The Sports Fan® Presentation Companion

A Narrative Guide to the Acquisition First Presentation

The Sports Fan® Presentation Companion was created to provide additional context and insight into the Acquisition First Presentation. While the presentation itself is designed to communicate ideas visually and efficiently, many concepts build on one another and benefit from further explanation. This companion document follows the presentation slide by slide, offering commentary on each slide's purpose, meaning, and strategic role within the broader narrative. Together, the presentation and companion document provide a more comprehensive understanding of The Sports Fan®, its underlying philosophy, and the opportunities it aims to create.



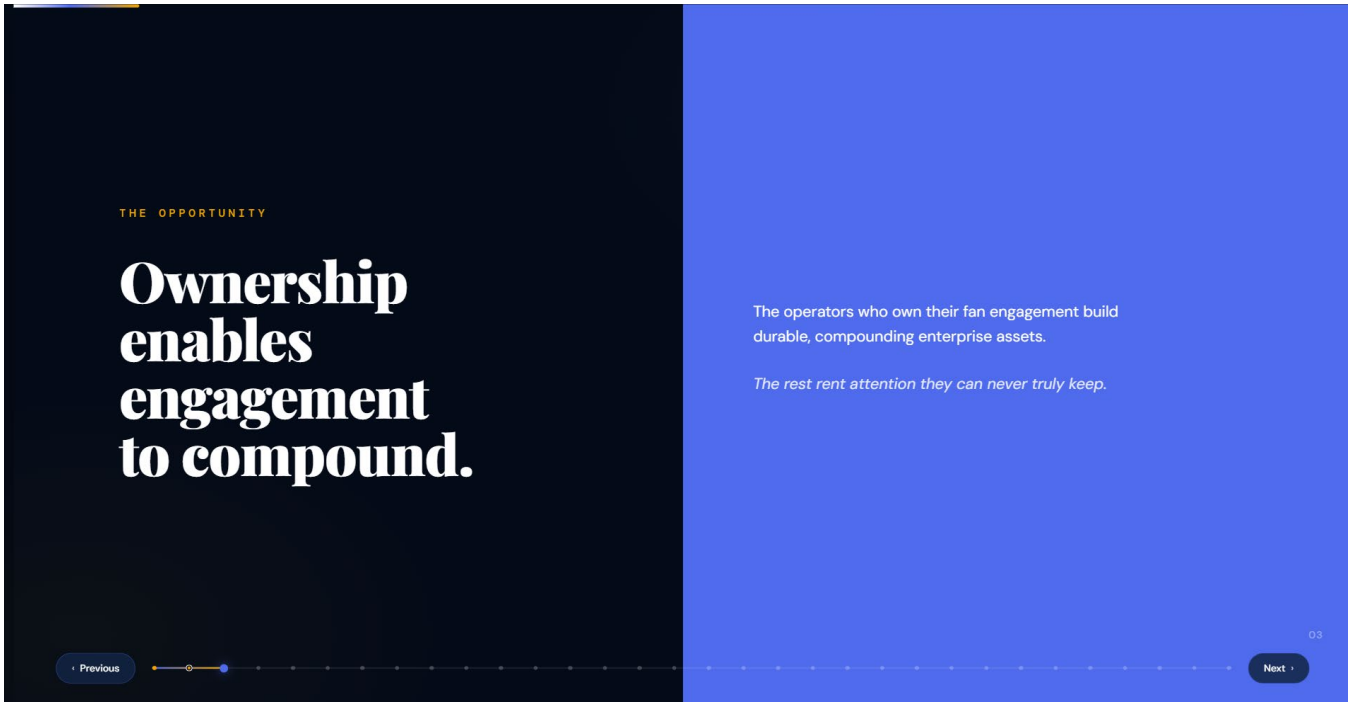
Slide 1 – THE SPORTS FAN®: This slide presents the central premise of The Sports Fan®. Ownership of engagement follows the same economic principle as owning other assets: ownership enables value to accumulate. The Sports Fan® is an operator-owned, continuity-based engagement system. When engagement is owned rather than rented, participation is encouraged, sustained, and built upon; relationships develop naturally, and the added value remains with the operator.



Slide 2 - THE REALITY: This slide introduces the problem The Sports Fan® is designed to address. While operators invest significant resources in attracting, engaging, and retaining sports fans, much of the resulting engagement remains disconnected and difficult to sustain. Fan interactions often occur across separate channels, campaigns, promotions, media properties, and third-party platforms, generating activity but not necessarily an enduring relationship.

The distinction is important. Creating engagement and owning the relationship it creates are not the same thing. Many organizations generate substantial fan activity, yet relatively little of that engagement carries forward. As a result, operators often have to reacquaint themselves rather than build on previous interactions.

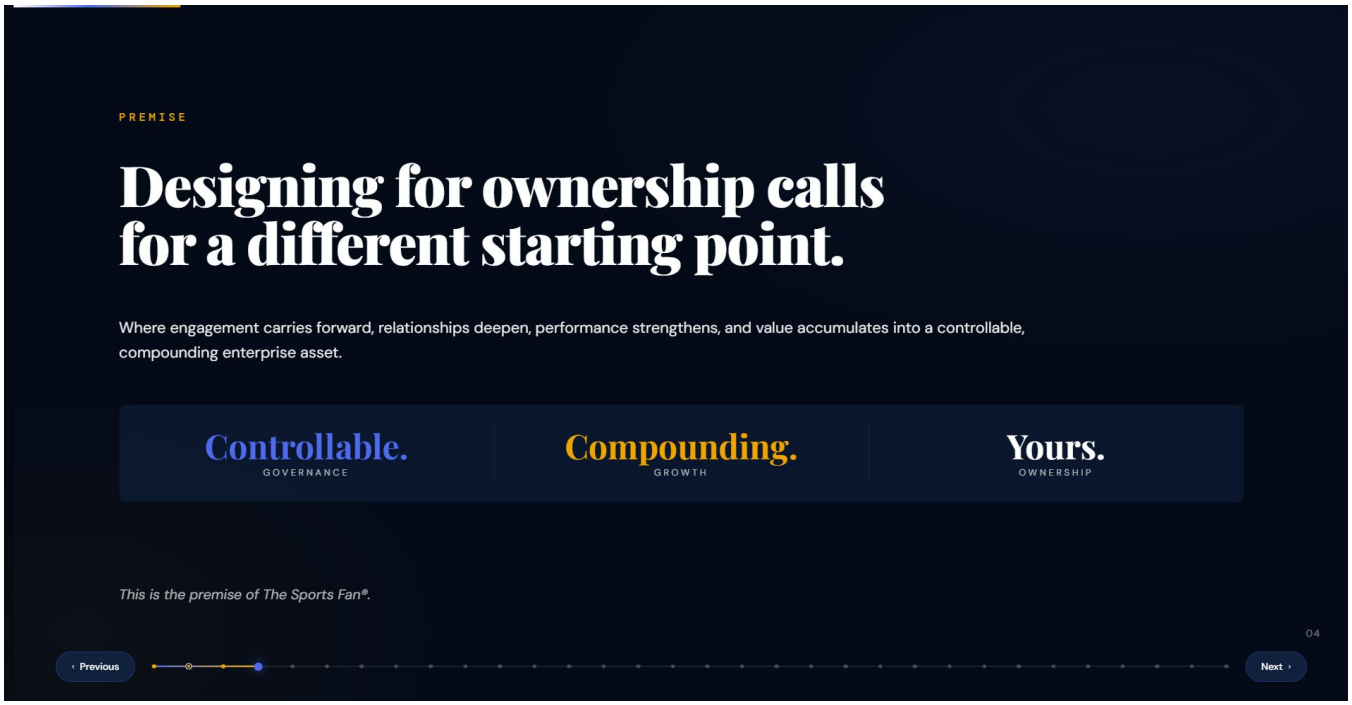
This slide bridges the opportunity introduced on the previous slide and the challenge explored throughout the next section of the presentation. Before discussing solutions, it is important to recognize the reality: engagement has value, but few operators have a structured system that lets them fully own, retain, and benefit from the relationships engagement creates over time.



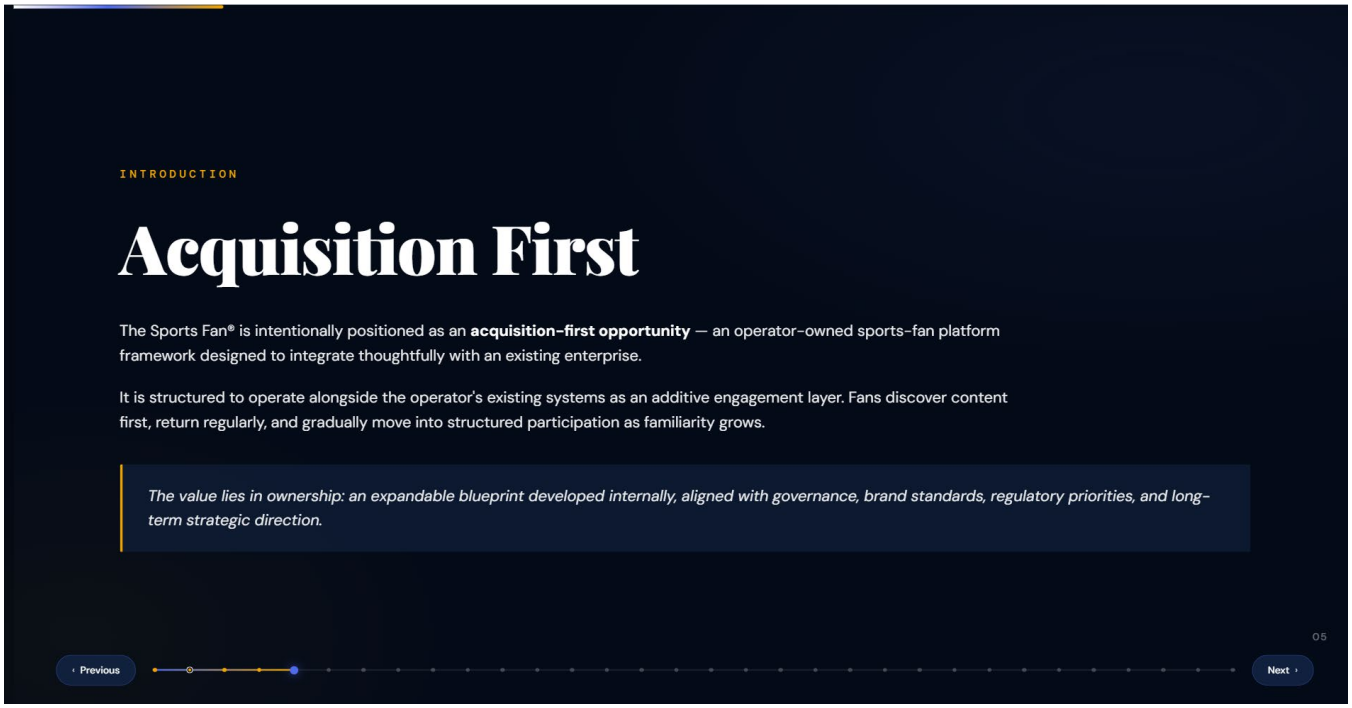
Slide 3 - THE OPPORTUNITY: Having established that engagement has value and that few operators truly own it, the next question is: what happens when participation is not constantly reset but instead carries forward?

