



INVESTOR PACKAGE

2016



PARTY FASTER!

With the world's greatest track and field athletes, the American Track League fuses fun filled entertainment aspects for the average partygoer while producing a prestigious track meet fit for the top track enthusiasts to enjoy.

Selfies with Olympians, live bands and DJs for dance parties, and food trucks that serve everything but average concession foods are some of the elements that make the American Track League circuits one of its own kind.

The following pages explain the American Track League and why you should join the party.

***THE AMERICAN TRACK LEAGUE
INVITES THE FANS TO A PARTY
ON THE TRACK!!!***



TRACK & FIELD LEADS IN VIEWERSHIP

The professional sport of track and field has been one of the largest sports on a global scale many centuries. The largest platform for the sport of track and field is the Olympic Games and the 2012 Olympic Games in London, England broke the record of having the most-watched event in U.S. television history!



219.4 MILLION - OLYMPIC VIEWERS



111.5 MILLION - SUPER BOWL



26.5 MILLION - WORLD CUP



18 MILLION - NBA FINALS

OF THE TOP 10 MOST MEMORABLE MOMENTS AT THE 2012 GAMES TRACK AND FIELD HAD THE MOST FEATURES WITH 4 MEMORABLE MOMENTS!

#2. USAIN BOLT LEGENDARY SWEEP

#4. THE BRITISH INVASION- JESSICA ENNIS, GREG RUTHERFORD, AND MO FARAH

#6. THE BLADE RUNNER- DOUBLE AMPUTEE MAKES THE 4X400 FINALS!

#8. RUNNING ON A BROKEN LEG- MANTEO MITCHELL

The United States has the best athletes in the sport year in and year out. The medal count has been won by the US at every single global major championship for the past 50 years. Yet, to this point there has been no series of professional meets in the United States.

UNTAPPED FAN BASE

TRACK AND FIELD IS THE #1 PARTICIPATION SPORT IN AMERICAN HIGH SCHOOLS with more than a million participants. More than 30 Million people contest road races in America every year. The potential fan base in America for track and field is absolutely huge yet it has remained relatively untapped. There remains no continuity to the track and field calendar in America. There is no title at stake, nothing for fans to understand what the athletes are competing towards. The American Track League brings the track and field heroes to save the day! **HOW YOU ASK?**

BRINGING THE PARTY TO THE TRACK!

TRACK & FIELD HIGH SCHOOL PARTICIPATION



1,500,000 TRACK & FIELD / CROSS COUNTRY



1,008,000 FOOTBALL



970,000 BASKETBALL



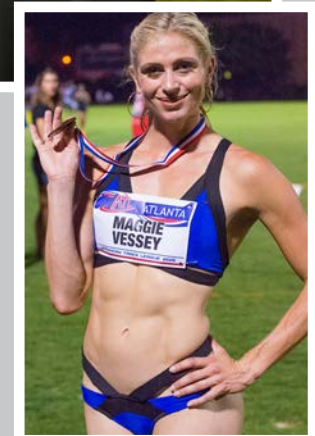
808,000 SOCCER



THE JUICE!

The American Track League uses its 4-6 race circuit to show the secret to bringing popularity back to track and field with its entertainment driven track meets. While showcasing prestige, world-class track meet performances, ATL brings the party to the fans with features normally experienced at popular festivals or concerts.

- A fan experience unlike any other in the sport - marquee names, serious competition, wrapped in a fanfest atmosphere
- Opportunities for first-person fan /athlete interactions
- An atmosphere of engagement, ripe for brand activations
- One day event filled with most of the top track and field events with very short lag time in between each event
- Entertainment elements during and in between events to keep the energy high for the entire family to enjoy.

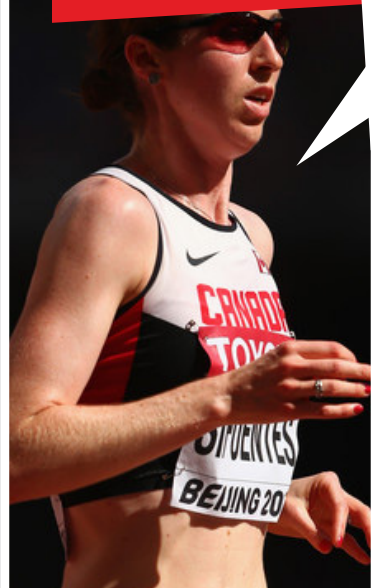


PARTY WITH THE PROS!

For years fans and athletes have spoken up about their suggestions to revamp the track and field sport and the American Track League is listening and acting

"Big thx to American Track League for putting on a great track meet stateside in the middle of the summer!"

