



• 40 years in business

A division of Varsity Brands,
 a \$1.5 billion company

Created a unique & powerful athletic lifestyle

Involves 1.5 million students across the country

 Year-round engagement with multiple touchpoint experiences through our camps, competitions, uniforms and media platform

1 market position in all segments –
 Camp, Competition and Uniforms





Varsity Brands elevates the student experiencein SPORT, SPIRIT and ACHIEVEMENT.

WE ARE THE RECOGNIZED LEADER in team athletic gear,
THE DRIVING FORCE in cheerleading, and
THE MOST TRUSTED NAME in celebrating student milestones.

We partner with educators, coaches and students to build school pride, student engagement and community spirit.







CHEERLEADERS ARE Leaders, Trendsetters & Athletes INFLUENTIAL 96% Female, ages 12-18 Varsity Spirit ENCOURAGES LEADERSHIP through **INVOLVED** philanthropic community involvement PIN IT FORWARD camp initiative and AMERICA **EMPOWERED** NEEDS CHEERLEADERS national program instill a desire to do good AND HEARD Team Up for St. Jude-Spirited by Varsity ON AND OFF THE FIELD. has RAISED OVER \$2M for the kids of St. Jude Children's Research Hospital

Varsity Spirit Cheerleaders are...

MORE CONNECTED



| 100+ texts in a day | 54% | 68% |
|----------------------------|-----|-----|
| 1+ hour on phone per day | 14% | 25% |
| Frequently plan activities | 49% | 63% |

TEEN GIRL

VARSITY GIRL

MORE INFLUENTIAL



| Consider themselves trendsetters | 49% | 66% |
|---|-----|-----|
| Feel their opinions greatly influence friends | 53% | 64% |
| Tell their friends what products they use | 77% | 84% |

MORE STYLISH



| Bought same brand of jean multiple times | 40% | 64% |
|---|-----|------------|
| Buy latest fashions as often as they come out | 24% | 53% |
| Purchased 5+ clothing items in last 6 months | 62% | 72% |

MORE INVOLVED



| In student council | 25% | 33% |
|--|-----|------|
| In leadership roles | 46% | 60% |
| Participate in a school sport or spirit team | 65% | 100% |

CONNECTED Year Round



APR JUNE JULY AUG OCT DEC MAY FEB MAR NOV

National Championships



Regional Qualifiers/Competitions

Tryouts

Summer Camps

Varsity Spirit Rep Sales & Fitting Season

Back to School Sales

New Line Launch

ONLINE & SOCIAL MEDIA ENGAGEMENT 😕 😗 😽 🔒 ወ













ALL ACCESS PASS Camps, Competitions, Schools

- Prime opportunities for product education and sampling
- Over 4,000 camps in 50 states
- 350K participants in camp programs
- 475K participants in competitions
- 500K students reached at 40K schools with 275 reps

LARGEST FOOTPRINT of Cheer and Dance camps in U.S.

Resident and Resort Camps shown



CONNECTED TO OVER ONE MILLION TEEN GIRLS









"GATORADE knows every victory starts from within. That's where athletes find the heart, hustle and determination to come up big when it matters most. But no athlete does it alone. They need training and fuel to perform at their best. Gatorade is proud to partner with Varsity, fueling cheerleaders and dancers who believe that greatness comes from within."

Shawna Ryan, Director of Experiential Marketing GATORADE

View video of Gatorade's successful cheerleading experience with Varsity Spirit





"The CLEAN & CLEAR®

brand understands it takes
courage for a girl to stand up
and be judged, both on and
off the mat. We are inspired
by cheerleaders and dancers
who train and compete in
Varsity camps and competitions
around the country and are
proud to partner with Varsity to
recognize and celebrate their
accomplishments."

Kacey Dreby, Group Brand Director, CLEAN & CLEAR®, ROC®, & LUBRIDERM®





AMERICAN CHEERLEADER

magazine – a wholly owned publication of Varsity Spirit





commercials at nationally televised events: broadcast on-air and on-site to the live audience on ESPN2 and CBS Sports Network

Multiple MEDIA TOUCH POINTS



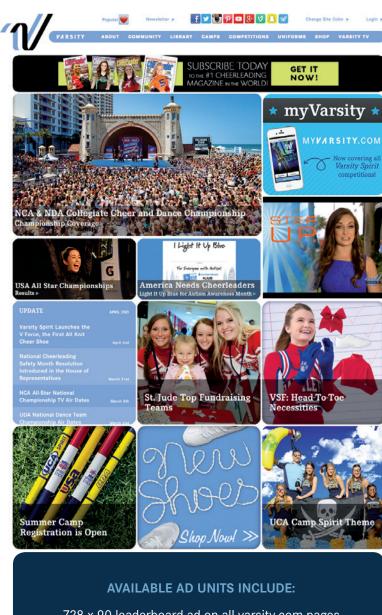
125 ItGirls across the country influence trends and provide valuable feedback.