The answer is compounding value. When fans return to a familiar environment where their prior participation is acknowledged and retained, each interaction builds on the last. Relationships deepen, understanding grows, and engagement becomes more meaningful. Rather than constantly trying to regain attention, operators can build on their existing foundation of participation and familiarity.

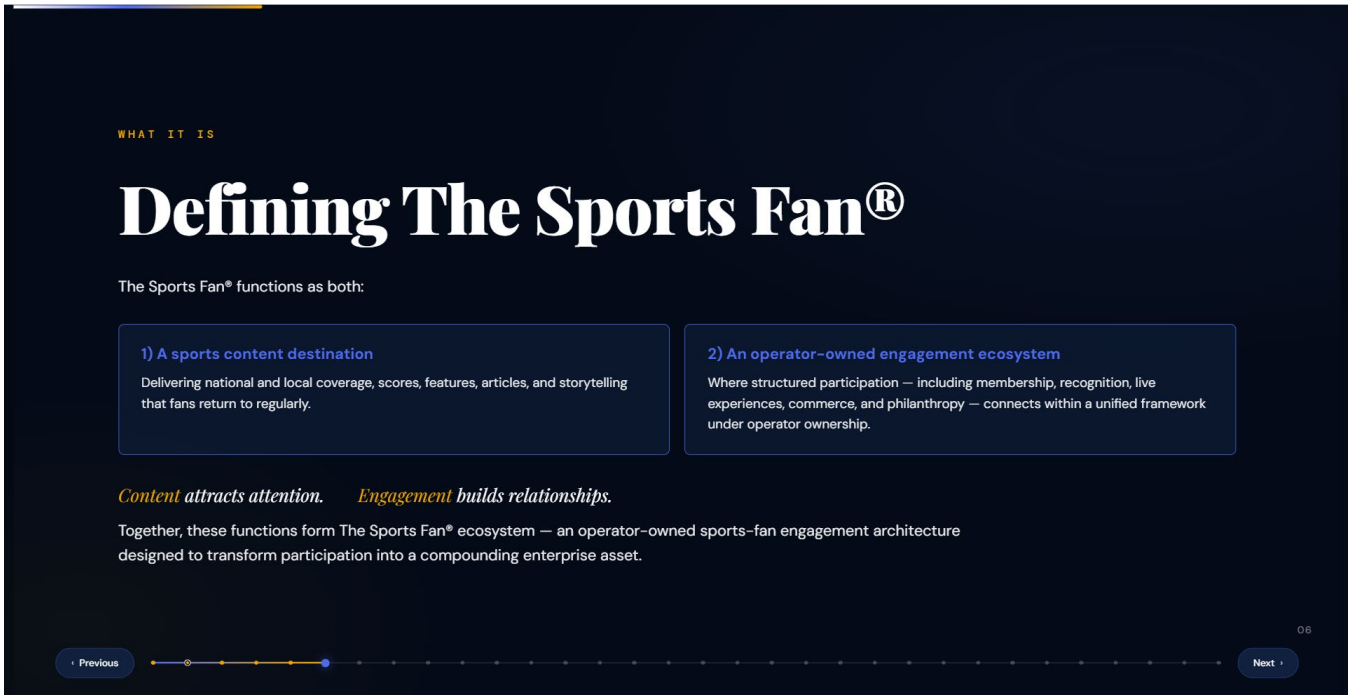
The concept of compounding is essential because it shifts the focus from individual transactions to long-term relationships. While a single interaction may have limited value, a structured series of interactions that accumulate and build upon one another creates something far more significant.



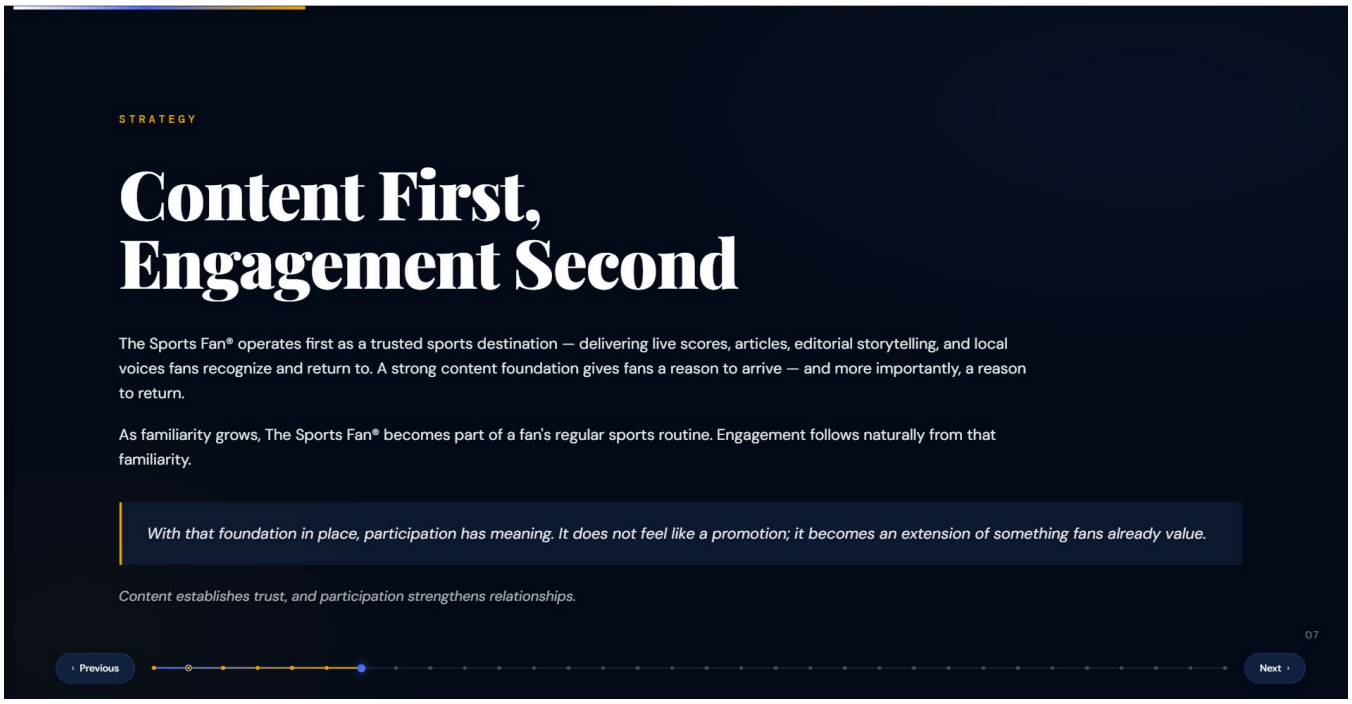
Slide 4 - PREMISE: Establish a lasting relationship between the operator and the sports fan. Achieving that objective begins with a different starting point: if the operator owns engagement rather than leasing it through third-party media and advertising, engagement is structured, sustained, and carried forward. That continuity provides a deeper understanding of sports fans and allows the relationship between them and the operator to build rather than reset with each interaction. Economically, that relationship reduces the ongoing cost of repeatedly re-engaging the same sports fans, creates revenue opportunities across the enterprise, limits repeated exposure to competitors, and ultimately increases the enterprise's value over time.



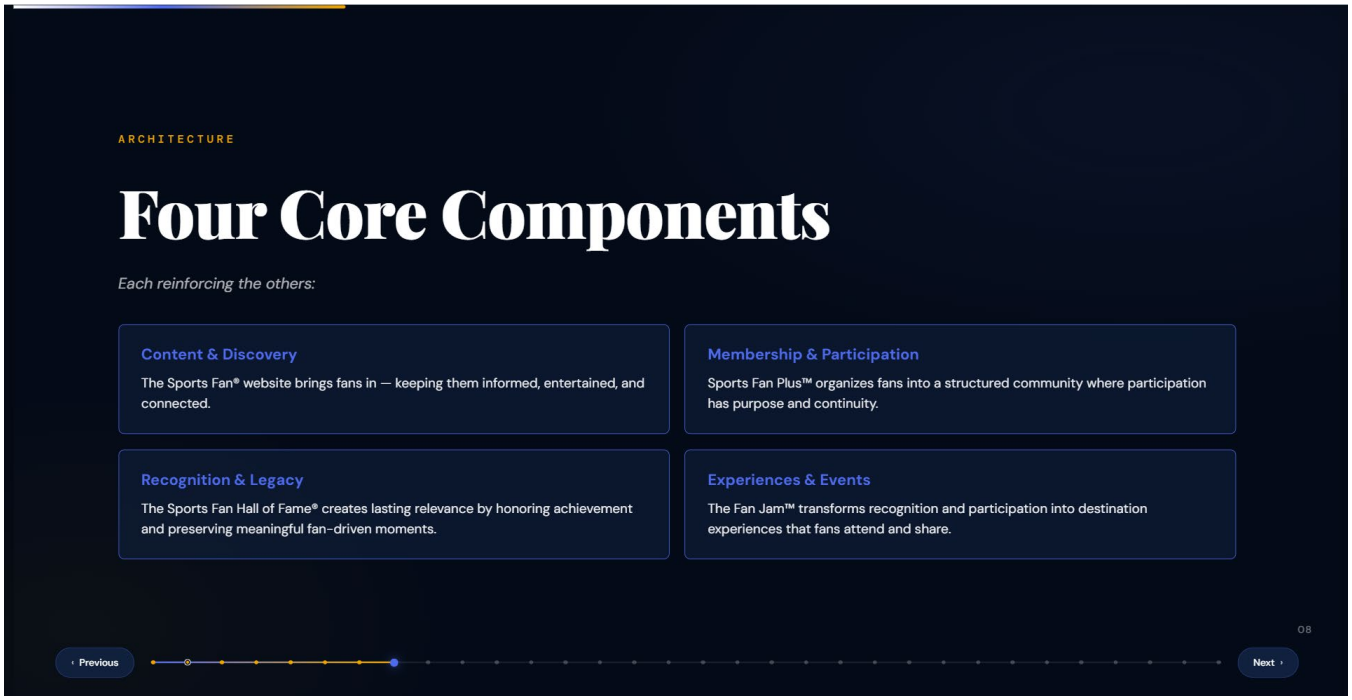
Slide 5 - INTRODUCTION: The full value of The Sports Fan® is realized through operator ownership. In an operator-owned environment, The Sports Fan® attracts, engages, and organizes sports fan activities while providing the continuity needed for the operator-sports fan relationship to develop. The platform aligns with existing brands, loyalty programs, destinations, and amenities, operates under the operator's governance, and supports broader enterprise objectives.



