



More Reach. Less Spend.

Hyper-Targeted Media With
Industry-Leading Performance.



Inc.
5000

AWARITY BRINGS WORLD-CLASS ADVERTISING TO FRANCHISE BRANDS

WORLD-CLASS ADVERTISING MADE EFFICIENT

Awarity empowers to achieve more for less – transforming marketing with unmatched efficiency and precision



- ✓ A.I.-powered operations achieve lower cost and greater impact
- ✓ Proprietary automation that can fulfill targeted micro-campaigns with precision
- ✓ Founded with PepsiCo marketing expertise

SPECIALIZES IN FRANCHISE ADVERTISING

Awarity has a proven track record with top franchise brands, developing localized campaigns for each unique franchise location



REACH PARENTS AFFORDABLY AT SCALE

AWARITY'S APPROACH TO LOCAL ADVERTISING

Reach parents utilizing the biggest platforms:

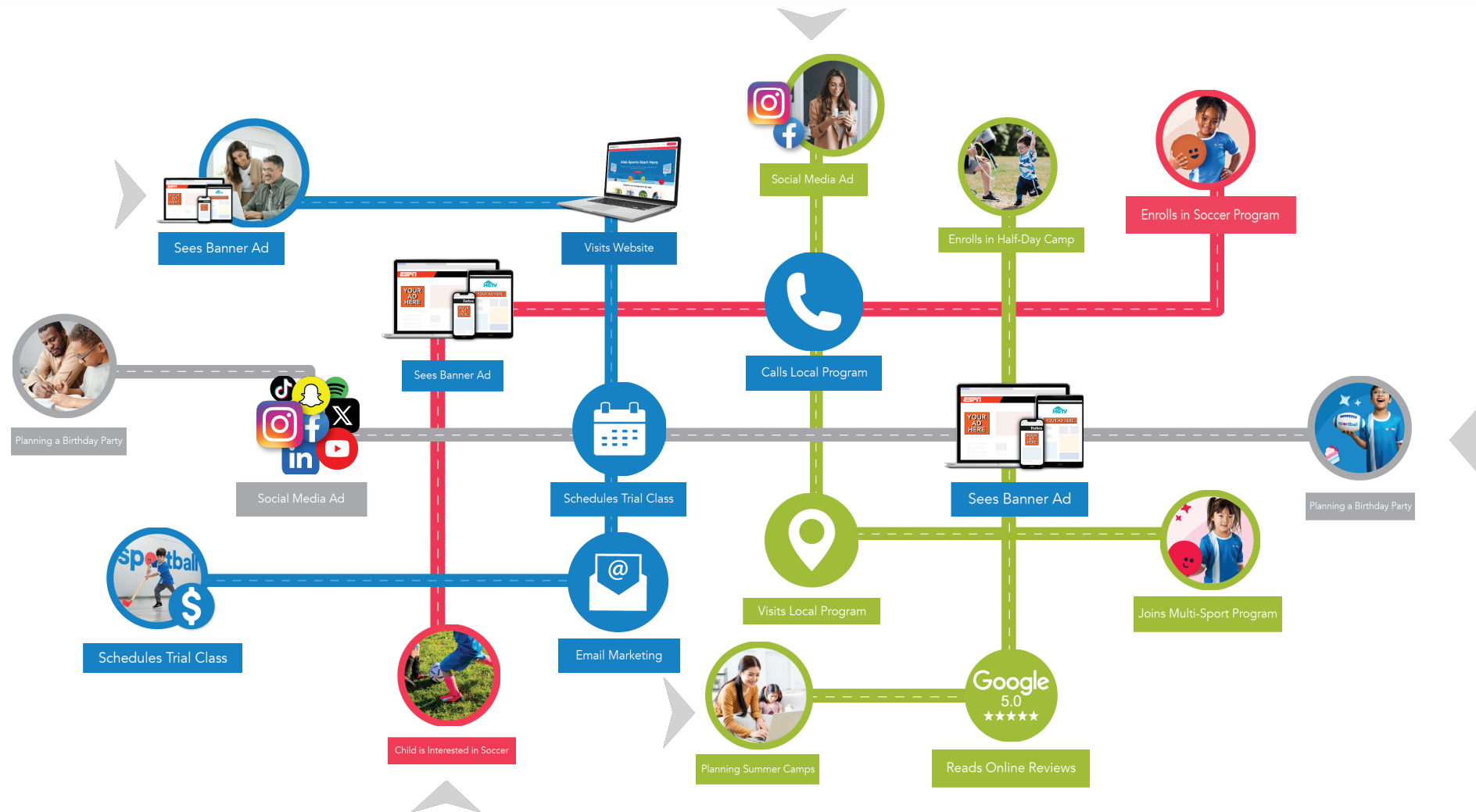
Paid Search, Meta Advertising, Targeted Banner Ads, Amazon Prime, and **Connected TV**

