

A cheerleader in a black uniform is captured mid-air, performing a high jump with her legs spread wide. She is positioned above a crowd of people, many of whom are wearing black and yellow uniforms. The background shows a green football field with white yard lines and large yellow and blue numbers. The scene is set outdoors at night or dusk, with stadium lights illuminating the field.

VNN

MEDIA KIT

vnnsports.net

The strongest local brands in one place.

High school sports programs are the strongest brands in our country. Whether Eagles, Tigers, or Hawks, schools unite local communities under a single powerful shared experience, deepen friendships and create lifelong memories. From those who are competing this year through those that wear the alumni sweatshirt at their kids' games twenty years later, sports programs are the face of any local community nationwide, and are as unique as the neighborhood where they are played.

Yesterday, these programs were impossible to reach. Now, through VNN's powerful athletics management suite, our team has connected these local communities together into the premier national media network for school sport and local community.



Unprecedented access and integration

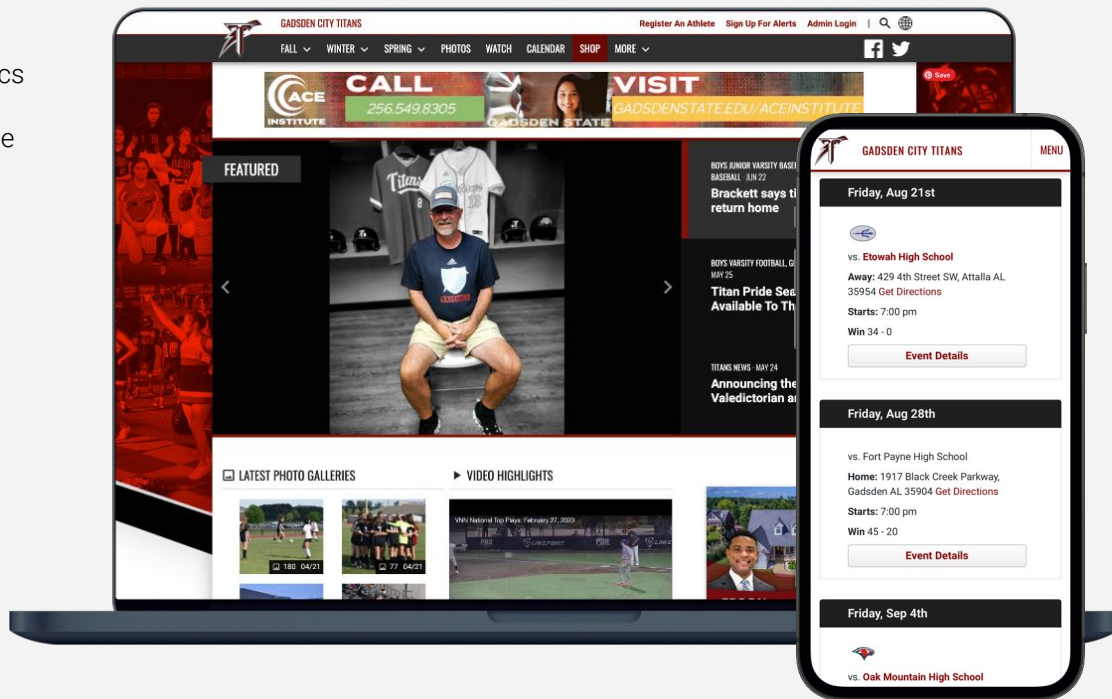
VNN technology powers 40% of high school athletic departments across the country through a unique athletics management suite that powers the tasks athletic administrators do on a daily basis, and communicates the right information to the right people at the right time.

Back of Office Management Suite

- Activities Scheduler
- Facilities Management
- Activities Registration
- Payments

Community Communication Platform

- Custom Athletics Website
- Mobile App
- Digital Tickets and Online Box Office
- Fundraising and Donations
- Video and Livestreaming



Reach passionate parents, athletes, and fans across the country

The VNN network extends to 9,000 schools across 48 states with new schools being added every day.

Unique Dual Audience

Under 18 - 19%

A 35-44 - 22%

A45-54 - 24%

Male - 48%

Female - 52%

Educated and Affluent

Education

College Degree - 114 index

Grad School - 122 index

Household Income

\$100-150K - 114 index

\$150K+ - 124 index



Marketable Moments

VNN connects your brand to every digital moment in a family's sports journey. Every sport, every season, every level.

VNN Kickoff

Get your message in the action on a school's official athletics website.

VNN Reach Retargeting

Close the buying cycle across the web

VNN Video

Sponsor highlights and live games

VNN Sponsored Content

Get your story told in a school's newsfeed


VNN Custom Sections

Deliver your helpful resources direct

VNN Perfect Placement

Integrate your message into VNN's software and apps





Registers her child for sports
Pre-Season VNN Registration
Enrolled in loyalty program

Ordered her child's required gear
VNN eCommerce Engine
Chose featured brand

Checked tonight's game-time
VNN SportsHub Site / Schedule
Noticed sponsor banner

Looked at post-game photos on Facebook
VNN social media sync / SportsHub site
Read branded article from sponsor

Visited Local News Outlet Website
VNN Reach Retargeting
Added sponsor to shopping list

Texted by coach about next week's team dinner
VNN Alerts
Recommends school advertiser to other parents

VNN Kickoff

High-impact display advertising opportunities - all sports, all seasons

Top-Level Placements

Home page and article pages

Title (Responsive Leaderboard)
Gold A, B, C (300x250)

Specialty Placements

Schedule Pages

Photo Galleries

Roster Pages

Custom Campaigns

Run-of-Site, Run-of-State, Run-of-Network
availability

Rotating and non-rotating

Available on CPM/inventory basis

KINGS WAY CHRISTIAN KNIGHTS Login Sign Up For Alerts Register An Athlete

FEATURED

KNIGHTS NEWS - JUN 14
Farewell Coach Davies

KNIGHTS NEWS - JUN 13
Congratulations to Justin Frahm and MacKenzie...

