



THE
TEAM
QUALIFICATIONS DECK

THE EXPERTS IN ACQUISITION AND MANAGEMENT

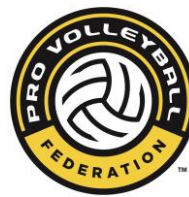
EXECUTIVE SUMMARY

The TEAM combines world-class service with unmatched expertise.

The TEAM focuses its efforts in four areas: (1) brokering of sports and entertainment opportunities and entities, (2) providing comprehensive consulting and management services, (3) producing live sports and entertainment events, and (4) creating, producing, and placing media and branding elements.

The TEAM prides itself on providing world-class service and unmatched expertise to our clients and business partners. Since beginning operations in January 2002, The TEAM has successfully managed transactions for an array of entities throughout the sports and entertainment industries, including teams at all levels, leagues, venues, buyers, sellers, licensed products, television and media projects, and other related businesses. The TEAM has provided services associated with transactions and/or operations with teams in the NBA, NHL, NFL, MLS, and minor league baseball. We continue to work with numerous buyers and sellers of major and minor league sports organizations, owners and managers of venues throughout North America, entertainment executives, and colleges and universities across the nation.

Along with its brokering services, The TEAM has developed a comprehensive management and consulting practice that has allowed it to successfully partner with some of the most recognized and respected organizations and institutions in North America's sports and entertainment industries. The TEAM has also developed mature media and live event production capabilities which have allowed it to create and produce its own unique properties.



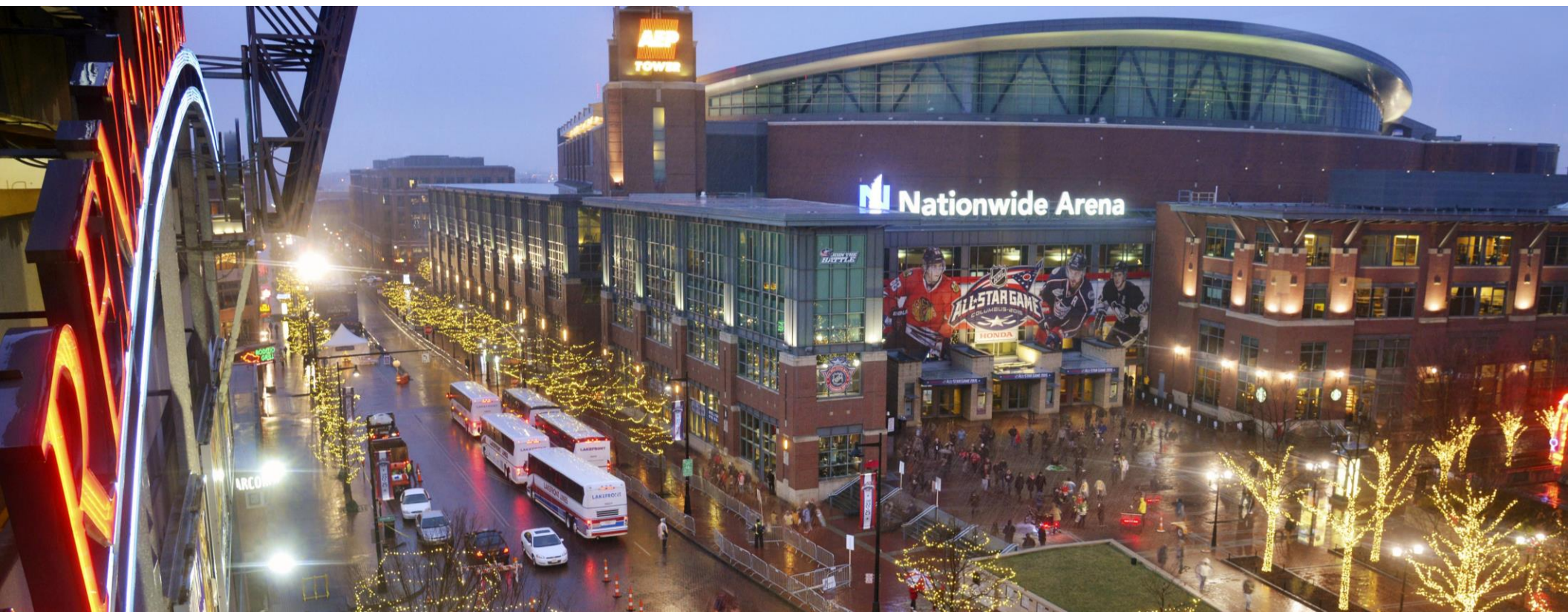
A DJ wearing a hat is seen from behind, performing on a stage at night. The stage is filled with various pieces of audio equipment, including a laptop, mixers, and speakers. A large, enthusiastic crowd of people is gathered in front of the stage, many with their arms raised. The background shows a cityscape with illuminated buildings and streetlights. The entire image has a dark blue tint and a subtle grid pattern.

