



MASCOT ALLIANCE™



CHANGING THE GAME

INTRODUCING MASCOT ALLIANCE



We are an **innovative alliance of industry experts and leading solutions providers**. Our integrated team deploys **long-term, sustainable revenue drivers** that effectuate impactful value for individuals, families, employers, teams, and mission-driven institutions. Through the establishment and implementation of new products, services, and business models, **we deliver increased market share and profitability for organizations and improved personal outcomes for people.**

OUR BUSINESS SECTORS



HEALTHCARE



SPORTS



COMMUNITY



OUR PROMISE

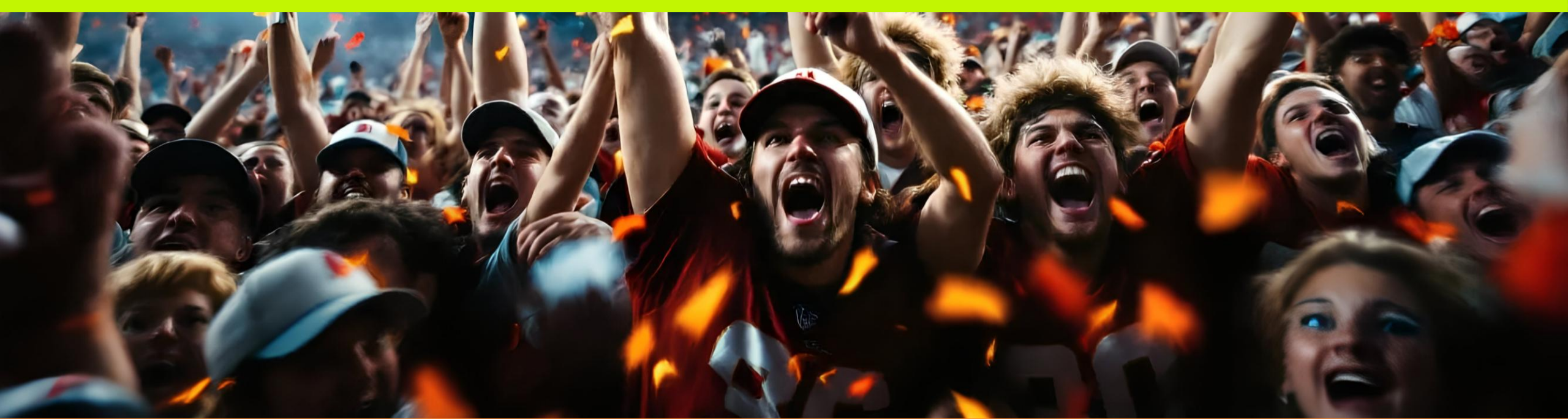
We challenge conventions, drive value, and outperform expectations.

Mascot Alliance is part of a multi-billion-dollar family of companies built on a legacy of innovation, honesty, and entrepreneurial spirit.

Headquartered in Fort Lauderdale, Florida, we are committed to driving change and relentlessly pursuing new ideas that generate meaningful revenue opportunities for our clients and positive impacts for their stakeholders.

A DEEPER DIVE






MASCOT ALLIANCE
SPORTS

Mascot Alliance Sports creatively leverages existing partnerships and relationships of sports properties to generate new revenue streams for both the sports property and its sponsor partners, increasing the value of the partnership (and the sponsor partner's ROI) and growing goodwill for the sports property. Additionally, we help sports properties adapt to ever-changing business realities and enhance experiences of fans and other constituent groups, while offering new products that provide greater benefits to athletes.





**SERVING COLLEGE ATHLETIC DEPARTMENTS,
PRO SPORTS TEAMS, RACE TEAMS,
CLUB/TRAVEL TEAMS, PREP SPORTS**



IMPACTFUL & MEANINGFUL RESULTS

- » Accelerated revenue capture from existing partnerships
- » New revenues for increased operational capacity and continuity
- » Decreased reliance on legacy activities that lead to donor fatigue
- » Elevated partnership satisfaction with increased ROI
- » Enhanced fan experiences and fan loyalty
- » Better wellness outcomes for athletes, employees, and fans

THE COLLEGE ATHLETICS CONUNDRUM

TURMOIL HAS SET IN

College athletics is undergoing a seismic shift. These transformative changes have upended an industry that typically operates within a tried-and-true set of norms. **Now, the norms aren't paying the bills.** Athletic departments, already operating on razor-thin margins, must continue to add resources within a seemingly tapped out environment just to keep up.

