

THE TEAM



Sports



Entertainment



Media



Consulting



Advisement



Management

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Executive Summary

The TEAM combines world-class service with unmatched expertise.

The TEAM focuses its efforts in four areas: (1) brokering of sports and entertainment opportunities and entities, (2) providing comprehensive consulting services, (3) producing live sports and entertainment events, and (4) creating, producing, and placing media and branding elements.

The TEAM prides itself on providing world-class service and unmatched expertise to our clients and business partners. In addition to The TEAM's dedicated staff, our clients and partners are afforded all of the resources of our Advisory Board, which consists of some of the best and brightest executives within the sports and entertainment business. Along with providing valuable insights to The TEAM, many of the Advisory Board members are actively involved in our numerous consulting services.

Since beginning operations in January 2002, The TEAM has successfully managed transactions for an array of entities throughout the sports and entertainment industries, including teams at all levels, venues, buyers, sellers, licensed products, television and media projects, and other related businesses. The TEAM has provided services associated with transactions and/or operations with teams in the NBA, NHL, NFL, MLS, and minor league baseball. We continue to work with numerous buyers and sellers of major and minor league sports organizations, owners and managers of venues throughout North America, entertainment executives, and colleges and universities across the nation.

Along with its brokering services, The TEAM has developed a comprehensive consulting practice that has allowed it to successfully partner with some of the most recognized and respected organizations and institutions in North America's sports and entertainment industries. In recent years, The TEAM has also developed mature media and live event production capabilities which have allowed it to create and produce its own unique properties.



Our Mission

The TEAM's mission is to provide the world of sports and entertainment with the highest quality and most credible consultation and business brokerage services available while also bringing its own brand of creative content and products to the market.

Our pledge is to perform as *The Experts in Acquisition and Management* for the sports and entertainment industries by providing professional advice, meaningful leadership, and outstanding service while upholding the highest of ethical standards.



Who We Are and What We Do

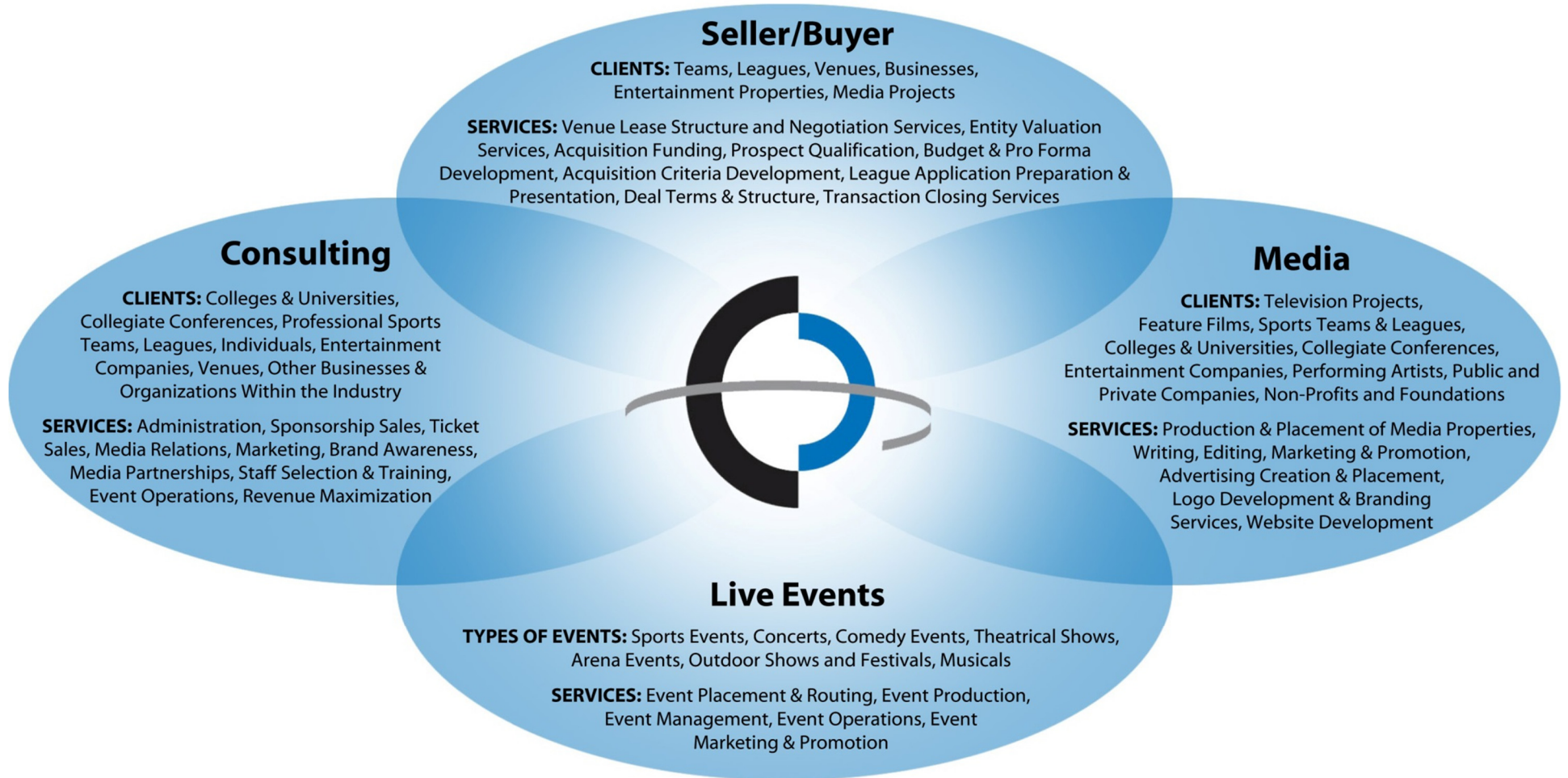
As The Experts in Acquisition and Management, The TEAM:

