



**WEIC Sports United**

Women's – Emerging – Inclusive - Community

## A Commercial Partner For The Sports That Need It Most

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WEIC Sports United is an experienced group of sports, media and entertainment investors and operators, seeking to reimagine, preserve and invest in, Women's, Emerging, Inclusive & Community Sports Properties



# The Problem

The communities, ecosystems and infrastructure behind sports that do not have “men’s major league” capitalization are breaking. Women’s, Emerging, Inclusive & Community sports (WEIC) need a new financial and operational model

## Structure

Many WEIC NSOs and PSOs operate in a bootstrapped fashion, constantly fighting for reliable funding and working capital to operate

### *Full-Time Personnel and Resources*

NSOs and PSOs are not-for-profits, with volunteer leadership. This structure causes them to rely on passionate community leaders, govt. funding and grants

### *Governance*

A lack of professional governance – including best-in-class board practices and qualified full-time counterparts, make it extremely challenging for private investors, who need to be comfortable with the complexities of public/private partnerships

Notes: The inherent structure of NSOs and PSOs create huge blockers. NSOs and PSOs are supposed to govern, build, procure funding, and make great commercial decisions that grow their sport. However, as underfunded not-for-profits, with volunteer leadership and (sometimes) outdated governance strategies, create real blockers for sports professionals, pro athletes, and investors alike.

Sources: *All Publicly Available Info on WEIC NSOs and PSOs*

## Fragmentation

Subscale sports (as many WEIC sports are) rely on passionate community leaders, government funding and grants, as professional investors perceive these sports as being too small and unable to garner sufficient ROI via sponsorship and media revenues.

The fragmentation of WEIC Sports inherently limits commercial revenue potential. By operating in silos – individual silos that are not large enough to command commercial interest and private investment – WEIC sports are inherently disadvantaged.

As separate entities, the investment potential of many WEIC sports becomes very limited.

Notes: NSOs and PSOs get 30-70% of their revenues from government or grant support, with another 10-30% coming from global sport organizing bodies. Commercially-generated revenues for WEIC sports are limited and reliant on live-event revenues. Limited revenues can be earned via sponsorship or media revenues given the lack of scale and following of each WEIC sport individually.

Sources: *WEICSU Analysis, NSO Financial Statements*

## Capitalization

The COVID pandemic created transparency around the commercial value of WEIC sports, as every source of revenues and capitalization was decimated.

In response, larger professional sports properties recapitalized, drawing in private equity investments. Some of the largest PE firms – including Silver Lake, CVC Capital Partners, Bain Capital, Blackstone, Axios & Arctos Partners

WEIC sports in Canada were unable to recapitalize the same way, creating immense pressure on organizations around them. The main issue? Without sufficient investment, sports don’t reach commercial scale.

Notes: During COVID, sports-related businesses and multiple National and Provincial Sports Organizations that urgently sought financing relief / investment to avoid bankruptcies and budget cuts. Sports don’t become commercially viable without large-scale investment. NSOs and PSOs have to position their sport to be attractive for private investors – not an easy task for them, particularly under the current structure.

Sources: *Pitchbook Sports & Entertainment Deal Files*



## Opportunity

WEIC ecosystems present unique opportunities due to (i) the latent sponsorship and content value currently being unrealized and (ii) the fragmentation that exists across all the properties and organizations within them

### Unmonetized, Community-Generated Content

The fans / communities around WEIC sports represent passionate, engaged, micro-communities that are highly valued by sponsors and advertisers. Due to a lack of scale across individual sports, powerful community content, with strong Canadian brand equity is not being monetized properly, marking a significant investment opportunity.

### Latent Sponsorship Value

While each individual WEIC sport is perceived to be too small to garner significant sponsorship revenues, media revenues or professional investment, the aggregating WEIC theme would create the required scale to provide a far more compelling value proposition to sponsors and partners.

### Fragmentation of Properties & Participants

Across and within each WEIC sports lies a fragmented group of organizations, businesses and individuals creating the investment opportunity to “roll up” these WEIC properties, forming an opportunity for attractive investment returns while aiding in the necessary commercialization, governance and strategy required for these sports to stay financially sustainable.

