

Beyond the Sidelines

Strategic Media Coverage as a Tool for Growth and Impact

Jennifer O. Price



The Problem

Adaptive sports has a visibility problem

- Most programs rely on word-of-mouth
- Games/events happen with no media coverage
- Sponsors can't see audience value
- Funders can't measure impact
- Athletes remain invisible outside their community of team members and family
- No visibility = no growth



The Only Camera in the Room

- PING USDGA Championship presented by PGA of America
- May 2025
- Where are the other media outlets?



Media is NOT Marketing

It's Infrastructure

Traditional Thinking

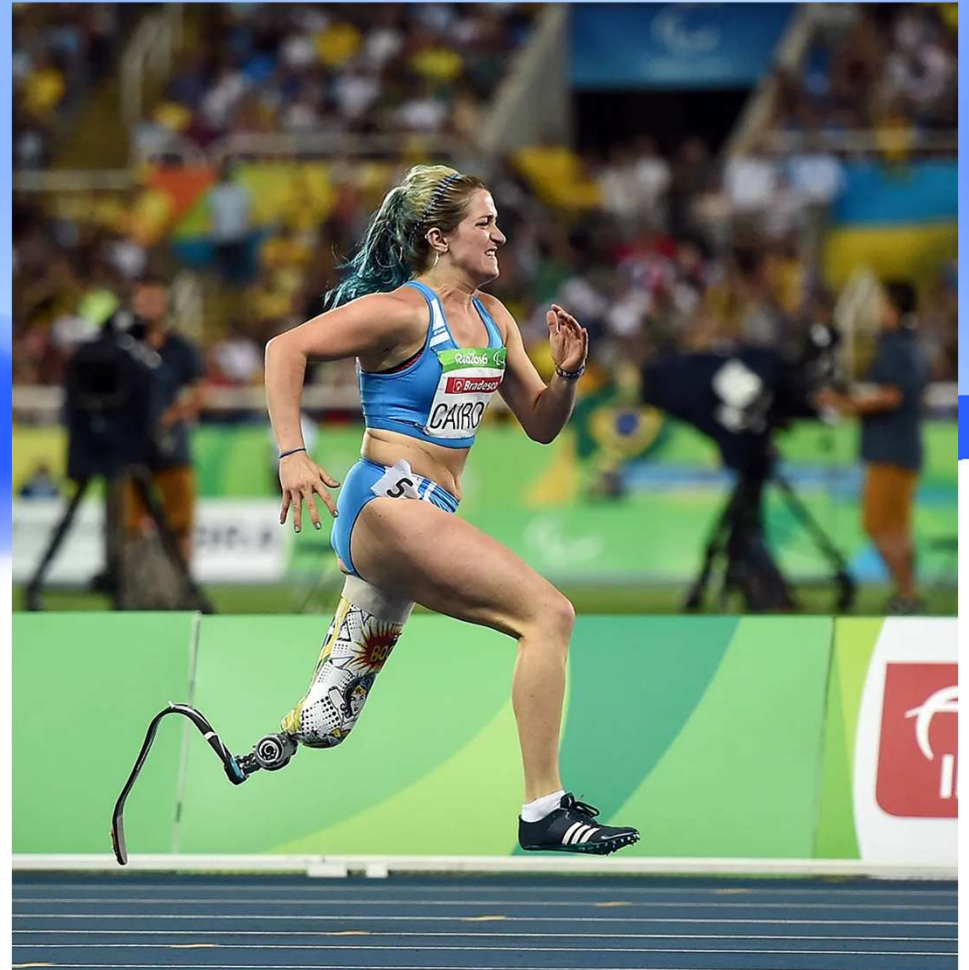
- “We’ll post on social media”
- “We’ll invite local news”
- “We’ll take photos”

Strategic Thinking

- Build audience
- Create sponsor inventory
- Document impact
- Grow pipeline
- Attract funding

Well-Known Market Opportunity

- Paralympics: 400 (1960) to 4400 (2020)
- Record viewers across NBCUniversal - 15.4M



Untapped Market Opportunity

- 163% increase in youth sports since 2018-2019*
- Collegiate programs



*National Federation of State High School Associations

What Happens When Media Exists?

- Sponsorship revenue
- Athlete recruitment
- University support
- Donor engagement
- Community awareness
- Grant justification
- Event attendance

Programs = Assets

What happens when Brands show
up?

ibi INTEGRATED
BENEFITS, INC
Your Single Social Security Solution



Holiday Inn



FEELDOM



What did they get?