THE NEW NORM IS OMINOUS

Dialing for dollars can no longer be the lone fundraising strategy. Donors are fatigued, and relying on the whims of boosters and fans is not a sustainable model, especially as more and more boosters and fans are becoming increasingly disenchanted with the system. **Now, creative forms of sustainable revenue are needed.**



**MASCOT ALLIANCE CREATIVELY LEVERAGES
EXISTING ATHLETIC DEPARTMENT
PARTNERSHIPS AND RELATIONSHIPS TO
GENERATE NEW REVENUE STREAMS**

EXPERIENCE YOU CAN COUNT ON

Successful innovators are often experienced operators. Our principals have **more than 50 years of combined high-level experience in sports** from the collegiate space to the professional ranks, serving in roles such as Founding Partner, Chief Executive Officer, Chief Operating Officer, Chief Revenue Officer, President, General Manager, Senior Associate Athletic Director, Assistant Vice Chancellor, and Head Coach.

Additionally, the Mascot Alliance team has raised **tens of millions of dollars in funding** for college and pro sports organizations and has closed **many millions of dollars in sponsorships and corporate partnerships**.



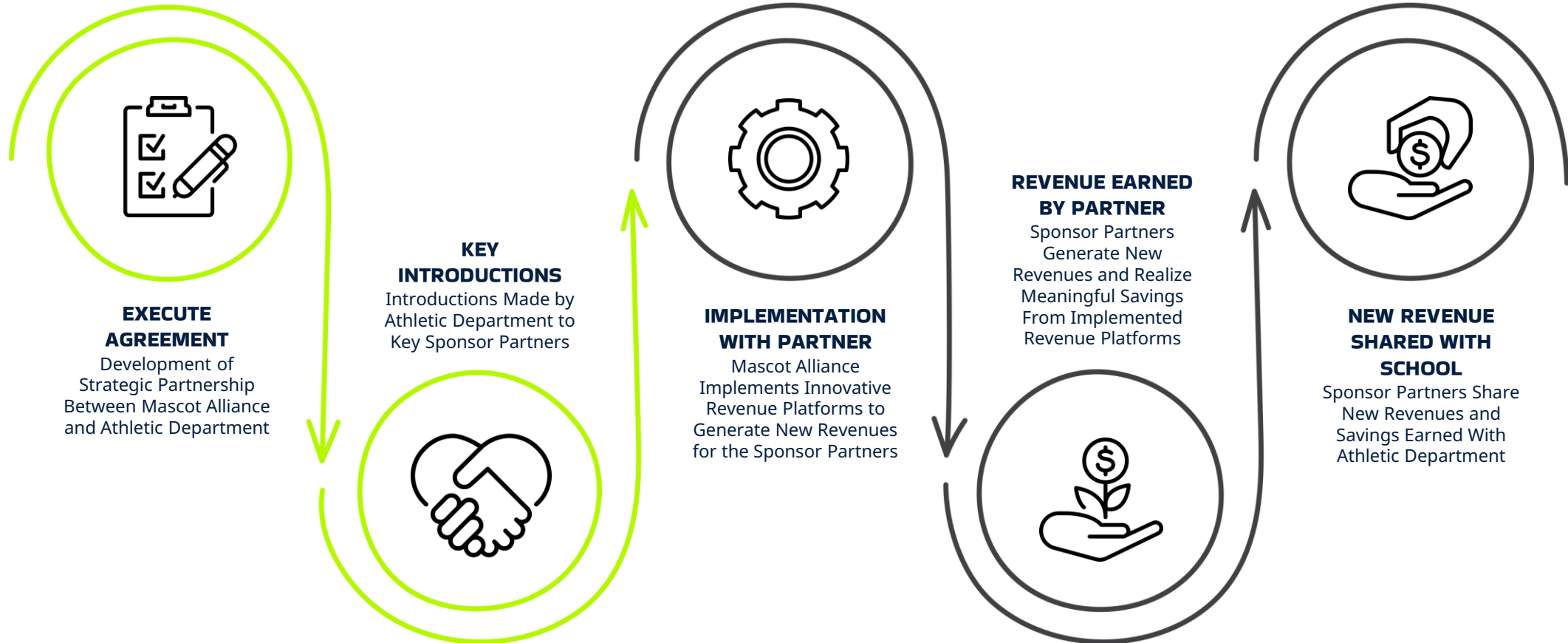
WHY TRUST MASCOT ALLIANCE? We know the space, we understand the industry, and we have the proven ability to adapt to changing market conditions to stay ahead of the competition.



