

HFMG

Howard Family Media Group



EBH Fitness LLC / HFMG / FSEN

A Little About US: Howard Family Media Group (HFMG) is a DBA of EBH Fitness LLC. Our objective with HFMG is to address the following causes:

- 1) Small businesses growth and development
- 2) Helping make college more accessible to low income and at risk youth
- 3) Providing avenues of access for those who historically are disadvantaged and lack the means to reach their goals

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**.

Additionally, we have begun giving our network a more

local and regional appeal by securing agreements from **local El Paso business**

establishments (restaurants, barber shops, etc.) **to stream our networks content** within their establishments.

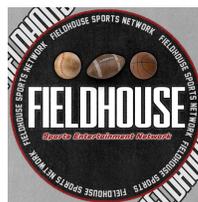


TV Platforms: Roku & Amazon Firestick

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.

Broadcast: All content will be broadcast via the HFMG's internet TV platform, App(s), and social media networks simultaneously.

VOD: All events are also available Video On Demand on all platforms with advertising "burned into it".



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Current Programming Menu

Borderland Sports Report: Local El Paso, TX sports talk show that provides coverage of local El Paso and neighboring communities. The focus is on sports at the youth levels through professional levels. If its sports in the borderland, we will be talking about it.

<https://www.fieldhousesen.com/talk-shows/borderland-sports-report.html>



Taking It To The House: National sports talk show that provides coverage of professional sports, social, and political issues surround America today. Our host discuss sports with a twist as the leverage their expertise as doctors in Physical Therapy, Organizational Leadership, and Education. Primary focus in on the major college and professional sports in America (the NCAA, the NBA, the NFL, MLB, etc.).

<https://www.fieldhousesen.com/talk-shows/taking-it-to-the-house.html>



Coach Talk: National sports talk show that provides information to parents, student athletes, and coaches on the college recruiting process. Every week, college coaches join our host to discuss amongst other things the college recruiting process to provide parents and student athletes with the knowledge they need to increase their opportunities of using sports to assist in minimizing the cost of college.

<https://www.fieldhousesen.com/talk-shows/coach-talk.html>



Sports Talk: National sports talk show that provides information to coaches and organizations on how to build successful youth programs. Some of the most success youth sports and high school programs join our host to discuss amongst other things organizational development, sustaining success, building a winning culture, and more.

<https://www.fieldhousesen.com/talk-shows/sports-talk.html>



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Sporting Events

Southwest Desert Cats:

Sporting Competition Broadcasts: Professional Sporting Broadcasts: Through our strategic partnership with the Southwest Desert Cats Basketball Organization, we are able to offer our viewers professional sports broadcasts. These events truly reach an El Paso audience that loves sports and everything that comes with it. One of our most popular events viewed locally, our professional sports broadcasts deliver opportunities to local businesses unlike no other.



High School Sports: With the start of high school comes high school sporting events. At the heart of the fabric of Texas life is high school football. We will be streaming out a game of the week in the following sports:

- Football
- Volleyball
- Girls Basketball
- Boys Basketball
- Baseball
- Softball



Youth sports broadcasts: Some of our most viewed events have been youth sports streams. These events provide more than just a local/regional viewership as people around the globe enjoy watching sports and supporting youth athletes.

These are only the beginning of what we have in store for 2021/2022.

Planned New Content:

The Desert Boys: Sun City Dreams will chronicle the week-to-week preparation of local El Paso high school and potentially youth sports teams as they prepare for their regular season. Our goal is to use these episodes to place a spotlight on local student athletes here in El Paso, TX to show the talent that is actually here in the city to assist the recruitment of players here in the local area. The first of these will be the “**Desert Boys**”.

- **Desert Boys** will follow a local El Paso youth sports organization called “The Supers” as they assist student athletes in football, track and field, wrestling, and basketball. We will follow the success and failures of the players, coaches and parents as they attempt to overcome the odds in their pursuit of playing at the collegiate level.