Brand visibility

- Visibility to golf viewers
- Authentic touchpoint
- Conversations w/ golfers



**LIVE STREAM
MAY 5-7**

LIVE STREAM SPONSORED IN
PART BY

INTEGRATED BENEFITS, INC. AND
HOLIDAY INN EXPRESS & SUITES

DON'T FORGET TO SUBSCRIBE



In-Kind Partnership Model

“We’re excited to be a partner with you and support the disability community during their golf tournament.”

Jaime D., Marketing Director, Holiday Inn & Suites, Port St. Lucie, FL



Your Single Social Security Solution

- Service Industry: Social Security disability claims navigation
- Investment: \$500
- Format: Live commercial segment





FEELDOM™

Challenges

- Korean-based startup
- Wheelchair-accessible bags
- Little U.S. brand recognition
- Limited marketing budget



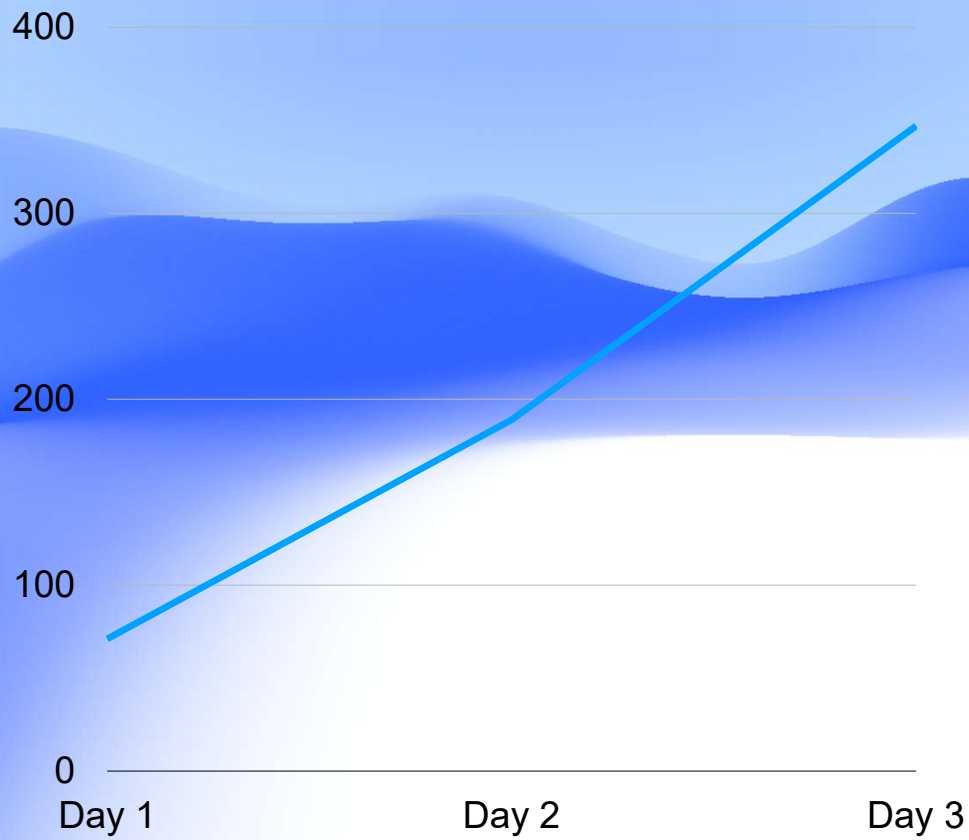
- 10% increase in sales during campaign period
- Reached an audience of wheelchair users and disability community advocates
- Built brand recognition in new market
- Established word-of-mouth foundation
- Cost-effective marketing compared to general advertising

“We wanted to connect with people integrated with the disability community. Sales are word-of-mouth.”

Adrienne M., Chief Designer/Global Marketing

Holiday Inn	Integrated Benefits, Inc.	Feeldom Life
In-Kind	\$500	Display (\$500/mo.)
Community Goodwill	Brand Awareness	Direct Sales
\$0 cash	Targeted Reach	10% Sales lift

389% Growth in 3 Days



- First global broadcast in USDGA Championship history
- Connected 86 international athletes with supporters worldwide
- Viewers in U.S., Canada, and the UK



Key Business Indicators

- Attracted commercial partnership interest
- Validated advertiser demand
- Proved production quality
- Demonstrated audience growth potential

Intercollegiate Athletics



Fan Engagement through Storytelling



Takeaway - 3 Action Items

- Explore different partnership models:
 - In-kind
 - Paid sponsorship
 - Display advertising
- Think beyond traditional metrics:
 - Community goodwill
 - Word of mouth
 - Targeted outreach
- Act now while the field is open

In 5 years... Adaptive sports media will look like mainstream sports media. Multiple networks. Competitive bidding for broadcast rights. Premium advertising rates. The brands that build relationships with this community NOW... ..will own this market THEN.

Q&A

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