BOYS VARSITY BASEBALL - JUN 12
Baseball Wins First State Championship

BOYS VARSITY FOOTBALL
Overall Record: N/A
Conference Record: N/A

Team Home Schedule

Rosters Photos

KNIGHTS OFFICIAL SPONSOR

GOLD A

KNIGHTS OFFICIAL SPONSOR

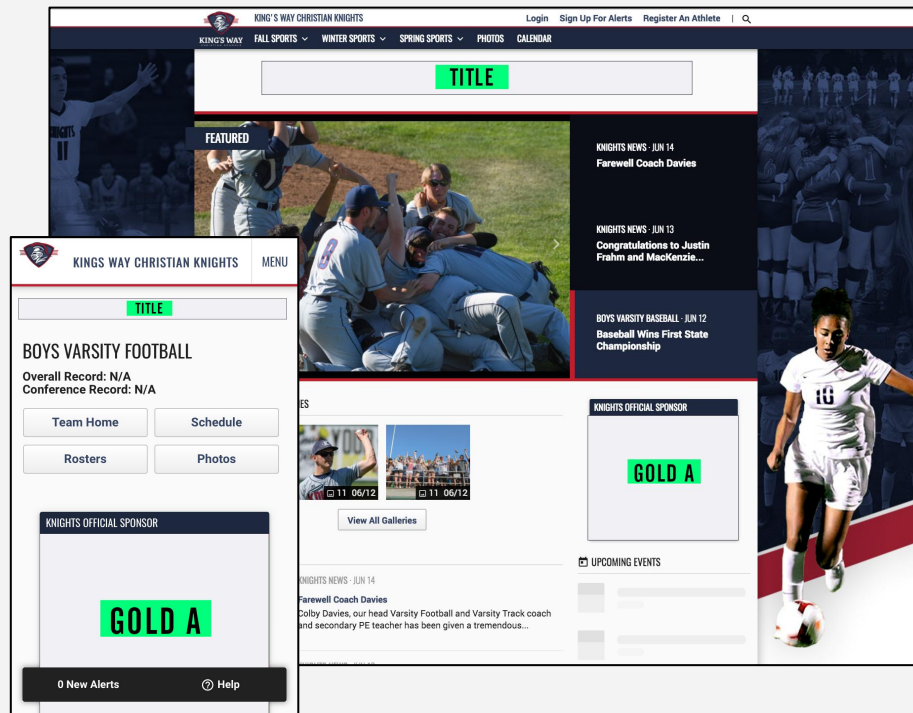
GOLD A

0 New Alerts Help

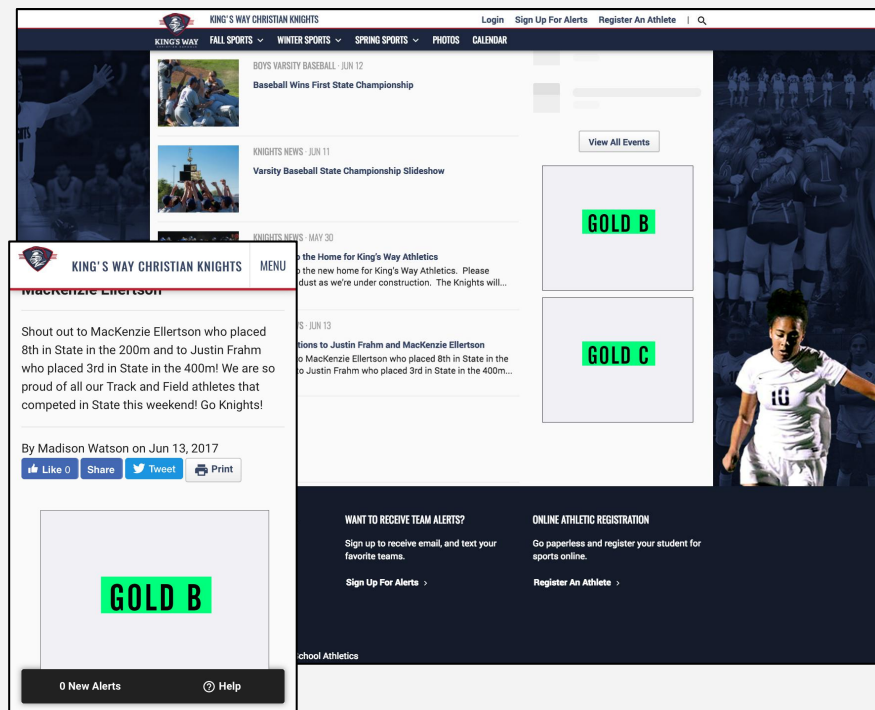
SCHEDULE SPONSORSHIP

Date	Time	Location	Result	Links
Sat, Sep 10	4:00 am	Sumter High School	Home	Event Preview
Sun, Sep 11	11:00 pm	Lexington High School	Away	Event Preview
Tue, Sep 13	11:00 pm	Spring Valley High School	Home	Event Preview
Thu, Sep 15	11:00 pm	River Bluff High School	Away	Event Preview
Sat, Sep 17	4:00 am	Blythewood High School	Home	Event Preview

