SPORTS PROPERTY LEAD GEN STRATEGY

AS TEAM FY27 APPROACH

September 29, 2026

AGENDA

1 PROJECT SUMMARY

2 ACTIVATION & EXECUTION

3 EXECUTIVE ASK



1

PROJECT SUMMARY

EXECUTIVE SUMMARY

UNLOCKING A.S. TEAM'S RELATIONSHIP NETWORK TO ACCELERATE **EDGE** REVENUE GROWTH

Creating a scalable referral ecosystem to drive qualified agency opportunities and increase EDGE revenue.



OPPORTUNITY

Expand EDGE's AS team existing relationships across Sports Properties and sponsorship partners that have potential to pursue untapped revenue opportunities



STRATEGIC RECOMMENDATION

- Double down on AS/IS current interactions with Sports Properties
- Implement new initiatives to increase engagement from Sports Properties
- Educate AS team on full EDGE product suite



EXPECTED OUTCOMES

- ✓ Increased qualified lead volume
- ✓ Deeper exploration into opportunities
- ✓ Increased EDGE revenue pipeline
- ✓ Drives incremental revenue growth

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2

STRATEGY & ACTIVATION

Turning opportunities into measurable revenue

LEAD GEN STRATEGY OVERVIEW

ANDRINA



Generate More Opportunities

Source opportunities from Sports Properties and sponsorship partners



Proactive Discovery Conversations

Initiate outreach during digital support and nurture leads for qualified opportunities



Simplify Lead Handoff to EDGE Biz Dev

Implement a simple lead transition process between AS and EDGE Biz Dev Team



Reward Participation

Develop incentive structures that encourage referrals and agency-wide collaboration

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$2.5MM TOTAL REVENUE OPPORTUNITY IDENTIFIED

FAN365 ADVANCED OPPORTUNITY

University of Memphis – Brionna

PITCHED 8/19/26

Supporting $208.5K digital investment ($125K EDGE) across Display, Social, Video, CTV & ESPN Live Content (~11.1MM impressions).

Estimate Revenue ~$350K (entire partnership)

FAN365 ADVANCED OPPORTUNITY

Choice Hotels - Andrina

ACTIVE RENEWAL CONVERSATIONS

Ongoing conversations with Bill and Scott on Advanced capabilities to drive performance. Renewal phase is critical to ensure partnership success.

Estimate Revenue ~$1.5M

FAN365 ADVANCED OPPORTUNITY

EA SPORTS - Meredith

ON-HOLD UNTIL RENEWAL

Currently running 11MM social impressions with no direct PM lead. FAN365 Advanced conversations with Pete and Lori targeting FY27-28.

Estimate Revenue ~$250K

MMR / EDGE EVALUATION

Social House Vodka - Morgan

SOLD

MMR-sourced opportunity from Wisconsin, where Morgan engaged IS since the partner was focused on deeper funnel tactics, along with the need to reach first-party fans. Resulted in EDGE agreement for $81k gross profit.

FUTURE OPPORTUNITY

DoorDash - Meredith

On-Hold — Budget Constraints

Agency seeking conversion tracking. No room in current budget for additional investment. Exploring solutions for future renewal.

Estimate Revenue ~$220K

NEW LEAD

OU + Williams Energy – Logan & Nick

Lead from EDGE Max Relationship

Early stage opportunity identified. To be nurtured by EDGE Connect team with additional context and strategy as conversations progress

Estimate Revenue ~$50-100K

***These opportunities represent a sample of current opportunities with identified est revenue, not an exhaustive list of all current lead opportunities**

Estimate Revenue ~$100K

WHAT CAN WE DO NEXT?

CURRENT INITIATIVES

- FAN365 Education Meetings
- Property specific touchpoints – 1:1
- Including IS team in renewal conversations
- Weekly sync with IS team on potential opportunities
- Consistent training and onboarding to integrate with Sports Property sales
- Updating resources to Sport Property hub

NEW IDEAS

- AS team education (talking points, positioning, resources, etc.) on product and service offerings
- Equip team with marketing materials and case studies
- Asking more qualifying questions around agency needs and client objectives
- Review key partners that are in renewal and offer support (pull data from SponsorCX on potential leads) - Meet with Ashley Fincher to better understand
- Continue to nurture lead before introducing IS team

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LEAD
NURTURING CYCLE



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Recognize the Work Between the Bookends.

1

Sports Property

Surfaces the brand and the IP opportunity

PAID TODAY

7.5% first-year GP commission

2

Activation Strategy

Nurtures the relationship and qualifies the need

PAID TODAY

$0 today

3

Integrated Strategy

Builds the strategy and solution recommendation

PAID TODAY

$0 today

4

Media Activation

Reviews the media plan: inventory, pricing, pacing, forecast

PAID TODAY

$0 today

5

Partner Success

Reviews strategy: client fit, KPIs, success plan, onboarding

PAID TODAY

$0 today

6

EDGE Biz Dev

Qualifies, owns and closes every sourced lead

PAID TODAY

Sales comp

NEW: DEAL TEAM INCENTIVE COVERS STEPS 2 TO 5

Social House Vodka proves it: Morgan pulled IS in early and the deal closed at $81K GP. Current plan pays AS & IS $0 for that work.

