



ESP Media & FLOSPORTS PARTNERSHIP TALKING POINTS

What is the partnership between FloSports and the ESP Media?

ESP Media has entered into a partnership with FloSports to exclusively broadcast high school football, basketball, baseball, softball, volleyball, as well as boys and girls soccer games on a digital only, streaming service.

FloSports will provide live AND on-demand coverage of ESP Media select games.

Why is this important?

This partnership represents a shift away from a patchwork broadcast strategy that showed only a limited number of games on select linear and OTT platforms.

It's important because now all select ESP Media partner games can be viewed on ONE platform making it easier for fans to experience the best of ESP Media partners athletics anywhere, anytime and on any device.

When does the partnership begin and when will the first live game be broadcast?

The partnership begins immediately with the first live broadcast taking place on Aug 19th, 2021.

That's great, but how much does this cost our fans?

FloSports offers both MONTHLY and ANNUAL subscriptions.

The monthly rates start at \$19.99 a month, billed monthly.

The annual subscription is a better value and saves you money in the long term. That subscription is billed once at \$150.00 a year.

It's important to stress the value of the offering. Both the monthly and the annual subscription gives you access to the ENTIRE FloSports network. All their available collegiate football programming as well as baseball, motorsports, cycling, softball, wrestling, grappling, cheerleading and other sports competitions, new and original films and documentaries, breaking news, exclusive interviews, training tips and more.

For more information you can visit FloSports.tv and follow FloSports on Twitter, Facebook, Instagram, YouTube, or LinkedIn for additional information.

How do fans sign up?

Fans can sign up by visiting <https://www.flosports.tv/join-now/> and pick the sports vertical you are interested in.