



MIAMIBEACH

X

SPORTWORX



'SPORTWORX PROMISES A SMILE ON YOUR FACE BY CREATING UNFORGETTABLE EXPERIENCES'

Sportworx is a modern and innovative sports marketing and events agency. Founded in 2017 and centrally located in Utrecht, The Netherlands. Sportworx realizes unforgettable and unique experiences for athletes and fans. By continuing to innovate and striving for perfection, we continue to inspire and surprise global sports fans. We show the world what the future of sports looks like, and we do this with dedication and fun with a passionate team!

We work closely with leading international and national sports organizations to develop new and exciting formats to push the boundaries in performance and entertainment. We strive to build long-term relationships to create real change and impact with the events we host on a global level.

Our core business is the acquisition and exploitation of rights to sports and event formats. We work with and for federations, athletes and brands to inspire the global sports audience and media. We are a team with the stakeholder and support them in their efforts to develop the sport and create unforgettable and innovative athlete experiences for both athletes and audiences. In addition, we inspire future generations of sports through passion innovation and perfection.



AGENDA



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04

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05

BUSINESS MODEL

01

KING OF THE COURT



KING OF THE COURT

BENCHMARK BEACH VOLLEYBALL

13.59 minutes average view duration

43% longer compared to the 2019 World Tour Finals

46% longer compared to other Beach Volleyball content

AUDIENCE RETENTION

318% more compared to other Beach Volleyball content

645% more compared to the 2019 World Tour Finals



YOUTUBE BENCHMARK

King of the court, Rome Beach Finals and FIVB



	9/9/2020 - 22/9/2020	4/9/2019 - 22/9/2020	8/4/2019 - 22/9/2020
No. of videos	27	49	464
Views total / per video	628.993	1.112.491	8.586.162
Watch time total / per video	146.627	183.937	1.288.103
Audience retention	21,3%	3,3%	6,7%
View duration	13:59 mins	9:55 mins	9:42 mins
Engagements total / per video	22.302	21.159	189.242
Engagement rate	3,5%	2,4%	2,2%
Subscribers gained	+ 1668	+ 2432	+ 55.523

