing of our marketing partners along with live video promotion through each company's current social media advertising or one 30 to 60 second commercial based video that is provided to us. Video subjective use will engage viewers both during media times, between playing periods and pre and post game shows. Additionally, all A7FL games are stored and available to be viewed 24/7 365 days leaving endless exposure to a wider group of viewership. Between the 3 Midwestern Division there are normally 3 video production games per week, with the season lasting 8 weeks. We are currently seeking Media Marketing Partners for a guaranteed commitment of the live video production games at a cost of \$50.00 per game per week. Once we have payment in hand and your company's video or videos to use, we will begin promoting your company right away with live production and social media marketing.

Closing: This document only provides a base understanding to get the ball rolling, and we are readily available to have additional conversations around better ways to promote your brand while providing revenue for our 3 divisions. As you can tell, we are not trying to get rich here, rather, we are simply trying to create a win-win situation with our partners, that is, to cover our divisional yearly cost while providing a quality marketing solution for our partners. Additional advertising is available if interested (Game Day Signage, Social Media Linktree, etc) Looking forward to having an engaging conversation that supports both of our brands.

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