ABOUT THE TEAM

OUR MISSION

The **TEAM's** mission is to provide the world of sports and entertainment with the highest quality and most credible consultation and business brokerage services available while also bringing its own brand of creative content and products to the market.

Our pledge is to perform as ***The Experts in Acquisition and Management*** for the sports and entertainment industries by providing professional advice, meaningful leadership, and outstanding service while upholding the highest of ethical standards.



WHAT WE DO

As The Experts in Acquisition and Management, The TEAM:

- Confidentially handles all facets of team, league, entertainment, and venue sales and acquisition.
- Creates meaningful assets and sports/entertainment properties designed to operate within business and financial models that work.
- Produces original media content as it relates to feature films, television and radio programming, advertising, and other media.
- Books, promotes, and produces live entertainment events for venues of all sizes and genres.
- Provides comprehensive consulting and management services to the professional sports industry, entertainment industry, and collegiate athletics.



INTEGRATED SERVICE STRUCTURE

The array of services provided by **The TEAM** allows us to serve our clients in varying capacities.






































OUR EXPERIENCE

PRECEDENT CONSULTING & MANAGEMENT ASSIGNMENTS

The **TEAM** has developed an extensive consulting practice as it relates to both professional sports entertainment entities and collegiate athletics. Some of our consulting clients from both the sports and entertainment sectors include:

<p>Pro Volleyball Federation</p>  <p>Created the league and managed and operated all aspects of league operations</p>	<p>Vegas Thrill</p>  <p>Negotiated and executed arena lease</p>	<p>Columbus Fury</p>  <p>Established and trained management team</p>	<p>San Diego Mojo</p>  <p>Established management team</p>	<p>Pro Football Hall of Fame</p>  <p>Produced live entertainment events</p>	<p>Legends Memorabilia</p>  <p>Signs talent and manages new NIL brands on behalf of MLB</p>	<p>Indoor Football League Biz</p>  <p>Managed and operated business verticals of IFL</p>	<p>Frisco Fighters</p>  <p>Managed and operated all aspects of team and business operations on behalf of client</p>	<p>Eddie G. Robinson Museum</p>  <p>Produced events for Legacy Keepers series celebrating Coach Robinson's 100th birthday</p>
<p>Garrett Morris' Downtown Blues & Comedy Club</p>  <p>Assist with ticket sales plan, marketing</p>	<p>Eddie G. Robinson Museum</p>  <p>Established national outreach and awareness plan</p>	<p>San Francisco 49ers</p>  <p>Produced live entertainment event</p>	<p>Buster Douglas 25th Anniversary</p>  <p>Assisted with event production, sponsorship sales, and marketing of event</p>	<p>The Ohio State University</p>  <p>Provided sales team training</p>	<p>The Remedy</p>  <p>Provided consulting and business development services</p>	<p>UTSA</p>  <p>Assisted with corporate development and sponsorship program</p>	<p>World of Beer</p>  <p>1,500+ live entertainment bookings for all WoB locations in Ohio</p>	<p>Prospect League</p>  <p>Managed league, created marketing program</p>
<p>Value City Arena</p>  <p>Provide entertainment & marketing support for events</p>	<p>Dallas Vigilantes</p>  <p>Managed team's launch, created branding elements</p>	<p>Columbus Athenaeum</p>  <p>Produced and promoted events, provided marketing support</p>	<p>Western Michigan University</p>  <p>Assisted with strategic planning of athletic dept.</p>	<p>FreeForAll Concert Series</p>  <p>Provided production, promotion, and sponsorship services</p>	<p>Columbus Destroyers</p>  <p>Managed and operated team during its first season</p>	<p>PlayByPlay Classic</p>  <p>Managed sponsorship sales and fulfillment for basketball event that included some of the nation's top players</p>	<p>Shadowbox Live</p>  <p>Established media and marketing plan, identified funding sources</p>	<p>Rock & Roll Hall of Fame</p>  <p>Established promotional partnership with FreeForAll</p>
<p>Pitabilities</p>  <p>Developed and executed media and advertising campaign</p>	<p>The Ballroom Breakout</p>  <p>Created and operated new concert series at historic venue in Columbus, OH</p>	<p>Arena Football League</p>  <p>Provided sponsorship sales and media placement services</p>	<p>Columbus Craft Beer Week</p>  <p>Produced all live entertainment</p>	<p>United Bowl</p>  <p>Produced IFL championship game and ancillary events during championship weekend</p>	<p>Indoor Football League</p>  <p>Provide ongoing sales training to member teams</p>			

PRECEDENT BROKERING ASSIGNMENTS

The **TEAM** has vast experience in providing buy-side and sell-side services to our clients. Some of our clients in this realm include:

Grand Rapids Rise



Negotiated sale of Pro Volleyball Federation team

Atlanta Vibe



Negotiated sale of Pro Volleyball Federation team

Omaha Supernovas



Negotiated sale of Pro Volleyball Federation team

Columbus Fury



Negotiated sale of Pro Volleyball Federation team

Orlando Valkyries



Negotiated sale of Pro Volleyball Federation team

Indy Ignite



Negotiated sale of Pro Volleyball Federation team

Dallas Pro Volleyball



Negotiated sale of Pro Volleyball Federation team

Kansas City Pro Volleyball



Negotiated sale of Pro Volleyball Federation team

Charlotte Bobcats



Named by United States government as liquidator of an ownership equity position in the NBA's Charlotte Bobcats

Columbus Destroyers



Formed acquisition team, negotiated transaction terms with the AFL, established key partnerships prior to the acquisition

JAZ Indoor Football



Managed acquisition of two Indoor Football League teams, along with exclusive rights to all business verticals of the league

Indoor Football League



Assist IFL in attracting and vetting expansion candidates and other potential new team ownership groups

Equivents Horse Shows



Managed sales transaction for horse show series

Eddie G. Robinson Museum



Appointed to provide advisory services for museum funding

Buffalo Sports Enterprises



Provided advisory services associated with buy-side transactions in NHL, CFL, and Arena Football

FreeForAll Concert Series



Managed transactions to build ownership group of new entertainment company

Garrett Morris Downtown Blues & Comedy Club



Charged with identifying and closing investment partners for Los Angeles' only downtown comedy club

Prospect League



Headed league's expansion efforts, negotiated all acquisition terms on behalf of league for new teams entering the league

Albany Conquest



Served as sell-side advisor for client who owned the Arena Football team

Syracuse Salty Dogs



Assisted client with the acquisition of the United Soccer League team

Palace Sports & Entertainment



Provided sell-side brokering services associated with the company's Arena Football team

PRECEDENT MEDIA PROJECTS & ASSIGNMENTS


The **TEAM** has many years of experience in producing and placing media for our clients and for retail distribution. Some of those media projects include:

CBS Sports




Negotiated broadcast partnership with CBS Sports for Pro Volleyball Federation

Pro Volleyball Federation




Managed all aspects of traditional and social media for the league

Pro Volleyball Federation



Produced turnkey, real-time streaming for all non-televised league matches

IFL on Stadium




Negotiated the first-ever rights fee-based deal for national TV broadcasts of an indoor football league

Frisco Fighters




Developed, placed, and distributed all media for the team and managed local broadcast productions for radio and TV/streaming

Indoor Football League



Acquired and managed all broadcast rights for national broadcasts and post-season broadcasts of league games, including producing media in support of the IFL

BGSU Documentary




Created, wrote, and produced an officially licensed documentary film on Bowling Green football for the 100th anniversary of the program

Hang On Sloopy: The Movie



Wrote, produced, and directed award-winning officially licensed feature documentary film

Earle Bruce Documentary




Created, wrote, produced, and managed the distribution of an officially licensed documentary film on the life of legendary coach Earle Bruce

The REMEDY RADIO




Created and produced statewide radio programming

Bootsy Collins




Produced music video for his *Power of the One* album

Columbus Destroyers




Negotiated broadcast partnership, assisted with the Production of numerous Publications for the team, provided initial concepts for new team logo

The Ballroom Breakout



Creates, books, and produces all live entertainment

Arena Football League




Provided all media for marketing needs and in-event videos and motion graphics

World of Beer Music Tour 2012



Created promotional collateral and provided PR, advertising, promotional, and other media services for national concert tour

Going Pro



Original television series created and produced by The TEAM, series sold to i.d.e.a.s. at Disney-MGM Studios

Cullen's Quest



Produced as a pilot for Going Pro, aired regionally in the Midwest

FreeForAll Concert Series




Designed website, logos and other branding elements and provided all advertising, marketing, and collateral elements

Dallas Vigilantes




Produced collateral materials, advertising elements, commercial, radio spots, in-game video features, etc.

Value City Arena



Produced collateral materials and advertising elements for pre-show events prior to major concerts

Eddie G. Robinson Museum



Produced a PSA and placed it to air nationally, produced a brochure used to solicit donations for the museum, designed website for museum



CASE STUDY PRO VOLLEYBALL FEDERATION

Challenge

Volleyball is one of the world's premier team games, and the American public recognizes that, as women's volleyball at the collegiate level quickly skyrocketed to the third-most watched live college sport on television, behind only football and men's basketball. However, with no professional league in North America, America's best volleyball players had no real options to play professionally without having to leave the country and putting their lives on hold to do so.