- Confidentially handles all facets of team, league, entertainment, and venue sales and acquisition.
- Creates meaningful assets and sports/entertainment properties designed to operate within business and financial models that work.
- Produces original media content as it relates to feature films, television programming, advertising, and other media.
- Books, promotes, and produces live entertainment events for venues of all sizes and genres.
- Provides comprehensive consulting services to the professional sports industry, entertainment industry, and collegiate athletics.



Integrated Service Structure

The array of services provided by **The TEAM** allows us to serve our clients in varying capacities.



Precedent Brokering Assignments

The TEAM has vast experience in providing buy-side and sell-side services to our clients. Some of our clients in this realm include:

Charlotte Bobcats



Named by United States government as liquidator of an ownership equity position in the NBA's Charlotte Bobcats

Buffalo Sports Enterprises



Provided advisory services associated with buy-side transactions in NHL, CFL, and Arena Football

Palace Sports & Entertainment



Provided sell-side brokering services associated with the company's Arena Football team

Crew Sports Holdings LLC



Assigned to lead the effort to attract local investors to the group acquiring an interest in the Columbus Crew of Major League Soccer

Equivents Horse Shows



Managed sales transaction for horse show series

Eddie G. Robinson Museum



Appointed to provide advisory services for museum funding

Columbus Destroyers



Formed acquisition team, negotiated transaction terms with the AFL, established key partnerships prior to the acquisition

FreeForAll Concert Series



Managed transactions to build ownership group of new entertainment company

Garrett Morris Downtown Blues & Comedy Club



Charged with identifying and closing investment partners for Los Angeles' only downtown comedy club

Prospect League



Headed league's expansion efforts, negotiated all acquisition terms on behalf of league for new teams entering the league

Albany Conquest



Served as sell-side advisor for client who owned the Arena Football team

Syracuse Salty Dogs



Assisted client with the acquisition of the United Soccer League team

Precedent Consulting Assignments

The TEAM has developed an extensive consulting practice as it relates to both professional sports entertainment entities and collegiate athletics. Some of our consulting clients from both the sports and entertainment sectors include:

Eddie G. Robinson Museum  Established national outreach and awareness plan	San Francisco 49ers  Produced live entertainment event	Rock & Roll Hall of Fame  Established promotional partnership with FreeForAll	FreeForAll Concert Series  Provided production, promotion, and sponsorship services	Pro Football Hall of Fame  Produced live entertainment events	The Ohio State Univ.  Partnered with for the development of FreeForAll	Value City Arena  Provide entertainment & marketing support for events	Columbus Downtown Development  Partnered with to develop entertainment events	Nationwide Arena  Provide entertainment & marketing support for events
Garrett Morris' Downtown Blues & Comedy Club  Assist with ticket sales plan, marketing	World Series of Boxing  Provided business dev. consulting services	Shadowbox Live  Established media and marketing plan, identified funding sources	SPARC  Established venue event calendar prototype for Ohio race track	Univ. of Pittsburgh  Assisted with NCAA self study assessment and NCAA response	The Remedy  Provided consulting and business development services	UTSA  Assisted with corporate development and sponsorship program	World of Beer  Book all live entertainment for all World of Beer locations in Ohio	Prospect League  Managed league, created marketing program
Columbus Sports Network  Trained and assisted staff with sponsorship sales efforts	Dallas Vigilantes  Managed team's launch, created branding elements	New York Titans  Assisted with lease negotiation	Western Michigan University  Assisted with strategic planning of athletic dept.	Columbus Destroyers  Managed and operated team during its first season	Tampa Bay Storm  Provided media relations services to team	Mobile Wizards  Provided team management and operations consultation	Wisconsin-Oshkosh  Assisted with corporate advertising and sponsorship program	WIAC  Conducted various workshops at conference meetings

Precedent Media Projects and Assignments

The **TEAM** has many years of experience in producing media elements for our clients. We have also recently established our own media projects that we have taken or will soon be taking to market. Some of our media projects and clients include:

World of Beer  Created media and marketing elements as well as provide media placement services for World of Beer special events throughout Ohio	Hang On Sloopy: The Movie  Wrote, produced, and directed award-winning feature documentary film	Value City Arena  Produced collateral materials and advertising elements for pre-show events prior to major concerts	Eddie G. Robinson Museum  Produced a PSA and placed it to air nationally, produced a brochure used to solicit donations for the museum, designed website for museum	FreeForAll Concert Series  Designed website, logos and other branding elements and provided all advertising, marketing, and collateral elements	AGA Nation  Provide advisory services for creation of new television series
Broadcast Selections and Sales, Inc.  Produced an online identity for the company via a unique website	Shadowbox Live  Provided advertising placement, media relations, and media production services	Columbus Destroyers  Negotiated broadcast partnership, assisted with the Production of numerous Publications for the team, provided initial concepts for new team logo	Going Pro  Original television series created and produced by The Team, series sold to i.d.e.a.s. at Disney-MGM Studios	Cullen's Quest  Produced as a pilot for Going Pro, aired regionally in the Midwest	Underground Vallie  Co-created and produced by The Team, a documentary featuring professional skateboarder Garold Vallie, aired regionally in Midwest
Shadowbox Sketch Comedy Fest  Produced collateral materials and advertising elements	Sports Medicine Grant & Orthopaedic Assoc.  Provided media placement and media relations services and also developed a media and marketing plan associated with partnerships with professional sports teams	World of Beer Music Tour 2012  Created promotional collateral and provided PR, advertising, promotional, and other media services for national concert tour	Dallas Vigilantes  Produced collateral materials, advertising elements, commercial, radio spots, in-game video features, etc.	Tampa Bay Storm  Produced numerous publications, posters, and materials for the team	Shadowbox Wired  Assisted with the placement of Shadowbox's television entity, Shadowbox Wired