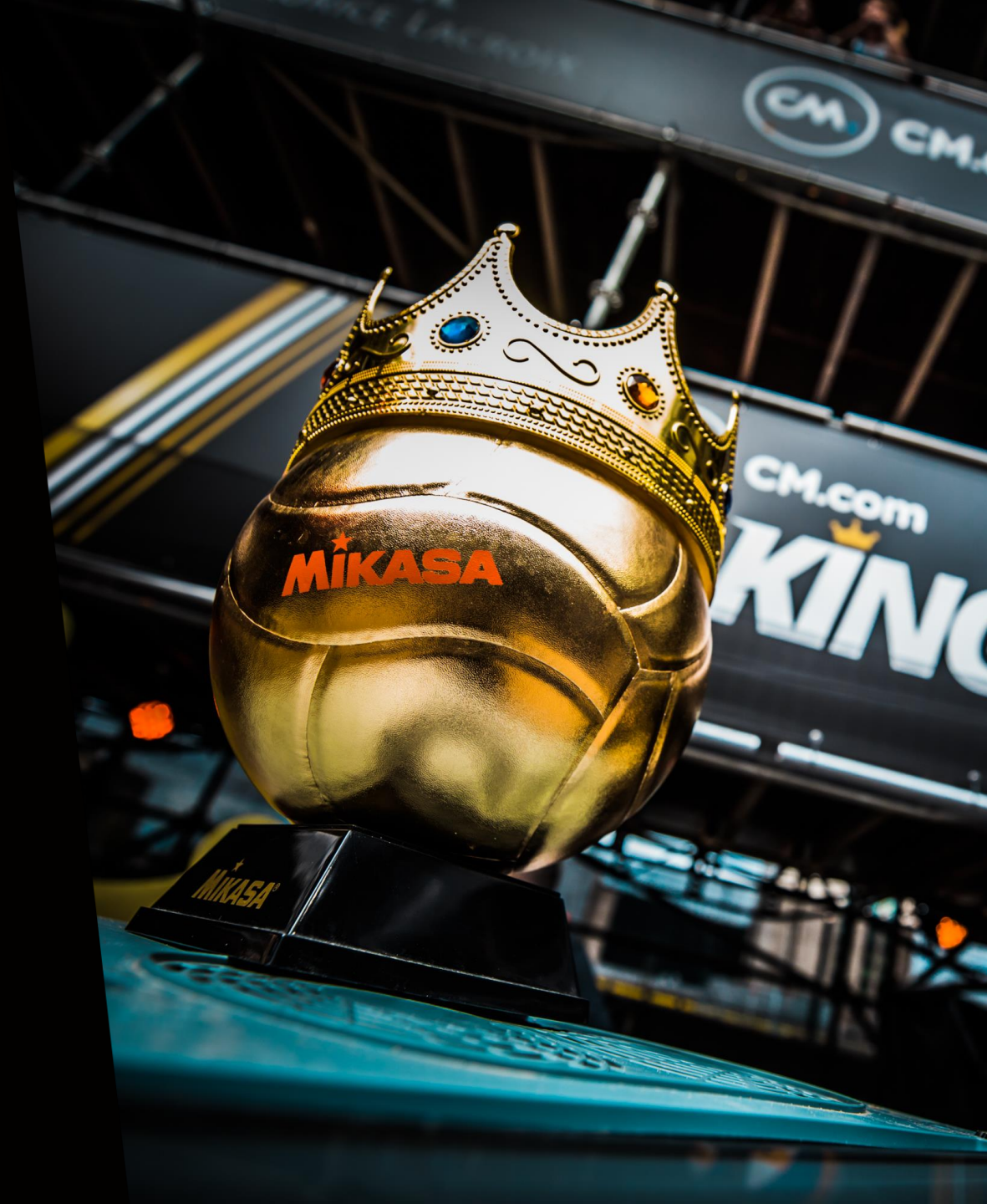
KING **OF THE** **COURT**

KING OF THE COURT

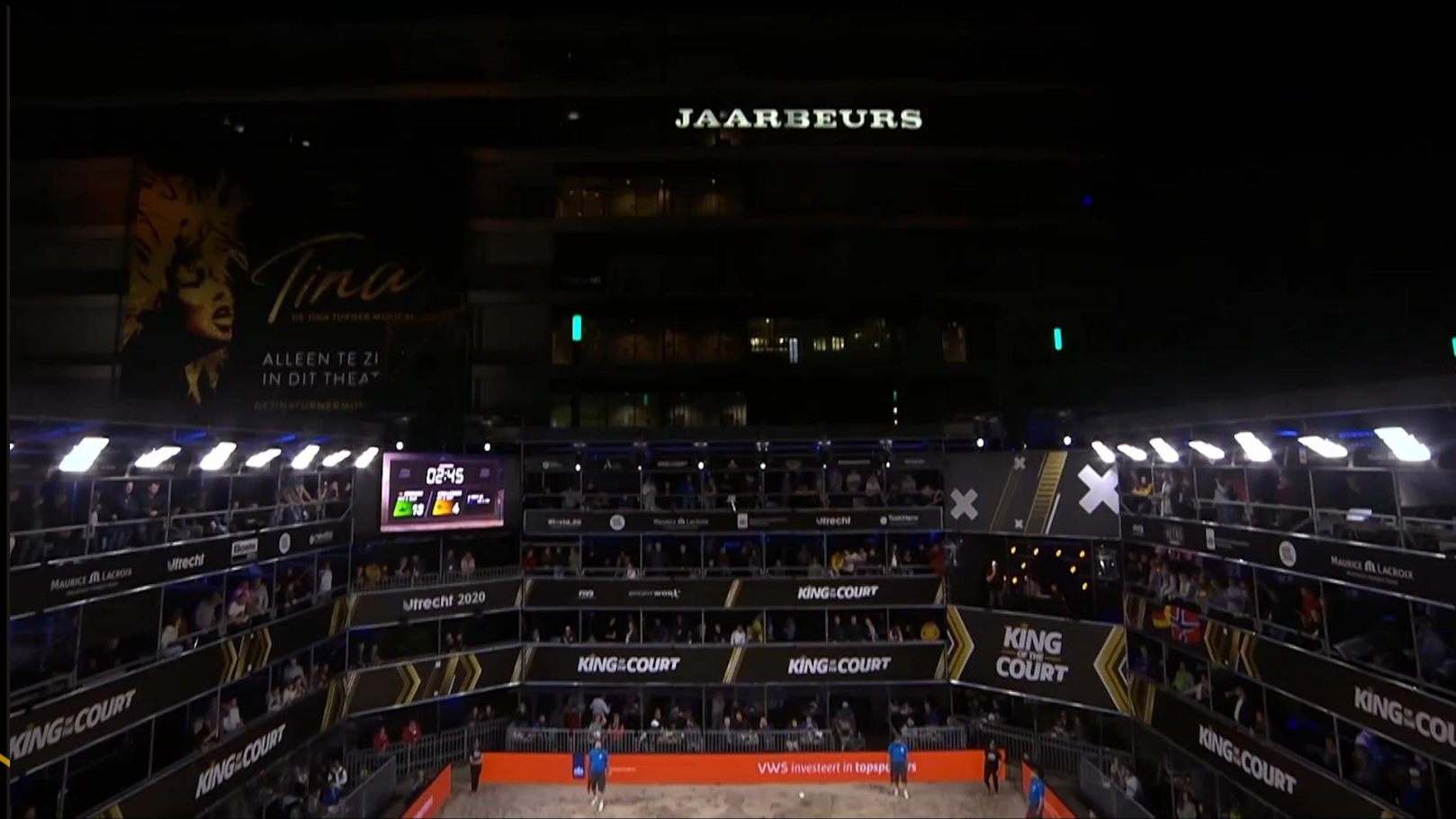
We are thrilled to present you King of the Court Beach Volleyball!

The new fast pace and a young sport within Beach Volleyball. King of the Court established a whole new experience in the existing sport and entertainment market. Urbanizing sport and presenting the perfect blend of sport and entertainment, with full-package delivery - from brand creation, ideation & imagineering to sport innovation, event organization and marketing in a tailormade coronaproof stadium.

This all to create the third sport discipline beside indoor- and Beach Volleyball of the 4th popular sport in the world: volleyball.



KOTC THE NEXT CHAPTER



<https://www.youtube.com/watch?v=CqwjldEggac>

HISTORY

2017



1ST TEST EVENT

Utrecht, The Netherlands

2018



2ND TEST PHASE

Utrecht, The Netherlands
Antwerp, Belgium
Hawaii, USA
Huntington Beach, USA

2020



INTERNATIONAL BREAKTHROUGH

Utrecht, The Netherlands

2021



3 EVENTS

Hamburg, Germany
Utrecht, The Netherlands
Doha, Qatar

KING OF THE COURT

CROWN SERIES 2022



FIRST STOP

23-26 JUNE

HAMBURG

GERMANY



SECOND STOP

06-11 SEPTEMBER

UTRECHT

THE NETHERLANDS



THIRD STOP

02-06 NOVEMBER

ITAPEMA

BRAZIL



FOURTH STOP

01-04 DECEMBER

AUSTRALIA



FINALS

11-14 JANUARY '23

DOHA

QATAR

FUTURE

2022

2023

2024

> 2024



5 EVENTS

Hamburg, Germany
Utrecht, The Netherlands
Itapema, Brazil
Australia
Doha, Qatar

6+ EVENTS

USA Event
Doha, Qatar
Itapema, Brasil
World Championships, Netherlands
+ more worldwide events