Strategy

The TEAM's Dave Whinham and business partner Stephen Evans set out to create a new horizon for volleyball players in America, providing a REAL professional league featuring world class players and coaches playing and coaching on REAL teams within a REAL league format playing matches at REAL pro arenas. Relying on our extensive league and team management experience and expertise, we developed viable financial models at the league and team levels, ultimately creating a league that aimed at providing its athletes with a REAL living wage and REAL opportunities for advanced player development and personal development.

Results

Pro Volleyball Federation was launched in November 2022 and began play in January 2024 with ten teams on board, seven of which would play in its inaugural season, with the other three markets slated to join for the 2025 season. The league took the volleyball world by storm and was an immediate success on the court, attracting fantastic crowds, featuring some of the world's best volleyball players and coaches, and playing at a very high level. Among Pro Volleyball Federation's early successes included landing a national television partnership with CBS Sports, innovating the way the game was played and officiated, developing a revenue share partnership with its players from the very start of league play, creating a new dynamic ball that set the standard throughout the world, and providing the premier platform for women's professional volleyball within North America.



CASE STUDY HANG ON SLOOPY: THE MOVIE

Challenge

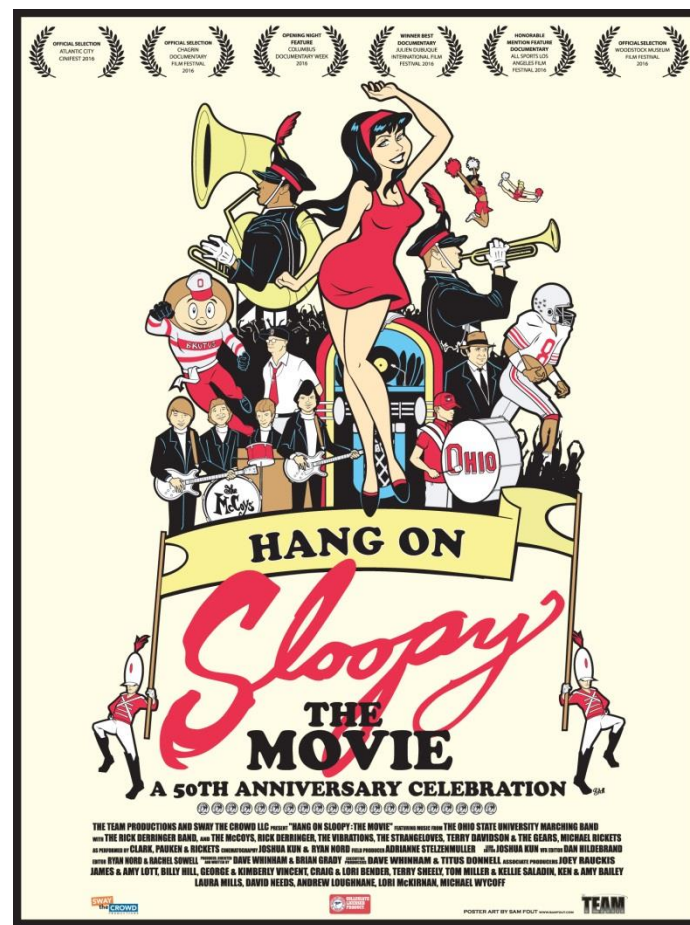
The TEAM sought to produce a high-quality, feature-length "rockumentary" about the song that has become to the State of Ohio what *Sweet Home Alabama* is to the State of Alabama. The vision was to tell the many untold stories in a way that would create a "must have" Officially Licensed Product of The Ohio State University that would enjoy long-term retail "shelf life" and broad commercial appeal that would go far beyond just the Buckeye fans.

Strategy

The TEAM has worked with The Ohio State University producing live music events for many years. The plan revolved around building a collaboration between multiple departments at OSU and a wide variety of rock performers and producers that were part of the history of the 1960's #1 hit *Hang On Sloopy*.

Results

The TEAM wrote, directed, and produced *Hang On Sloopy: The Movie* and released it on DVD as an Officially Licensed Product of The Ohio State University in late December 2015. In the weeks following its release, the film received A+ reviews and outstanding sales. The film was also selected as the feature documentary at the opening night of the 2016 Columbus Documentary Week Festival in addition to viewings and awards at many more festivals around the country. In addition to The McCoy's, The Vibrations, The Strangeloves, and many other famous performers and producers, the film features a wide variety of Ohio State Alumni and personalities including Urban Meyer, Earle Bruce, Eddie George, Gene Smith, Troy Smith, former Band Director Dr. Paul Droste, current Band Director Dr. Christopher Hoch, Director of OSU Music Department Richard Blatti, many Alumni Band members who were involved in the first performance by TBDBITL, Buckeye football historian Jack Park, and a wide variety of OSU Alums interviewed in a "fan on the street" fashion. The film also features an incredible on-field production of the OSU Marching Band performing the song with The Rick Derringer Band moments before kickoff of the first home game of the 2015 football season at Ohio Stadium in front of 105,000 fans. Since then The TEAM has produced two more officially licensed NCAA feature length documentaries: *I'm A Buckeye: The Earle Bruce Story* and *Always a Falcon – Celebrating 100 Years of Falcon Football*.