Your budget supports fully-managed media campaigns through our tech-driven approach, reducing fees

Your ads have your location name and only run in your most important zip codes



BE IN FRONT OF PARENTS AT EVERY STEP OF THEIR JOURNEY



MAKE THE MOST OF EVERY DOLLAR WITH A FULL FUNNEL APPROACH

WHY DEMAND GEN MATTERS

Adding Demand Gen improves
Lead Generation ROI by

70%+



DEMAND GEN

They know your brand and what makes it unique



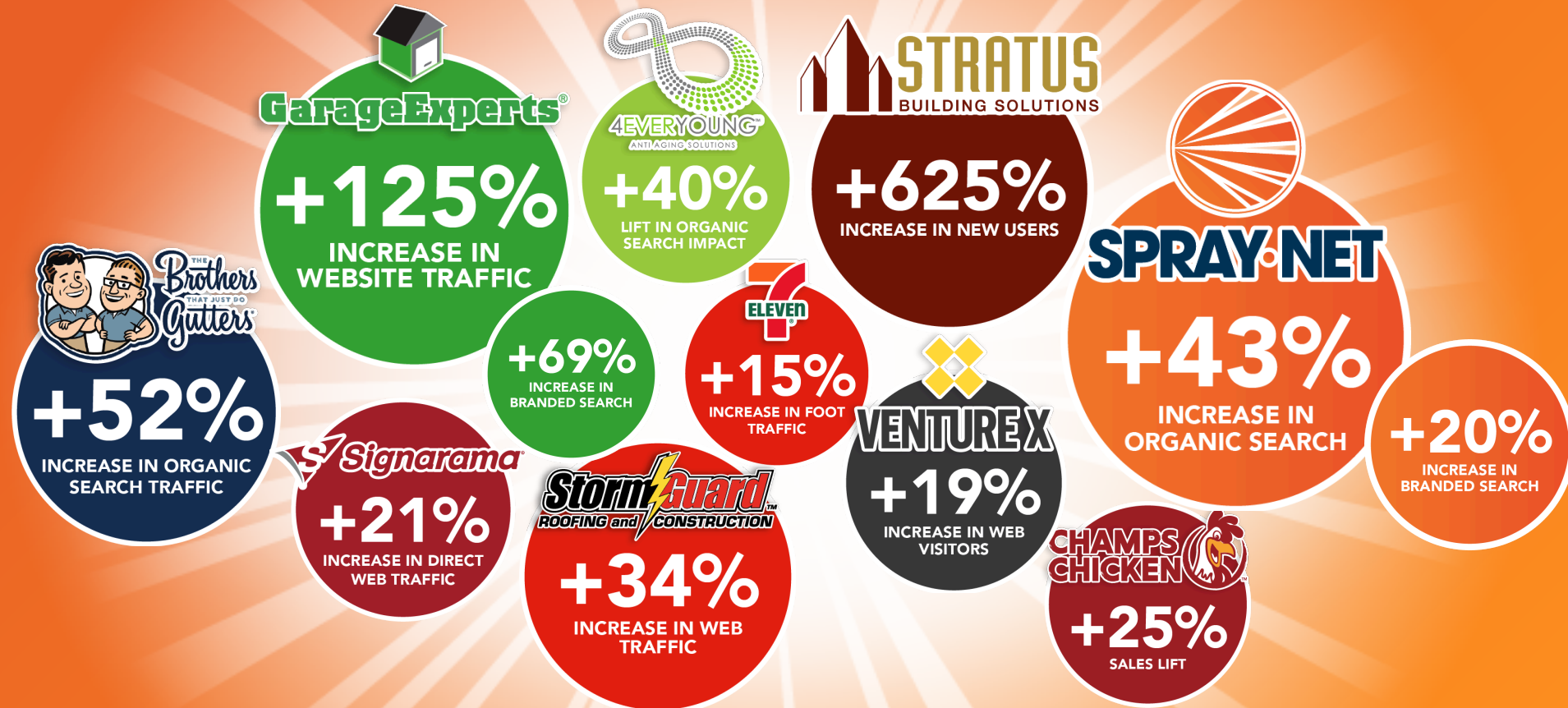
LEAD GEN

They are ready to move forward and making their final choice



THE IMPACT OF THIS APPROACH IS MORE NEW TRAFFIC TO YOU

Awarity has a proven track record in driving results for franchise systems



ACCESS DEMAND & LEAD GEN IN ONE PLATFORM WITH EASE



PAID SEARCH

- ✓ Ensure your program is shown when people are searching for youth sports
- ✓ Capture high-intent parents actively searching through related keywords
- ✓ Increase the efficiency of your demand gen tactics



META ADS

- ✓ Drive quality leads for your program on Facebook and Instagram
- ✓ Targeted to reach the ideal families in your community
- ✓ Localized and seasonal creative built to fit your athletic calendar



BANNER ADS

- ✓ Reach parents affordably on premium websites
- ✓ Higher quality traffic vs. Google Display Network
- ✓ Animated HTML5 creative included with center name
- ✓ Be seen by parents, not bots with fraud avoidance



STREAMING TV ADVERTISING

- ✓ Localized 30s Non-skippable, HD commercial
- ✓ Reach thousands of new parents on top apps & channels
- ✓ Reach 100MM+ Households
- ✓ Commercials served to qualified parents

STAY IN FRONT OF PARENTS TO ENCOURAGE THEM TO SIGN UP



Paid Search

\$500/MO



Meta
Paid Meta

\$500/MO

MIN. MEDIA BUDGET

