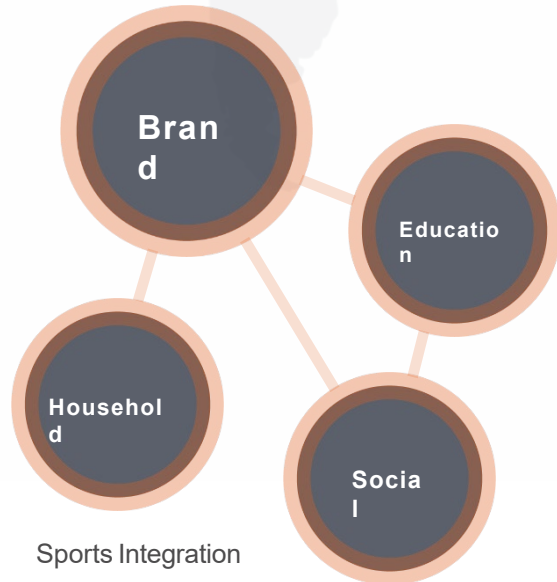


WANT TO DOMINATE YOUR COMPETITION? HERE'S THE GAME PLAN: A SPORTS MARKETING PROGRAM FROM FMR.

01 GROWING YOUR BUSINESS AND LOYALTY – LONG TERM

FMR is not your typical licensing company for big-box sports sponsorships. We take a different approach to sports marketing. We don't believe that professional prima donnas and costly in-stadium signage is the best way for most brands to build lifelong customers. Instead, we've partnered with some of the biggest stakeholders in sports, including Nike™, Adidas™, USSF™, and Rush Soccer™ to create innovative programs that connect brands to the millions of people who participate in amateur sports around the world.



02 AUTHENTIC, ONE-OF-A-KIND ACCESS

FMR creates grassroots relationships with the most influential amateur sports clubs and organizations in the country. For each sport in our portfolio, whether it's Soccer, Rugby, or Lacrosse – our programs leverage the passion of participants and their families to forge lifelong ties to your brand - not fleeting impressions.

03 TARGETING THE NEXT GENERATION

Millennials are migrating away from traditional sports to new genres of social sports that combine individual effort with collective achievement. FMR is tapping into this movement with targeted programs in such emerging sports as GoRuck, an active resistance training sport that's among the fastest growing athletic endeavors

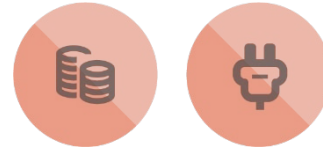



04 #1 DATABASE IN THE INDUSTRY

We have the #1 mailing and email database in the industry, with high-value demographic segmentation. So when it's time to communicate your message, FMR provides national scale and easy plug-ins for retail networks

05 LEVERAGE SOCIAL MEDIA

FMR takes you beyond branded opportunities including jersey printing, venue ownership and sports clinics to develop your brands' Social Media and Content strategies. It's all about sharing the passion that fuels the growing popularity of amateur sports.





FMR is a technology and marketing company offering a collection of products designed to help unlock the lifetime value of customers.

For more than 20 years our belief has been: To be the First Marketing Resource for our clients.

What began as a business born from automotive branded merchandise has grown to encompass a full range of innovative, data-driven customer loyalty solutions.

 **FMR** Loyalty Starts Here.SM

For more information contact us on +1 877-750-1054

