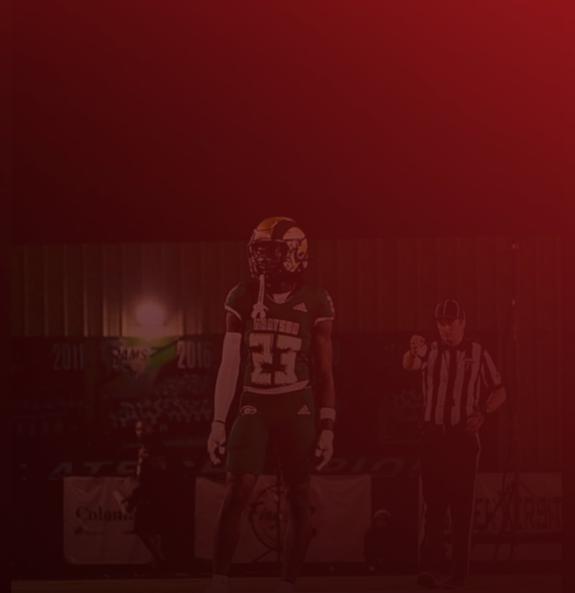




# SPONSORSHIP PROPOSAL

**SHÖ BOWL**  
**Elite 1v1 Football SHÖCASE**

**SATURDAY, FEBRUARY 28TH | LOCATION:TBD**  
**Presented by SHÖCASE BRANDS**



# SHŌCASE

## → **WHAT IS THE SHŌ BOWL**

*The SHŌ BOWL is an invite-only, elite 1v1 football showcase designed to spotlight top high-school athletes in a competitive, media-driven environment.*

*Athletes compete head-to-head in skill-specific matchups, creating high-impact moments optimized for short-form digital content and national exposure*

## → **THE EXPERIENCE**

- *Elite 1v1 competition*
- *Media & content capture*
- *Awards & recognition*
- *Family-friendly environment*

## → **WHO YOUR BRAND REACHES**

**On-Site:**

- *Athletes, Parents, Families, Coaches & Trainers*

**Digital:**

- *Youth Sports fans, Athlete-led audiences*

*Powered by SHŌCASE BRANDS — a digital-first Nsports media platform reaching hundreds of thousands of viewers nationwide.*

# SHŌCASE

## ***WHY SHŌCASE / WHY NOW \***

## ***WHY PARTNER WITH SHŌCASE BRANDS NOW***

***Youth sports exposure has shifted from traditional tournaments to athlete-led, short-form digital media.***

***SHŌCASE BRANDS operates at the intersection of:***

- Elite competition***
- NIL readiness***
- Algorithm-driven distribution***

***Early partners gain access to athletes and audiences before national NIL saturation, positioning brands ahead of the curve.***

***Partners benefit from:***

- Category exclusivity***
- Priority athlete access***
- Authentic storytelling***
- Repeat digital impressions — not one-day exposure***

# SHŌCASE

## ***DIGITAL MEDIA REACH & PROOF***

### ***DIGITAL MEDIA REACH (META PLATFORMS) Instagram + Facebook | Verified Analytics***

***358,860+ Total Views (Last 90 Days)***

- Instagram: 252,162 views***
- Facebook: 106,698 views***

***81,133 Unique Accounts Reached  
(+848.7% Growth)***

***88–95% Non-Follower Reach  
Audience discovery beyond owned channels***

***Primary Format: Short-Form Video (Reels)  
Optimized for 15–30 second performance***

# SHŌCASE

## Sponsor Benefits & Exposure

### VISIBILITY AND BRAND RECOGNITION

- Brand visibility across SHŌ BOWL digital assets and on-site signage
- Exposure within a media platform delivering 358,860+ verified Meta views

*Billboard impressions amplify digital exposure, reinforcing sponsor visibility across both physical and digital environments.*

- Brand alignment with a premium youth football showcase and NIL-forward ecosystem

### NIL 1ST INITIATIVE

- Alignment with SHŌCASE BRANDS' NIL-first athlete development strategy
- Opportunity to participate in athlete-led digital content and brand storytelling
- Early access to emerging athletes prior to collegiate and national exposure
- Support of responsible NIL education, visibility, and brand collaboration

### SOCIAL MEDIA EXPOSURE

- Placement across SHŌCASE BRANDS' Instagram & Facebook platforms
- Reach to 40,397+ unique accounts, with 95.2% non-follower discovery
- Integration into short-form video content driving 65.6% of total views
- Content optimized for 15–30 second clips, the highest-performing format

### COMMUNITY BUILDING NATIONWIDE

- Engagement with athletes and families from multiple regions across the country
- Brand presence within a fast-growing sports and lifestyle media ecosystem
- Exposure through repeat impressions, sharing, and athlete amplification
- Contribution to a platform built for long-term impact, not one-day events