Case Study – Hang On Sloopy: The Movie

Challenge

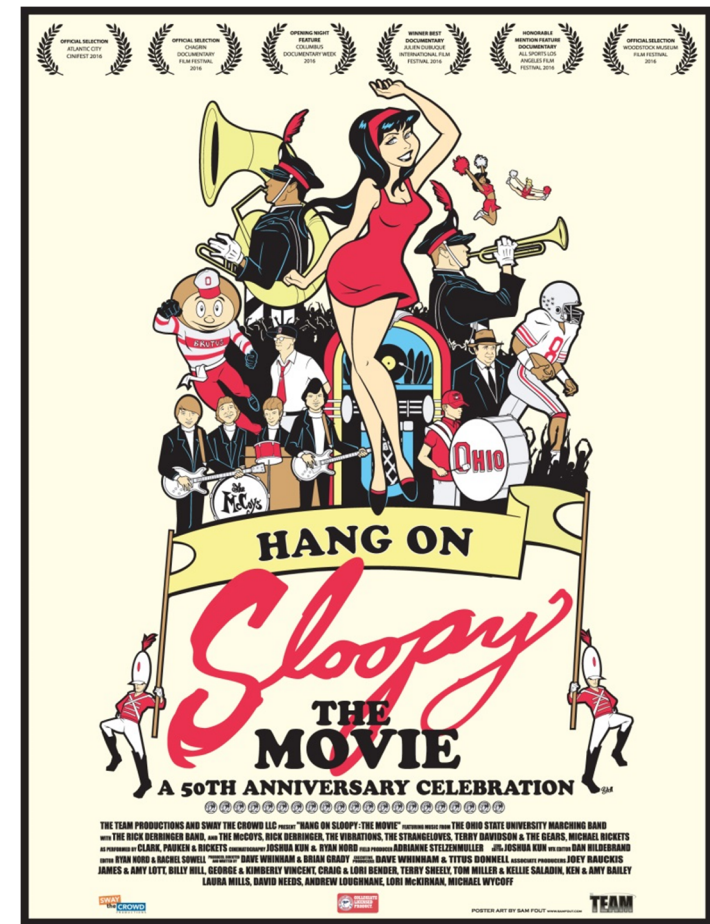
The TEAM sought to produce a high-quality, feature-length "rockumentary" about the song that has become to the State of Ohio what *Sweet Home Alabama* is to the State of Alabama. The vision was to tell the many untold stories in a way that would create a "must have" Officially Licensed Product of The Ohio State University that would enjoy long-term retail "shelf life" and broad commercial appeal that would go far beyond just the Buckeye fans.

Strategy

The TEAM has worked with The Ohio State University producing live music events for many years. The plan revolved around building a collaboration between multiple departments at OSU and a wide variety of rock performers and producers that were part of the history of the 1960's #1 hit *Hang On Sloopy*.

Results

The TEAM wrote, directed, and produced *Hang On Sloopy: The Movie* and released it on DVD as an Officially Licensed Product of The Ohio State University in late December 2015. In the weeks following its release, the film received A+ reviews and outstanding sales. The film was also selected as the feature documentary at the opening night of the 2016 Columbus Documentary Week Festival in addition to viewings at many more festivals around the country. In addition to the McCoys, The Vibrations, The Strangeloves, and many other famous performers and producers, the film features a wide variety of Ohio State Alumni and personalities including Urban Meyer, Earle Bruce, Eddie George, Gene Smith, Troy Smith, former Band Director Dr. Paul Droste, current Band Director Dr. Christopher Hoch, Director of OSU Music Department Richard Blatti, many Alumni Band members who were involved in the first performance by TBDBITL, Buckeye football historian Jack Park, and a wide variety of OSU Alums interviewed in a "fan on the street" fashion. The film also features an incredible on-field production of the OSU Marching Band performing the song with The Rick Derringer Band moments before kickoff of the first home game of the 2015 football season at Ohio Stadium in front of 105,000 fans.



Case Study – FreeForAll Concert Series

Challenge

The TEAM took on its own initiative to create unique brands and assets that it could own and develop.