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Pay Every Team That Moves a Deal

The plan pays the every part of the team - The property, referrer, AS, IS, MA and PS – as they each shape whether the deal closes and how profitable it runs.

4 Teams

REWARDED ON EVERY DEAL

AS, IS, Media Activation and PS each earn a milestone bonus once the proposal is delivered.

$700

PAID AT PROPOSAL

Win or lose. Milestone bonuses keep teams engaged through long sports property sales cycles.

0.28%

OF FIRST-YEAR GP

Deal team cost on a $250K GP deal. One flat payout per deal, win or lose.

Implication: total incentive on a $250K deal lands at 8.9% of first-year GP. Every tier stays under a **12% ceiling**.

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EDGE Employee **Referral Incentives**

EMPLOYEES ARE REWARDED ON THREE KEY MILESTONES – SUBMITTING REFERRALS, GETTING PROSPECT TO FIRST MEETING & NEW CLIENT SPENDING

REFERRAL TO MEETING

Reward

- $100 Cash

Why it Matters

- Rewards participation immediately

MEETING TO PROPOSAL

Reward

- $250 Cash

Why it Matters

- Rewards quality referrals

NEW CLIENT SPENDING

Reward

- Cash bonus based on GP deal size

Why it Matters

- Rewards business impact

Cash Payout (based on GP)

- 1% of Total GP

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Deal Team Milestone Bonuses Reward the Work Before the Close

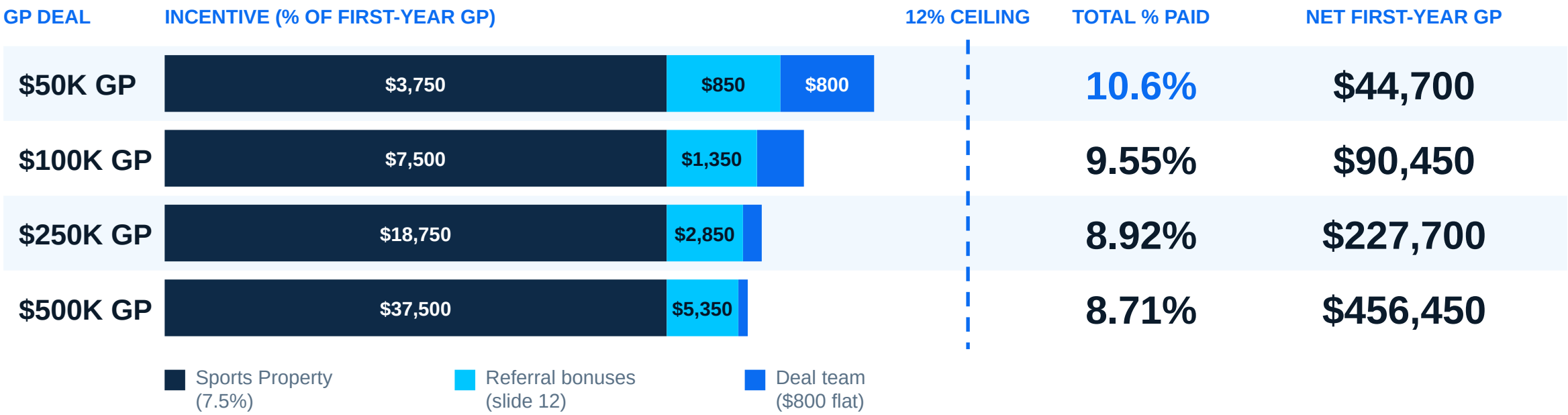
Team	Role on the Deal	Trigger	Bonus	Proof
Activation Strategy	Nurtures the property relationship and brings context to discovery	Proposal delivered with AS named on the deal team	**$200**	Deal team logged in Salesforce
Integrated Strategy	Builds the strategy and solution recommendation	IS strategy included in the delivered proposal	**$200**	Strategy attached to the opportunity
Media Activation	Reviews the media plan: inventory, pricing, pacing and forecast	Media Plan signed off within 3 business days	**$200**	ClickUp review task closed
Partner Success	Reviews strategy: client fit, KPIs, success plan and onboarding readiness	Strategy signed off within 3 business days	**$200**	ClickUp review task closed

Paid monthly once the proposal is delivered. **One payout per role per deal, win or lose.** Max $800 per deal.

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Every Tier Stays Under 12%

Total incentive on first-year GP: sports property commission, referral bonuses and the deal team.



Implication: the plan gets more efficient as deals grow. $1,150 in fixed bonuses pushes deals under $30K GP past 12%, so we recommend a **$30K GP minimum** for full incentive eligibility.