Slide 6 – WHAT IT IS: This slide presents the functional definition of The Sports Fan®. The two primary layers—a sports content destination and an operator-owned engagement ecosystem—work together to create an environment that serves both sides of the relationship. Sports fans and operators participate in the same ecosystem but experience its value from different perspectives. For the sports fan, participation can foster familiarity, involvement, recognition, belonging, and identity. For the operator, those same activities build organization, engagement, understanding, relationships, and ultimately enterprise value. The Sports Fan® brings these perspectives together in a structure designed to benefit both.

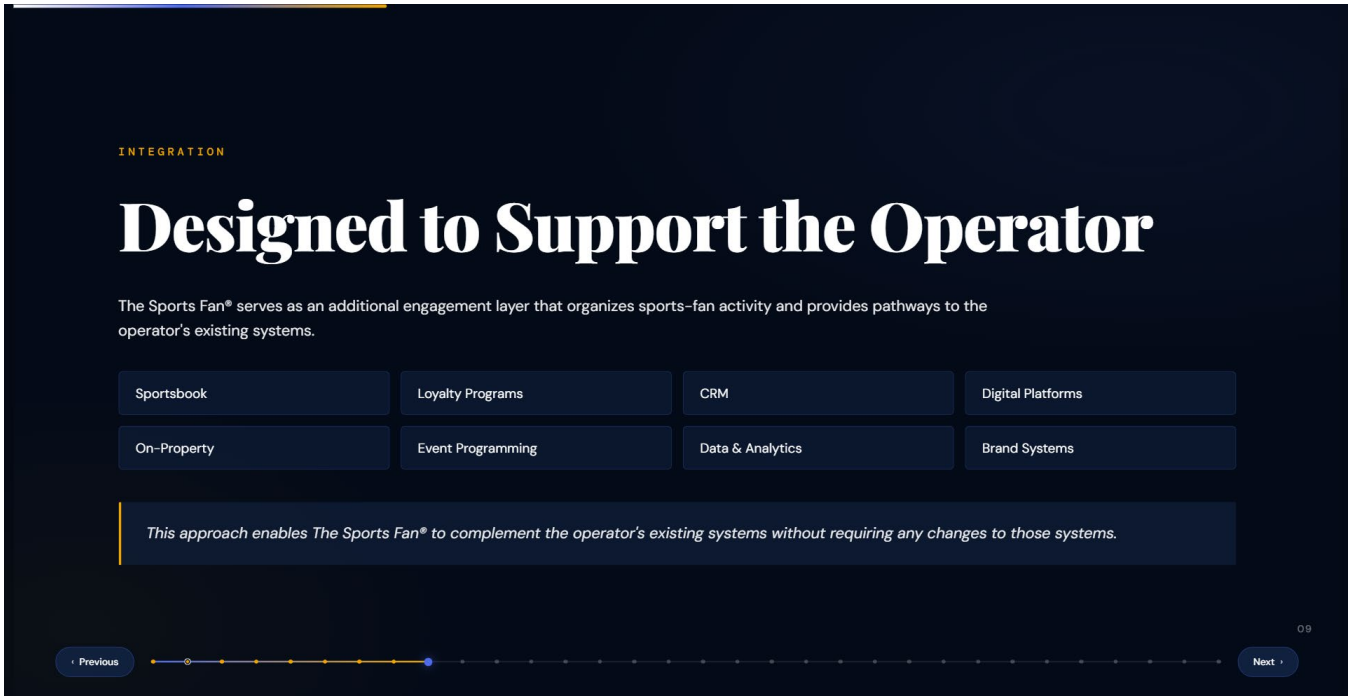


Slide 7 - STRATEGY: Content builds familiarity. Familiarity builds trust. Trust encourages participation. This sequence reflects The Sports Fan®'s content-first strategy. By giving sports fans a reason to return before asking them to engage, participation becomes a natural extension of an experience they already value.



Slide 8 - ARCHITECTURE: The Sports Fan® is built on four core components that work together as a unified fan-engagement ecosystem. While each component serves a distinct purpose, their greatest value comes from their interaction. Content attracts sports fans. Participation provides structure and continuity. Recognition creates significance. Experiences transform engagement into shared memories.

Each component reinforces the others, creating a system that grows stronger as participation increases. Together, they provide the framework through which familiarity develops into participation, participation into relationships, and relationships into community.



Slide 9 – INTEGRATION: The Sports Fan® was intentionally designed to support the operator and work alongside its existing systems. The platform organizes sports fan engagement and creates operator-directed pathways to loyalty programs, sportsbook activity, events, CRM, analytics, and other areas of the enterprise, enabling sports-fan relationships to contribute more broadly to operator objectives.

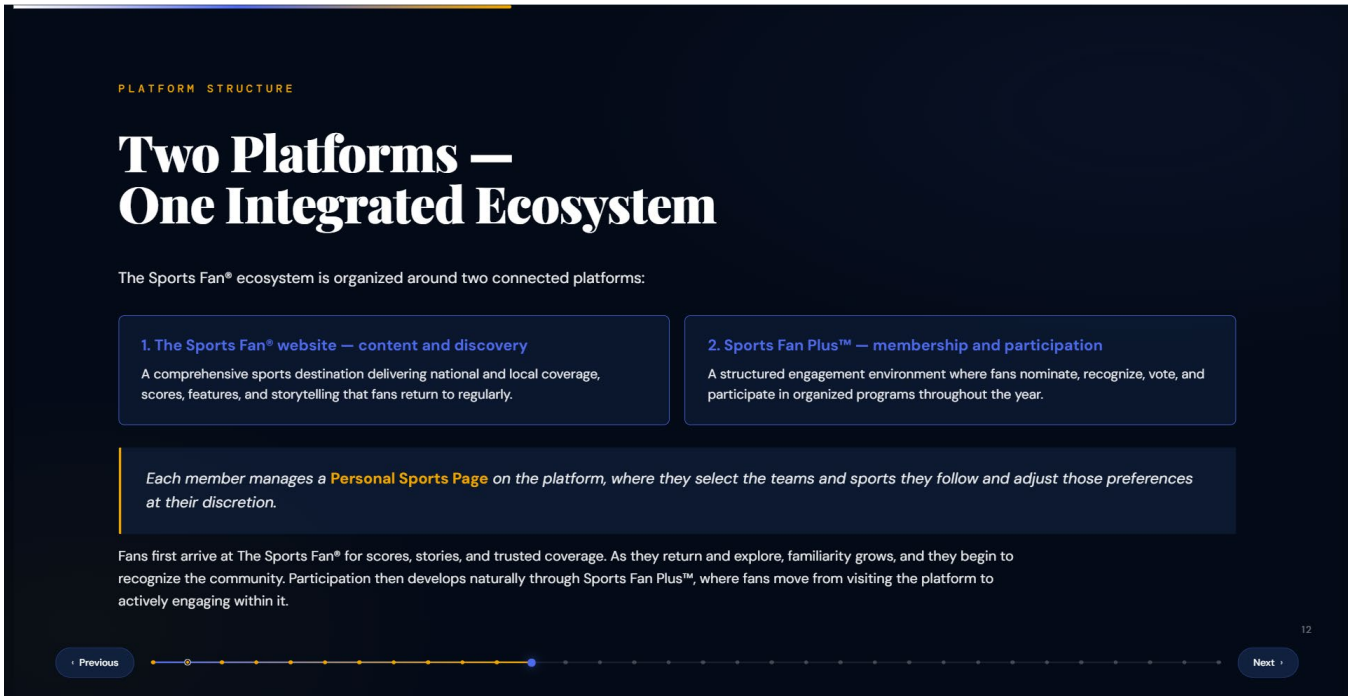
The systems shown are illustrative, not limiting. The Sports Fan® was intentionally designed to enable the operator to identify additional pathways, capabilities, and applications based on the operator's priorities and understanding of the enterprise. Operator ownership preserves that flexibility, allowing the platform to evolve in directions that may not have been contemplated during its original development.



Slide 10 – IP FRAMEWORK: Ownership of The Sports Fan® extends beyond trademarks, domains, and other intellectual property. It includes the engagement architecture—the systems, frameworks, participation mechanics, recognition models, and experience concepts that together form a unified, operator-owned platform. Collectively, these elements provide the foundation for organizing, expanding, and aligning fan engagement with the operator's long-term strategic objectives.