Strategy

The TEAM focused on developing a concert series that could be scalable and replicated in communities throughout the country. The unique concept around what would ultimately be branded as the FreeForAll Concert Series is that, despite featuring national acts and well-known performers, all tickets for these events would be absolutely free, with corporate partners coming together to support the shows as a way for them to give back to the people who have supported their businesses and companies in their communities.

Results

The inaugural FreeForAll Concert Series event was held at an outdoor venue in downtown Columbus, Ohio, and was a huge success. The Kickoff Event featured Blues Traveler, Rock and Roll Hall of Famers The Family Stone, Rick Derringer, and local performers Erica Blinn and The Handsome Machine. The event attracted a near-capacity crowd to Columbus Commons for an incredible party that kicked off the 2013 Labor Day holiday weekend, serving as a perfect lead-in to the new football season and a fond sendoff to the summer. The show came on the eve of the new Ohio State University football season and was filled with many memorable moments, from Buckeyes mascot Brutus Buckeye joining Rick Derringer onstage for a live performance of *Hang on Sloopy*, a staple at all OSU athletic events and the Official Rock and Roll Song of the State of Ohio, to The Family Stone's show-stopping set that had fans buzzing. The night was capped off by a surprise fireworks show that impressed the crowd and put an exclamation point on the Series' inaugural event. Following the inaugural event, The TEAM produced a FreeForAll Event in 2014 featuring 10,000 Maniacs and The Verve Pipe, and in 2015 The TEAM produced a live performance of the Rick Derringer Band with The Ohio State University Marching Band at Ohio Stadium in front of 105,000+ fans as part of its production of *Hang On Sloopy: The Movie*.



Case Study – Shadowbox Live

Challenge

Shadowbox, America's largest resident theater company, is a unique entertainment venue in Columbus, OH. Shadowbox enlisted The TEAM to assist it with strengthening its brand and reach within the community and across the country.

Strategy

The TEAM presented Shadowbox with a plan that would not only provide immediate assistance but also position the company in a way that it could enjoy enduring success well into the future. The TEAM revamped Shadowbox's sponsorship inventory, in the process adding elements to the theater that also made a positive impact in its on-stage presentation. The TEAM also streamlined the company's advertising and marketing approach, providing immediate results. Finally, The TEAM assisted with establishing new elements to the Shadowbox presentation, such as the Celebrity Series, and worked with the company to develop long-term goals and strategies associated with moving into an iconic downtown location and extending the Shadowbox brand regionally and nationally.

Results

Now residing in their world-class facility in Columbus, OH's Brewery District, Shadowbox continues to build dynamic new programming and business opportunities that assures its record-setting success for many years to come. Shadowbox and The TEAM continue to work closely together on a variety of projects. In 2015, TEAM CEO Dave Whinham was named one of Shadowbox's Top 25 influencers during the celebration of Shadowbox's 25th Anniversary.



Case Study – Columbus Destroyers

Challenge

The TEAM was approached by the Arena Football League and the owner of the Buffalo Destroyers to manage the process of relocating the team to Columbus, OH, and find local partners to participate in an ownership group. Additionally, The TEAM was charged with negotiating and closing all of the ancillary transactions associated with the organization's relocation into a new market.

Strategy

The TEAM presented the opportunity to the business leadership within the market and rallied support for bringing the organization to Columbus. The TEAM then identified and closed local partner prospects, negotiated a venue lease with Nationwide Arena, negotiated and closed the acquisition by the local ownership group, managed the relocation process with the league, and established the organization's key partnerships.

Results

In all, The TEAM managed and closed well over \$17 million in acquisition and sponsorship sales transactions. As a result of its success associated with the relocation of the Destroyers, the ownership group presented The TEAM with the post-closing assignment of managing and operating the Destroyers during their inaugural season in Columbus. The TEAM accepted the role and continued to build upon the relationships it created during the initial relocation phase. Under The TEAM's leadership, the Destroyers established league records for ticket sales, sponsorship sales, and merchandise sales.



