



## ***SportsTicketLive*** ***Full Broadcasting Proposal***

### **Sports Ticket Live will provide the school with:**

- **Lease all the equipment necessary to run 2-camera operation to Webcast activities at *no cost***
  - All equipment will be warranted and insured by *Sports Ticket Live*
  - Any defective equipment will be replaced prior to school's next webcast production by *Sports Ticket Live*
- **Website to host all school Webcast at *no cost***
  - The school will determine the website address (e.g. [www.winnerwarriorlive.com](http://www.winnerwarriorlive.com), [www.RedCLive.com](http://www.RedCLive.com), etc.)
  - Tabs will be created for **Football, Volleyball, Boys Basketball, Girls Basketball, Wrestling**, and an activity of choice by the school (e.g. baseball, Dance, Cheer, etc.)
  - *Sports Ticket Live* will manage the site, as **Webmaster**, for the school, but will teach each school the control panel to upload all of their schedules, rosters, creation of webcast events, and news relay.
- **Training to operate the required functions of equipment for a webcast at *no cost***
  - Training will consist of the set-up of all the hardware to produce a Webcast
  - Training will consist of the operation of all the software to produce a Webcast
  - Video tutorials will be available for both hardware and software set-up and knowledge
- **Telephone consultation for training, troubleshooting, etc. at *no cost***
  - Telephone consultation will be available during normal school hours and school Webcast production times.
- **Banner ads and audio ads for the sponsors of the school production webcast.**
  - *Sports Ticket Live* will work with the schools, sponsors, and our contract partners to create the desired response for the sponsors, thus eliminating any other work by the school except for the training and production of Webcast.
  - Schools have the opportunity to sell Sponsorship for their productions at a commission rate of 12%
- **Financial bonuses for webcasting of 100% of home events**
  - *Sports Ticket Live* will retain the first \$15,000 (further known as "*Creation Cost*") of sponsorship sold to cover the cost of all the prior hardware, software, etc
  - "*Creation Cost*" is a one time fee to implement Webcasting by the school.
  - Every sponsorship dollar sold by *Sports Ticket Live* after the "*Creation Cost*" will be escrowed for partnership bonuses at a 2:1 ratio between the company and school, which is rewarded prior to the next school year.
    - If the school Webcast 75% of their home events and \$30K of sponsorship is sold, then the first \$15K goes to *Live Ticket, Inc.*
    - The remaining \$15K is split at a 2:1 ratio, or \$10K and \$5K.
      - The school receives 75% of the possible total of \$5K, or \$3,750
    - In the second year of the partnership the entire \$30K is split in a 2:1 ratio, or \$20K and \$10K
      - The school would receive a % of the \$10K, based on total % of home events Webcast.
      - The school would receive 90% of the \$10K (\$9K), based on Webcasting 90% of their Home events.



In return the school will provide *Sports Ticket Live* with:

- **The rights to sell sponsorship of website and webcasts to local businesses.**
  - Sponsorship will consist of banner/audio/video ads to be placed on the school's *Sports Ticket Live* website, placed in the In-Video Webcast production during Pregame, Post game, Halftime, and Time-Outs, and placed in Social Media marketing.
- **The rights to create social media marketing campaigns in the name of the school, facilitating public awareness of the school's website, webcast productions, and school events.**
  - *Sports Ticket Live* will utilize Facebook, Twitter, etc. to create a market awareness of the Webcast productions and school events.
  - Both the school and *Sports Ticket Live* will have administrative rights to all campaigns.
- **Broadcast of regularly scheduled high school activities.**
  - The partnership hinges upon *Sports Ticket Live* selling sponsorship to fund the *Sports Ticket Live* website and Webcast productions. The more Webcast productions the school is able to complete equates into more sponsorship sold and financial bonuses to the school.
- **Submitting any highlight replays to *Sports Ticket Live* for the use of marketing the school's activities and webcasts.**
  - *Sports Ticket Live* provides a Webcast software capable of producing Highlight Replays. The school is encouraged to utilize the use of the feature to enhance Webcast productions.
  - *Sports Ticket Live* maintains a separate website and sports program, which will utilize the Highlight Replays on the website and program.
- **The right to feature the school's webcast production, as a featured event, on the *Sports Ticket Live* website.**
  - *Sports Ticket Live* maintains a separate website and sports program, which will feature the Webcast productions of participating school partners on the website and program.