VNN Kickoff Placements




Premium Placements, top-of-page, local exclusivity available





Below fold placements, no local exclusivity


10



[River Bluff Gators](#)
[Fall Sports](#)
[Winter Sports](#)
[Spring Sports](#)
[Photos](#)
[Calendar](#)
[More](#)

[Sign Up For Alerts](#)
[Register An Athlete](#)
[Login](#)




POWER
THROUGH™


GIRLS VARSITY VOLLEYBALL

Overall Record: 1 - 0 Conference Record: N/A

[Team Home](#)
[Schedule](#)
[Rosters](#)

2016/2017 SCHEDULE

Date	Event	Location	Res
Tue, Aug 30 10:00 pm	South Aiken High School South Aiken High School	Home 320 Corley Mill Road, Lexington SC 29072 Get Directions	
Thu, Sep 1 11:00 pm	Aiken High School Aiken High School	Away 449 Rutland Dr Nw, Aiken SC 29801 Get Directions	
Thu, Sep 6 11:00 pm	Lugoff Elgin High School Lugoff Elgin High School	Away Unknown location	
Thu, Sep 8 11:00 pm	White Knoll High School White Knoll High School Conference Game	Home 320 Corley Mill Road, Lexington SC 29072 Get Directions	
<div>  </div>			
Sat, Sep 10 4:00 am	Sumter High School Sumter Volleyball Tournament	Away 2580 Mccrays Mill Rd, Sumter SC 29154 Get Directions	
Tue, Sep 13 11:00 pm	Lexington High School Lexington High School Conference Game	Home 320 Corley Mill Road, Lexington SC 29072 Get Directions	
Thu, Sep 15 11:00 pm	Spring Valley High School Spring Valley High School Conference Game	Away 120 Sparkleberry Ln, Columbia SC 29229 Get Directions	
Sat, Sep 17 4:00 am	River Bluff High School Gator Volleyball Tournament	Home 320 Corley Mill Road, Lexington SC 29072 Get Directions	
Sat, Sep 20	Blytheood High School	Home	




ou


GIRLS VARSITY VOLLEYBALL



Overall Record: 1 - 0

[Team Home](#)

GIRLS VARSITY VOLLEYBALL
RBHS Varsity Volleyball





Schedule Page (Printable)

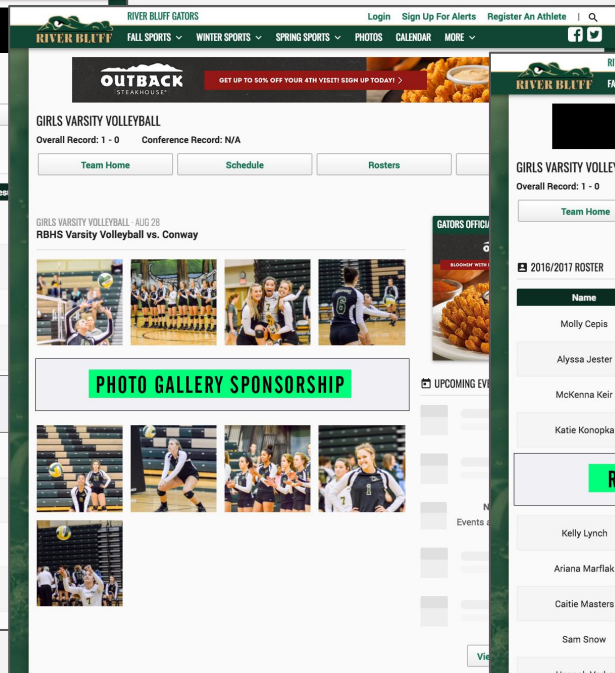


Photo Galleries

[RIVER BLUFF GATORS](#)
[FALL SPORTS](#) | [WINTER SPORTS](#) | [SPRING SPORTS](#) | [PHOTOS](#) | [CALENDAR](#) | [MORE](#)

[Login](#) | [Sign Up For Alerts](#) | [Register An Athlete](#) | [Facebook](#) | [Twitter](#)

POWER THROUGH™

GIRLS VARSITY VOLLEYBALL

Overall Record: 1 - 0 Conference Record: N/A

[Team Home](#)
[Schedule](#)
[Rosters](#)
[Photos](#)

2016/2017 ROSTER

Name	Jersey	Position	Grad Year
Molly Cepis	6		2017
Alyssa Jester	4		2017
McKenna Keir	1		2019
Katie Konopka	5		2017

UPCOMING EVENTS

No Events This Week

Events are added by athletic staff.