- Nicole Sifuentes, 2012 Canadian Olympian



"A lot of people are excited for American Track League to save the sport."

-Lolo Jones, Olympic Hurdler



"American Track League is showcasing the hometown heroes at home."

- Andrew Wheating, Olympic 800m Runner



"Five minutes at American Track League and I've seen beer being poured, a DJ spinning, pro dancers, and I think there might be some races taking places also!"

- Nick Symmonds, 2x Olympian and Founder of RunGum



"Thanks American Track League for a great meet. Lots of entertainment and great hospitality, you need more of these meets!"

- Melissa Bishop, World Championship Silver Medalist

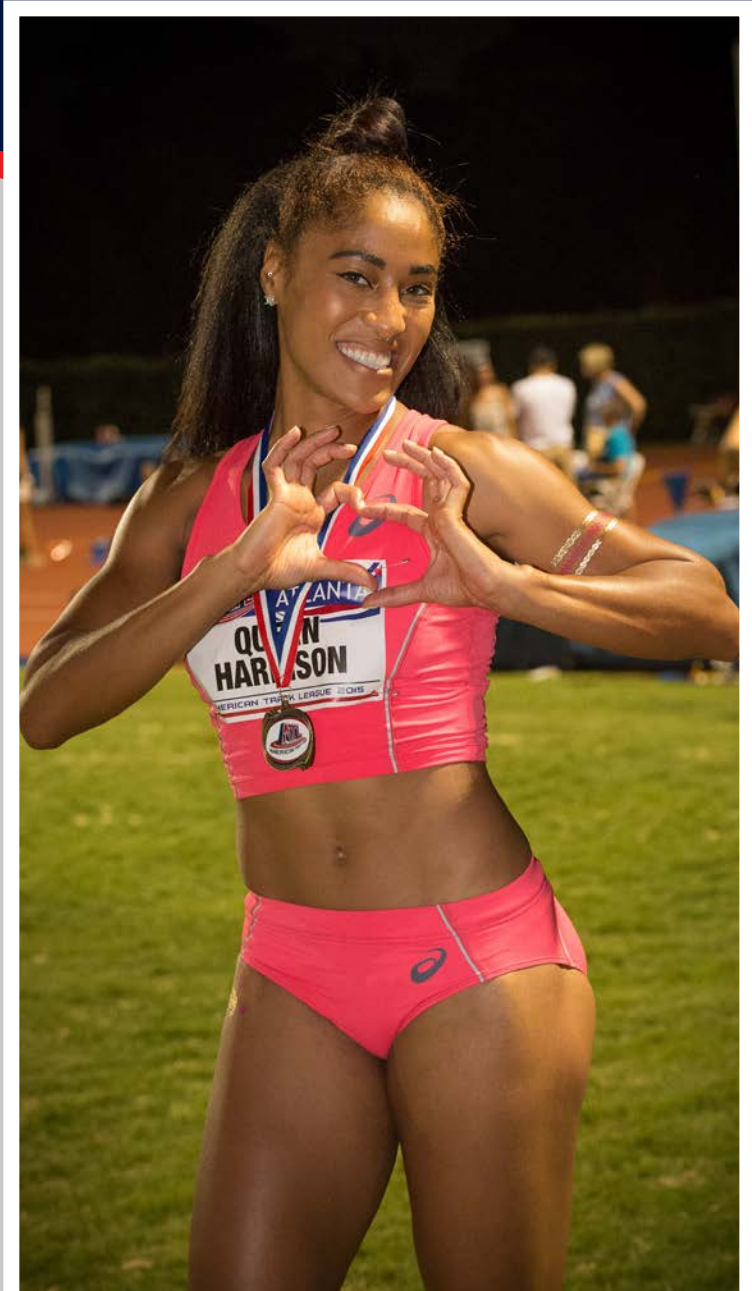
THE SHIFT

2016 and 2017 Season

The **American Track League** (ATL) will be established over the course of the 2016 season with each potential new team hosting an invitational meet in their home city. In February of 2017, a draft will take place and the team component of the league will launch in the spring of 2017. In the 2017 season, each meet will be a scored meet that will determine a winning team. Additionally the League will crown one team as the league champion based on placings throughout the series of meets. There will be up to 8 teams competing in the ATL for the team title.

Beyond 2017

Beyond the 2017 season, the ATL would look to expand into a 16 team league. There would be an Eastern and Western Division that would each crown a division champion. The top-4 teams in each division would be invited to the “Super Meet” which would crown the overall league champion.



TEAM OPERATIONS

The team owners could take on as much responsibility as they desire with the team operations, or they could likewise take a very hands-off approach. There would be four main positions with each team, Director of Operations, Director of Marketing and Public Relations, General Manager, and Meet Director. The league office would coordinate with team owners on the hiring and training of staff for these positions. The team staff would work in conjunction with the league office on all aspects of their responsibilities.