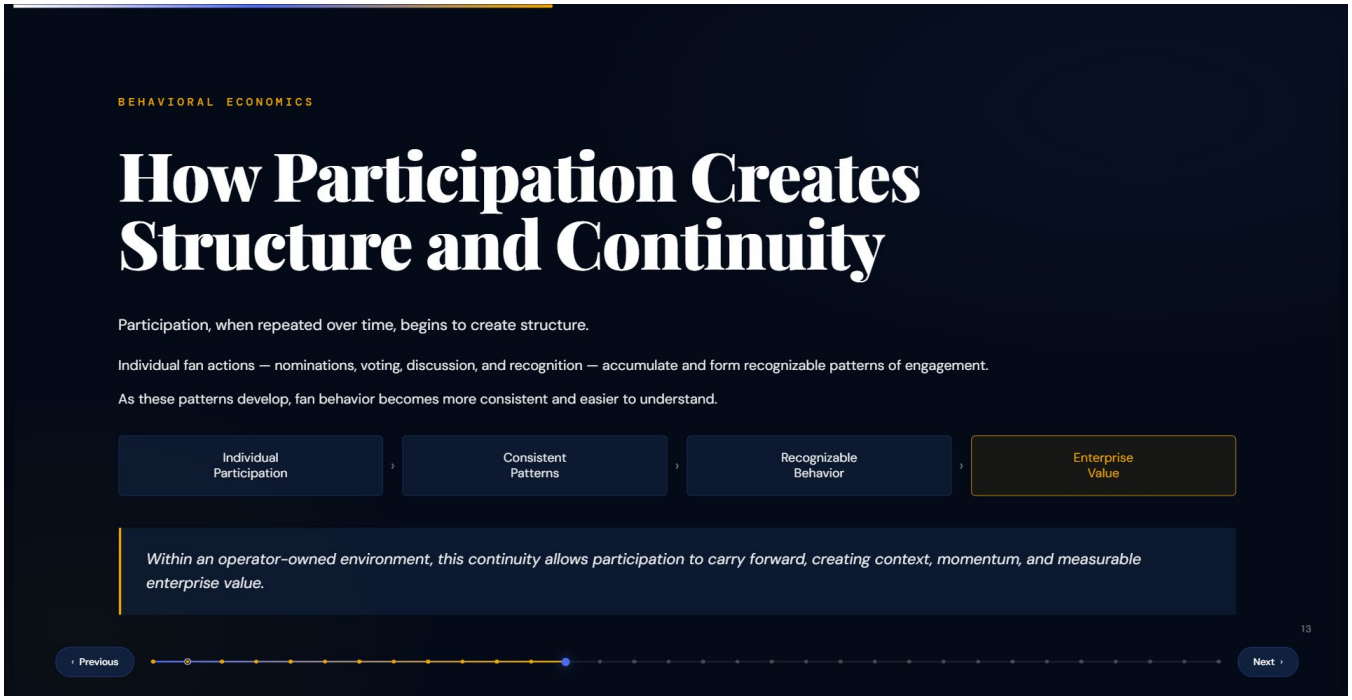
Slide 11 – SYSTEM LAYER: The Sports Fan® serves as the operator's sports fan engagement layer. As a distinct system within the broader enterprise, it organizes sports fan participation and provides pathways to the operator's existing systems. In doing so, The Sports Fan® connects sportsbook activity, loyalty programs, CRM, digital initiatives, and on-property experiences through a common sports fan engagement framework, enabling those systems to benefit from more organized, connected relationships with sports fans.



Slide 12 – PLATFORM LAYER: The Sports Fan® ecosystem is built on two connected platforms that together deliver the dual function described earlier: content and participation. Each Sports Fan Plus™ member receives a Personal Sports Page, along with voting, ranking, nomination, and other participation privileges for the duration of their membership.

Fans customize their Personal Sports Page to reflect the teams, sports, and activities they follow. That page becomes their persistent, personalized entry point—a shortcut to the content and participation opportunities they value most.

As fans use their Personal Sports Page, they encounter pathways into the operator’s broader enterprise. The operator controls the pathways, the destinations, and the full experience that connects them.

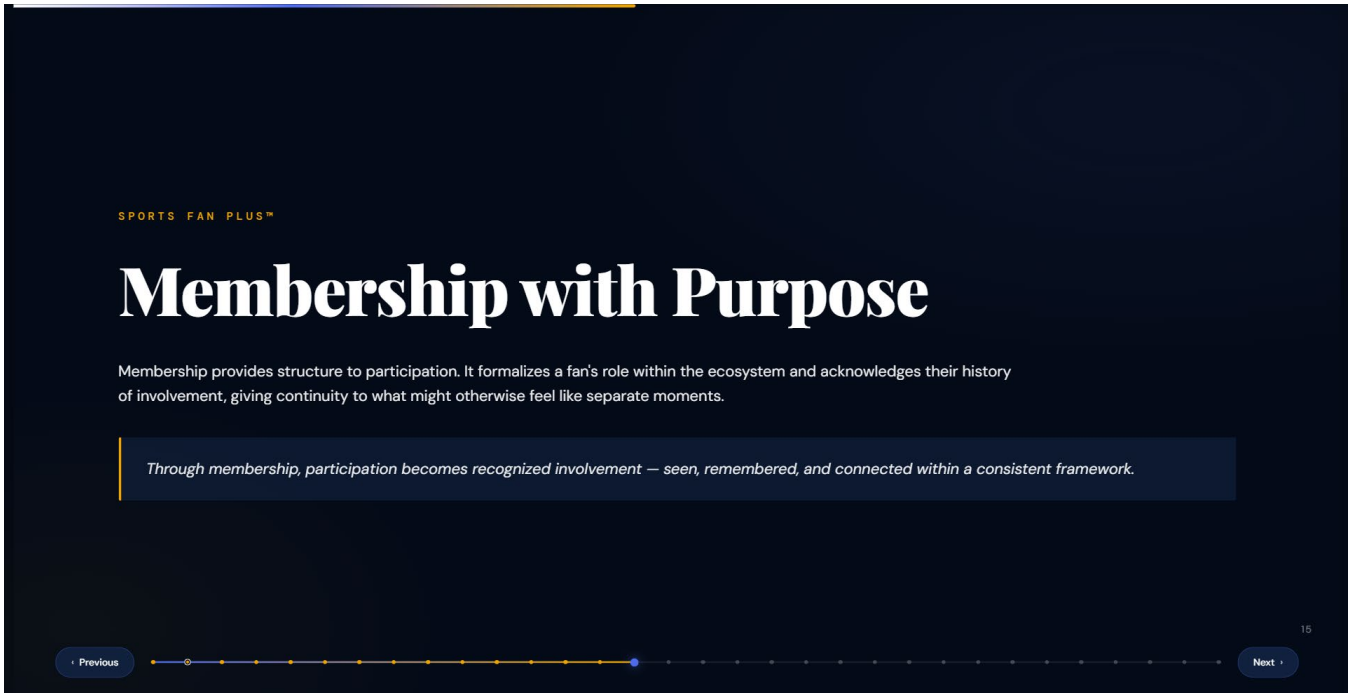


Slide 13 – BEHAVIORAL ECONOMICS: Participation yields more than activity. When participation continues, individual interactions begin to form recognizable patterns. Those patterns are the raw material for understanding. For the operator, that understanding contributes to stronger, more valuable relationships with sports fans.



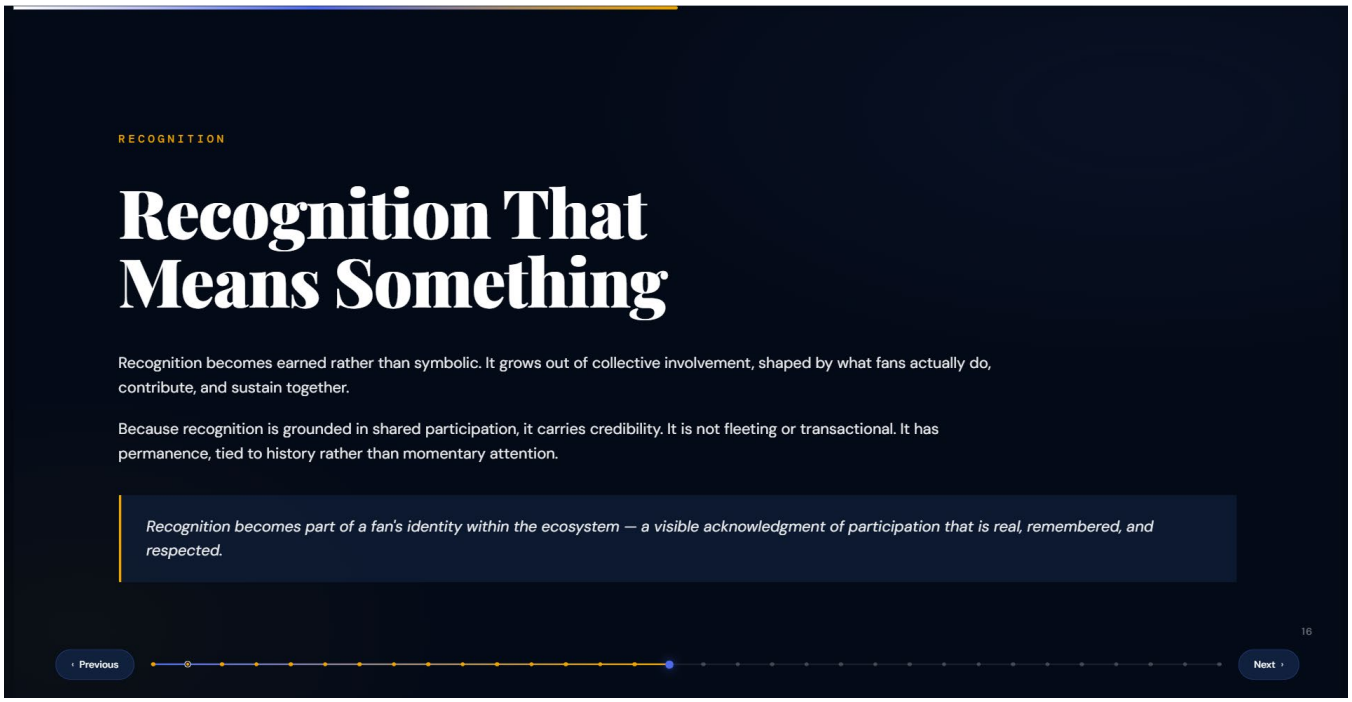
Slide 14 - STRUCTURE: Familiarity reduces uncertainty. When fans understand where they are, how participation works, and what to expect, engagement feels more comfortable and natural. Structure provides that familiarity, lowers barriers to participation, and encourages sustained involvement. In this sense, structure does not restrict participation; it invites it.

For the operator, that same structure creates operational organization. Participation occurs within a defined environment where activity can be connected, recognized, and carried forward, rather than as a series of isolated interactions. The fan experiences familiarity; the operator gains organization.