ROSTER SPONSORSHIP

Kelly Lynch	10	2019
Ariana Marflak	2	2020
Caitie Masters	8	2018
Sam Snow	3	2020
Hannah Verba	11	2017
Jillian Wiesler	9	2019

View All Events

Rosters

VNN Reach Retargeting

Customizable retargeting campaigns that help close the purchase cycle loop

Target Our Sports Fans

Anyone visiting a VNN school website in your area

Target by Demographic

Moms 32-45

Adults 35-54

Dads, Seniors

Athletes

Target by your Location

5 Miles Around Your Business

1 Mile Around Your Competitor

Target by Keyword

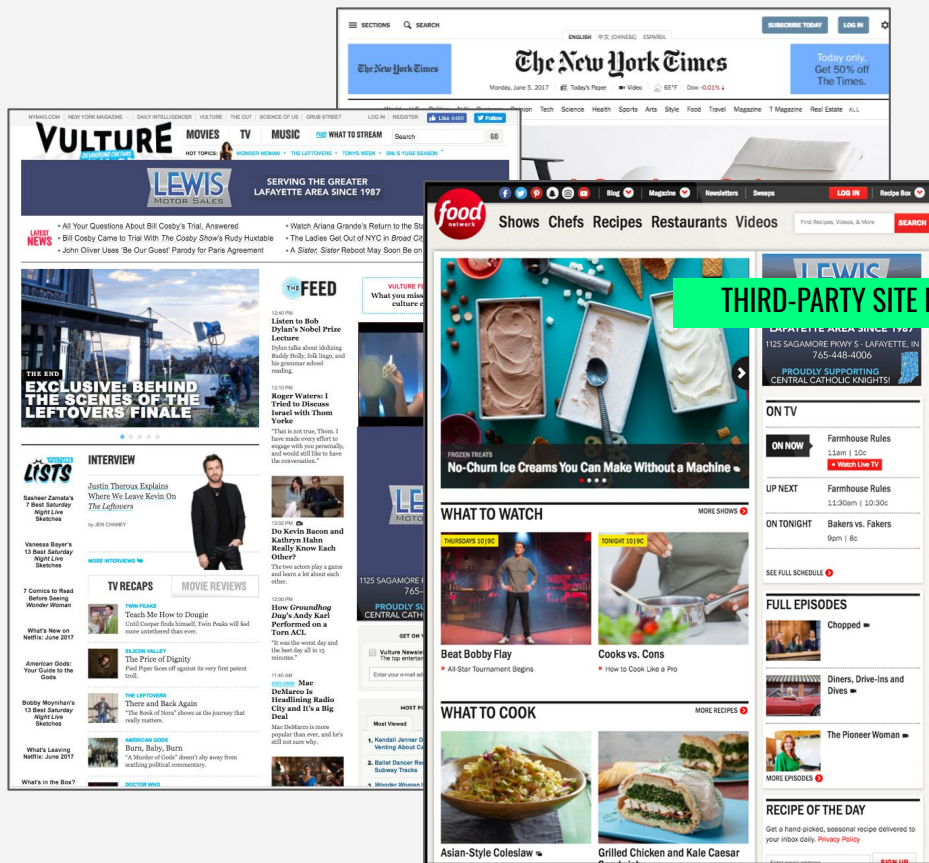
Take-out

Best pizza

Car Insurance

New Homes

Where do I go to get my kid braces?



VNN Video

Sponsor a school's video library, including game highlights, livestreams, and a home page video player.

Homegrown Content

Highlights and games supplied from school, partner apps, and via user uploads.