+\$400 USD/mo Combined Management Fee

All Lead Generation Channels Include:

- ✓ Stay in front of people already looking for you
- ✓ Hyper-targeted impressions within your zip codes to parents reading about youth sports, and as parents are streaming
- ✓ Access to Awarity Campaign Central for campaign reporting 24/7

REACH PARENTS AS THEY ARE ACTIVELY CONSIDERING OPTIONS



Banner Ads
3 Month Min. Commitment

\$500/MO



Connected TV
3 Month Min. Commitment

\$1,000/MO



Amazon Prime
3 Month Min. Commitment

\$1,000/MO

Demand Generation Channels Include:

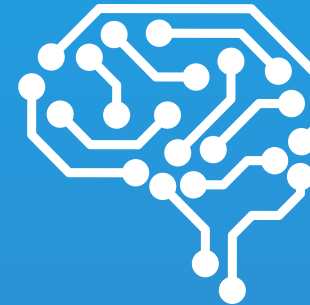
- ✓ Reach new parents looking for options for sports
- ✓ Hyper-targeted impressions within your zip codes to parents reading about youth sports, and as parents are streaming
- ✓ Access to Awarity Campaign Central for campaign reporting 24/7
- ✓ Retarget your website visitors
- ✓ Creative library across all channels

OPTIMIZATIONS DRIVEN BY THE BEST OF BOTH A.I. & DATA SCIENCE



World-Class Data Science Team

- ✓ Advanced analysis of true campaign impact & statistical significance
- ✓ Continuous development of new testing plans
- ✓ Ongoing testing for creative, audiences, & targeting



A.I.-Powered Optimizations

- ✓ Delivers the greatest results and most impactful impressions
- ✓ Rapid optimizations based on in-depth campaign data & completed faster than would be possible manually
- ✓ Ensures precision, accuracy, & effectiveness of every campaign

THE SPORTBALL SUPPORT PORTAL MAKES GETTING EVERYTHING YOU NEED SIMPLE

|

[Frequently Asked Questions](#) | [Home](#)

Maximize Your Reach on Top Platforms
 Custom campaign options for Sportball

[Enroll Now](#)

Sportball Media Packages
 Packages are all-inclusive and enrollment takes minutes.