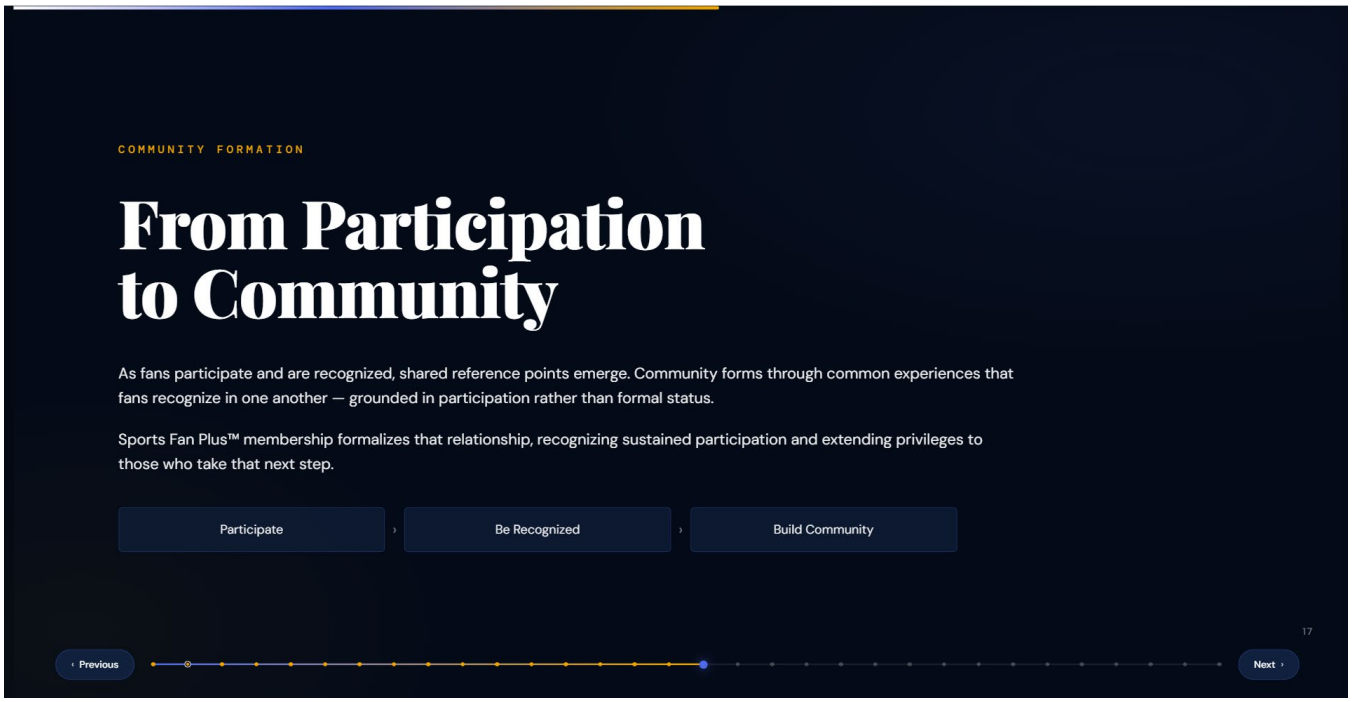


Slide 15 – SPORTS FAN PLUS™: Membership in Sports Fan Plus™ gives sports fans an official place within The Sports Fan® community, where each fan can participate, gain lasting personal recognition, and connect to something larger.

These activities create value on both sides of the relationship. For the sports fan, participation becomes involvement, recognition contributes to a sense of belonging, and community fosters a sense of identity. For the operator, that same participation becomes engagement, recognition contributes to understanding, and community ultimately becomes an enterprise asset. Sports Fan Plus™ provides the structure through which these forms of value can develop together.



Slide 16 - RECOGNITION: Recognition functions on two levels. Internally, it strengthens a fan's feeling of belonging and connection to The Sports Fan®. Externally, it publicly acknowledges participation in a way that the wider community can see and that the operator easily understands. Since recognition is earned through continuous involvement rather than assigned arbitrarily, it holds credibility, lasting value, and significance.



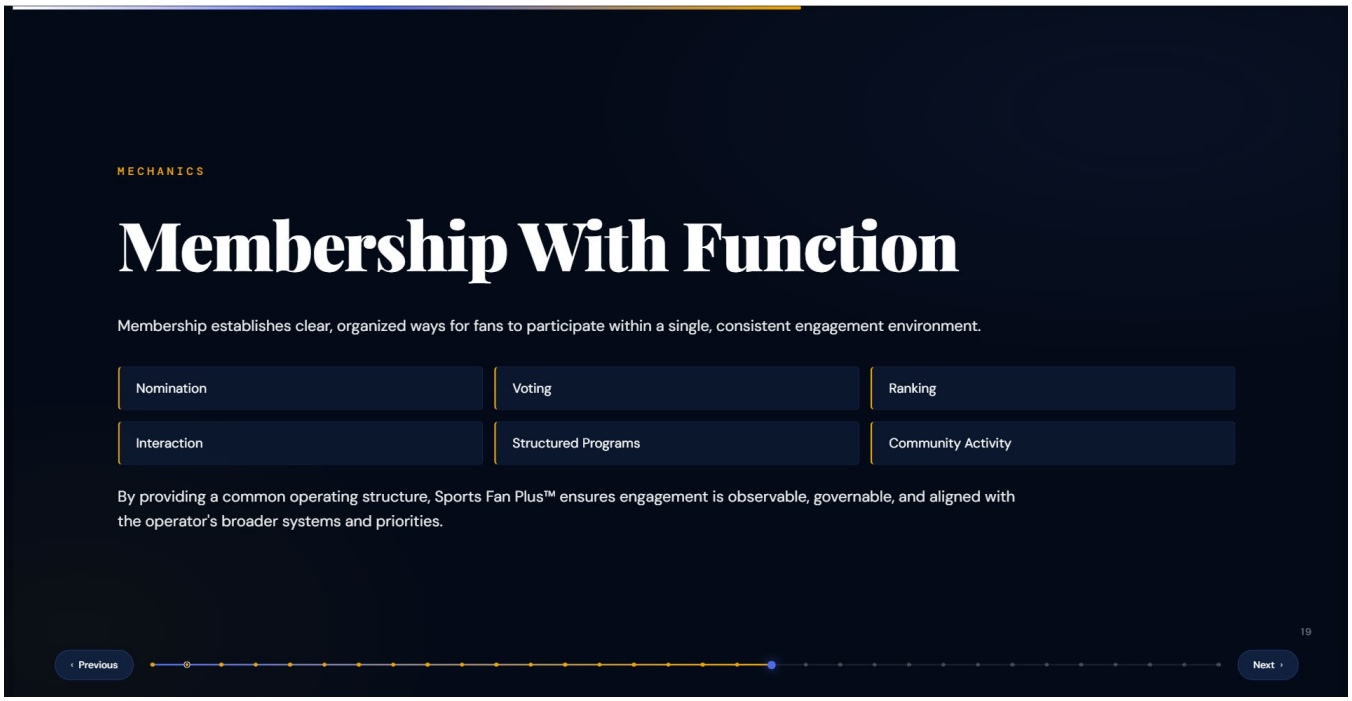
Slide 17 – COMMUNITY FORMATION: Community emerges when participation is recognized and shared among people with common interests and experiences. Recognition is earned through participation, enabling fans to connect through shared activities. As participation and recognition accumulate, shared experiences become the foundation of community.



Slide 18 – SPORTS FAN PLUS™: Sports Fan Plus™ gives the operator something transactional engagement cannot: a continuing relationship with individual sports fans and the ability to learn from that relationship as it develops.

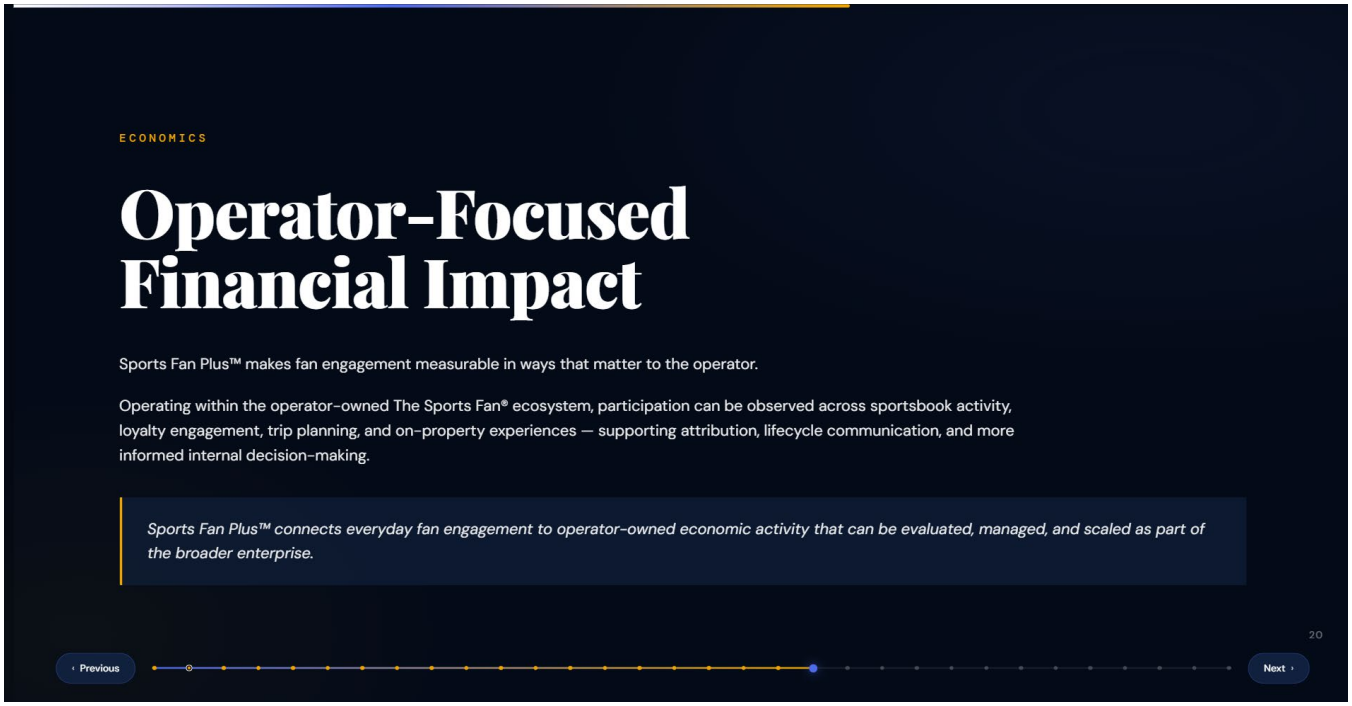
As each fan uses their Personal Sports Page, they build a personal sports history—what they follow, how they participate, and how their interests evolve. Collectively, those histories reveal broader patterns, emerging interests, and potential leading indicators.

Beyond its long-term value, that history also has immediate value. When a fan's interests and past behavior intersect with what is happening now, the operator can recognize the opportunity in real time and has a pre-established path to communicate with that fan while it still matters.