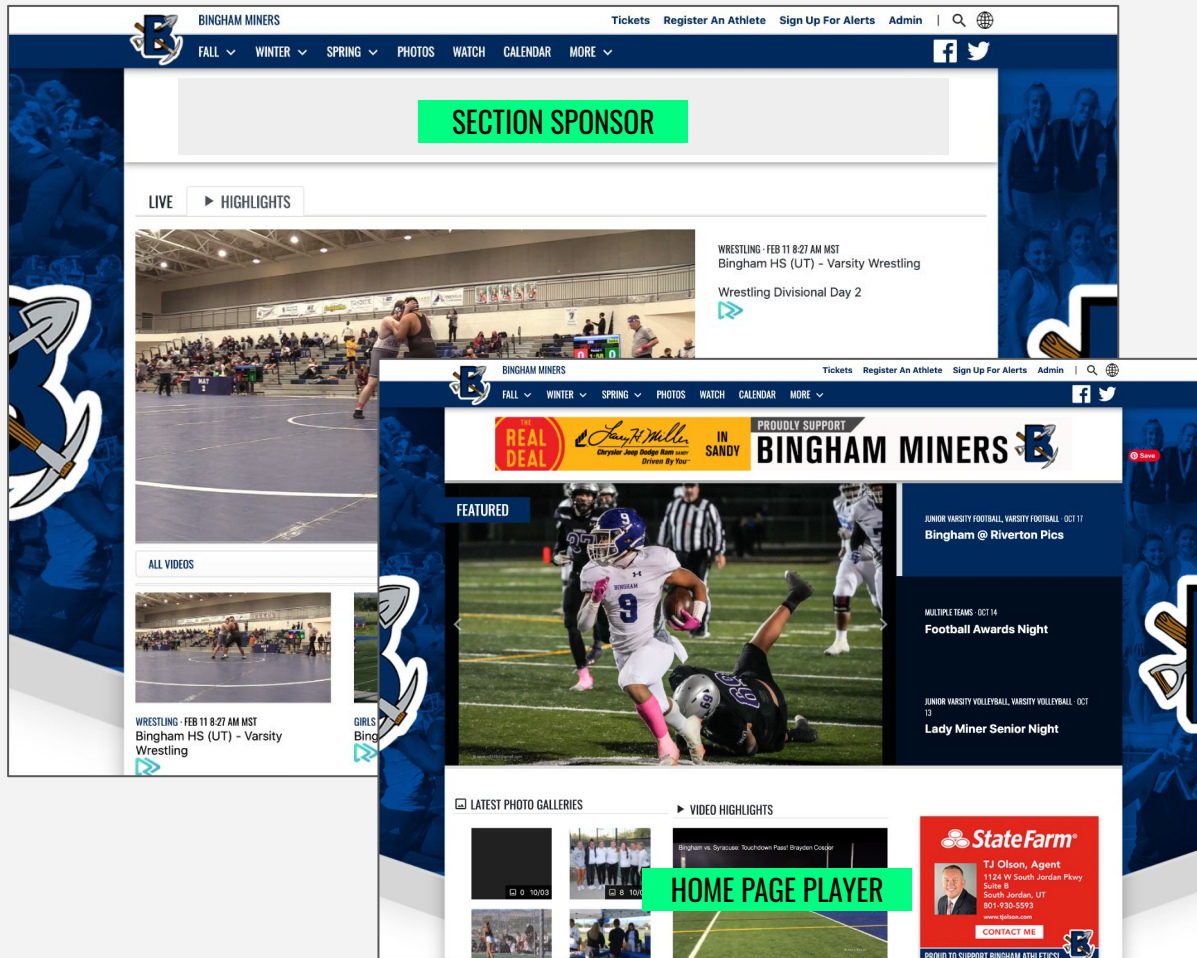
Video Player Placements

Pre, mid, and post-roll availability inside video players

0:15 / 0:30 duration recommended

Display Placements

Responsive leaderboard at top of section



VNN Sponsored Content

Custom article(s) for your business;
promotes business objectives through
engaging content

Cross-platform promotion

Home page newsfeed
Official School Facebook Page
Official School Twitter Account
Search Engines

Content Examples

Featured Business 'Welcome'
"Don't Forget"
Video Highlights
Tips and Tricks

Limited availability

VNN content review required

RIVER BLUFF
FALL SPORTS WINTER SPORTS SPRING SPORTS PHOTOS CALENDAR MORE

NATIONAL SPONSOR JAN 24
Don't forget — Applications for the Semper Fidelis All-American Program are due next Wednesday — Presented by the United States Marine Corps

OFFICIAL SPONSOR
HAPPY NEW YEAR!
ALL AMERICAN
Hunting & Air

UPCOMING EVENTS
FEB Girls Junior Varsity Basketball vs.

RBHS Gator Athletics
Home About Photos Business Likes Posts
Go to Business Manager to manage this Page.

Battles Won, Training — Presented by US Marines
The Marine Corps stays in one of battles, and fighting...
Applications and nominations are due next Wednesday, January 31

SOCIAL MEDIA SYNC

VNN Custom Sections

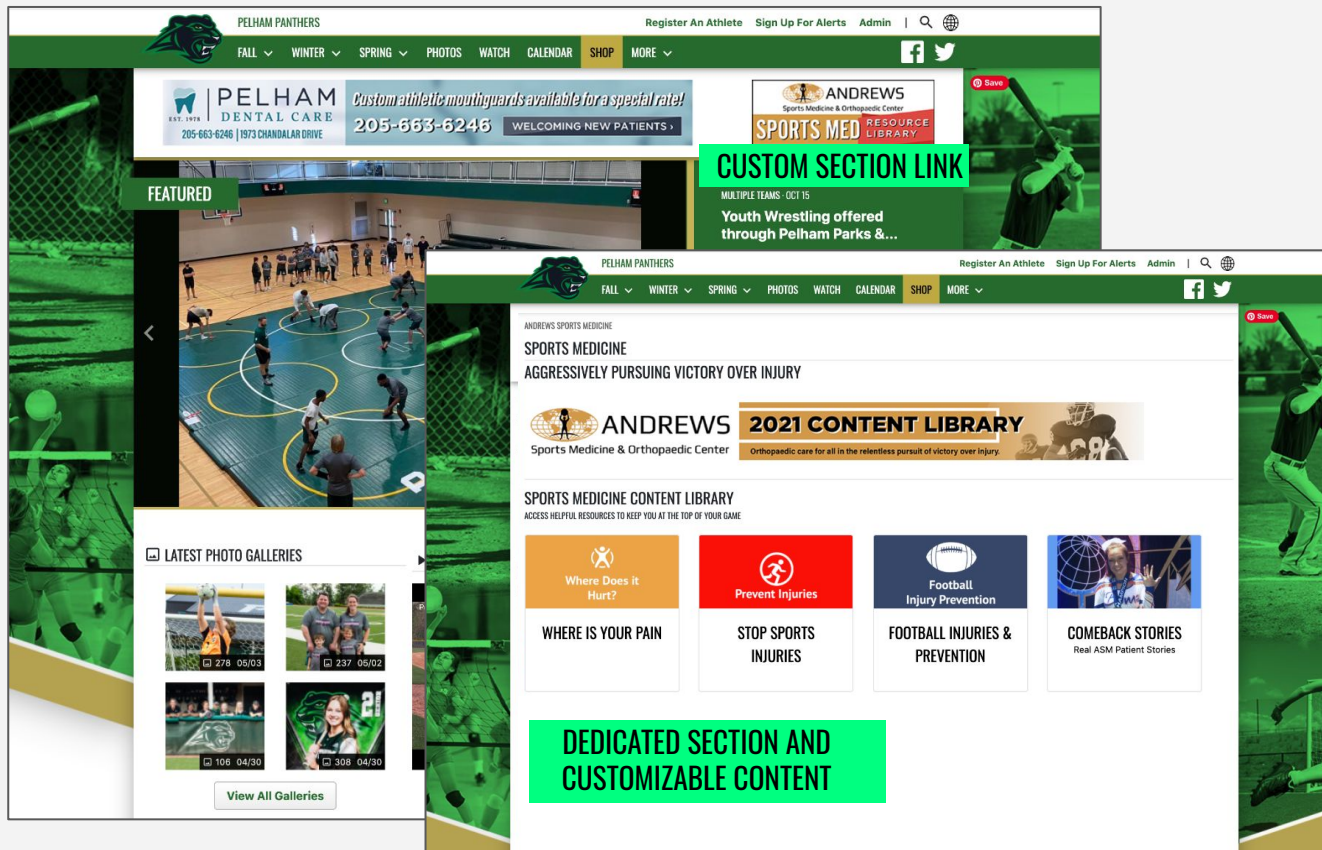
A entire custom section of your content, resources and calls-to-action on the official websites of high school sports programs.