CASE STUDY IFL BUSINESS DIVISION

Challenge

During its 13-year history, the Indoor Football League was never in a position to realize national revenue or attract national advertising, nor did it have the platforms or assets required to be able to solicit national revenue.

Strategy

The TEAM understood that in order to attract national brands and advertisers to the IFL product, relevant media and advertising inventory needed to be created. Thus, The TEAM developed the IFL Business Division, through which it would build the foundation that would allow the league to begin to monetize assets on a national scale. The TEAM's initial focus was to establish a national television broadcast agreement that would fit the needs of the fledgling league, while also creating a streamlined digital platform that would better brand the league and its teams while providing new advertising opportunities that could flow through to each IFL team market.

Results

The TEAM first developed an updated brand and branding marks for the league, tying together the primary and secondary marks, as well as marks for other league assets such as the IFL Hall of Fame, the Hall of Fame Game, the United Bowl, and more. Next, The TEAM established a ground-breaking multimedia rights partnership with Stadium that distributed *The IFL Game of the Week on Stadium* nationally, as well as worldwide via Stadium's digital platforms. The broadcasts were also designed to be interactive, allowing viewers to be able to engage like never before within a gamified experience through prediction-based games, poll questions, sharing of insights, and more -- all in real-time. Additionally, The TEAM built a world-class digital platform for the IFL which allowed for a national approach to selling digital advertising, standardizing placement through all team websites and allowing for national advertising programs whereby national sponsors could be guaranteed specific inventory, standardized placements, negotiated impressions, etc. in each market. The digital platform also helped to raise league standards for each team's online presence, providing for a more professional appearance and a more aligned league brand.



CASE STUDY THE REMEDY RADIO

Challenge

For many years live radio has gotten away from its roots. Vibrant local radio that gave its audiences what they want has increasingly been replaced by stations that are a part of large media conglomerates that focus on strict, unimaginative and often automated formats. The TEAM's Dave Whinham and Fred Shaffer sought to do something about that, and so THE REMEDY RADIO was founded in 2018.



Strategy

The idea was to create a 2-hour program that could provide any station in Ohio a refreshing break from the rigid formats and provide rocking music from a variety of styles and decades, insightful interviews from great performers (whether they came from sports, music or other performance categories), while keeping the listeners up to date on cool events throughout Ohio. Radio stations would be able to enhance their weekly calendar with original programming that would not only include many "deeper cuts" from well-known artists as well as interesting and often requested music from performers both locally and around the world.

Results

FROM ROOTS TO RETRO TO RIGHT NOW, THE REMEDY RADIO has provided a wide variety of stations across the state with fresh programming in needed time slots while providing listeners with what they tell us they want -- not only as it relates to the music, but also with on-air interviews with outstanding performers of all types (music, sports, entertainment, etc.), and live events at some of Ohio's most dynamic venues. The listeners are driven to let THE REMEDY RADIO know what they want via www.theremedyradio.com and The TEAM does the rest!



CASE STUDY COLUMBUS DESTROYERS

Challenge

The TEAM was approached by the Arena Football League and the owner of the Buffalo Destroyers to manage the process of relocating the team to Columbus, OH, and find local partners to participate in an ownership group. Additionally, The TEAM was charged with negotiating and closing all of the ancillary transactions associated with the organization's relocation into a new market.

Strategy

The TEAM presented the opportunity to the business leadership within the market and rallied support for bringing the organization to Columbus. The TEAM then identified and closed local partner prospects, negotiated a venue lease with Nationwide Arena, negotiated and closed the acquisition by the local ownership group, managed the relocation process with the league, and established the organization's key partnerships.

Results

In all, The TEAM managed and closed well over \$17 million in acquisition and sponsorship sales transactions. As a result of its success associated with the relocation of the Destroyers, the ownership group presented The TEAM with the post-closing assignment of managing and operating the Destroyers during their inaugural season in Columbus. The TEAM accepted the role and continued to build upon the relationships it created during the initial relocation phase. Under The TEAM's President and CEO Dave Whinham's leadership, the Destroyers established league records for ticket sales, sponsorship sales, and merchandise sales.



CASE STUDY EDDIE G. ROBINSON MUSEUM

Challenge

The TEAM was selected by the Louisiana governor-appointed Eddie G. Robinson Museum commission to lead a national fundraising effort for the establishment of a museum to honor football coach Eddie G. Robinson, the all-time winningest head coach in NCAA Division I college football.