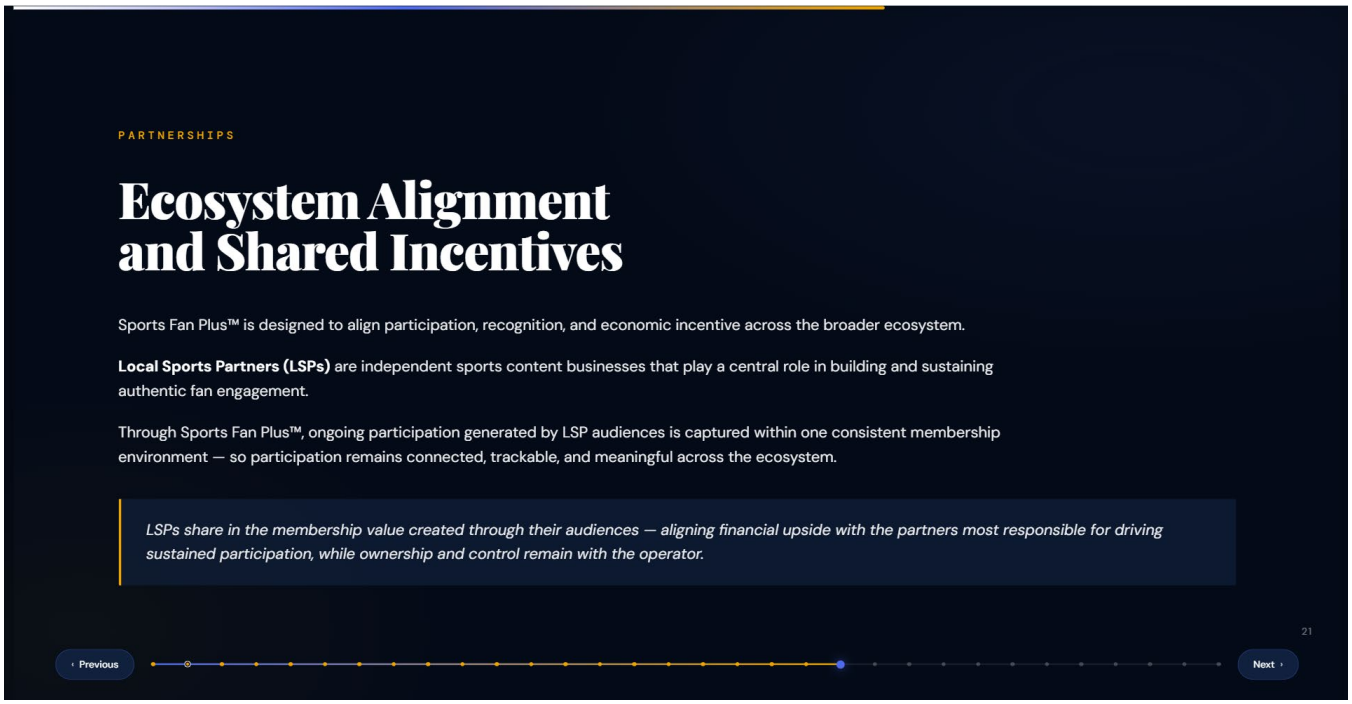
Slide 19 – MECHANICS: The mechanics behind Sports Fan Plus™ are complex from inception. They must be organized, adaptable, scalable, and aligned with operator governance as participation grows and new demands and capabilities are added.

Good mechanics make complexity appear simple. Fans nominate, vote, rank, discuss, and participate without needing to understand the underlying systems, rules, and processes. Platform pathways seamlessly connect sports fans to the operator's broader enterprise without adding complexity to the fan experience. The system grows larger and more capable without asking fans to become more sophisticated.



Slide 20 – ECONOMICS: Operator-owned sports fan engagement creates economic value. Structured participation provides insights that help identify opportunities across the enterprise. The operator can structure participation to explore areas of interest and gather information relevant to its objectives. These opportunities support on-site visitation, loyalty, revenue generation, and other enterprise objectives.

Importantly, this process need not be passive. The operator can intentionally structure participation around questions, interests, or opportunities that are important to the enterprise. In this way, The Sports Fan® can help the operator learn not only from what sports fans naturally reveal through participation, but also from areas the operator specifically seeks to understand.



Slide 21 – PARTNERSHIPS: Local Content Partners, formerly known as LSPs, help expand the ecosystem by creating content, driving participation, and engaging sports fans in their communities. Through Sports Fan Plus™, they share in the value generated by the audiences they help cultivate, aligning their interests with the operator's.

The Local Content Partners' incentive structure enables the operator to scale The Sports Fan® nationally with minimal capital investment to build and maintain local content operations in every market. Local Content Partners have an economic incentive to grow their audiences and drive participation, while the operator retains ownership, governance, and control of the broader ecosystem.

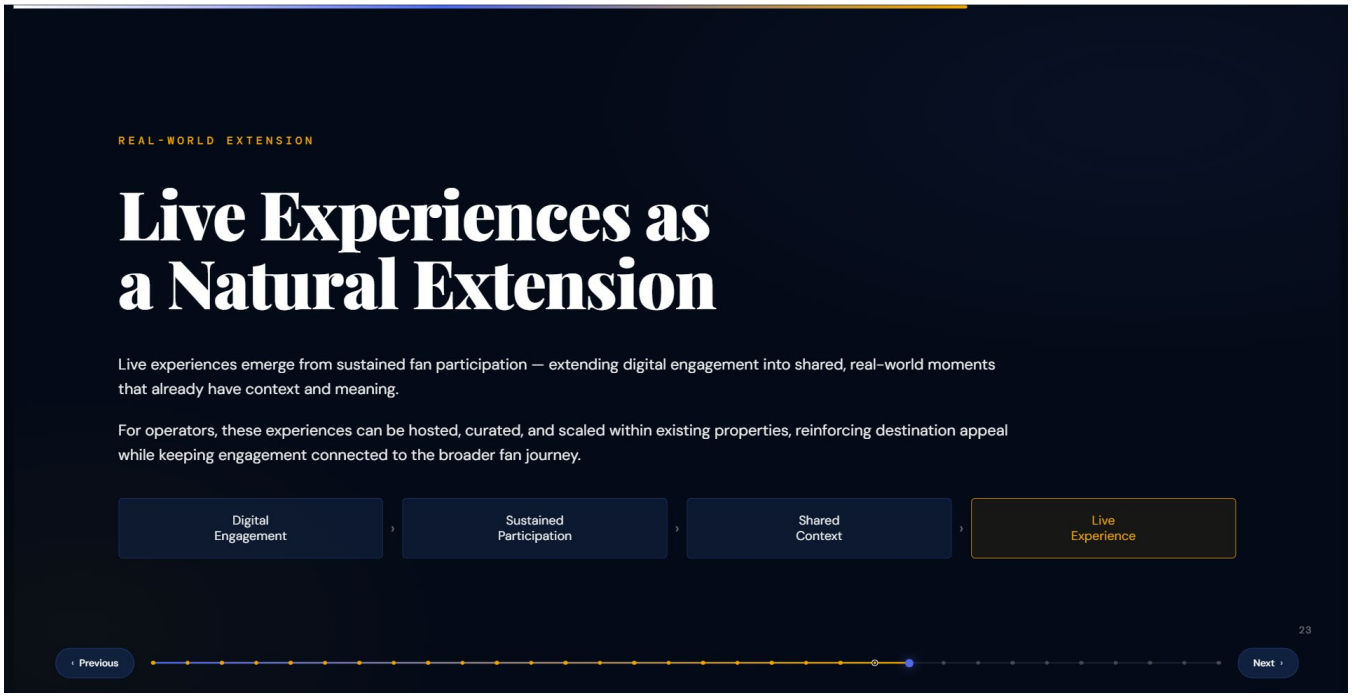
Transition

The preceding sections focus on the structure of The Sports Fan® ecosystem—how participation is organized, recognized, governed, and aligned with operator objectives.

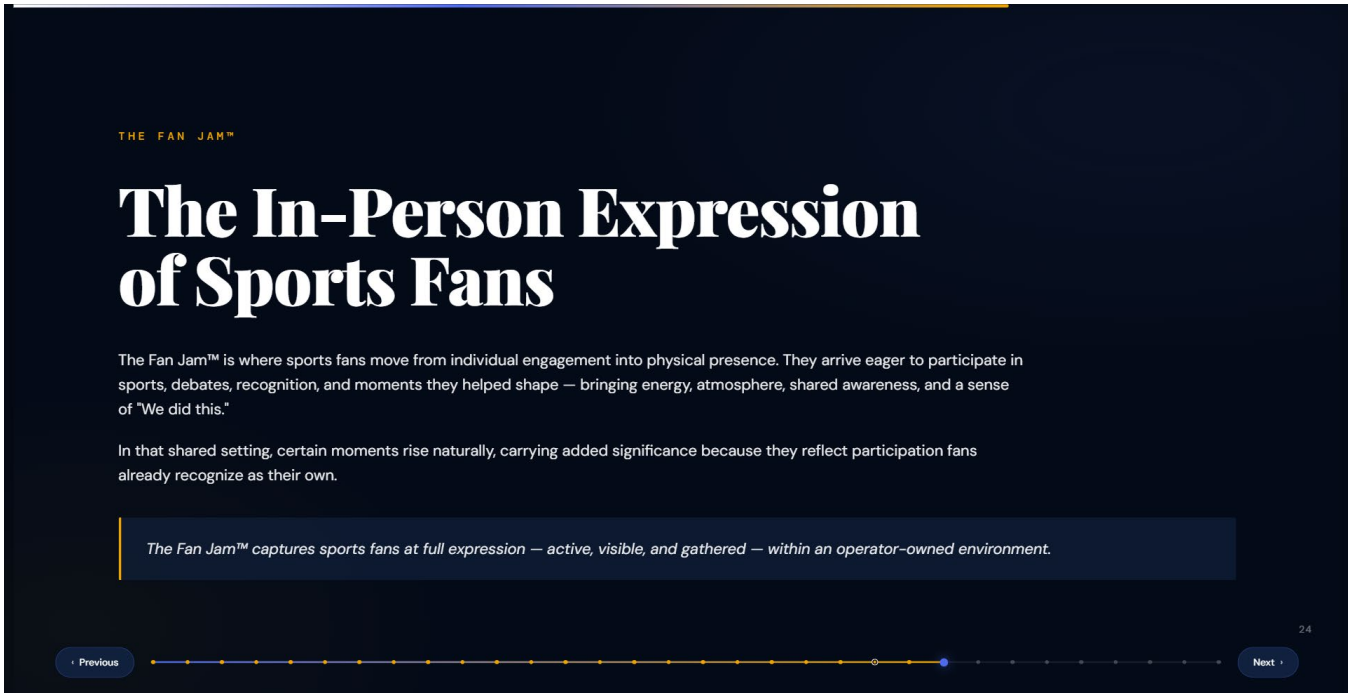
The following sections demonstrate how those foundations can support broader traditions, shared experiences, and forms of community that extend beyond day-to-day engagement.