- **City of Dreams** will take a look at student athletes through an entirely new lens. Following them as they pursue their dream of playing in college. We intend to follow student athletes in football, basketball, volleyball, baseball, softball, and soccer. We will look at all levels. This includes youth sports, high school sports, and semi-pro.



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The Music Box: The Music Box is our entertainment arm of HFMG that focuses on music. "Breaking the Music" is one of our new shows that will initially start with local El Paso talent having the opportunity to "break themselves" to a worldwide audience via our platform. Each week contestants will compete for an opportunity to get to our main show where they will have the opportunity to win a cash grand prize plus more.



Comedy Showcase: Just like Breaking the Music, our comedy showcase will allow local El Paso comedians a global platform to gain exposure in order to further their careers. Weekly comedians will compete for the opportunity to be on our main show where they will have the opportunity to win a cash prize along with their own 30 min comedy segment to be produced, hosted, and distributed on our platform.

What we seek: We here at Howard Family Media Group are looking for local El Paso business entities to partner with us to help in the promotion of local youth, high school, and semi-pro sports. In an effort to do this, we are reaching out to businesses who typically have sports based content to see if they would be open to streaming content from our platform in their establishments to help in reaching this goal.

There is no cost to the establishment as our platform is a free digital platform. We currently have an IOS/Android App, a Roku Channel, and an Amazon Firestick Channel (awaiting approval from Amazon). So, as long as your establishment has internet access and wifi, you can stream our content. Almost every smart tv sold today come equipped with the ability to stream content. If it is a Roku TV, then all you business would have to do is download the app. If you don't have this, we will provide a Roku box at no cost to your company.

As part of this partnership, HFMG will promote that our content (games, shows, etc) will be viewable at your business locations. In essence pushing our 40,000 local El Paso, TX viewers to your business (we reach 160,000 viewers over our platform and social media profiles with 40% of our viewers coming from El Paso). We are using a small test population and your business(es) would be come some of the very first to be able to show local high school sports on TV (this year, UIL has agreed to all the streaming of high school sports. Television broadcast are not allowed).



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Advertising Opportunities 2021-2022

- Bronze Advertising**
- Cost \$150 per month (now - 31 December 2021)
 - Month to month advertisement opportunities across HFMG All Access live channel
 - 1x daily advertisement ran on 24/7 program HFMG All Access live Channel (28 total monthly add runs)
 - 30-second video programmed to run 2x per day
- Silver Advertising**
- Cost \$225 per month (now - 31 December 2021)
 - **All aspects of Bronze Advertising plus**
 - 28 additional monthly advertisement impressions ran on 24/7 program HFMG All Access live Channel (56 total monthly add runs)
 - 30-second video programmed to run 2x per day
- Gold Advertising**
- Cost \$350 per month (now - 31 December 2021)
 - **All aspects of Silver Advertising plus**
 - 28 additional monthly advertisement across platform (84 total monthly add runs)
 - Includes scoreboard logo banner showing at least twice per game during sporting events shown on HFMG All Access Live Channel.
 - Free 1/4 page ad in Borderland Sports Report's Football, and Basketball Magazines.
- Platinum Advertising**
- Cost \$500 per month (now - 31 December 2021)
 - **All aspects of Gold Advertising plus**
 - 30-second video programmed to run minimum of 4 times per day (pre or post content run)
 - 30-second video ad streamed live during all games across the platform (This includes all sub-channels that are streaming live sporting events.
 - Free full page ad in Borderland Sports Report's Football, and Basketball Magazines.