#### Examples of latent value using in WEIC Properties

##### Participation, performance & interest in women's sports...

59% participation between ages 3-17 + strong national performance (e.g, hockey, rugby) garnering widespread Canadian interest and support

##### ...not garnering commercial value and support

Women's sports leaders cite insufficient funding and lack of media interest as causing reduced female participation levels due to lack of commercial potential

##### Rapid participation growth and global investment in rugby...

30% growth in Canadian participation, growing North American professional infrastructure, alongside global investment in the commercialization of rugby

##### ...limited by financial and operational constraints

Increased financial deterioration of governing bodies has hindered significant opportunities to scale sponsorship and media revenues

##### Rapidly growing interest and participation in Canadian cricket...

130,000 existing participants with growth driven by annual South Asian immigration admissions of 100K+, creating growing community, amateur and club interest countrywide

##### ...with significant financial and performance struggles nationally

Significant deterioration in national team performance, unsuccessful professional investments, and an NSO with limited funding and financial flexibility

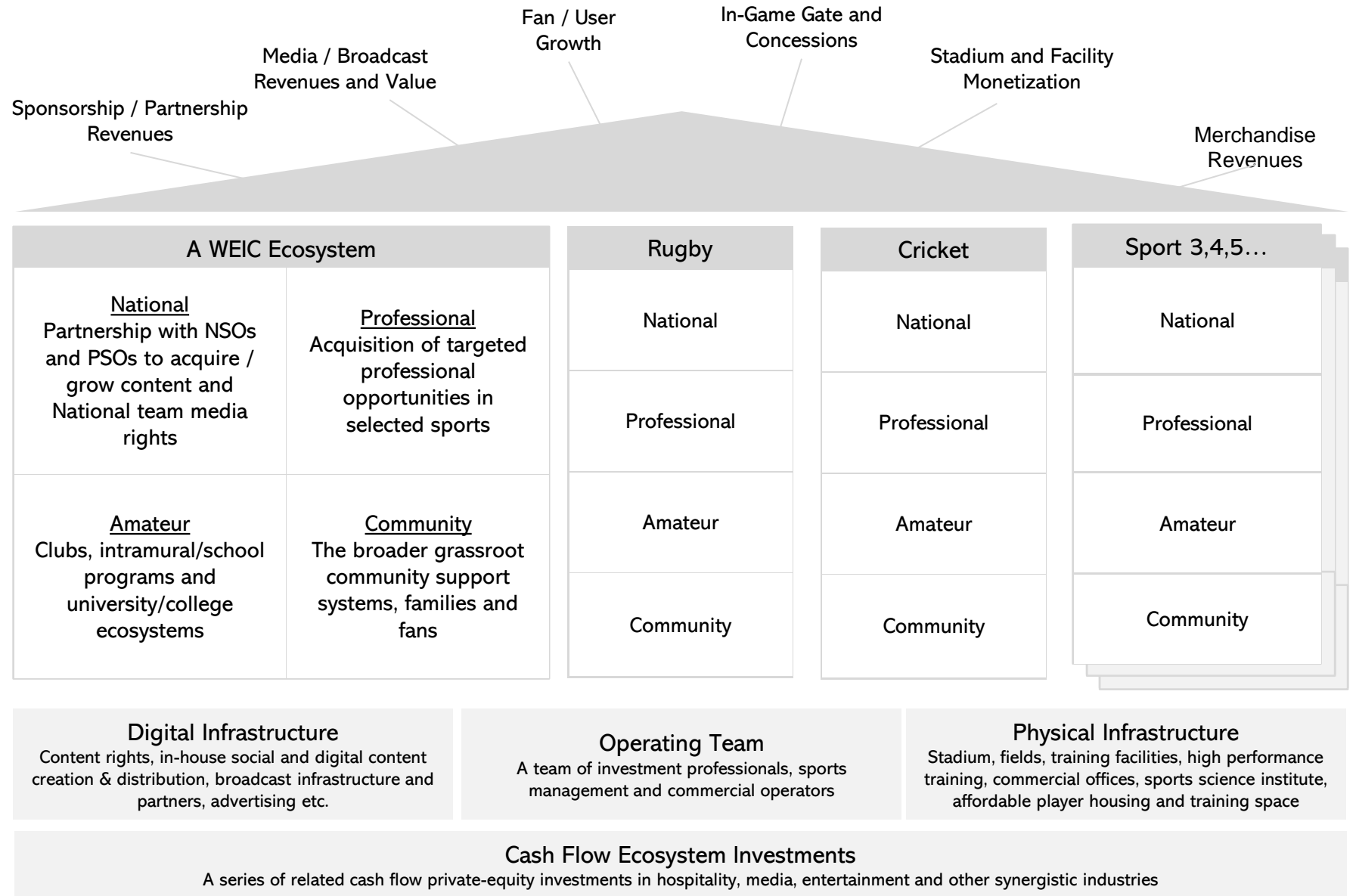
## **Solution**

One commercial partner willing to aggregate assets across WEIC sports and consolidate key functions that can be shared across all sports



## Business Model

Commercial / professional sports operators and personnel with expertise across every major revenue vertical



## Sport Ecosystems

Stakes in professional teams (where applicable), partnerships with NSOs to develop national media/broadcast rights, and facilitating community sports and grassroots development programs