Native Distribution

Content library is promoted with a dedicated 100% SOV home page banner, and monthly native articles promoting new content pieces (in collaboration with sponsor plan)

Authentic Support for Families Created for your Business

Forms and Appointment Requests
Injury Prevention
Young Driver Safety
Insurance Tips
Mortgage Calculators
Healthy Recipes



VNN Perfect Placement

Highly-customized placements
integrate your product or message
into VNN tools

Schedules
Registration Path
Facilities
Website Functions

Plug and play

Available for qualified volume
campaigns

The screenshot displays the VNN website interface. At the top, a navigation bar includes links for Home, Registration (with a dropdown arrow), Other Forms, Schedules, and Information. Below this, a breadcrumb trail shows 'Registration / Activity Registration (Rochester Setup)'. A prominent green box labeled 'REGISTRATION PATH' is positioned on the right side of the page. The main content area is titled 'Activity Registration (Rochester Setup)'. On the left, a vertical sidebar contains four steps: 'Step 1. Select Student', 'Step 2. Select Activity', 'Step 3. Parent/Guardian Info', and 'Step 4. Physical Forms'. The 'Select Student' step is currently active. The main form area is titled 'Student Information' and includes fields for 'Select Student' (with a dropdown menu showing 'Harrington'), 'Student ID' (with a text input showing '123456'), 'First Name' (with a text input showing 'Lore'), 'Last Name' (with a text input showing 'Harrington'), and 'Middle Initial' (with a text input). On the right side of the page, there is a 'USER DASHBOARD' section. This dashboard is a grid of 16 tiles, each representing a different website function. The tiles are arranged in a 4x4 grid. The first row includes 'Posts', 'Photo Galleries', 'Pages', and 'Menus'. The second row includes 'iSchool', 'Scheduling', 'Score Reporting', and 'Messages'. The third row includes 'Team Management', 'Rapid Replay Video', 'Rapid Replay Video', and 'Fundraising'. The fourth row includes 'BoxOutSports', 'iSchoolToday Activity Registration', 'iSchoolToday Facilities Scheduler', and 'iSchoolToday Daily Health Screening'. Each tile has an icon, a title, a description, and a button to either 'GO TO', 'LEARN MORE', or 'CONNECT INTEGRATION'.

Home Registration Other Forms Schedules Information

Registration / Activity Registration (Rochester Setup)

REGISTRATION PATH

Activity Registration (Rochester Setup)

Step 1. Select Student

Step 2. Select Activity

Step 3. Parent/Guardian Info

Step 4. Physical Forms

Student Information

Select Student

Harrington

Student ID

123456

First Name

Lore

Last Name

Harrington

Middle Initial

USER DASHBOARD

Posts	Photo Galleries	Pages	Menus
GO TO POSTS	GO TO PHOTOS	GO TO PAGES	GO TO MENUS
iSchool	Scheduling	Score Reporting	Messages
GO TO RSCHOOL	SYNC SCHEDULES	GO TO PRESSBOX	GO TO ALERTS
Team Management	Rapid Replay Video	Rapid Replay Video	Fundraising
GO TO TEAMMATE	UPLOAD VIDEO	UPLOAD VIDEO	GET STARTED
BoxOutSports	iSchoolToday Activity Registration	iSchoolToday Facilities Scheduler	iSchoolToday Daily Health Screening
LEARN MORE	LEARN MORE	LEARN MORE	LEARN MORE
Registration	8to18	8to18	8to18
LEARN MORE	LEARN MORE	CONNECT INTEGRATION	CONNECT INTEGRATION

Teamwork wins championships

Schools that work with VNN are more than customers, they are partners.

