

PLAYER DEVELOPMENT / PROSPECT EVALUATION

SPONSOR A CT STUDENT-ATHLETE ADVERTISING PROGRAM

WHO WE ARE:

Video Scout is an independent scouting service that turns every day, regular season contests into a live scouted event with a real presence that provides amateur student-athletes with a professional scouting experience.

WHAT WE DO:

Working closely with High School Coaches and Athletic Directors, Video Scout receives nominations of top prospects from all sports and all schools across the state. Our budget then allows us to scout a practice or live game where isolated, up close video is captured on the nominated players. We then add expert scouting reports that provide a prospect with credibility when approaching and marketing themselves to college coaches. Interviews, personality tests and self-assessments are then added to show the person, not just the player, coaches are getting. Our sports psychology certificate program then teaches visualization and the power of creating mental toughness to perform at optimal levels. The journey takes players through the process of getting recruited, like it's done in the real world of professional sports with multiple viewings and multiple opinions, over a period of time. We also conduct free talks at the high schools on the subject.

OUR MISSION:

To expand our coverage to more deserving student-athletes who are bonafide college prospects and correct the flawed method that families have been exposed to from recruiting services operating from call centers, who prey on family's dreams and provide no personal service. They don't know the players, haven't ever seen them play and have no original film or content. They make a hard sell to families on the phone, charge thousands of dollars and assign the player to a "family advisory coach" who has as many as 2,000 players he is representing. We are not a recruiting service. We are on the same page as high



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school coaches and athletic directors and we share the same opinions. These services must be exposed for the scams that they are and we must put an end to their unethical practices. In nearly 20 years that Video Scout has been in existence, we have seen EVERY SINGLE ONE OF OUR PLAYERS PLAY LIVE!

HOW IT WORKS:

Nominated prospects and sponsored student-athletes are scouted live at games and filmed up close with isolation video to show the players athleticism as if a coach were there watching with binoculars. Even between whistles, are they a leader, how do they communicate with their team and coaches and what is their body language on and off the field?

As we learn more through interviews and additional viewings, players are presented in a “Condensed Game Film Breakdown” that shows the complete player in the same amount of time as a highlight film. Scouting report write-ups and checklists by position are used to grade players and produce a national ranking by their graduating year. Honesty, integrity and ethics are paramount as our expert scouts are independent and not on our payroll. The result is the TRUTH and a very welcomed breath of fresh air for prospects and parents alike.

YOUR OPPORTUNITY TO HELP:

As a local business, you could not ask for a better connection with your customers and sense of community than a Video Scout Student-Athlete Sponsorship. What better ties to your local customers could there be as patrons are constantly reminded that you care about the future of our children and are providing an opportunity for that prospect to attend college, possibly receive a scholarship and realize their dream of playing college sports. Without you, this most likely would have never happened.



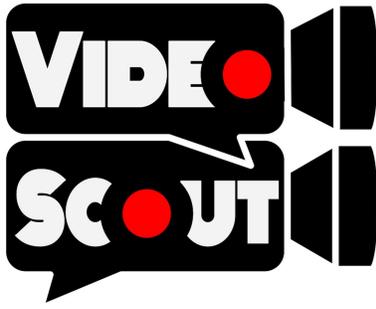
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WHAT BUSINESS SPONSORS RECEIVE:

- Personal Appearances by players you sponsor at your place of business.
- A Player plaque to display in your place of business that recognizes your support and acknowledges the player as a top athlete in the state.
- Continued updates on all of your prospects progress.
- A 15 second commercial upfront, attached to the beginning of each of your players game film breakdowns that will be shared with everyone in the town, state and nationally with colleges. The commercial can be of you and the prospect together and filmed during the appearance, in an impromptu style, or a supplied commercial of your choosing.
- A letter of recognition addressed to the player, the coach and the school informing everyone of your participation and support and announcing your player being identified as a top student-athlete prospect in their sport.
- A Video Scout lapel pin to wear proudly that shows your support for Connecticut Student Athletes who are dedicated and deserving.

The complete 4 step scouting experience takes about 1 year as we track players through their high school careers. It usually involves 2 games and 2 scouting reports to complete at a minimum in order to get endorsement from schools. However, any amount you contribute from one game film breakdown to the complete scouting process is greatly appreciated and all funds help a player to create choices and be successful as players receive a multitude of self-help resources along the way, as they are being scouted and tracked during their high school careers.



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WHAT COOPERATING HIGH SCHOOLS RECEIVE:

- Incorporation of the Sponsor a Student Athlete Program into all sports and Booster Clubs as a Fundraiser is possible, in addition to our community wide approach. Each sponsorship will result in a \$90 donation to the high school's general athletic fund if your teams or players are participating in raising scouting funds.
- Free scouting of a practice and game for all team sports as long as coaches are providing nominations and parents are completing our scouting release forms in order to send content to college coaches. A letter identifying and recognizing those players who are scouted live is sent to the school.
- Free professionally shot game film for those regular season contests covered. We will post privately to the high school coach, for all sports, as a courtesy as long as we are receiving nominations and scouting release forms from players.
- Free 90 minute live appearance. Our talk to parents and student athletes is entitled ***"The Real World of Sports: Scouting, How to Promote Yourself and the Psychology of Mental Toughness."*** Our message is extremely important, relevant and very well received. We are not selling anything and have conducted these for almost 20 years at national events.
- In conjunction with the state of CT and High School Teachers, Video Scout is now creating internships for sports marketing and entrepreneur leadership curriculum. By creating a similar opportunity to your students, Video Scout provides real world, hands on learning through the LEA Experiential Learning Program.

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