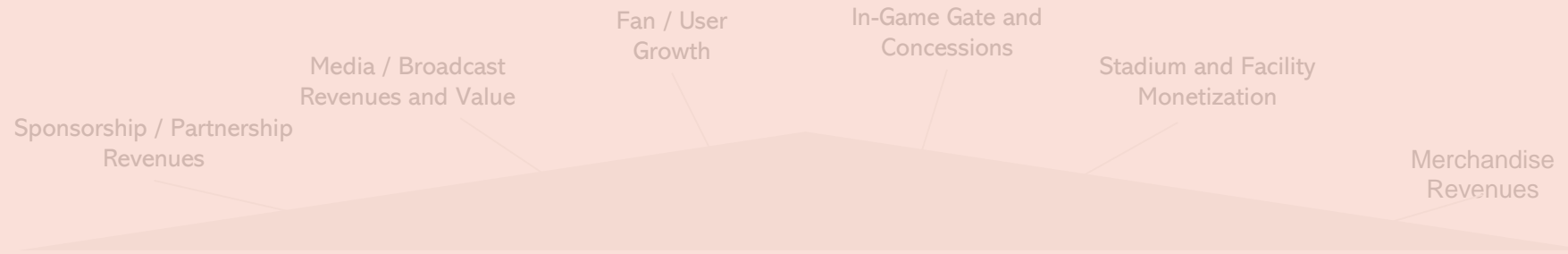
## Infrastructure

Strategic investments needed to support any sports ecosystem, built modularly to support any non-major league sport



## Business Model

Commercial / professional sports operators and personnel with expertise across every major revenue vertical



## Sport Ecosystem

Stakes in professional (where applicable), partnership (where applicable), develop national media/broadcast rights, and facilitating community sports and grassroots development programs

A unifying investment in physical and digital infrastructure that can service multiple WEIC sports – critical to generating the required scale and return on investment that these sports lack at an individual level

A WEIC Ecosystem		Rugby	Cricket	Sport 3,4,5...
<u>Professional</u> Partnership with NSOs to acquire / content and team media rights	<u>Professional</u> Acquisition of targeted professional opportunities in selected sports	National	National	National
		Professional	Professional	Professional
<u>Amateur</u> Clubs, intramural/school programs and university/college ecosystems	<u>Community</u> The broader grassroots support systems, families and fans	Amateur	Amateur	Amateur
		Community	Community	Community

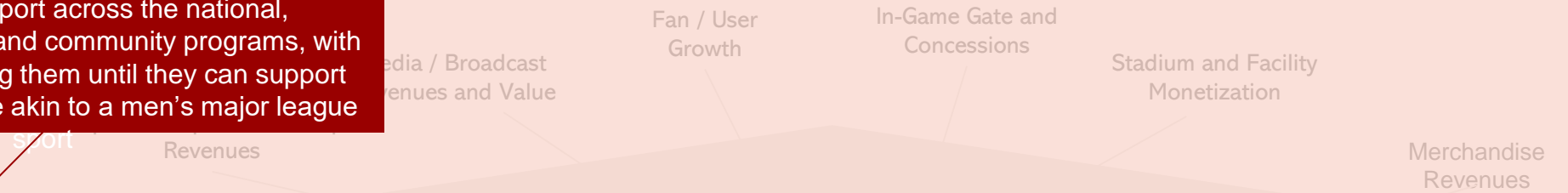
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Strategic investments at the individual sport level to leverage digital and physical infrastructure, while investing in the sport across the national, professional, amateur and community programs, with the objective of scaling them until they can support their own infrastructure akin to a men's major league

**Business**  
Commercial / professional sports operators and personnel with expertise across every major revenue vertical



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### Infrastructure

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**Digital Infrastructure**  
Content rights, in-house social and digital content creation & distribution, broadcast infrastructure and partners, advertising etc.

**Operating Team**  
A team of investment professionals, sports management and commercial operators

**Physical Infrastructure**  
Stadium, fields, training facilities, high performance training, commercial offices, sports science institute, affordable player housing and training space

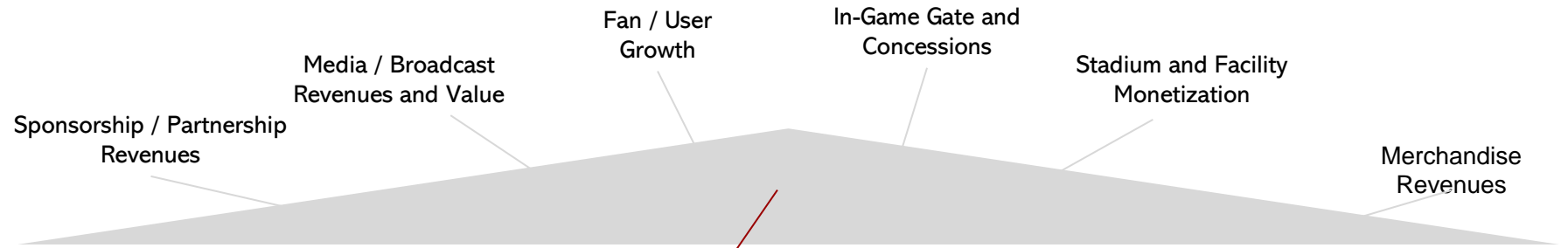
### Cash Flow Ecosystem Investments

A series of related cash flow private-equity investments in hospitality, media, entertainment and other synergistic industries



