



NFHS Network  
KHSAA

16,500

TOTAL LIVE  
KENTUCKY  
BROADCASTS



2021-22

# TOP 5 PRODUCING SCHOOLS:

Bishop Brossart High School  
Frederick Douglas High School  
North Laurel High School  
Owensboro High School  
Trinity High School



\$114,100

TOTAL SCHOOL  
REVENUE FOR



SCHOOLS

# KHSAA Schools on the NFHS Network



**118**

SCHOOLS WITH PIXELLOTS



**254**

PIXELLOT CAMERAS



**151**

**SCHOOLS not on  
the NFHS Network**



**44%**

PERCENT OF SCHOOLS





# OFFER

## 2 FREE PIXELLOT UNITS

For Main Gym and Field

**NO COST** – upfront or ongoing, including equipment, software, installation, and maintenance

**REVENUE SHARING** – starts right away

**NO MORE EXCLUSIVITY**



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# How we help expand your audience

## **We do the Marketing**

- Our Marketing Automation Platform is the engine behind what we do – *we market every single broadcast*
- Event specific designs, with your logos, are created by our systems
- Messaging is pushed out on a daily schedule – including game time reminders when your broadcast starts

## **Extensive**

- We send communications to fans that follow your school on the NFHS Network
- We promote your home games AND your away games
- We reach an audience outside of your direct school community

## **Multifaceted**

- Our marketing includes automated emails, push notifications, social media, paid ads, etc.
- We leverage partnerships with companies you might work with (MaxPreps, VNN, BigTeams, + many more)



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# How do your events get scheduled?

If you use DragonFly and Arbiter your games will automatically be scheduled or send your schedules to the NFHS Network, and they will enter them for you

## Want Game Film?

Game film is sent to your coaches **automatically** – then load it into **any** coaching software



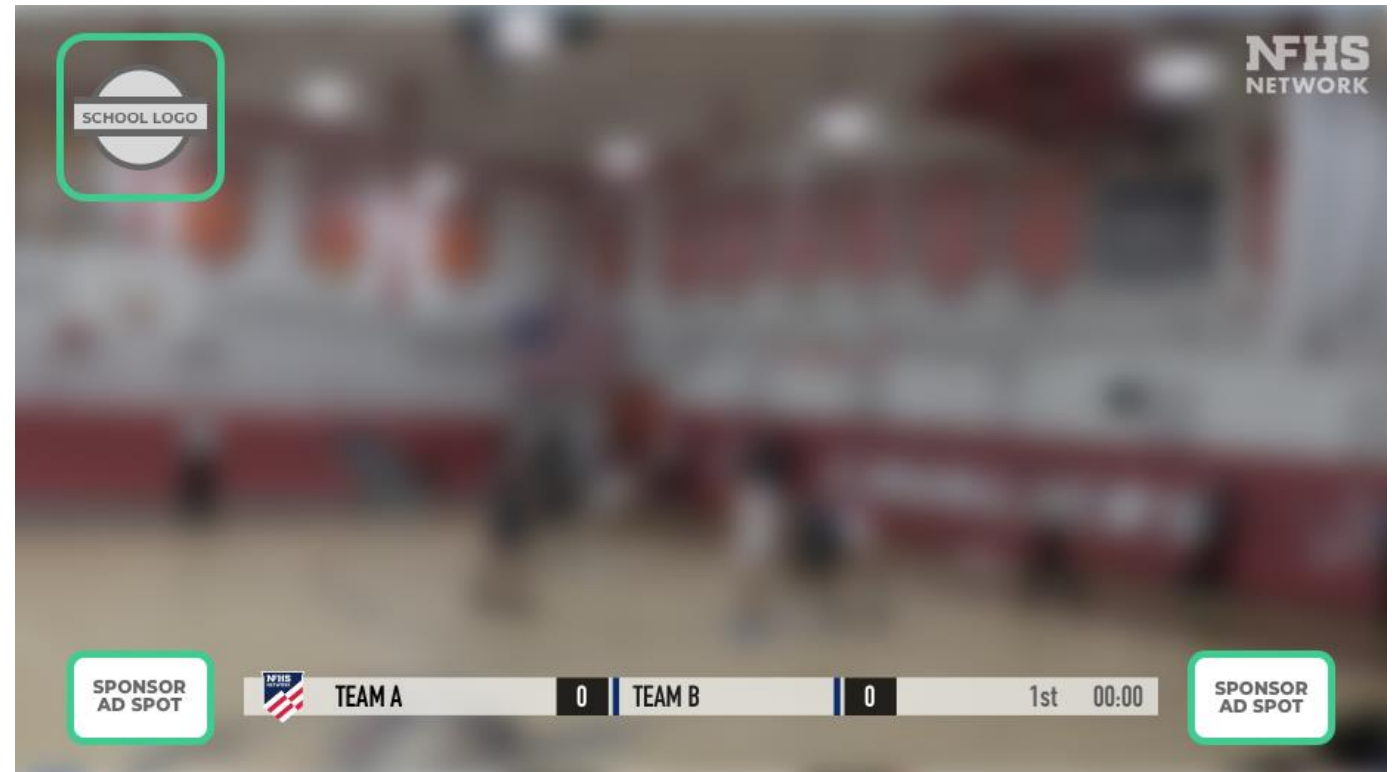


# Advertising Opportunities for Schools

Schools keep 100% of the money generated from ad sales

## Advertising Options

- School landing page banners
- Watermarks in broadcast
- Announcer Reads
- **Coming Soon** this year:
  - Rotating Watermarks
  - Pre-roll and Mid-Roll Video
  - Automated action-based graphics  
“This touchdown brought to you by...”