American Track League

Director of Operations

Director of Marketing/PR

General Manager

Meet Director

POTENTIAL REVENUE

There are many ways for the League and teams to generate revenue. One area that will be a main revenue generator in the future will be television revenue. Initially the main area for generating revenue will be corporate sponsorships. There will also be many fund raising possibilities as well as ticket sales, concessions and merchandising.

TELEVISION

The state of television media rights for sports is constantly evolving. Track and field is currently being sold internationally for reasonable sums but domestically in the US it does not generate sales revenue despite having high ratings in viewership. With more and more platforms emerging, the need for quality content is in high demand. The unique structure and excitement of the ATL events will generate fan interest and create a product that television stations are starving for.

LET'S COMPARE VIEWERSHIP FOR SIMILAR SPORTS:

MAJOR LEAGUE SOCCER	\$90 MILLION PER YEAR
UFC	\$90 MILLION PER YEAR
TENNIS' US OPEN	\$75 MILLION PER YEAR
WNBA	\$12 MILLION PER YEAR
THE LITTLE LEAGUE WORLD SERIES	\$7.5 MILLION PER YEAR

ADDITIONAL PLATFORMS

Virtually every television sold within the last year is a smart TV and is capable of showing internet streams on household TVs. That presents the possibility to start our own web-based channel and sell the product directly to consumers in a subscription based service also allowing us to directly sell advertising as well.

**2% OF FORMER HIGH SCHOOL TRACK ATHLETES
IN THE US X \$3 PER MEET = \$7MILLION IN REVENUE!**



INVESTMENT STRATEGY

The ATL will initially be seeking 8 investors to be team owners/operators. We are asking Investors to make a 5-year commitment to the league with the following contribution amounts set for the first 3 years:

2016: \$800,000
2017: \$1,100,000
2018: \$1,100,000
2019: TBD
2020: TBD

AND

10% Equity & 7.5% ATL Voting Power

After the 2018 season, an analysis and review of the league's success to date would be conducted and continuing strategy will be discussed and a new yearly contribution amount would be determined.

OPERATING BUDGET OUTLINE (PER TEAM):

BASIC OPERATING BUDGET: YEAR 1

- 1 Team Salary Cap \$300,000
- 2 League Fee \$80,000
- 3 Home Meet Expenses \$230,000
- 4 Marketing \$50,000
- 5 Staff Salaries \$140,000

TOTAL OPERATING BUDGET \$800,000

BASIC OPERATING BUDGET: YEARS 2 AND 3

- 1 Team Salary Cap \$500,000
- 2 League Fee \$110,000
- 3 Home Meet Expenses \$260,000
- 4 Marketing \$70,000
- 5 Staff Salaries \$160,000

TOTAL OPERATING BUDGET \$1,100,000

REVENUE DISTRIBUTION

Although all teams are technically league owned in the single-entity structure, team operators will still receive more return on their investment if they are more successful than their peers.

SPONSORSHIPS

Team Sponsors: If a team obtains revenue through sponsorships of their individual team, a finder's fee of 60% of the gross would be paid to the team operator and the remaining 40% of the gross amount would be paid back to the league and distributed based on league equity.

League Sponsors: If the league obtains a league-wide sponsor, 100% of the gross sponsorship would be paid to the league and distributed based on league equity.

TELEVISION REVENUE

100% of gross revenue generated by the league would be maintained by the league and distributed based on league equity.

MERCHANDISING

Team Sales: Revenue generated by direct sales made by the individual teams would be split similar to sponsorships with 60% being maintained by the team and 40% being paid back to the league.

League sales: Merchandise revenue generated by the league would be fully maintained by the league.

TICKET SALES AND CONCESSIONS

100% of the ticket sales and concessions earned at the team's home meet would be maintained by the team.

OTHER EVENTS AND FUNDRAISING

Revenue generated from other events and fundraising events such as road races, clinics, seminars, athlete appearances and signings etc. will be split using a similar 60%/40% split as above if organized by the individual teams. If the funds are generated by the league office, the funds would remain exclusively with the league.