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Referral Incentives **Definitions**

REFERRAL TO MEETING

What it is

- EDGE employee refers new client to EDGE Biz Dev team

Incentive Triggered

Qualified Meeting Completed

MEETING TO PROPOSAL

What It Is

- Meeting with EDGE Prospect that leads to Partnership Proposal

Incentive Triggered

- Partnership Proposal Delivered

NEW CLIENT SPENDING

What It Is

- Net new client signs EDGE MSA and SOW

Incentive Triggered

- Client Spending & Billed
- Paid Quarterly for first 12 months

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EDGE ECP **Referral Incentives**

EMPLOYEES ARE REWARDED ON THREE KEY MILESTONES – SUBMITTING REFERRALS, GETTING PROSPECT TO FIRST MEETING & NEW CLIENT SPENDING

QUALIFIED REFERRAL SUBMITTED

Reward

- $25 Gift Card

Why it Matters

- Rewards activity immediately

QUALIFIED MEETING HELD

Reward

- $50 Cash

Why it Matters

- Rewards quality referrals

NEW CLIENT ACTIVATED

Reward

- $250 Cash bonus

Why it Matters

- Rewards nurturing lead until prospect becomes an EDGE client

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3

EXECUTIVE ASK

EXECUTIVE ASK

SPECIFIC NEEDS ACROSS PRODUCTS

EDGE MAX | EDGE CONNECT

EDGE CAMPAIGN PRO | FAN365 ADVANCED

1
RESOURCE TYPES

Sales & Marketing Materials

- Updated capabilities deck per product
- Elevator pitch per product
- One sheeters per product
- Solution definitions for each product
- Example media recommendation template

2
PROOF POINTS

Case Studies & Proof Points

- Case studies per product
- Campaign performance examples
- Partner testimonials
- ROI storytelling examples
- Before / after comparisons

3
KEY ASKS

Pricing, Revenue & Incentives

- Rate cards and pricing per product
- Revenue share mechanics and understanding
- Incentives defined — what qualifies?
- Budget thresholds for qualification
- Media plan requirements to unlock incentive

Having the right materials and resources ensures our team can quickly identify the right product solutions and equip properties with compelling content that drives engagement and interest.

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THANK YOU!

Questions?

APPENDIX

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Employee Incentive Examples



Persona 1: Sports Property

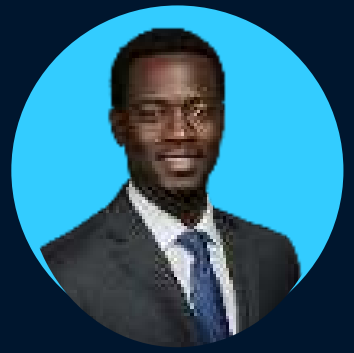
4 Edge Max Deals:

GP: $107k, $251k, $268k, $92k

*Q1 Referral Bonus

*Champion's Cup Winner

Gross Profit (before incentive)	$718,000
Bonus	$10,250
Sports Property Bottom Line Profit @ 7.5%	$53,850
Incentive %	8.9%
Final GP	$653,900



Persona 2: EDGE Employee

4 ECP Deals:

Platform Spend:

- $567 spent, abandoned
- $5,500 spent
- $10,000 spent
- $8700 spent
- $5000 spent

*4+ Referrals Bonus

Gross Profit (before incentive)	$4,465
Bonus	$400
Incentive %	9%
Final GP	$4,065



Persona 3: EDGE Employee

1 Edge Connect Deal:

GP: $2MM in GP

*Champion's Cup Winner

Gross Profit (before incentive)	$2,000,000
Bonus	$20,000
Incentive %	1%
Final GP	$1,980,000

LEARFIELD INCENTIVE PROGRAM

FINANCIAL IMPACT

MIN vs MAX PAYOUT & NET GROSS PROFIT

Min. Incentive Scenario	
Gross Profit (before incentive)	$100,000
Employee Incentive	$1,000
Incentive %	1%

NET PROFIT AFTER INCENTIVE PAYOUT

$99,000

Max. Incentive Scenario	
Gross Profit (before incentive)	$600,000
Employee Incentive	$30,000
Incentive %	5%

NET PROFIT AFTER INCENTIVE PAYOUT

$570,000

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EDGE CONNECT & PS TEAM
OUTREACH STRATEGY



Resources Needed

- Case Studies + High Level Edge Resources to Distribute
  - Resource Center - Rate Card, Capabilities Deck (i.e., Tinuiti)
  - Strong Case Studies showing success for agency clients and benefit to agency



How Leads are Sourced

- Nurture conversations and relationship building with:
  - Sports Properties
  - Agency contacts
  - Captive accounts
- Incentive program to encourage participation



Actions Taken to Drive Communication

- Monthly/Quarterly Check-ins
- Schedule a recurring internal call with Biz Dev
- Biz Dev qualify the lead
  - Confirm we aren't already engaged
- PS schedules follow-up calls with Biz Dev

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Sports Properties Incentive Program



7.5%

First-Year Gross Profit Commission
Applies to Both Max and ECP Accounts

Communicated to Sports Properties through Biz Dev MMR Outreach project (May 2026)

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