VNN's revenue sharing program with schools ensures that we are doing our part to enrich their community for choosing us to help them reach their management goals.

Each year, VNN distributes approximately \$500,000 to our partner schools enrolled in the program.



360° Campaign Strategy and Management

Client-produced content promotes JJ II Experience

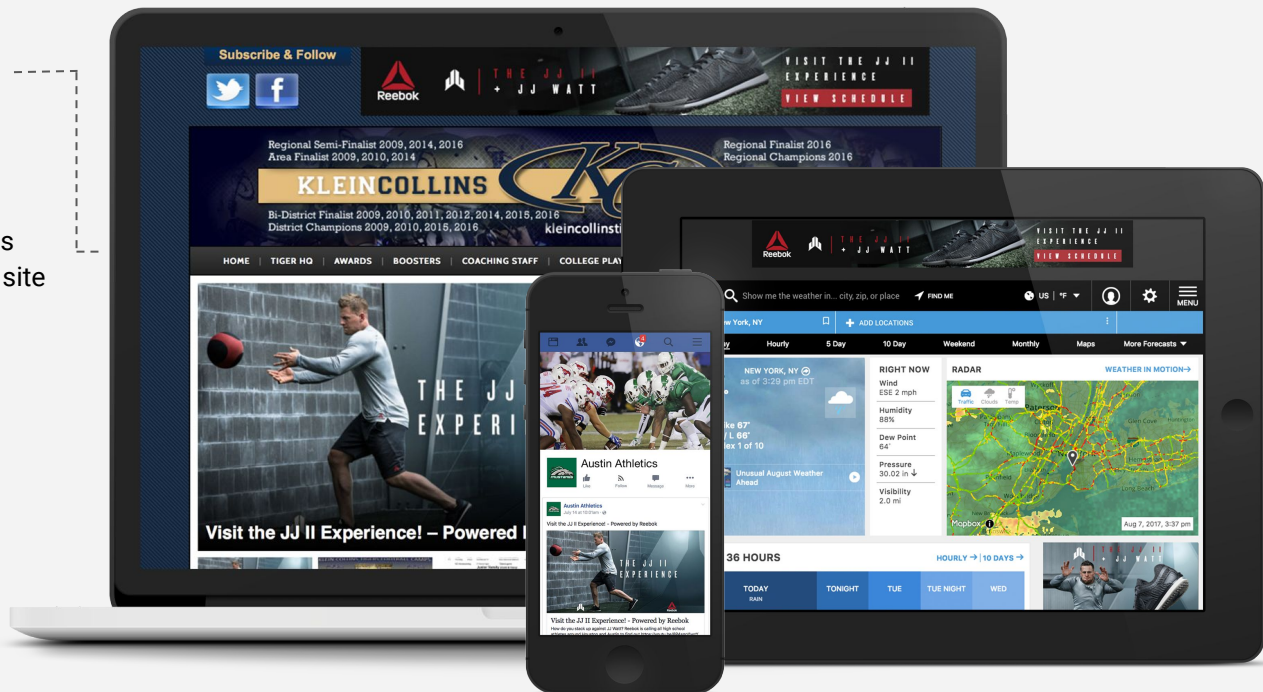
Native content integration promotes campaign on school site in main slideshow

Display promotes product feature

Clicks link to landing page with event schedule

Content is distributed to social channels - Facebook / Twitter

Retargeting campaign ensure maximum impressions with audience across the web



Case Study

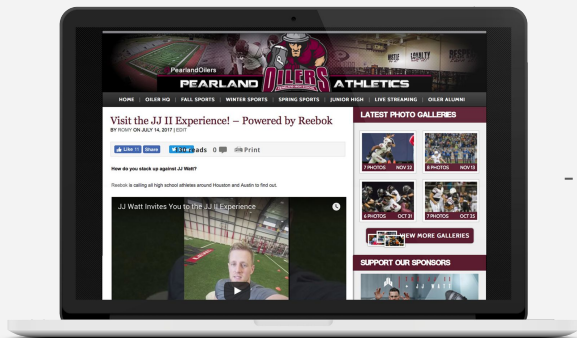


The JJ Watt x Reebok JJ II Experience

Campaign created interest in high school sports communities; CTRs far exceeded industry averages

Localized, authentic strategy drove participation and ensured successful events

Right-audience, right-message program out-performed conversion goals by over 20%



1.5M total impressions
16% Native content CTR to event schedule
9.2% Facebook CTR to article



1,040 try-ons at 27 doors
during the JJ II Experience
events



32% conversion rate at events beat
goal by 10%; 333 sales of JJ II
Trainer

"We're very excited about all of the hype surrounding the launch! We've had great sell-thru and attendance to start. Surely a great deal of credit can be given to you guys at VNN! We'll be sure to recommend you internally where we think similar services could be useful." - Anthony Aidonidis, Reebok Marketing

Testimonials



"VNN is helping us reach a younger, athletic demographic that is sometimes hard to reach. We know that [through VNN] we are able to get the eyes of both the students and parents of student athletes."