8+ EVENTS

Worldwide

MORE TO COME

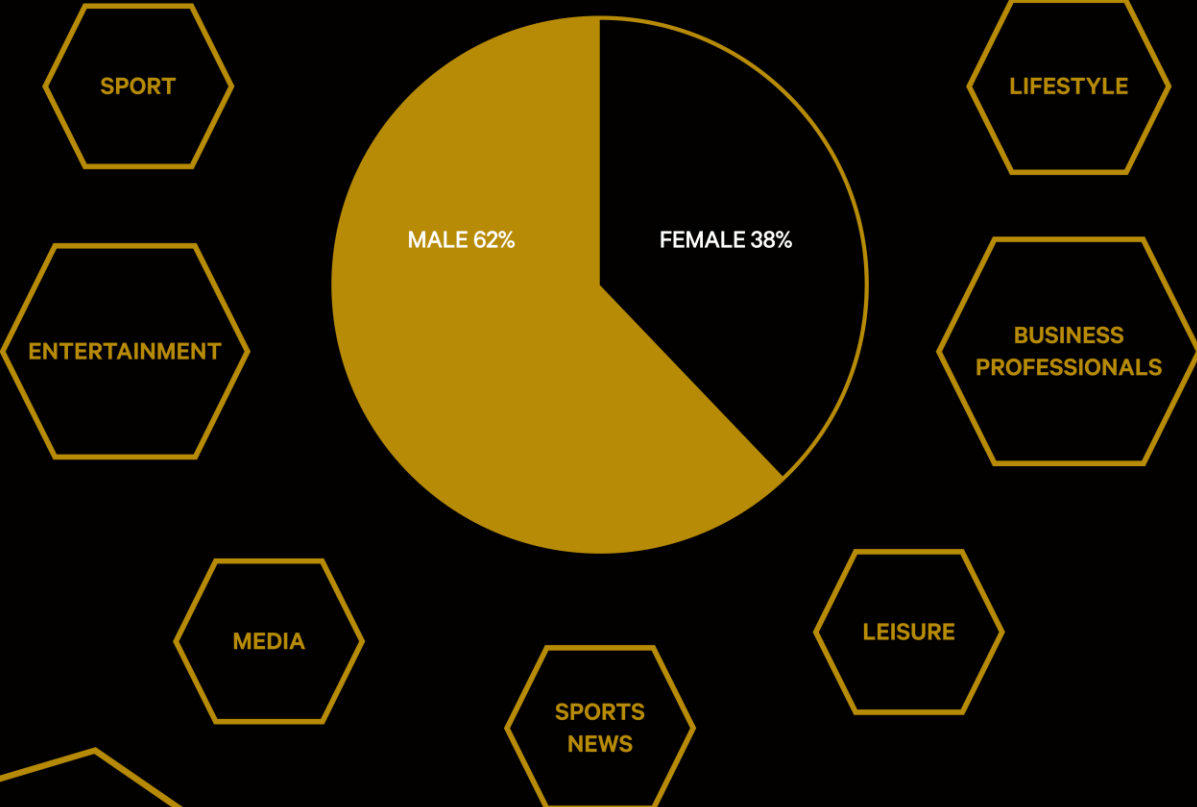
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FANS AND REACH