Case Study – Eddie G. Robinson Museum

Challenge

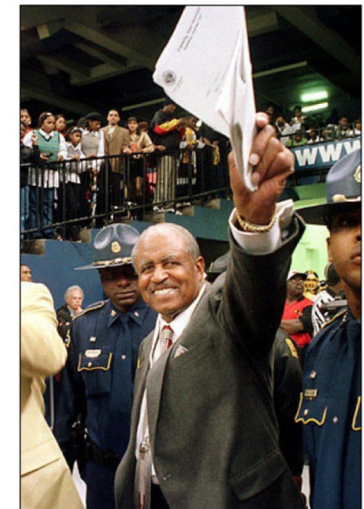
The TEAM was selected by the Louisiana governor-appointed Eddie G. Robinson Museum commission to lead a national fundraising effort for the establishment of a museum to honor football coach Eddie G. Robinson, the all-time winningest head coach in NCAA Division I college football.

Strategy

The TEAM utilized its relationships within the sports entertainment industry and the football community to develop a national outreach and education initiative to inform people of the effort. This initiative included both a public effort and a private effort that focused on attracting high profile individuals to both donate and help spread the word about the initiative. The TEAM wrote and produced a PSA that featured, among others, legendary football coach Joe Paterno, NBA star Charles Barkley, and former Grambling and NFL quarterback Doug Williams. It also included a kickoff event hosted by New Orleans native and original *Saturday Night Live* cast member Garrett Morris adjacent to the Bayou Classic in New Orleans and a traveling exhibit that visited numerous football games across the country.

Results

The TEAM agreed to take on this important assignment on a “no fee basis.” The efforts of The TEAM produced a great deal of momentum for the initiative. The PSAs ran on numerous national networks, including ESPN, ESPN2, NBC, Fox Sports, BET, NFL Network, Versus, Comcast, Cox Sports Television, Comcast Sports South, and Sunshine Network. Additionally, the kickoff event attracted the Louisiana governor, state political officials, local celebrities, and others who helped to bring much-needed awareness to the cause. Finally, The TEAM was honored to have been asked to assist with the arrangements and speak for the Robinson Family publicly upon the death of Coach Robinson. As a result of the more than \$4 million raised for the effort, the Eddie G. Robinson Museum officially opened on February 13, 2010.



Advisory Board

The Advisory Board of **The TEAM** consists of some of the best and brightest executives within the sports and entertainment industry. Included on our Advisory Board are top executives from all facets of the industry, as well as top professionals in other related areas, including M&A, advertising, marketing, real estate, and finance.

In addition to providing valuable insights relative to our team sales and acquisition services, many of our Advisory Board members are also actively involved in our consulting services.

Mr. Brad Axelrod
*M&A Attorney, Of Counsel,
McGlinchey Stafford PLLC*

Mr. Jeff Hundley
*Vice President, Colburn-
Hundley, Inc.*

Mr. Will McClay
*Senior Director of College &
Pro Personnel, Dallas Cowboys*

Mr. John Pettit
*Managing General Manager,
Iowa Barnstormers*

Mr. Craig Bender
*President/CEO, Broadcast
Selections and Sales, Inc.*

Ms. Kimberly Kershaw
*Director of Event Marketing,
Columbus Blue Jackets*

Mr. Ron Myers
*Director of Florida Operations,
Lakeland Tigers, Florida State
League Hall of Fame Member*

Mr. Rob Tilliss
CEO, Inner Circle Sports

Mr. Ron Campbell
*Former President, Tampa Bay
Lightning/St. Pete Times
Forum; current EVP, Seminole
Financial Services*

Ms. Dot Lischick
*General Manager, Colorado
Springs World Arena*

Mr. Peter Patton
*Building Manager, The
Quicken Loans Arena*

Mr. Allan Vella
*General Manager, Fox
Theatre, Atlanta, Ga.*

Mr. Jim Foster
*Founder, Arena Football
League*

Mr. Jim Lites
*President and CEO, Dallas
Stars*

Mr. Len Perna
President, Turnkey Sports

Ms. Pat Zifferblatt
*Co-founder & Director, Better
Life Institute*



The TEAM Staff Bios

Dave Whinham **President and CEO, Founding Partner**

Dave Whinham's career in sports began in 1980 when he was named an assistant coach at his alma mater, Grand Valley State University. Dave would coach football at the college level for seven years, serving two stints at GVSU and also coaching at Wayne State University and the University of Cincinnati.