Slide 22 - LEGACY LAYER: The Sports Fan Hall of Fame® functions as the ecosystem's legacy layer, allowing Sports Fan Plus™ members to help preserve fan-driven history and celebrate achievements. Through processes like nomination, voting, and recognition, members help create a lasting record that enriches the significance of participation and the shared history of The Sports Fan® community.



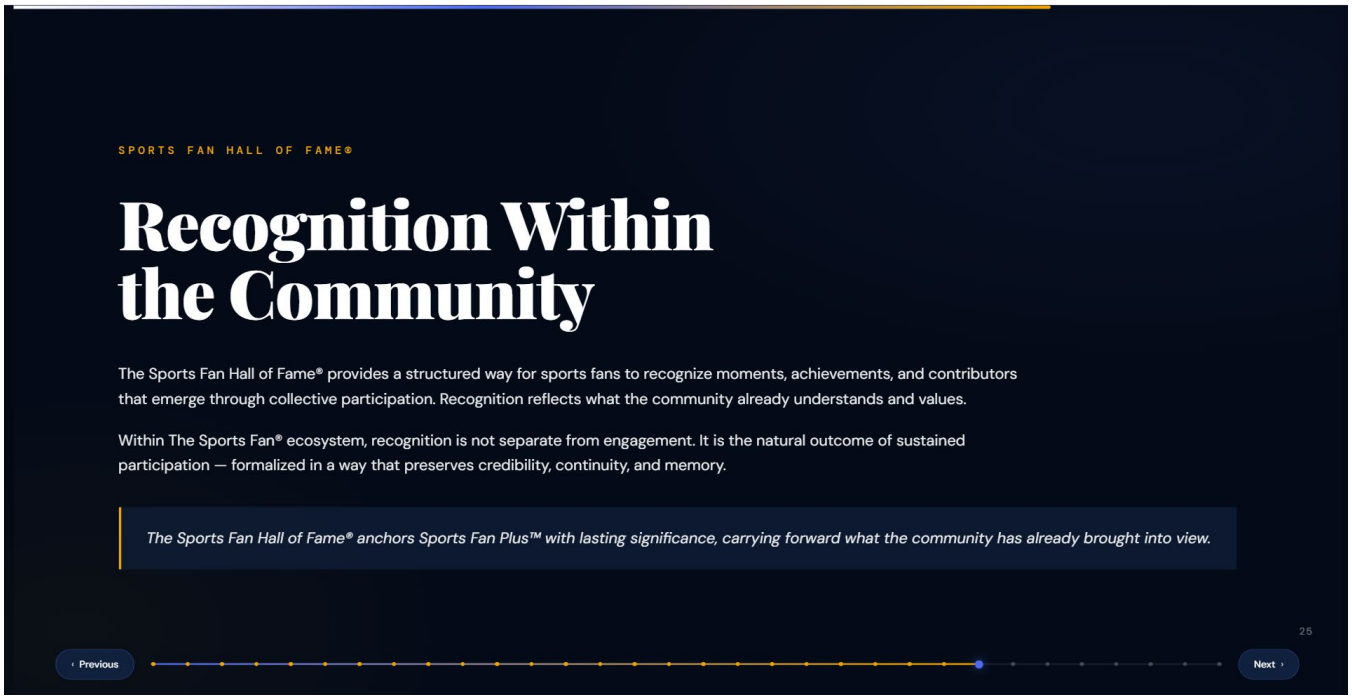
Slide 23 – REAL-WORLD EXTENSION: The Sports Fan® ecosystem is designed to naturally extend from digital engagement to live experiences. As sports fans participate, build relationships, and create shared history on the platform, opportunities arise to bring those connections into real-world settings. Live experiences are not separate from the ecosystem; they are a natural extension of it.



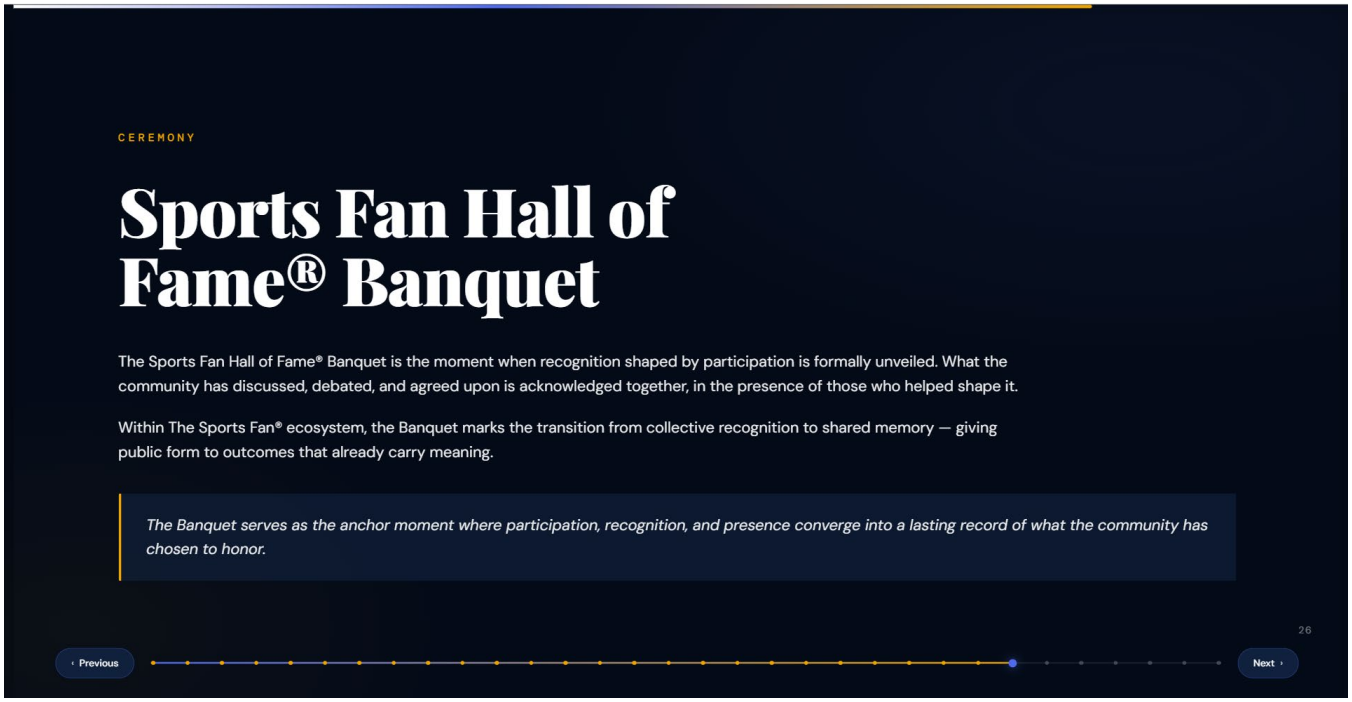
Slide 24 – THE FAN JAM™: The Fan Jam™ is not the objective—it is the natural result of continuous participation. As sports fans participate, build relationships, gain recognition, and develop a shared history within the ecosystem, a natural reason to come together emerges.

It brings the relationships, shared history, and sense of community developed within The Sports Fan® into the physical world. Sports fans are not simply attending an event created for them; they are coming together around relationships, experiences, and a community they have built through their own participation, within an environment provided by the operator.

The Fan Jam™ becomes the destination event sports fans anticipate year after year—something they look forward to, experience together, reminisce about afterward, and eagerly await the next time. Each Fan Jam adds new experiences, memories, stories, and shared history that return to the digital community and become part of what comes next. As an annual expression of that continuing relationship, The Fan Jam™ reinforces a powerful sense of shared ownership—a place where participants can look around and recognize they helped build it.



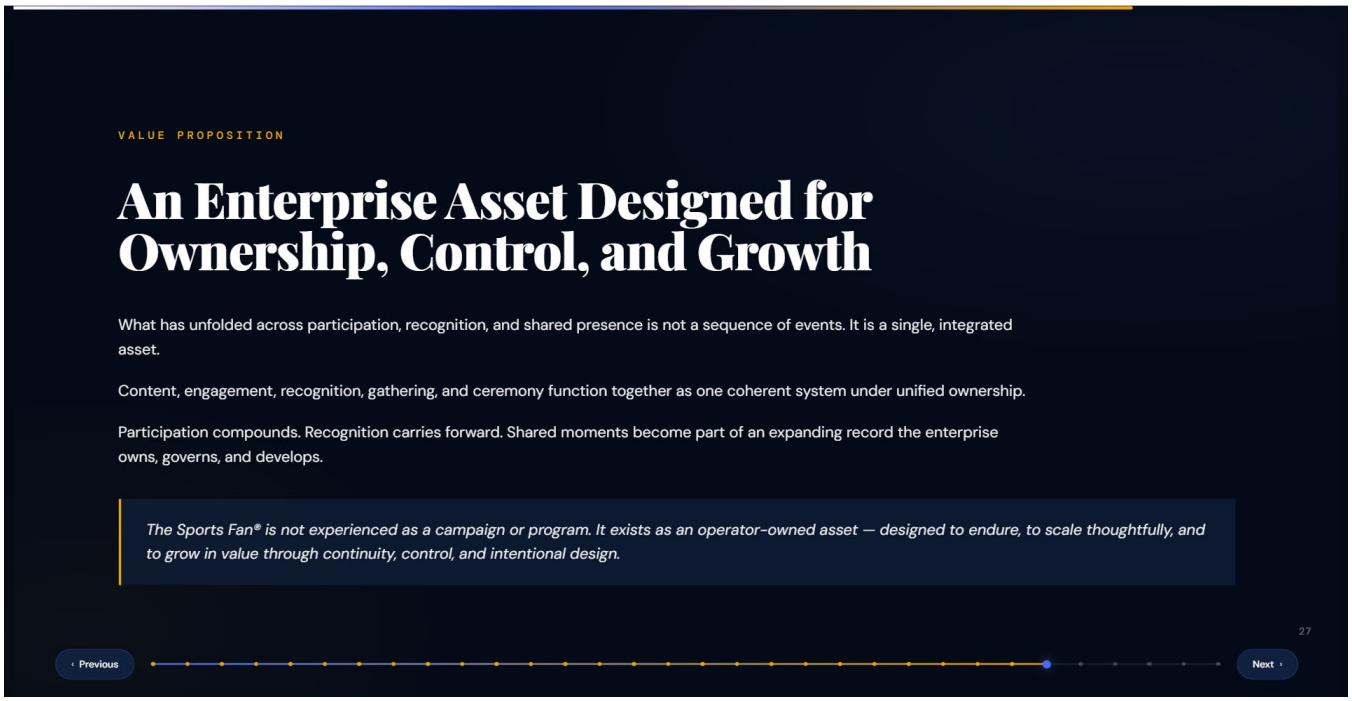
Slide 25 – SPORTS FAN HALL OF FAME®: The Sports Fan Hall of Fame® gives Sports Fan Plus™ a lasting purpose beyond day-to-day participation. Through nomination, voting, and recognition, members help identify and preserve the people, moments, and achievements that matter most to the community. In doing so, participation becomes connected to something enduring.