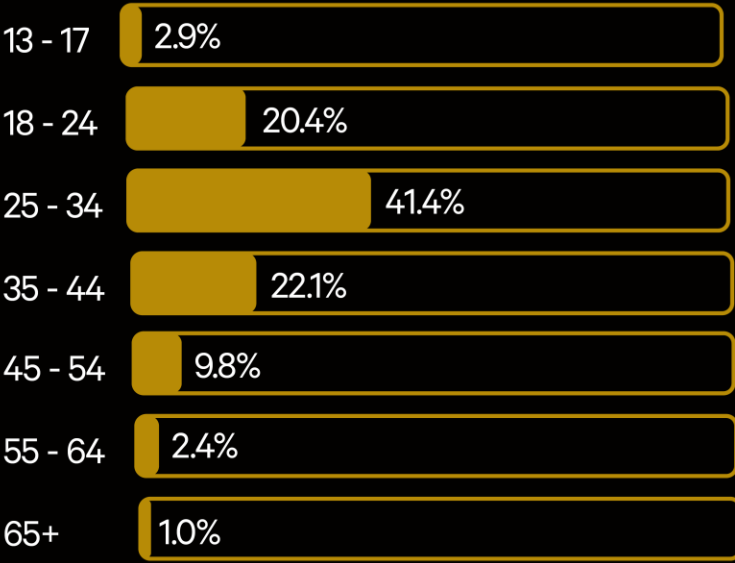


DEMOGRAPHICS

BLENDING SPORTS FANATICS & LEISURE / ENTERTAINMENT AND MUSIC LOVERS



A TYPICAL KING OF THE COURT FAN



TV BROADCAST GROWTH 2020 TOT 2021

118%

TOTAL DURATION PER EVENT

11%

NUMBER OF AIRINGS PER EVENT

554%

TOTAL DURATION OVERALL

223%

NUMBER OF AIRINGS OVERALL



TV BROADCAST KING OF THE COURT 2021

135+ COUNTRIES

APPROX 4353 HOURS AIRTIME

€ 62M

ESTIMATED AD VALUE

€ 16,2M

20% VISIBILITY SPONSOR VALUE



1.2 BILLION

POTENTIAL MEDIA CONTACT POINTS

4000+

SOCIAL MEDIA POSTS & ARTICLES

36M +

IMPRESSIONS

52%

AUDIENCE GROWTH



03

KOTC IN MIAMI BEACH



MIAMI BEACH

King of the Court has never been officially to the US. We did some successful test events in the past, but when King of the Court will be organized in Miami Beach it will have its debut at one of the famous beaches of the World: SOUTH BEACH!

The first official King of the Court event in the US will be organized in MIAMI BEACH!!

It's a match made in heaven as King of the Court has a urban attitude with a beach look. Miami Beach has both of these best worlds.

The climate, the beach and urban vibe, a great famous beach, locals who love beach volleyball, country who invented beach volleyball, visitors who want to have fun during their stay; it comes all together when the Worlds Best beach volleyball stars will play King and Queen of the Court in Miami Beach!!

King of the Court might become an Olympic discipline in 2028 in LA, this is not in our hands, but when this will be reality, Miami Beach was the early adapter of this sport and will receive the credits for their vision, courage and drive to launch this event in the US.



KING OF THE COURT

SPRING BREAK EVENT

Give your locals and tourists an opportunity to experience Miami Beach on its best. Show your visitors the positive vibe of Miami Beach during Spring Break. Introduce your locals to a new beach volleyball format during Spring Break and show them that their city also belongs to them during this time of the year.

This is all possible with King of the Court and we will secure that all visitors will have a great time while they are watching this great mix of sport and entertainment.

TARGET GROUP LOVES THIS GAME

Research shows that Millennials and Gen Z loves this game (see earlier slides) and are more likely to spend money on the event and in the city. The combination of sports and entertainment at South Beach is the best fit for the Spring Break tourist and take them away from drinking and partying only. It really adds lifetime experiences and create unforgettable moments.

The huge group of Latin and Brazilian people living in Miami Beach and Florida would be extremely interested to visit King of the Court Beach volleyball.



KING **OF THE** **COURT**

LUMMUS PARK

King of the Court Miami Beach will be hosted on the iconic South Beach at Lummus Park. Miami Beach has one of the most beautiful beaches in the world with a big and dedicated beach volleyball community.