In 1988, Dave joined the coaching staff of the Detroit Drive of the Arena Football League. As a coach in Arena Football, Dave was part of four championship seasons, two with Detroit (1988 and 1990) and two with the Tampa Bay Storm (1995 and 1996).

It was in Arena Football that Dave built his career, advancing from assistant coach to head coach (Columbus Thunderbolts 1991, Cleveland Thunderbolts 1992-93, Buffalo Destroyers 1999-2000) to general manager (Columbus 1990) to Vice President of Operations (Buffalo 1998-2000) to president (Columbus Destroyers 2003-04) of an Arena Football team.

As VP of Operations for the Buffalo Destroyers (and while concurrently serving as head coach of the team), Dave placed, trained, and directed a staff that produced record-setting sales numbers in all ticket sales categories, sponsorship sales, and merchandise sales.

In 2002, Dave formed The Team Sales Company. Now known as The TEAM, the company has provided outstanding service to clients throughout the sports entertainment industry. Those services include brokering of pro sports teams, comprehensive consulting services, live event production, and production of original television programming and feature films.

One such client, the Columbus Destroyers, purchased its AFL club via The TEAM in 2003 and then, in a post-closing arrangement with The TEAM, named Dave as its first president.

The Whinham-led Destroyers were again leaders in both ticket and sponsorship sales, boasting sell-out crowds throughout their inaugural season at Nationwide Arena in Columbus. With their service to the Destroyers completed, The Team has gone on to provide strong results for a wide variety of sports, entertainment, and collegiate clients across the United States.

Dave and The TEAM developed a new entertainment brand called the FreeForAll Concert Series which focuses on bringing free concerts to communities throughout the country that feature national acts and memorable performances. Most recently Dave led the production of Hang On Sloopy: The Movie, a successful feature film project created, written, and produced by The TEAM.

Dave resides in Columbus, OH, with wife Jennifer and sons Will and Stevie Ray.



The TEAM Staff Bios

Stephen Evans

Vice President of Operations and Communications, Founding Partner

Stephen is a founding partner of The TEAM and serves as Vice President of Operations and Communications for the company. Stephen, who also serves as President of The Remedy, a national media, marketing, and public relations firm, manages The TEAM's marketing and communications efforts, as well as the media, marketing, and branding needs of The TEAM's clients.

Stephen's contribution to The TEAM's operations are diverse, from overseeing the brand development of the company's FreeForAll Concert Series to operating, as part of a TEAM consulting assignment, an Arena Football team. Additionally, Stephen also created, wrote, and was an executive producer of The TEAM's original television programming projects, including *Going Pro* and Emmy-nominated programs *Cullen's Quest* and *Underground Vallie*.

In addition to helping launch the FreeForAll Concert Series, Stephen oversaw the development and launch of the Arena Football League's Dallas Vigilantes. Stephen served as Chief Operating Officer and General Manager of the Vigilantes, which included developing and executing the expansion franchise's operations, ticket sales, sponsorship sales, PR, and marketing strategic plans. While with the Vigilantes Stephen also oversaw the football operations of the team following its inaugural season, turning a 3-13 team into a squad that won 11 games and advanced to the playoffs as a No. 3 seed.

Stephen's professional experience also includes overseeing the public relations and communications efforts of an oil and gas exploration and production company in Texas and serving as a senior member of a non-profit organization in his native Louisiana, where he was a registered lobbyist who sought hurricane recovery funding at both the federal and state levels following hurricanes Katrina, Rita, Gustav, and Ike. In his role, Stephen wrote prospective legislation, academic papers, editorial briefs, and planned and executed statewide and national strategic communications plans aimed at influencing key publics, including federal legislators and their aides, state elected officials, industry leaders, non-profit leaders, and the media.