 \$500/MO Banner ads <small>3 Month Min. Commitment</small>	 \$1,000/MO Connected TV <small>3 Month Min. Commitment</small>	 \$1,000/MO Amazon Prime <small>3 Month Min. Commitment</small>
---	---	---

- ✓ Creative library available across all channels
- ✓ Hyper-targeted impressions with zip code, contextual, & demographic targeting
- ✓ Website retargeting
- ✓ Access to Awarity Campaign Central
- ✓ Proven to grow your overall website traffic
- ✓ Reach parents actively looking for youth sports for their child

ALL COMMON QUESTIONS FROM SPORTBALL OWNERS WILL BE ADDED TO THE FAQ

Frequently Asked Questions

- CAMPAIGN OVERVIEW**
 - What is the goal of the campaigns?
 - What channels are included in my campaign?
- SUPPORT**
 - Who is my Awarity Rep?
 - How often will webinars will be held?
- CAMPAIGN REPORTING**
 - How can I access the dashboard?
- TARGETING & GEOGRAPHY**
 - What audiences are being targeted?
 - How were the zip codes chosen for my campaign?
- CREATIVE**
 - How often is the creative being rotated?

Submit a Ticket
 If you have an active campaign and have a question or concern, please submit your question in the form below and we'll be in touch with a response within 1 business day.

First Name: Last Name:
 Email:
 Phone Number:
 What is your program name?
 What is your question or concern regarding?
 Please describe your question in detail.
 Please upload any file related to your question or concern.
 No file chosen

EASILY SEE ADDITIONAL CHANNELS AT ANY TIME

ALL TICKETS WILL BE RESPONDED TO WITHIN 1 BUSINESS DAY (MOST SAME DAY)

www.awarity.com/sportball/home

CAMPAIGN-SPECIFIC SUPPORT SYSTEM

Frequently Asked Questions

CAMPAIGN OVERVIEW ▾

What is the goal of the campaigns? ▾

What channels are included in my campaign? ▾

SUPPORT ▾

Who is my Awarity Rep? ▾

How often will webinars will be held? ▾

CAMPAIGN REPORTING ▾

How can I access the dashboard? ▾

TARGETING & GEOGRAPHY ▾

What audiences are being targeted? ▾

How were the zip codes chosen for my campaign? ▾

CREATIVE ▾

How often is the creative being rotated? ▾

1. Review FAQ & Video Library



Submit a Ticket

If you have an active campaign and have a question or concern, please submit your question in the form below and we'll be in touch with a response within 1 business day.

First Name: Last Name:

Email:

Phone Number: us +1

What is your program name?

What is your question or concern regarding?

Please describe your question in detail.

Please upload any file related to your question or concern
 No file chosen

2. Ask an Expert



3. You'll Receive a Response in One Business Day



4. Weekly Office Hours Available as Needed

EFFICIENT SUPPORT SYSTEM WITH QUICK RESPONSES



ALL EMAILS

RESPONDED TO IN 1
BUSINESS DAY



100%

INQUIRIES RESPONDED TO
WITHIN 1 BUSINESS DAY

**REGULARLY SCHEDULED
WEBINARS**

WITH RECORDINGS AVAILABLE IN LIBRARY

OFFICE HOURS

SESSIONS HELD WEEKLY

FAQ

UPDATED IN REAL TIME WITH
QUESTIONS FROM OWNERS

ONGOING CAMPAIGN SUPPORT & NEXT STEPS



Sportball Support Page www.awarity.com/sportball/home

You'll see videos, common Sportball franchisee questions, and can submit a ticket if needed



Ongoing Webinars and Office Hours

We'll host webinars bimonthly to share campaign performance, updates, and address frequently asked questions



Enroll or Talk to an Expert Today!

Enroll or book time with us to talk about how you can drive more growth and engage with local parents