HOW IT WORKS

NO COST. NO DISPLACEMENT. NO ADDITIONAL WORKLOAD.

Our solutions allow college athletic departments to generate new, sustainable revenues from existing (and new) partners without those partners having to “pay out of pocket.” That’s a concept everyone can get behind!



Steps That Require Athletic Department Involvement

THINK BIGGER. GROW FASTER. WIN TOGETHER.



BIG WINS DON'T JUST HAPPEN ON THE FIELD OR COURT

Our innovative revenue programs have proven to generate meaningful results for businesses and organizations throughout the country. We can generate similar results for your partners, **with a percentage of those revenues passed along to the athletic department.**

CAR DEALERSHIPS

\$1.75 Billion
5,500 Dealers

HOSPITALS & HEALTH SYSTEMS

\$1.1 Billion
17 Hospitals

W2 EMPLOYERS

\$50 Million
400 Companies

INTRODUCING
MASCOT
ALLIANCE





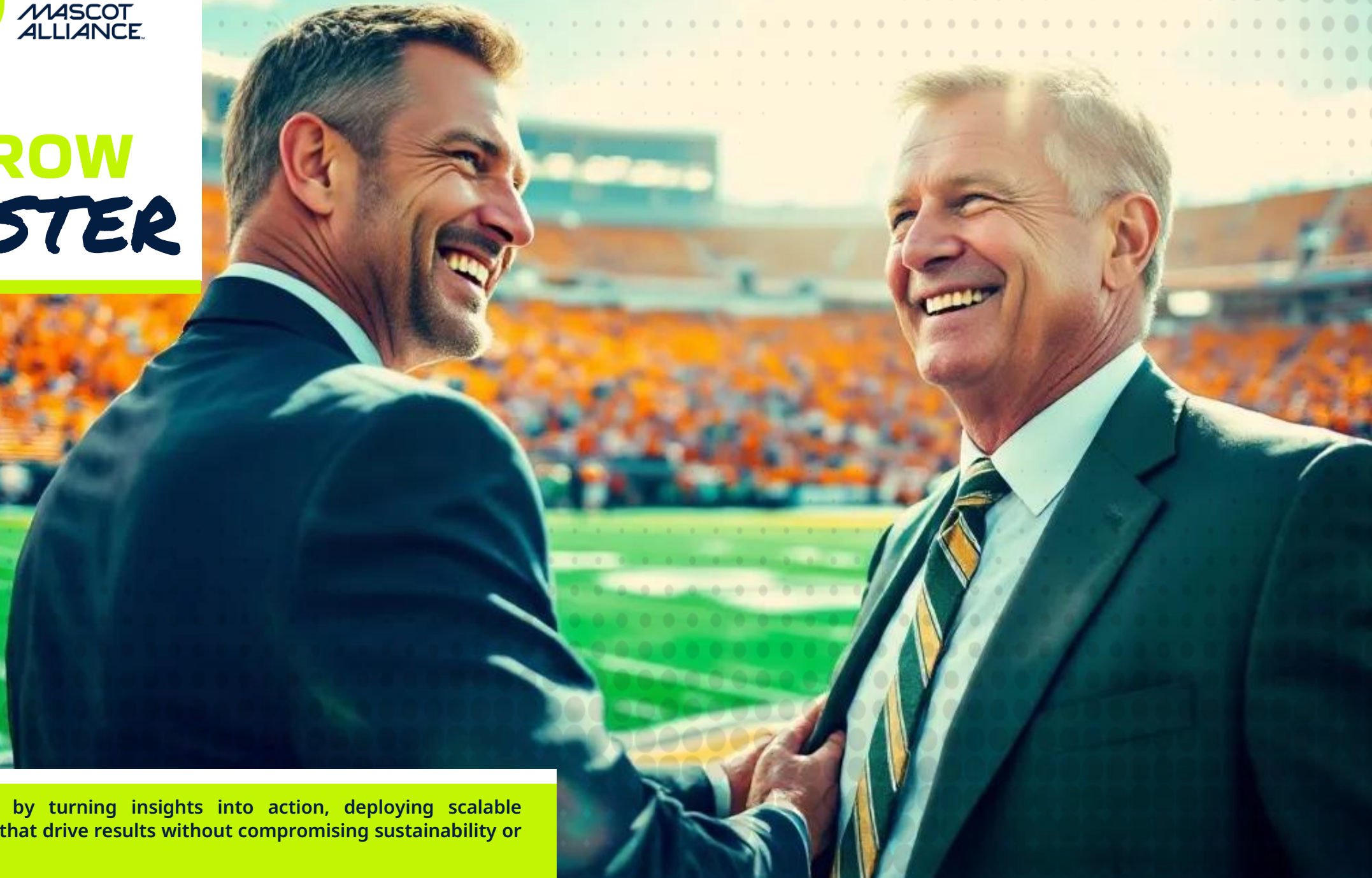
**THINK
BIGGER**



We help organizations and institutions unlock transformational ideas, new business models, and visionary strategies that align purpose with performance.



**GROW
FASTER**



We accelerate progress by turning insights into action, deploying scalable solutions and innovation that drive results without compromising sustainability or mission.



**WIN
TOGETHER**

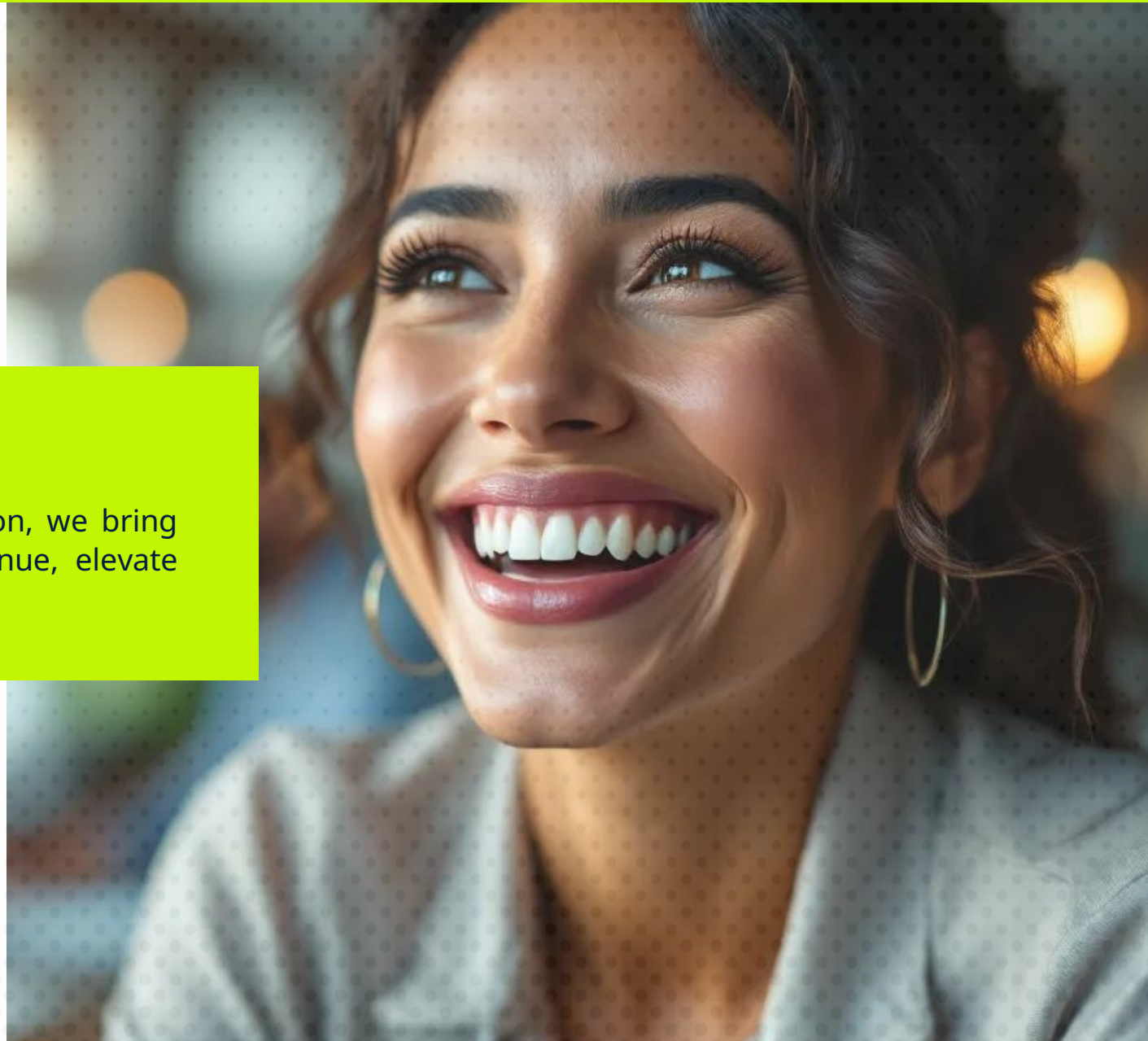


We believe success is shared. That's why we build deep partnerships with our clients and co-create outcomes that benefit not just organizations, but everyone they serve.

