



## Fieldhouse Sports Entertainment Network

As a national platform, HFMG through the Fieldhouse Sports Entertainment Network (FSEN) has created a sports and entertainment based audience of **160,000 monthly viewers** including over **800 college coaches**.

We have begun expanding our networks reach by securing agreements from **business establishments** (restaurants, barber shops, etc.) within each viewing area **to stream our networks content** within their establishments.

Through original programming (**Borderland Sports Report (BSR), Taking It To The House (TTH), Coach Talk, Sports Talk, and FSEN**) along with sports (youth, high school and pro) we continue to push to be the leader in sports here in the Borderland. For this upcoming season, we have been blessed to make partnerships with some local El Paso High Schools and ISD's to stream high school sports on our digital network all across the Borderland Region.



**TV Platforms:** Roku & Amazon Firestick

**Multi Media:** All content is shown live and video on demand (VOD) on the Fieldhouse Sports Entertainment Network IOS and Android Apps, Roku Channel, and Amazon Fire Stick apps.

**Streaming:** All content is streamed via the HFMG's digital platform via, App(s), and social media networks simultaneously.

**VOD:** All events are also available Video On Demand on all platforms.



**Howard Family Media Group**  
4201 Skyline Ave.  
El Paso, TX 79904  
(915) 300-0481

## Fall High School Streaming Schedule (September - November)

### FOOTBALL

11 September 2021	TYFA Youth Football Games (5 games)	8 am - 4 pm
17 September 2021	Tornillo High School vs. Iraan High School	7:00 pm kickoff
18 September 2021	TYFA Youth Football Games (5 games)	8 am - 4 pm
25 September 2021	TYFA Youth Football Games (5 games)	8 am - 4 pm
01 October 2021	Cathedral High School vs. St. Michael's	7:00 pm kickoff
02 October 2021	TYFA Youth Football Games (5 games)	8 am - 4 pm
09 October 2021	TYFA Youth Football Games (5 games)	8 am - 4 pm
15 October 2021	Tornillo High School vs. Alpine High School	7:30 pm kickoff
16 October 2021	TYFA Youth Football Games (5 games)	8 am - 4 pm
23 October 2021	TYFA Youth Football Games (5 games)	8 am - 4 pm
30 October 2021	TYFA Youth Football Games (5 games)	8 am - 4 pm
06 November 2021	TYFA Youth Football Playoffs (5 Games)	8 am - 4 pm
13 November 2021	TYFA Youth Football Playoffs (5 Games)	8 am - 4 pm

### Volleyball

10 September 2021	Tornillo High School vs. Immanuel Christian School	6:00 pm kickoff
18 September 2021	Immanuel Christian School vs. Wylie Prep Academy	7:00 pm kickoff
05 October 2021	Immanuel Christian School vs. El Paso HomeSchool	7:00 pm kickoff
26 October 2021	Immanuel Christian School vs. Da Vinci High School.	7:00 pm kickoff



**Howard Family Media Group**

4201 Skyline Ave.  
El Paso, TX 79904  
(915) 300-0481

## Advertising Opportunities Fall of 2021

### Sports Advertising Package – One Time Payment of \$500

- Cost \$500 per month (now - 31 December 2021)
- Ad will run September through November on all Sporting Contests
- 30-second video programmed to run once per half
- Includes scoreboard logo banner showing at least twice per game during sporting events shown on HFMG All Access Live Channel.
- Total of 57 games companies ad/banner will be shown
- Listed on FSEN and HFMG websites as a sponsor with banner/logo with hyperlink to companies webpage
- Free 1/4 page ad in Borderland Sports Report's Basketball Magazine.



### Howard Family Media Group

4201 Skyline Ave.  
El Paso, TX 79904  
(915) 300-0481