Strategy

The TEAM utilized its relationships within the sports entertainment industry and the football community to develop a national outreach and education initiative to inform people of the effort. This initiative included both a public effort and a private effort that focused on attracting high profile individuals to both donate and help spread the word about the initiative. The TEAM wrote and produced a PSA that featured, among others, legendary football coach Joe Paterno, NBA star Charles Barkley, and former Grambling and NFL quarterback Doug Williams. It also included a kickoff event hosted by New Orleans native and original *Saturday Night Live* cast member Garrett Morris adjacent to the Bayou Classic in New Orleans and a traveling exhibit that visited numerous football games across the country.

Results

The TEAM agreed to take on this important assignment on a “no fee basis.” The efforts of The TEAM produced a great deal of momentum for the initiative. The PSAs ran on numerous national networks, including ESPN, ESPN2, NBC, Fox Sports, BET, NFL Network, Versus, Comcast, Cox Sports Television, Comcast Sports South, and Sunshine Network. Additionally, the kickoff event attracted the Louisiana governor, state political officials, local celebrities, and others who helped to bring much-needed awareness to the cause. Finally, The TEAM was honored to have been asked to assist with the arrangements and speak for the Robinson Family publicly upon the death of Coach Robinson. As a result of the more than \$4 million raised for the effort, the Eddie G. Robinson Museum officially opened on February 13, 2010. The TEAM continues to work with the Eddie G. Robinson Museum, including arranging for championship coach Urban Meyer to participate in the *Legacy Keepers: Preserving the Eddie Robinson Playbook* program during the yearlong celebration of the 100th birthday of Coach Robinson.





WHO WE ARE

THE TEAM STAFF BIOS



Dave Whinham **President and CEO, Founding Partner**

Dave Whinham's career in sports began in 1980. The long-time professional sports executive began as a football coach before transitioning to the business side of the industry, where he has served numerous leadership roles, including founder of various leagues and teams and as team President, General Manager, and Vice President of Operations. Dave has provided services related to both buy-side and sell-side transactions, along with operations-related services, to teams in the NBA, NHL, NFL, MLS, minor league baseball, and niche-level indoor football and soccer. His industry expertise includes organizational leadership, sales, and marketing

Most recently Dave co-founded Pro Volleyball Federation, the historic women's professional volleyball league in the United States. Under Dave's direction and leadership, The TEAM served as the exclusive management company of the league, overseeing the league's operations from start-up phase through the launch of the inaugural season. Along with co-Founder Stephen Evans, Dave helped to bring in team ownership and league investment, create the operational structure and policies and procedures of the league, and negotiate all league partnerships.

Dave's professional career began when he was named an assistant coach at his alma mater, Grand Valley State University. Dave would coach football at the college level for seven years, serving two stints at GVSU and also coaching at Wayne State University and the University of Cincinnati.

In 1988, Dave joined the coaching staff of the Detroit Drive of the Arena Football League. As a coach in Arena Football, Dave was part of four championship seasons, two with Detroit (1988 and 1990) and two with the Tampa Bay Storm (1995 and 1996). It was in Arena Football that Dave built his career, advancing from assistant coach to head coach (Columbus Thunderbolts 1991, Cleveland Thunderbolts 1992-93, Buffalo Destroyers 1999-2000) to general manager (Columbus 1990) to Vice President of Operations (Buffalo 1998-2000) to president (Columbus Destroyers 2003-04) of an Arena Football team. As VP of Operations for the Buffalo Destroyers (and while concurrently serving as head coach of the team), Dave placed, trained, and directed a staff that produced record-setting sales numbers in all ticket sales categories, sponsorship sales, and merchandise sales.

In 2002, Dave formed The Team Sales Company. Now known as The TEAM, the company has provided outstanding service to clients throughout the sports entertainment industry. Those services include brokering of pro sports teams, comprehensive consulting and management services, live event production, and production of original television and radio programming and award-winning feature films.

One such client, the Columbus Destroyers, purchased its AFL club via The TEAM in 2003 and then, in a post-closing arrangement with The TEAM, named Dave as its first president. The Whinham-led Destroyers were again leaders in both ticket and sponsorship sales, boasting sell-out crowds throughout their inaugural season at Nationwide Arena in Columbus. With their service to the Destroyers completed, The TEAM went on to provide strong results for a wide variety of sports, entertainment, and collegiate clients across the United States.

More recently, The TEAM managed the transaction for and took on the management of two IFL teams and the business division of the Indoor Football League. The TEAM has also recently produced a number of new live entertainment products (FreeForAll Concert Series, The Ballroom Breakout, and FabFEST) and feature media projects including three television pilots and three feature-length documentary films that are officially licensed NCAA products. The TEAM also launched a new broadcasting company called The REMEDY RADIO which has syndicated variety, music, and sports programming throughout Ohio.

Dave resides in Columbus, OH, with wife Jennifer and sons Will and Stevie Ray.