Slide 26 – CEREMONY: The Sports Fan Hall of Fame® Banquet is the ceremonial centerpiece of The Fan Jam™—a celebrity-filled destination event that formally celebrates the recognition sports fans create. Sports fans nominated, participated, and voted; now they are in the room as the people, moments, and achievements they chose to honor take center stage.

For many sports fans, the Banquet will be unlike anything they have attended before. Honorees and celebrities, women in gowns and men in suits, entertainment, exceptional food and wine—all within an environment the operator is uniquely positioned to make extraordinary. Yet beneath the spectacle lies something more personal: the sports fans in the room helped make the recognition possible.

The Banquet becomes a night to celebrate, remember, and talk about long after it ends—an anchor event of The Fan Jam™ and another shared memory carried forward by the community.



Slide 27 – VALUE PROPOSITION: The premise introduced at the beginning of this presentation was simple: build a relationship with the sports fan. The business purpose of that relationship is to create economic value.

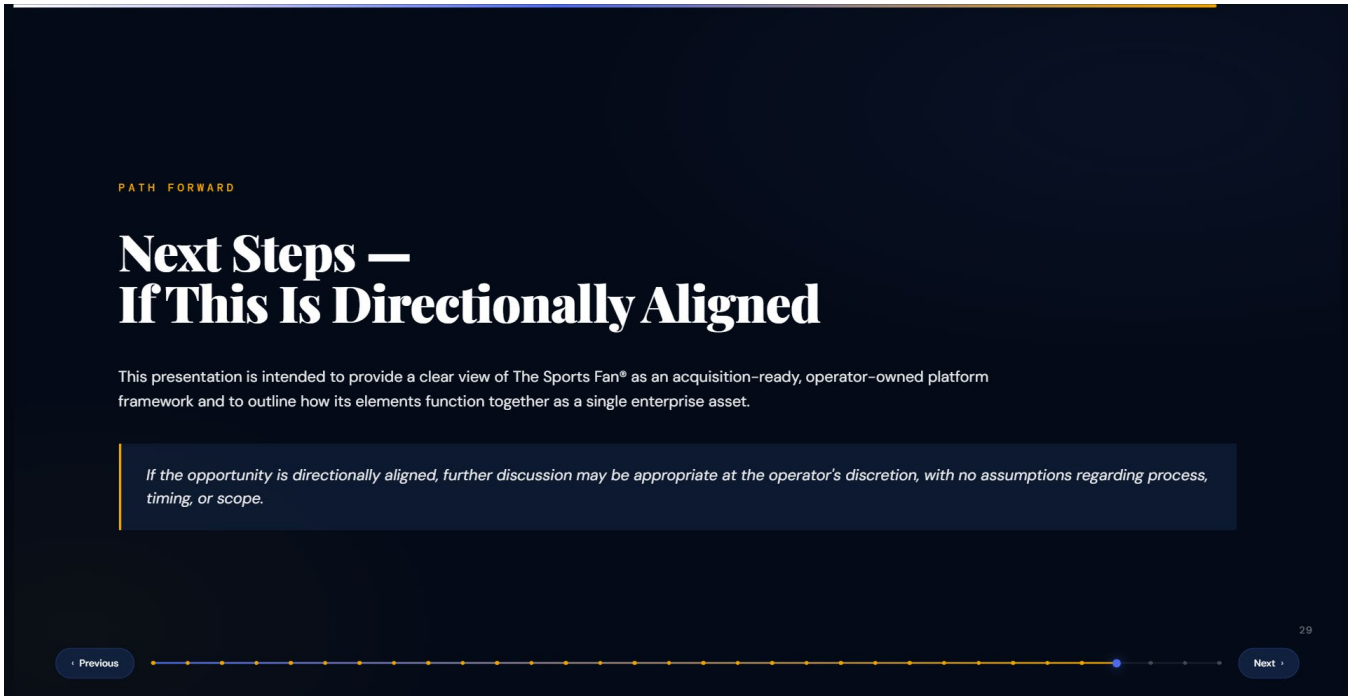
Sports fans make choices every day—where they stay, eat, watch, wager, attend events, seek entertainment, and spend their money. A trusted relationship gives the operator an advantage when those choices are made, increasing the likelihood that more of that economic activity flows through the operator's enterprise.

That is the value proposition. The relationship is the key. Tens of millions of avid sports fans represent an enormous economic market. At that scale, even a small shift in where those dollars are spent creates real economic value.

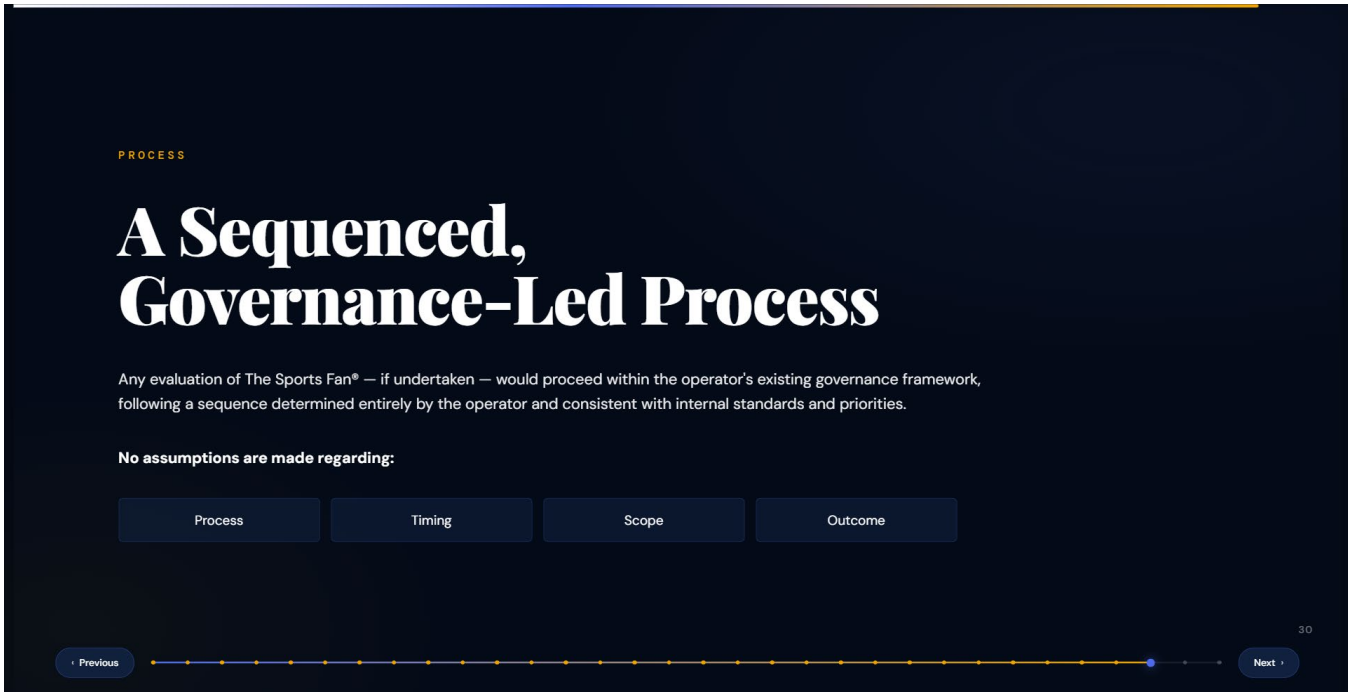


Slide 28 – SYSTEM DESIGN: The Sports Fan® is intentionally designed as an integrated system in which content, engagement, participation, recognition, and ceremony each serve a distinct purpose. Together, they create the structure through which a relationship with the sports fan is built and sustained.

This structure reflects the different starting point introduced earlier in the presentation: a focus on building a relationship with the sports fan. All individual elements are interconnected activities; each supports and reinforces the others, creating the continuity that enables a relationship between sports fans and operators to develop, strengthen, and become increasingly valuable.



Slide 29 – PATH FORWARD: The Sports Fan® provides the foundation, while operator ownership guides the opportunity's direction. If directionally aligned, further discussion may be appropriate at the operator's discretion.



Slide 30 – PROCESS: The Sports Fan® is presented as an opportunity, not an expectation. Any evaluation would occur within the operator's existing governance framework, with the operator determining how, when, and to what extent to consider the opportunity.

The process is intentionally left undefined. No assumptions are made about timing, scope, outcome, or what the operator may ultimately choose to do. The Sports Fan® provides the opportunity; the decisions remain with the operator.



Slide 31 – THANK YOU: Thank you for taking the time to consider The Sports Fan® and its concept: Build a great sports website by putting the sports fan first.

CONTACT

David C. McCarty

Owner & Founder

The Sports Fan®, LLC

dmccarty@thesportsfan.net

513-290-4918

PRESENTATION STRUCTURE

Slides	Section	Purpose
1–4	**Ownership Premise**	Establishes engagement ownership as the starting point for continuity, relationships, and economic value.
5–7	**The Sports Fan® Proposition**	Defines The Sports Fan®, why operator ownership matters, and the content-first strategy that begins the relationship.
8–12	**Platform & System Architecture**	Shows how the components, systems, intellectual property, and two platforms operate as one integrated ecosystem.
13–17	**Participation, Recognition & Community**	Shows how structured participation develops familiarity, recognition, belonging, and community.
18–21	**Operator Value & Economics**	Shows how continuing participation creates understanding, economic opportunity, scalability, and value for the operator.
22–26	**Legacy & Shared Experience**	Extends participation into recognition, shared history, The Fan Jam™, the Sports Fan Hall of Fame®, and ceremony.
27–28	**The Enterprise Asset**	Brings the individual elements together as one integrated, operator-owned system designed to create compounding enterprise value.
29–32	**Path Forward**	Leaves evaluation, process, timing, scope, and any further discussion entirely with the operator.