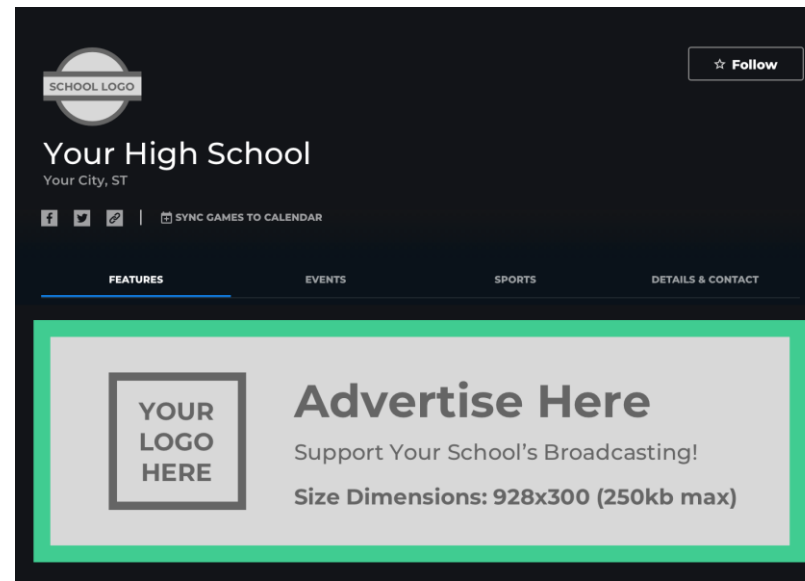
# Pixellot Ad Placement Examples



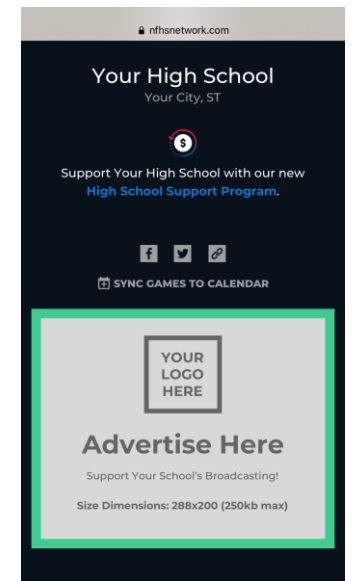
# Pixellot Ad Placement Examples



Watermarks in broadcast



Website



Mobile App





# New Baseball/Softball Systems

## Pixellot S2S Camera

Designed specifically for baseball and softball



Second angle available for baseball



# Console Mobile

**Easily manage your Pixellots  
from your phone**

**Submit Support Tickets**

**Monitor Pixellot Systems**

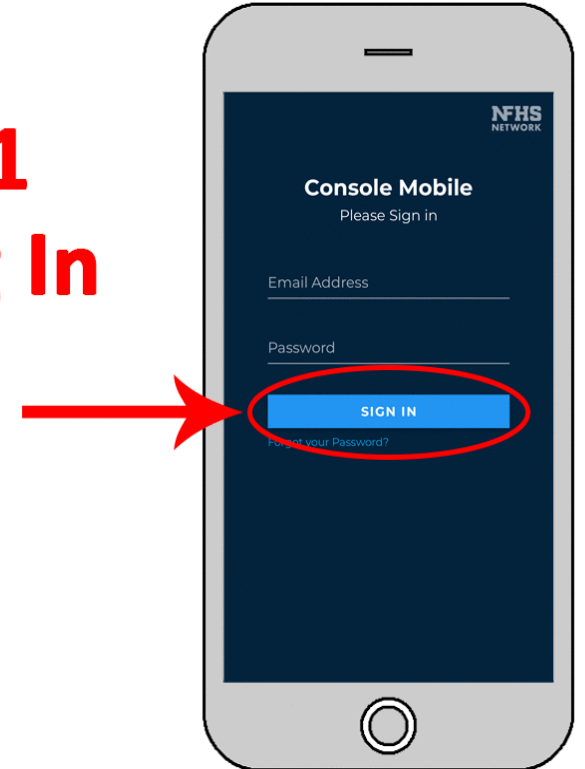
**Run Test Broadcasts**

**Change Event Times**

**Start/Stop Broadcasts**

***FASTEST* Way To Get Support**

**#1  
Log In**



**[help.nfhsnetwork.com](https://help.nfhsnetwork.com)**

**44% of support tickets via mobile console (national average)**



# Customer Service

NFHS Network subscribers (viewers) having trouble watching a broadcast or need assistance with their accounts should email customer service at:

[customerservice@nfhsnetwork.com](mailto:customerservice@nfhsnetwork.com)





# Ready to Join the NFHS Network?

Schools interested in joining the NFHS Network and receiving **2 free Pixellot units + free installation** should contact:

Matt Abramson

[Matt.Abramson@nfhsnetwork.com](mailto:Matt.Abramson@nfhsnetwork.com)

(843) 324-8694



# OUR NETWORK