Stephen has nearly 20 years of experience in the sports and entertainment sector, with his background starting in media and then transitioning to media services and communications. That experience includes serving in senior communications positions within numerous professional sports teams and also covering sports teams as a member of the media.

Early in his career Stephen was on the forefront of what has become a booming online sports media business. Stephen served as Editor and Publisher of Geaux.com, a pioneer of online college sports websites in America. Geaux.com was the official website of the LSU Sports Network and was the first website in the United States to produce a live broadcast on the Internet of a college football bowl game, a live women's collegiate athletic event, and a live college football coach's press conference. At Geaux.com, Stephen provided daily coverage of LSU athletics, including covering two College World Series, college football bowl games, NCAA men's and women's basketball tournaments, and numerous other NCAA and SEC tournaments and post-season championship events.

Originally from Baton Rouge, La., and currently residing in Dallas, TX, Stephen graduated from LSU with a degree in Mass Communications and Political Communications.



The TEAM Staff Bios

Titus G. Donnell, Esq. **Principal Partner and General Counsel**

Titus Donnell is a principal partner and General Counsel for The TEAM.

Titus is a Hilliard, Ohio native, and attended Ohio Wesleyan University where he was captain of the Battling Bishops Lacrosse team and graduated in 2004 with a BA in Sociology and Anthropology.

After working in his family's real estate and development company for two years, Titus enrolled in The Capital University Law School, receiving his Juris Doctorate Degree in 2009.

Titus entered private practice as an associate of The Watson Law Group of Columbus, Ohio in 2009 and became a partner in 2012.

Quickly earning a strong reputation as a negotiator and litigator of complex business issues, Titus opened his own firm, The Donnell Law Group in January 2015 at which time he also became a principal and General Counsel for The TEAM.

Titus and his wife Erin reside in Columbus.



The TEAM Staff Bios

Randy Nungester

Randy Nungester is a results driven, detail oriented entrepreneurial executive with over 25 years of experience in the telecommunications, media, broadcasting, internet, utility, manufacturing, technology and customer service industries. Randy has thrived in action-oriented startup, turn-around and performance acceleration environments. His organizational leadership has motivated teams to exceed revenue and EBITDA performance goals and achieve exceptional return on shareholder value, while providing Best-in-Class Customer Satisfaction, as evidenced by perennial J.D. Power & Associates Customer Satisfaction Award achievement.

As Senior Vice President & General Manager for WOW! Internet, Cable & Phone, the leader in the competitive Cable, Internet and VOIP industry, Randy was responsible for operational excellence in field operations, programming, business management, franchise relations, plant performance, marketing & public relations, human resources, training, revenue, EBITDA & Capital expense performance. Randy was responsible for the turnaround of the Ohio operation from a drain on WOW's EBITDA to a leadership position.

Randy served as Executive Vice President of Operations for Staples Communications. Randy was responsible for preparing the company to maximize its potential return to shareholders via spin-off or sale. Randy's focus on top-line growth, while reorganizing to maximize the organization's efficiency and reorganizing the capital structure, led to the successful sale of Staples Communications to Platinum Equity Holdings.

Randy formed and led a consulting company, specializing in start-ups and turnarounds, which provided leadership for CLEC, Utility, Broadcasting, Media, Telecommunications, Internet, Technology, and Customer Service companies. Randy also served as COO for the leading Direct Marketing/Response firm serving the Cable Industry.

At Penn State – Behrend College of Business, Randy instructed MBA level entrepreneur, strategic planning, and organizational dynamics curriculum. In the Cable Industry, Randy held senior level executive positions with Cablevision Systems, Cablevision Industries and TCI/Taft Cable Partners.

Randy is a native of Central Ohio, returning after 20+ years of living in various locations from Boston to San Antonio, with many points in between.