The beach volleyball fields at Lummus Park are good basics as warming up- and practice courts. With just a one-minute-walk to the stadium, Miami Beach offers the perfect venue!

The **King of the Court** stadium with traditional tribunes and skyboxes. Expecting **15.000 – 20.000** visitors during a 4 days double gender tournament!

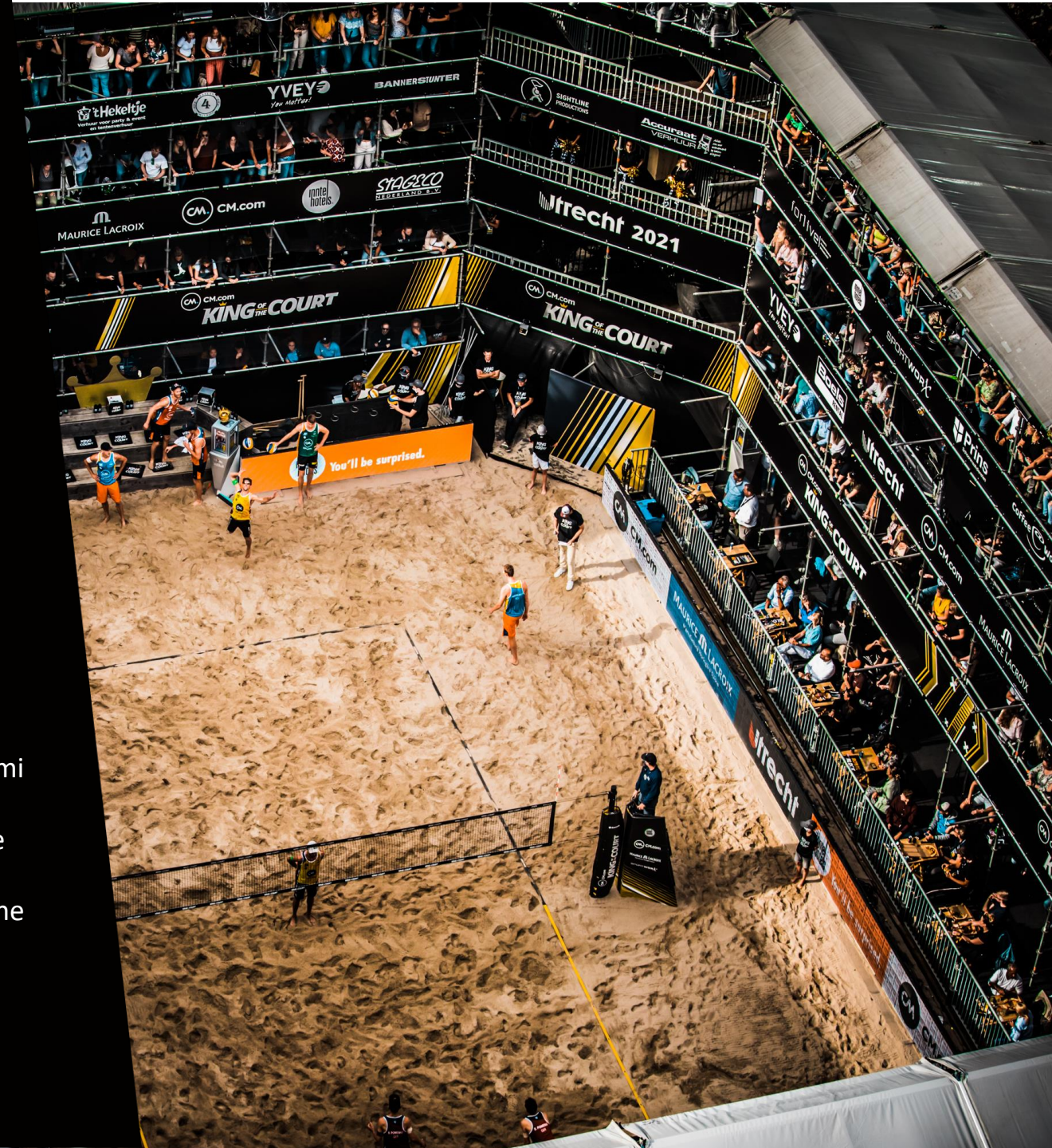
King of the Court Miami Beach will be hosted during Spring Break 2023. At this stage we are still flexible to determine the exact dates together with you!