VARSITY NOVELS -

Fictional book series for young readers published by Little, Brown & Company







728 x 90 leaderboard ad on all varsity.com pages $300 \ x \ 250 \ ad \ top \ right \ corner \ of \ varsity.com$ $160 \ x \ 600 \ every \ page \ of \ varsity.com$

Varsity.com is
THE LEADER IN
CHEERLEADING
AND DANCE
NEWS around
the world.

varsity.com

Cheerleaders are leaders in their communities. 60% hold leadership roles at school.

Content is
RELEVANT
and UPDATED
WEEKLY.



We cover a **BROAD RANGE OF TOPICS** from summer camps to how-to's, philanthropy to apparel.

Average Monthly Pageviews:

1.2 M

Peak Pageview Month: February 2015

3 M

social media

Varsity Spirit has developed a highly engaged, loyal audience of cheerleaders and dancers in social media.

FACEBOOK FANS:



TWITTER FOLLOWERS: 400 K

INSTAGRAM FOLLOWERS: 150 K





29 M VIEWS GLOBALLY

Inquire for future opportunities









varsity TV

Varsity.com is home to professionallyproduced cheerleading and dance videos showcasing camps and competitions as well as original programming.

AVERAGE MONTHLY VIDEOS STREAMED:

1.8 M

PEAK MONTH: FEBRUARY 2015

4.2 M

Live streaming of select National Championships



NARSITY NEWS NOW







Varsity News Now

VARSITY NEWS NOW

This high quality WEEKLY VIDEO NEWS SEGMENT highlights new articles and information on our target audience—cheerleaders, dancers, and their coaches—and is available only on the Varsity Spirit website. SHARED ON THREE SOCIAL MEDIA PLATFORMS (You-Tube, Facebook and Twitter), the VNN drives traffic back to Varsity.com which provides MORE OPPORTUNITIES FOR ENGAGEMENT and BRAND LOYALTY.

Daily Average Plays: 4,000

Weekly Average Plays: 28,000

PRE-ROLL COMMERCIAL

A Varsity Spirit TV 15 second pre-roll commercial runs prior to the VARSITY NEWS NOW video on the home page of varsity.com. Using suggested messaging from an advertiser, the pre-roll COMMERCIAL SCRIPT IS WRITTEN TO SUPPORT THE PRODUCT while relating to the varsity.com target audience. The familiar face and voice of the VARSITY NEWS NOW talent CONNECTS THE ADVERTISER TO THE CHEERLEADERS and DANCERS that visit the Varsity.com site daily.



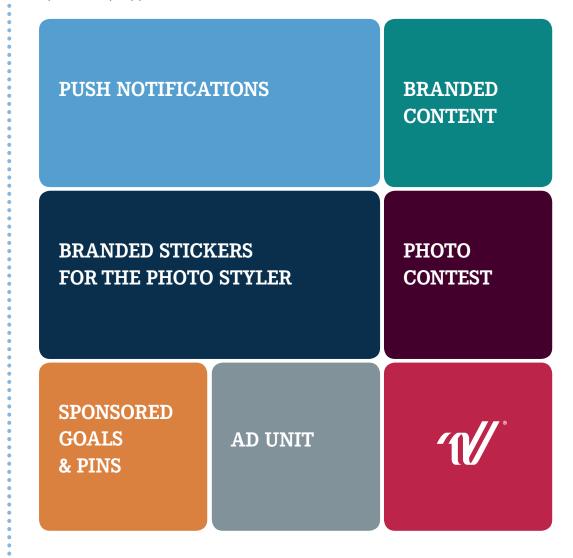
myVarsity App

REGISTERED USERS: 87,000



The myVarsity App enhances the Varsity Spirit camp and competition experience for customers! Created specifically for cheerleaders, dancers, coaches and parents, myVarsity is a fun way to connect with team members and is also a useful tool before, during and after an event.

Sponsorship Opportunities Include:



myVarsity App: Active Engagement

Push Notifications



Springboard Ad



Need to Know Page



Goal & Pin

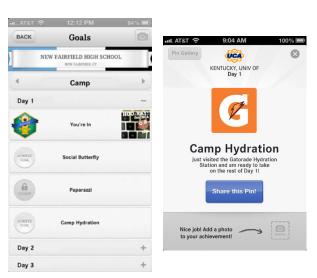
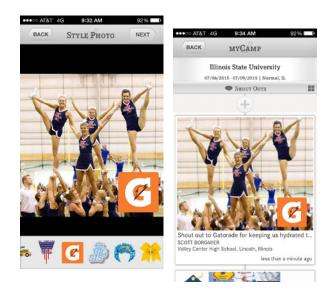


Photo Styler, Shoutout Sticker & Post



EXPERIENCE // RSITY

Become a strategic partner with the world's spirit resource, now a part of the Varsity Brands family of companies and your smartest link to engagement with today's teen market!

Contact Marlene Cota | 901.387.4306 | mcota@varsity.com