All first time sponsors, in silver and above advertising, will also received as added value with the annual contract

- **First right to be a title or segment sponsor for any future content we add**
- **Free 1/2 page ad in Fieldhouse Sports Regional and National Magazine for Basketball**
- **Free 30 sec commercial created to be run on our platform through the duration of your contract (\$1,500 value)**
- **Gold and higher advertisers have the ability for a remote show shooting on location once per quarter (dependent on businesses ability to support personnel, equipment, and spacing requirements).**



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Semi-Pro Sports

Coming off an impressive 1st season, the SWDC have a full slate of ABA games scheduled for the 2021/2022 season. Fresh off a 1 loss season (team lost in the ABA playoffs Semi-finals) and a perfect home record (team has not lost at home in one year — 35-0), the SWDC are primed to have another breakout season. Average views for Desert cat games this past season were well over 4,000 viewers via the HFMG digital platform and another 200+ in attendance at home games.

General Advertising Package: Company receives two (2) advertisement opportunities per game. Advertisement will be run either pre-roll or post-roll on the broadcast. Games will run live on the date of the game and then daily until the day before the next game.

\$150 per game
\$1500 for the year

Mid-level Platform Advertising Package: Company receives 4 advertisement opportunities per game.

- Once pre-roll of the event
- once during a 1st half time out
- once during 2nd half time out
- and once during post roll of broadcast

\$225 per game
\$2500 for the year

Court side-level Platform Advertising Package: Company receives 6 advertisement opportunities per game. Plus a banner advertisement run at least once during both halves of the game.

- One pre-roll of the event
- twice during a 1st half time out
- twice during 2nd half time out
- and once during post roll of broadcast

\$350 per game
\$3500 for the year

Skybox-level Platform Advertising Package: Company receives 8 advertisement opportunities per game. Plus a banner advertisement run at least twice during both halves of the game. Additionally, they will receive Sponsorship recognition with either the starting lineup sponsorship acknowledgment, 1st half sponsorship acknowledgement, 2nd half sponsorship acknowledgement, or the coaches post game interview sponsorship acknowledgement.

- Once pre-roll of the event
- once during a 1st half time out
- once during 2nd half time out
- and once during post roll of broadcast

\$500 per game
\$5,000 for the year

Supporting Information:



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Viewer Demographics:

- Gender: 39% Women; 61% Men
- Ages: 18 - 65+ with the biggest audience in the 25-55 age range
- US Cities: El Paso, TX; Martinsville, VA; Las Cruces, TX; San Antonio, TX; Albuquerque, NM; Houston, TX; Dallas, TX; Austin, TX; Raleigh, NC; Oklahoma City, OK
- Countries: United States of America, Russia, Great Britain, Netherlands, Norway, Ireland, and Europe

Social media reach (Facebook):

- Howard Family Media Group:
 - Monthly Reach -- average 60,000+ reached
 - Monthly Content Views -- average 30,000+ viewers of content
 - Monthly Post Engagements -- average 3,600+
- Fieldhouse Sports Entertainment Network:
 - Monthly Reach -- average 45,000+ reached
 - Monthly Content Views -- average 20,000+ viewers of content
 - Monthly Post Engagements -- average 3,600+
- Top Gun Elite Showcases:
 - Monthly Reach -- average 35,000+ reached
 - Monthly Content Views -- average 15,000+ viewers of content
 - Monthly Post Engagements -- average 1000+

**160,000+ viewers
Monthly**

Websites:

- Fieldhouse Sports Entertainment Network:

2021

- Average Monthly Number of Total Visitor -- average 1,750
- Average Monthly Number of Unique Visitor -- average 1,019

2020

- Average Monthly Number of Total Visitor -- average 1425.67
- Average Monthly Number of Unique Visitor -- average 880

2019

- Average Monthly Number of Total Visitor -- average 839.6
- Average Monthly Number of Unique Visitor -- average 299

- Top Gun Elite Showcases:



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2020

- Average Monthly Number of Total Visitor -- average 880
- Average Monthly Number of Unique Visitor -- average 413

2019

- Average Monthly Number of Total Visitor -- average 398.25
- Average Monthly Number of Unique Visitor -- average 304



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