KING OF THE COURT

BENEFITS FOR MIAMI BEACH

- Be the first official King of the Court host in the USA
- Offers an extra activity for Spring Break visitors.
- Show the locals of Miami Beach a great event in their hometown during a period when they normally don't visit this side of the city.
- Be part of the King of the Court World Tour, with more iconic beach cities in 5 other continents.
- Via our collaboration with the AVP, we will have a huge PR and coverage in the US, beside the worldwide interest. Great PR for Miami Beach.
- Focus on a long term collaboration, with commercial benefits for the city of Miami Beach.
- Regular beach volleyball event is twice as expensive than a King of the Court event; (inter)national reach of KotC is higher.
- Stadium can be fully branded for maximum exposure
- Possibility to host more events in the same stadium during Spring Break. Concerts, sports, beach activities, social events, etc.



MULTI FUNCTIONAL STADIUM

04





THE FORMAT

ABOUT THE STADIUM

King of the court created its own stadium in the middle of the Corona Pandemic to still be able to organize our flagship events. After the international breakthrough in 2020, we expanded the stadium in 2021 with multiple sports and entertainment events.

THE UPCOMING YEARS

The stadium is flexible in capacity and ideally equipped to be adjusted according to local COVID regulation. The omnisport capabilities of the stadium will ensure the flexibility to organize a longer period of sport and entertainment events in the same venue.





A POP UP STADIUM TO SHARE SPORT, CULTURE & ENTERTAINMENT

ONE MONTH OF VARIOUS COLLABORATIONS

Working with local suppliers, like technique, catering, ticketing partner, hotel partners, security etc.

LOCAL INVESTMENT

Share different Sports and cultural events

SUSTAINABILITY

You don't build a stadium for just 4 days, but for example you can use it for 4 weeks.

A UNIQUE POP-UP VENUE

A combination of sports and show in the city





NOTHING BUT OPPORTUNITIES

THE STADIUM IS AVAILABLE IN SEVERAL MODULAR OPTIONS

Together we create the ultimate setting for your event.

DIFFERENT ELEMENTS IN THE EVENT PROGRAM

Share different Sports and cultural events. Next to King of the Court; what fits your city the best? Which sports are already popular?

WORK SMART AND EFFICIENT

Look for the right opportunities to set up a great stadium and type of events.