5 YEAR REVENUE PROJECTIONS

2016

Operational Costs	\$800,000	
Team obtains a title sponsor for \$300,000	Team Operator Fee	Equity Distributions (10%)
Team obtains additional sponsors totaling \$100,000	\$180,000	12,000
Other 7 teams average sponsors of \$150,000	\$60,000	\$4,000
The League generates \$250,000 in television revenue	-	\$42,000
Fundraising efforts by the team total \$80,000	-	\$25,000
Other 7 teams average fundraising of \$50,000	\$48,000	\$3,200
The League obtains \$500,000 in league-wide sponsors	-	\$14,000
Merchandise sales by the team total \$20,000	-	\$50,000
League merchandise totals \$100,000	\$12,000	\$800
Ticket sales and concessions total \$65,000	-	\$10,000
Sub Total	\$65,000	-
Total Revenue	\$365,000	\$161,000
2016 Net Totals:	\$526,000	
	(\$274,000)	

2017

Operational Costs	\$1,100,000	
Team obtains a title sponsor for \$500,000	Team Operator Fee	Equity Distributions (10%)
Team obtains additional sponsors totaling \$200,000	\$300,000	\$20,000
Other 7 teams average sponsors of \$200,000	\$120,000	\$8,000
The League generates \$1,000,000 in television revenue	-	\$56,000
Fundraising efforts by the team total \$150,000	-	\$100,000
Other 7 teams average fundraising of \$80,000	\$90,000	\$6,000
The League obtains \$800,000 in league-wide sponsors	-	\$22,400
Merchandise sales by the team total \$40,000	-	\$80,000
League merchandise totals \$200,000	\$24,000	\$1,600
Ticket sales and concessions total \$120,000	-	\$20,000
Sub Total	\$120,000	-
Total Revenue	\$654,000	\$235,600
2017 Net Totals:	\$889,600	
	(\$210,400)	

5 YEAR REVENUE PROJECTIONS

...continued

2018

Operational Costs

Team obtains a title sponsor for \$500,000
Team obtains additional sponsors totaling \$250,000
Other 7 teams average sponsors of \$300,000
The League generates \$2,000,000 in television revenue
Fundraising efforts by the team total \$300,000
Other 7 teams average fundraising of \$120,000
The League obtains \$1,000,000 in league-wide sponsors
Merchandise sales by the team total \$60,000
League merchandise totals \$300,000
Ticket sales and concessions total \$200,000

Sub Total

Total Revenue

2018 Net Totals:

\$1,100,000

Team Operator Fee

\$300,000
\$150,000
-
-
\$180,000
-
-
\$36,000
-
\$200,000

\$866,000

\$1,358,000

\$258,000

Equity Distributions (10%)

\$20,000
10,000
\$84,000
\$200,000
\$12,000
\$33,600
\$100,000
\$2,400
\$30,000
-

\$492,000

2019

Operational Costs

Team obtains a title sponsor for \$600,000
Team obtains additional sponsors totaling \$300,000
Other 7 teams average sponsors of \$400,000
The League generates \$4,000,000 in television revenue
Fundraising efforts by the team total \$500,000
Other 7 teams average fundraising of \$200,000
The League obtains \$1,500,000 in league-wide sponsors
Merchandise sales by the team total \$80,000
League merchandise totals \$400,000
Ticket sales and concessions total \$250,000

Sub Total

Total Revenue

2019 Net Totals:

\$1,100,000

Team Operator Fee

\$360,00
\$180,000
-
-
\$300,000
-
-
\$48,000
-
\$250,000

\$1,138,000

\$1,955,200

\$855,200

Equity Distributions (10%)

\$24,000
\$12,000
\$112,000
\$400,000
\$20,000
\$56,000
\$150,000
\$3,200
\$40,000
-

\$817,200

5 YEAR REVENUE PROJECTIONS *...continued*

2020

Operational Costs

	\$1,100,000	
	Team Operator Fee	Equity Distributions (10%)
Team obtains a title sponsor for \$700,000	\$420,000	\$28,000
Team obtains additional sponsors totaling \$300,000	\$180,000	\$12,000
Other 7 teams average sponsors of \$450,000	-	\$126,000
The League generates \$7,000,000 in television revenue	-	\$700,000
Fundraising efforts by the team total \$600,000	\$360,000	\$24,000
Other 7 teams average fundraising of \$250,000	-	\$70,000
The League obtains \$3,000,000 in league-wide sponsors	-	\$300,000
Merchandise sales by the team total \$100,000	\$60,000	\$4,000
League merchandise totals \$600,000	-	\$60,000
Ticket sales and concessions total \$300,000	\$300,000	-
Sub Total	\$1,320,000	\$1,324,000
Total Revenue	\$2,644,000	
2020 Net Totals:	\$1,544,000	

2016-2020 Totals

Operational Costs	\$5,200,000
Total Revenue	\$7,372,800
Net Total	\$2,172,800

CONTACT US

AMERICAN TRACK LEAGUE

Chelsea Hardee

Chelsea@doylemanagement.com

805.748.4330

www.americantrackleague.com