# SHO CASE

## ***DIGITAL MEDIA VALUE (CPM-BASED)***

### ***ESTIMATED DIGITAL MEDIA VALUE***

***Industry benchmark CPM for  
sports & youth lifestyle media:  
\$10 – \$25 CPM***

***358,860 Impressions x CPM***

- ***\$10 CPM → \$3,589 Media Value***
- ***\$15 CPM → \$5,383 Media Value***
- ***\$25 CPM → \$8,971 Media Value***

***Digital value only. Does not  
include on-site branding, billboard  
exposure, athlete content, or  
post-event usage rights***

# SHŌCASE

## ***BILLBOARD AMPLIFICATION***

## ***CITYWIDE VISIBILITY & OUT-OF-HOME MEDIA IMPACT***

***SHŌ BOWL sponsors benefit from high-impact digital billboard exposure across Atlanta's most trafficked commuter corridors.***

- 5 premium digital billboard locations***
- Positioned on I-75/85, I-85, I-285, and GA-400***
- 1.9M+ verified weekly impressions***
- 7.6M+ estimated impressions over a 4-week run***

***Billboard impressions amplify digital exposure, reinforcing sponsor visibility across both physical and digital environments.***

# SHŌCASE

## SILVER SPONSOR

→ \$2,500

- **Entry-Level Brand Visibility Deliverables**
  - Logo placement on on-site event signage
  - Inclusion in official SHŌ BOWL digital recap content
  - Brand mention within SHŌCASE BRANDS social channels
- Media Value Anchor**
- Exposure within a platform delivering 350K+ Meta impressions Ideal for regional brands testing youth sports engagement

## PLATINUM SPONSOR

→ \$10,000

**Built for brands ready to activate athlete storytelling, NIL alignment, and premium placement.**

- **Featured Digital & Athlete-Adjacent Partner Deliverables**
  - Everything in Gold
  - 2 branded social posts (15–30 sec short-form video)
  - On-site branded activation (table, banner, or experience)
  - Branding tied to athlete credentials or awards area
  - Access to event photo & video assets for brand reuse
- Media Value Anchor**
- Multi-touch exposure across content formats generating 65%+ of total views
  - Strong alignment with peak engagement windows
- Premium digital billboard locations**
- Positioned on I-75/85, I-85, I-285, and GA-400
  - 1.9M+ verified weekly impressions
  - 7.6M+ estimated impressions over a 4-week run

## GOLD SPONSOR

→ \$5,000

- Designed for brands seeking targeted digital reach and event visibility within youth sports culture.**
- **Digital + On-Site Exposure Partner Deliverables**
  - Everything in Silver
  - Inclusion in pre-event promotional content (flyers & announcements)
  - Step-and-repeat logo placement
- Media Value Anchor**
- Aligned with \$15–\$20 CPM digital media value
  - Reach driven primarily by non-followers (88-95%+)
  - Premium digital billboard limited locations

## TITLE SPONSOR

→ \$25,000

- **Category exclusivity available.**
  - **NIL-Forward Integration Deliverables**
  - Event naming rights (Presented by / Powered by)
  - Prime logo placement across all digital & on-site assets
  - 3–4 branded social posts + recap video feature
  - On-field activation or award naming opportunity
  - NIL collaboration opportunity with select athletes
- Media Value Anchor**
- Full-funnel exposure across 358,860+ verified Meta impressions
  - Long-tail digital value beyond event day
- 5 premium digital billboard locations**
- Positioned on I-75/85, I-85, I-285, and GA-400
  - 1.9M+ verified weekly impressions
  - 7.6M+ estimated impressions over a 4-week run

**OPTIONAL ADD-ON ACTIVATIONS (Available to Gold, Platinum, and Title Sponsors)** Athlete-led branded short-form video (15–30 sec) Award or on-field moment naming rights Branded recap clip for sponsor-owned channels NIL content pilot with featured SHŌ BOWL athletes

**Investment Range: \$2,500–\$5,000 per activation**

# THANK YOU!

**CONTACT US**

*SHŌCASE BRANDS is building the next generation of youth sports media — powered by athletes, culture, and measurable reach.*

*Sponsorship opportunities are limited to preserve brand exclusivity and content quality.*

*Jamal Lewis | Harie Robinson Jr.*

*Phone:*

*+1 (404) 234-8028*

*Email:*

*Jamal.Lewis@shocasebrands.com*

*Harie.Robinson@shocasebrands.com*

*Website:*

*SHOCASEBRANDS.COM*



**SHOCASEBRANDS.COM**