-Kenton E. Andersen, Marketing Manager, Intermountain Medical Group (UT)



"VNN's local team keeps making my investment make sense. You can't go wrong investing in VNN with people there to handle your case."

-Jeff, Owner/Operator, Jimmy John's Germantown and Gaithersburg (MD)



"I have heard from a number of folks in Bay that we are greatly appreciated for supporting the schools over the years. I definitely would not have had the exposure in my community had it not been for VNN's product."

-Brad Larson, Agent, Brad Larson State Farm Agency (OH)



"My agency has enjoyed being a sponsor on Deer Valley's athletic website and feel it is an awesome partnership. Getting connected to the community and school has been great visibility for us. We've been on the site for over 2 years and look forward to continuing."

-David Brooks, Agent, Morris & Brooks Financial Services

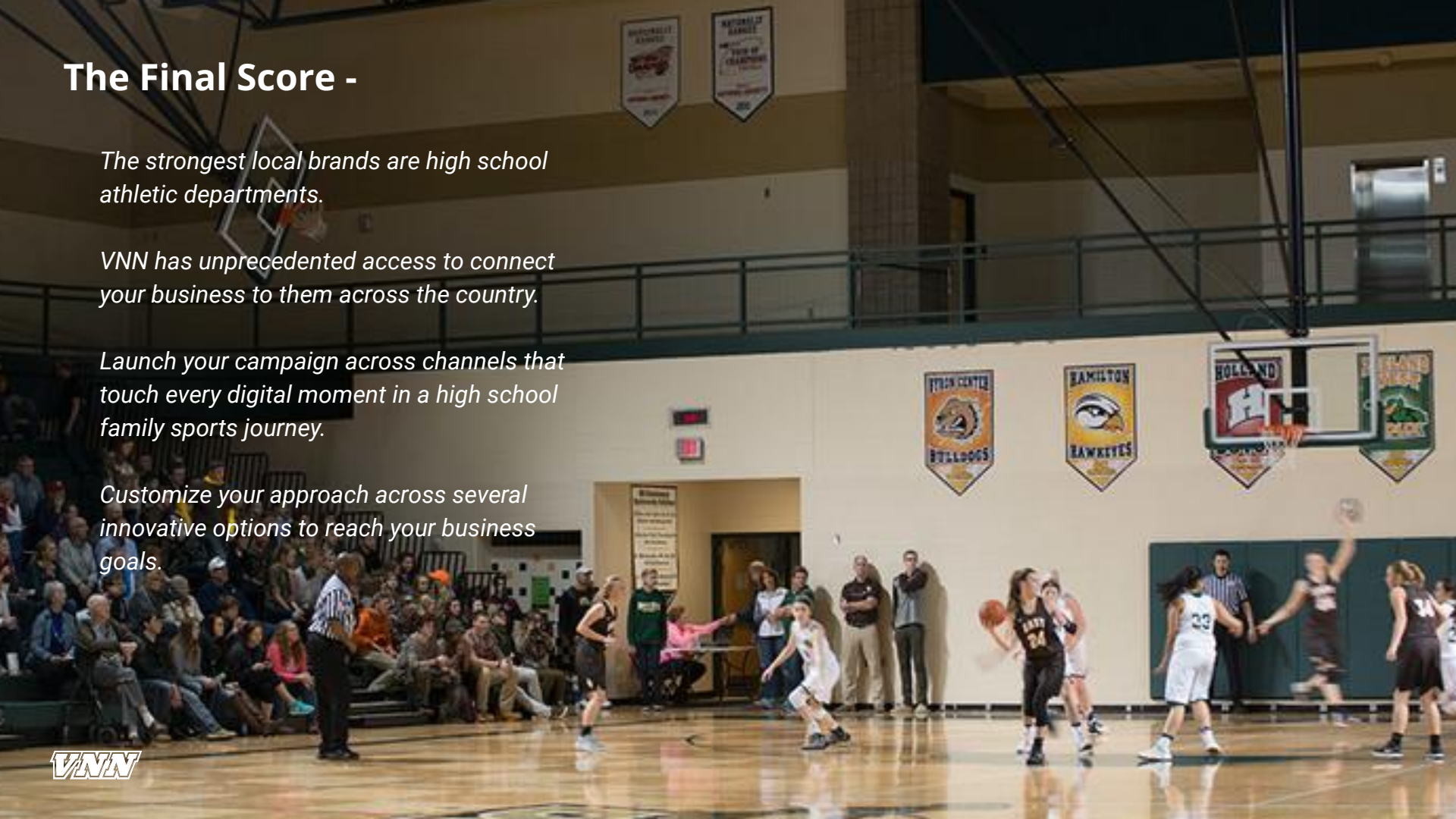
The Final Score -

The strongest local brands are high school athletic departments.

VNN has unprecedented access to connect your business to them across the country.

Launch your campaign across channels that touch every digital moment in a high school family sports journey.

Customize your approach across several innovative options to reach your business goals.



The logo consists of the letters 'VNN' in a bold, italicized, sans-serif font. The letters are white with a thick black outline, giving them a three-dimensional appearance. The 'V' is stylized with a horizontal bar across its middle. The background of the entire image is a blurred photograph of a football game at night, with stadium lights and players in blue and orange uniforms visible.

VNN

vnnsports.net