THE TEAM STAFF BIOS



Stephen Evans **Founding Partner**

Stephen Evans is a founding partner of The TEAM and also co-founded, alongside Dave Whinham, and serves as President of The Remedy, a national brand strategy agency based in Frisco, TX.

Stephen has more than 25 years of experience in sports/entertainment and marketing, with more than 20 years of experience as a senior executive within both sectors. He has been tapped to consult locally and nationally where he has provided authoritative thought leadership in the areas of team and league development, team and league operations, growth strategies, and general market analysis and forecasts within the sports industry. His expertise lies in brand development and strategy, marketing, and communications and he has worked with some of the industry's largest sports properties, while also having the flexibility to provide leadership and strategy to small start-ups in the space.

Stephen has also created, developed, and monetized numerous sports properties, including media projects, experiential marketing platforms, digital marketing platforms, and corporate entities. Along with Whinham, Stephen created and founded Pro Volleyball Federation, the first-ever league to bring professional women's volleyball to the United States in a format that provided a living wage to America's best players, along with an opportunity to stay at home instead of having to go overseas to pursue their professional careers. In addition to co-founding Pro Volleyball Federation, Stephen has served in senior executive roles within numerous professional sports franchises, including serving as President, General Manager, Chief Operations Officer, and Vice President of Communications.

A seasoned communications veteran, Stephen's background started in traditional media and then transitioned to media services and communications. That experience includes serving in senior communications positions within numerous professional sports teams and also covering sports teams as a member of the media. Stephen also led the development of The TEAM's media production arm as he created, wrote, and was an executive producer of The TEAM's original television programming projects, including *Going Pro* and Emmy-nominated programs *Cullen's Quest* and *Underground Vallie*.

Stephen's professional experience also includes overseeing the public relations and communications efforts of an oil and gas exploration and production company in Texas and serving as a senior member of a non-profit organization in his native Louisiana, where he was a registered lobbyist who sought hurricane recovery funding at both the federal and state levels following hurricanes Katrina, Rita, Gustav, and Ike. In his role, Stephen wrote prospective legislation, academic papers, editorial briefs, and planned and executed statewide and national strategic communications plans aimed at influencing key publics, including federal legislators and their aides, state elected officials, industry leaders, non-profit leaders, and the media.

Stephen has been at the forefront of digital media throughout his career. Early on he was a leader in what has become a booming online sports media business. Stephen served as Editor and Publisher of Geaux.com, a pioneer of online college sports websites in America. Geaux.com was the official website of the LSU Sports Network and was the first website in the United States to produce a live broadcast on the Internet of a college football bowl game, a live women's collegiate athletic event, and a live college football coach's press conference. At Geaux.com, Stephen provided daily coverage of LSU athletics, including covering two College World Series, college football bowl games, NCAA men's and women's basketball tournaments, and numerous other NCAA and SEC tournaments and post-season championship events.

Originally from Baton Rouge, La., and currently residing in Frisco, TX, Stephen graduated from LSU with a degree in Mass Communications and Political Communications.

THE TEAM STAFF BIOS



Fred Shaffer **Vice President of Broadcasting & Communications**

Fred Shaffer brings more than 30 years of media experience to The TEAM. Fred oversees all broadcasting and communications initiatives for The TEAM and its clients, including overseeing the production and broadcast syndication partnerships for The REMEDY Radio, the company's weekly radio broadcast heard throughout the state of Ohio.

Fred served as the lead broadcast official for Pro Volleyball Federation, working with the league's television and streaming partners to ensure the highest quality production of Pro Volleyball Federation matches. In his role he also vetted and selected the broadcast talent for each match.

Before that Fred, on behalf of The TEAM, led the communications team for the Frisco Fighters of the Indoor Football League. He also oversaw all local radio and TV broadcasts for the team. From a league standpoint, Fred was also in charge of the online streaming broadcasts for the entire Indoor Football League.

Prior to his current position at The TEAM, Fred worked as the Operations Director for a broadcast group in Central Ohio. He brings his experience to The TEAM in all facets of media relations, from copy writing to ad production to social media.

Fred grew up in Clintonville, OH, and now resides in Lewis Center, OH, with his wife of 30+ years Roxanne, 3 daughters, and a male Australian Shepherd. They all enjoy boating, camping, hiking, and family game nights.

THE TEAM STAFF BIOS



Kimberly Kershaw

Vice President of Production and Corporate/Community Outreach

Kimberly Kershaw is an expert in event operations and production and fan experience. During her more than 25 years in the sports and entertainment industry she has produced events and consulted on event production for some of the world's leading sports organizations. Some of those organizations and events include the NFL Super Bowl Host Committee, ATP Tennis, NCAA Basketball, Women's Olympic Hockey, Men's World Cup Hockey, NHL All Star Game, NHL Draft, NHL International events, AFL Arena Bowl, and the U.S. Soccer Men's and Women's National Teams.