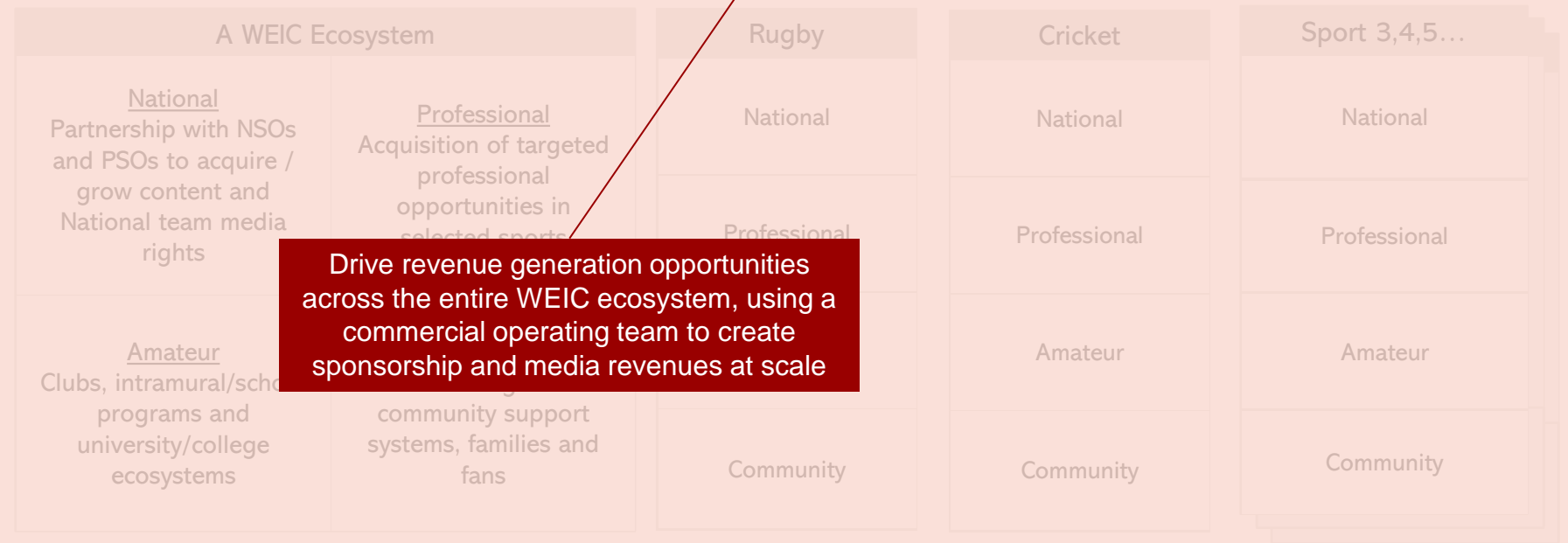
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## Sport Ecosystems

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Drive revenue generation opportunities across the entire WEIC ecosystem, using a commercial operating team to create sponsorship and media revenues at scale

## Infrastructure

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## Cash Flow Ecosystem Investments

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## Partnering With All WEIC Stakeholders – Investors, Brands, NSOs, PSOs, Government & Global Sports Properties - To Fundamentally Change The Landscape for WEIC Sports

1

### **We Directly Invest, Operate and Syndicate Public and Private Capital for WEIC Sports Properties**

WEIC Sports United makes direct investments in WEIC properties of its choice. WEIC will be making investments across multiple sports, including but not limited to, Cricket, Rugby, Ultimate Frisbee etc.

2

### **Commercial partnerships that generate revenue and streamline operations for WEIC Sports Properties**

WEIC Sports United a range of value-added services for WEIC Properties - including revenue generation, digital marketing services, commercial sponsorship, operating tournaments and events, etc.

3

### **Governance and Commercial Readiness Services For National and Provincial Sports Organizations**

Through its EdTech, WEIC provides certification programs to qualify applicants for board and director positions on NSOs and PSOs, and commercial readiness programs to prepare them for private-partnerships and investment

WEIC Sports United has several current investments and future investments planned, and are partnering with Investors, Brands, NSOs, PSOs, Government Entities and Global Sports Properties. Any interested partners can contact us at [rahul@teamsCanada.co](mailto:rahul@teamsCanada.co)