

myESPN
HIGHLIGHTS

Authorized Affiliate Program



Authorized Affiliate Program

Opportunity

Offer the hottest personalized photo products featuring the most recognized media name in sports to more than 60 million youth who play sports each year.

- Youth Leagues
- Teams
- Sports Associations
- Schools
- Event Sponsors
- Team Parents

myESPN Highlights

ESPN and aVinci Media have teamed up to produce the ultimate personalized photo product – *myESPN Highlights*.

Now sports Moms and Dads can feature their athlete in an “authentic” personalized ESPN SportsCenter highlight production.

myESPN
HIGHLIGHTS

aVinci
experience

myESPN Highlights

Product Overview

- DVD – Video Highlights
- Photo Books
- Posters



Product

DVD – Video Highlight

- Personal or Team Highlight Movie
 - Authentic ESPN SportsCenter production
 - Fully licensed by ESPN
 - Commentary by ESPN's Karl Ravech
 - Features up to 15 (athlete) and 100 (team) photos
 - Athlete name + team name or ticker-tape message
- DVD Bonus Features
 - Sharable movie (MP4 file)
 - 4 personalized cutout cards
 - Sharable, 8.5"x11"print-at-home mini poster
 - Image file folder of every photo



Product

Photo Books

- Authentic ESPN SportsCenter design
- Fully licensed by ESPN
- Photo Books
 - Athlete - 5½" x 7" Soft Cover (15 images)
 - Team 8½" x 11" Hard Cover (20 to 100 images)
- 100 # gloss paper
- Includes 3 ESPN mini-posters featuring athlete
- Personalized cover with athlete photo
- Full preview before ordering



Product

Posters

- Authentic ESPN SportsCenter design
- Fully licensed by ESPN
- 18" x 24" poster
- Professionally printed, photographic paper
- Add single photo, name and message
- Sport-specific posters
- 4 General-design posters

24"x36" Team Poster coming soon



Sports Themes Roadmap

Individual and Team Productions

- “All Sports”
- Soccer (Girls & Boys)
- Basketball (Girls & Boys)
- Football
- Baseball
- Softball
- Volleyball
- Lacrosse
- Hockey
- Others

Become an Affiliate

Process / Requirements

- Complete Affiliate Application Online
- Pay Initial Fee Online
 - \$250 Annual Fee
- Download Affiliate Materials
 - myESPN Highlights Coupons with Affiliate Number
 - Sales Sheets
 - Start Selling

How it Works

- Sell myESPN Highlights to your customers
 - Make it myself model (customer makes)
 - Make it for me (photographer makes)
- Customer visits www.myESPNHighlights.com
 - Pay for myESPN Highlights
 - Download software builder
 - Gather photos
 - Build their myESPN Highlights production in minutes
- aVinci fulfills and ships all products
- Affiliate earns a commission for every product
 - Aftermarket sales tracked by Affiliate's Product Code
 - Includes upsells

Product Ordering Models

Sports Photographer (SP) Ordering Models

Make It For the Customer

- Parent buys product
- Fills out order form, pays
- SP takes (or has) photos
- SP makes product online
- SP submits sales/order
- Product sent to Parent
- Commission paid to SP



Preferred Selling Model

Customer Makes It

- SP hands out coupon
- SP provides shot guide
- Parent takes photos
- Parent makes product
- Parent submits order; pays
- Product sent to Parent
- Commission paid to SP

Customer Makes It - Voucher

- Parent buys product
- Fills out order form, pays
- SP submits sales
- Parent receives evoucher
- Commission paid to SP
- SP provides shot guide
- Parent takes photos
- Parent makes product
- Parent uploads photos
- Product sent to Parent



Preferred Selling Model

(Phase 2)

Order Flow

Make It For The Customer

Sports Photographer

myESPN HL
Order Form or
Online Form
 DVD

Credit Card
Check

Make Product

Get Paid, 7 days

Preferred Selling Model

Customer Makes It

Parent / Consumer

Discount Coupon
myESPN HIGHLIGHTS
Promo Code = SPA100

Make Product

Get Paid, 7 days

Customer Makes It - Voucher

Parent / Consumer

myESPN HL
Order Form or
Online Form
 DVD

Credit Card
Check

Email back
Voucher

Get Paid, 7 days

Make Product

Preferred Selling Model

(Phase 2)

Affiliate Sales Materials

Everything you need to get started today:

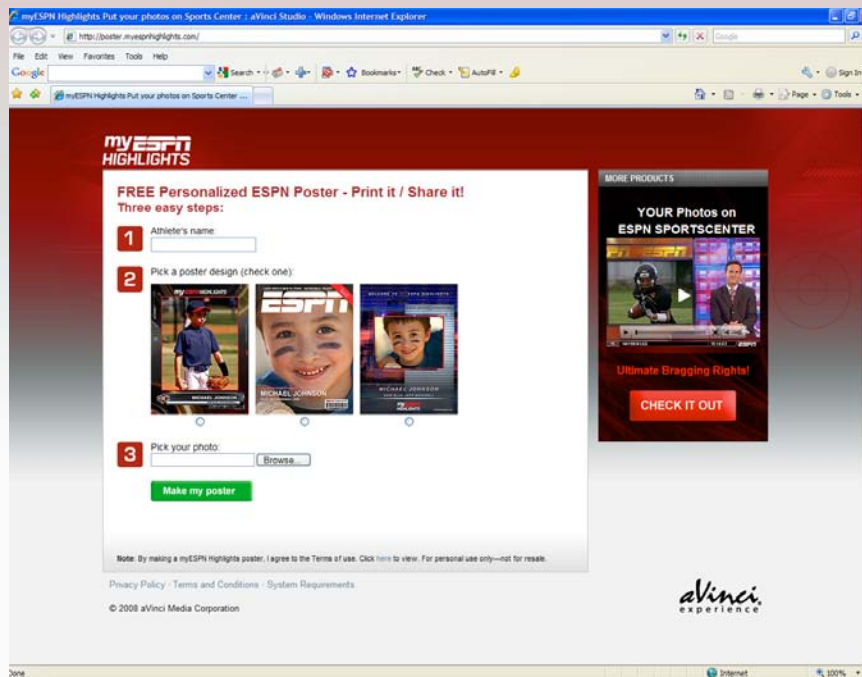
- Sales sheet*
- Price list*
- Order forms*
- Authentic myESPN Highlights*
 - Product Code Cards (electronic)
 - Coupons and Vouchers
- Viral marketing tool – Online Poster Maker
- Printable marketing materials
- Printable POS materials

Marketing Agreement

- Approved myESPN Highlights sales and marketing materials will be provided
- Only authorized materials may be used
 - Applies to all myESPN Highlights selling
 - Covers all venues: Web, Print, On-field or in Studio/Store
- Any use of unauthorized marketing/sales materials will result in immediate termination
- If you have new marketing /advertising ideas you would like to do, please send for consideration at least 2 weeks before the due date
 - Send via email your normal affiliate contact and cc lpaulsen@avincimedia.com

Viral Marketing

Online Poster Maker



- Sharable, print-at-home mini posters
- Authentic ESPN SportsCenter design
- Add photo, name and message
- Email to family and friends
- Post on social networking sites
- Affiliate Price: FREE

Sports Photographers

Authorized Affiliate Program Benefits

- myESPN Highlights Reseller Authorization
- Vouchers to create sample myESPN Highlights products
 - DVD (\$36 value)
 - Photo Book (\$36 value)
 - Poster (\$36 value)
- Printable marketing materials: Flyers, coupons, vouchers, handouts
- Preferred price sheet
- Unique Affiliate Number entitling each of your customers to a 10-33% discount off of MSRP
- Commission checks payable to you for every customer who produces a myESPN Highlights product using your unique Affiliate Number

Pricing / Commissions

Products	List Price	Sale Price**	Affiliate Commissions*		
			Silver 25%	Gold 30%	Platinum 35%
Spotlight DVD (up to 15 photos)	\$ 36	\$ 24.95	\$ 6.24	\$ 7.49	\$ 8.73
Spotlight Book (soft cover 5.5" x 7")	36	24.95	6.24	7.49	8.73
Spotlight Poster (18" x 24")	36	24.95	6.24	7.49	8.73
Premier DVD (20-100 images)	50	34.95	8.74	10.49	12.23
Premier Book (hard cover 8.5" x 11")	71	49.95	12.49	14.99	17.48
Premier Poster (24" x 36") <i>Phase 2</i>	50	34.95	8.74	10.49	12.23
DVD Copy	24	16.95	4.24	5.09	5.93

* Silver: \$0 to \$2,500
 Gold: \$2,501 to \$12,500
 Platinum: \$12,500+

** 33% discount from list price

Contact Information

aVinci Media Corporation

Elizabeth Paulsen, Sales Administrator

lpaulsen@avincimedia.com

(801) 984-2529

Terry Dickson, VP Business Development

tdickson@avincimedia.com

(801) 984-2604