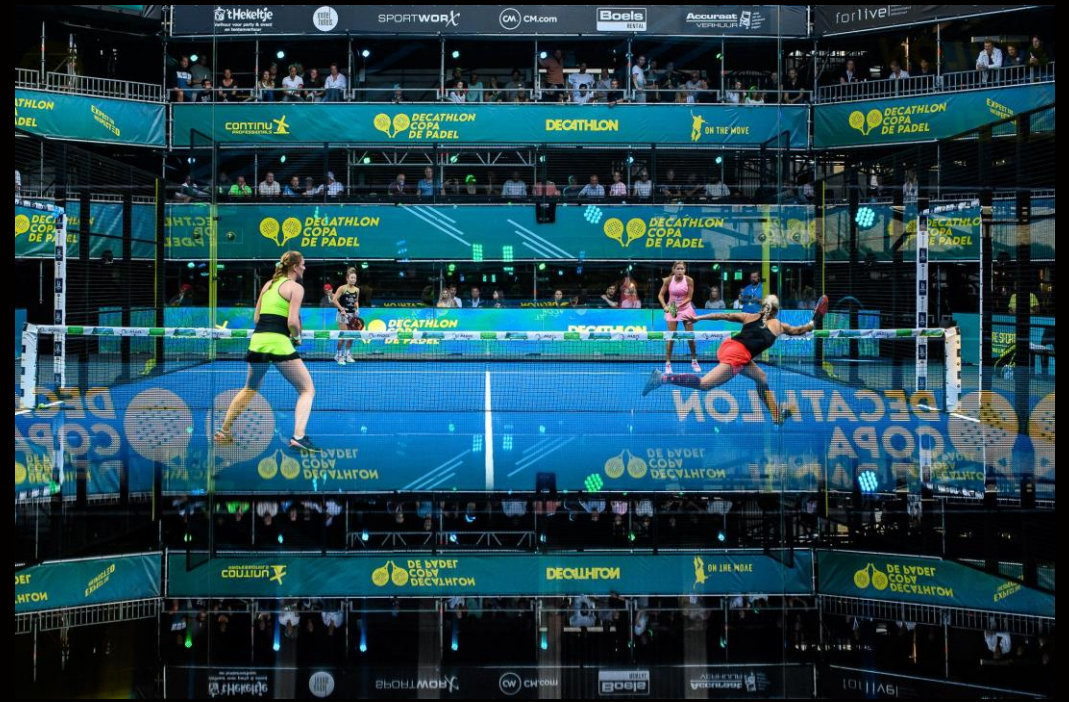


SPORTWORX STADIUMS



https://www.youtube.com/watch?v=9iKj3_Eux2k

PADEL



3X3 BASKETBALL



MUSIC FESTIVAL



STREET SOCCER



AIR BADMINTON



CORPORATE EVENT



ENDLESS POSSIBILITIES



THE STADIUM IN VARIOUS OPTIONS



- **FLEXIBLE** formats
- A place for several **URBAN SPORTS**
- Ideal place to **COMBINE SPORT & ENTERTAINMENT**



05

BUSINESS MODEL



BUSSINESS MODEL

COSTS

- ✓ Stadium Set Up
- ✓ Technique
- ✓ Safety
- ✓ Entertainment
- ✓ Crew (Incl. Sportworx Crew)
- ✓ Lay Out of the Stadium
- ✓ Travel Costs

REVENUE BUILD UP:

- ✓ 15% Match-day revenues
- ✓ 5% Media revenues
- ✓ 10% Global Partnerships
- ✓ 15% Value in Kind – deals
- ✓ 15% Local sponsorships & exposure deals
- ✓ 40% City/region/country contribution (VIK, multisport stadium & cash)

COOPERATION – Sportworx X COMPANY NAME - two options

- 1 - License to organize a KOTC event
- 2 - 50% share holder



BUSINESS MODEL

Attached to this presentation we shared the budget of the King of the Court event in Miami Beach. This is a decent estimation with possibilities to earn money together, especially we are able to get local sponsors and partners on board. You see in this presentation, that our reach and popularity are huge. The first year with a new product like KotC in a new territory, always is a start-up year, but after year two, the return of investment will come.

We are here to invest in this possibility, sign a three year contract and the full risk is on Sportworx. But we also offers the option that the city of Miami Beach will hire us and is responsible for the budget and that we split the revenues 70/30. 70% for Miami Beach and 30% for Sportworx.

We are totally open to discuss the best model for both of us.





“MIAMI BEACH HOSTS THE FIRST KING OF THE COURT EVENT IN THE US”

“TOP BEACH VOLLEYBALL DURING SPRING BREAK IN MIAMI BEACH”

“MIAMI BEACH WINS BATTLE OF HOSTING KING OF THE COURT IN 2023”

“PERFECT COMBO: SPORT & ENTERTAINMENT IN MIAMI BEACH”

“MIAMI BEACH OFFERS YOUTHS AMAZING BEACH VOLLEYBALL EXPERIENCE DURING SPRING BREAK”