WHY IT MATTERS

Bold thinking drives real results.

In a landscape that demands agility and constant innovation, we bring bold thinking and proven solutions that unlock new revenue, elevate performance, and ensure measurable success.



OUR MISSION To foster transformative growth and catalyze enhanced outcomes for our clients and their connected ecosystem of employees, customers, members, partners, and stakeholders.



OUR CORE VALUES

These are the core values we uphold every day. They are what set us apart and serve as the foundation upon which **Mascot Alliance** is built.



HIGH PERFORMANCE

Constantly strive to learn, improve, and deliver excellence no matter what.



RESPECT & PROTECTION

Relentlessly respect and protect the hard-earned relationships forged between our clients and their stakeholders.



INTEGRITY & TRUST

Always honor the commitments we make and maintain a client-first focus.



ELITE PROFESSIONALISM

Always deliver positive performances and the highest standards of professionalism as we maintain market leadership.



MASCOT ALLIANCE HEALTH

SERVING HOSPITALS & HEALTH SYSTEMS, PHARMACIES, PHYSICIANS GROUPS, CLINICS

OVERVIEW

Mascot Alliance Health offers a modern benefits platform with comprehensive savings solutions aimed at reducing the overall healthcare spend of employers and organizations while, at the same time, providing impactful benefits that save money and improve healthcare outcomes for employees, patients, and members.

KEY PRODUCTS

- Section 125 Cafeteria Plan for Employers
- Nationwide Direct Primary Care Membership Plans
- Discount Prescription Medication Programs
- Discount Acute Care Medication Programs
- Pharmacy Growth Program for Hospitals
- 340B Optimization for Health Systems
- Durable Medical Equipment Discounts



MASCOT ALLIANCE SPORTS

SERVING COLLEGE ATHLETIC DEPARTMENTS, PRO SPORTS TEAMS, RACE TEAMS,
CLUB/TRAVEL TEAMS, PREP SPORTS

OVERVIEW

Mascot Alliance Sports creatively leverages existing partnerships and relationships of sports properties to generate new revenue streams for both the sports property and its sponsor partners, increasing the value of the partnership (and the sponsor partner's ROI) and growing goodwill for the sports property. Additionally, we help sports properties enhance experiences of fans while offering new products that provide greater benefits to athletes.

KEY PRODUCTS & SERVICES

- New Revenue Generation for Properties
- New Revenue Generation for Sponsor Partners
- Wellness Packages for Club/Travel Teams
- Extended Benefits Packages for Athletes
- Fan Experience Offerings
- Digital Ticketing Platform/Loaded Tickets
- Digital Advertising Assets



MASCOT ALLIANCE COMMUNITY

SERVING EMPLOYERS, MISSION-DRIVEN INSTITUTIONS, NON-PROFITS, SCHOOLS & STUDENTS,
COMMUNITY ORGANIZATIONS, MILITARY ORGANIZATIONS

OVERVIEW

Mascot Alliance Community delivers cost-effective solutions tailored to the needs of specific populations by filling the gaps that exist within companies, non-profits, schools, and other community-focused groups, organizations, and institutions, especially as it relates to the generation of new, recurring revenues and the establishment of health and wellness benefit opportunities for vulnerable and underinsured populations.

KEY PRODUCTS & SERVICES

- New Revenue Generation Platforms
- Specially-Tailored Health Benefits Packages
- Wellness Packages for Underinsured Populations
- Extended Benefits Packages for Students/Teachers
- International Student Assistance Programs
- Discount Prescription Medication Programs
- Fundraising Platforms for Schools and Teams

IT'S TIME TO CHANGE THE GAME!

LET'S
WORK
TOGETHER

CASEY BARKSDALE

P: 901.212.3424

E: CASEY@MASCOTALLIANCE.COM



MASCOT
ALLIANCE™