As Vice President of Production and Corporate/Community Outreach for The TEAM, Kimberly oversees activation and servicing of corporate accounts, community development initiatives and partnerships, and game and event production in the markets in which The TEAM operates. That includes serving as Vice President, Corporate and Community Outreach for Pro Volleyball Federation where she oversees the production of all league events, integration of all league technology into all match productions and television broadcasts, and development of the league's community outreach programs. She also developed all league-wide match presentation policies and procedures for Pro Volleyball Federation and worked with all teams to develop their game scripts and fan engagement strategies during matches and other team events, including direct oversight of Columbus Fury match productions in Nationwide Arena.

Kimberly also served a four-year term as Co-Chairman of the U.S. Soccer Fan Council where she consulted on fan experience for the Men's and Women's National Teams.

Prior to joining The TEAM, Kimberly served as Director of Game Operations and Video Production for the NHL's Columbus Blue Jackets for 11 years. She was also Director of Event Presentation for the San Jose Sharks and Game Producer/Director for the Tampa Bay Lightning. She is no stranger to indoor football, having also served as Game Producer/Director for the Arena Football League's Miami Hooters, Tampa Bay Storm, Anaheim Piranhas, and Columbus Destroyers.

Kimberly graduated from the University of South Florida in Tampa and earned her Master's Degree in Sports Management from St. Thomas University in Miami. She currently resides in Lewis Center, OH, with husband JD Kershaw who is the Vice President of Business Development and Operations for the Columbus Blue Jackets. They have three children, son Trebor and daughters Jadia and Clara Mac, named after the late Blue Jackets founder and beloved Columbus businessman John H. McConnell, affectionately known as Mr. Mac.

THE TEAM STAFF BIOS



E Will Whinham **Director of Digital and Social Media**

E Will Whinham is the Director of Digital and Social Media for The TEAM where he oversees digital media content and social media for the company and its clients. Most recently he served as Communications Manager, Media Producer, and Photographer for Pro Volleyball Federation.

Prior to continuing his education in New Technology in Media & Communication at The Ohio State University, Will earned his certification to captain search and rescue vessels and stations during his active-duty service in the United States Coast Guard. After four years in the military, Will stepped away from the helm as a Boatswain's Mate Second Class Petty Officer.

Will began his sports management and media career in 2019 with the TEAM, Frisco Fighters, and Indoor Football League. Beginning in ticket and sponsorship sales as an account executive, social media advertisement manager, and production assistant for The TEAM, he has assisted in numerous live-event, radio, and film productions.



Stevie Whinham **Account and Production Manager**

Stevie serves as an Account and Production Manager for The TEAM, where he specializes in sponsorship sales, corporate activation, and administrative services.

Stevie served as an Administrative Services Officer for Pro Volleyball Federation as the league built towards its inaugural season, managing a multitude of duties associated with league operations and assisting all executive leaders of the league in their day-to-day sales and administrative activities. He also managed the production and distribution of Pro Volleyball Federation-branded merchandise for the league.

Stevie attends The Ohio State University, majoring in Biology. While attending school he began his work with The TEAM in its sales division where he has worked in ticket and corporate sales at the professional sports level, including for the Indoor Football League's Frisco Fighters.

THE TEAM STAFF BIOS



Ari Ljuso **Account and Production Manager**

Ari Ljuso is an Account and Production Manager for The TEAM, focusing on sponsorship sales, corporate activation, and administrative services.

Ari recently served as an Administrative Services Officer for Pro Volleyball Federation, where he managed a multitude of duties for league operations and assisted the league's senior staff in multiple ways, including sales and administration and overseeing the activation of the league's partnership with VolleyStation.

Ari graduated from Texas Tech University with a Bachelor of Science in Sport Management and furthered his education and expertise by completing a Master of Business Administration and a Master of Sport Management. During his time at Texas Tech, he made a significant impact as the athletic department's marketing, promotion, and fan engagement intern for Men's Basketball. Then as the President and co-founder of the influential student organization, Raider Riot, he rallied over 3,000 members and revolutionized student attendance at basketball games, breaking numerous Texas Tech Basketball attendance records. He proudly witnessed the Raider Riot evolve into the official student section for Texas Tech Men's Basketball, collaborating seamlessly with the front office and coaching staff to create unparalleled game day magic at each home event.

His journey continued with a successful internship with the Frisco Fighters IFL team, where he demonstrated versatility and dedication by contributing to equipment, ticket sales, and administration. Recognizing his potential, he was offered a full-time position by The TEAM Management.



CONTACT US

**FOR MORE INFORMATION ABOUT HOW THE TEAM
CAN BE OF SERVICE TO YOU OR YOUR ORGANIZATION,
PLEASE CONTACT US TODAY!**

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