



**EDGE**

*Sports*

**Play Hard, Look Hot.**



**Women's sports are experiencing unprecedented growth, projected to surpass one billion dollars in revenue by 2024, as audiences and brands recognize its untapped potential.**

**At the same time, fan-driven digital engagement is surging, transforming how audiences connect with sports and opening new, lucrative revenue streams through interactive, personalized content.**

**EDGE = OPPORTUNITY = \$\$\$\$\$**



# the **EDGE** Vision *Sports*

To create a bold, unfiltered fusion of athleticism and allure, capturing the raw, untamed energy that ignites passion both on and off the field. At **EDGE**, we believe sports can be fierce, mesmerizing, and unapologetically seductive. Step into a new era where athleticism meets sensuality, and every moment becomes an unforgettable, adrenaline-fueled spectacle.

**EDGE** is here to redefine the game.







## ***AN EDGIER EXPERIENCE***

***EDGE*** is redefining sports fandom with an immersive, interactive platform that goes beyond passive viewing. Unlike traditional TV, ***EDGE*** offers real-time engagement, exclusive behind-the-scenes access, and customizable content, allowing fans to connect, react, and shape the experience—making them an integral part of the action.

***EDGE*** isn't just about watching sports; it's about immersing fans in the excitement, giving them choices, and letting them live the thrill.







LIVIN' ON THE EDGE

**EDGE** *Sports* is redefining live sports and entertainment through platforms like OnlyFans, Twitch, and YouTube, creating interactive, high-energy events that connect fans directly with the action.

*Leveraging tech like multi-angle streaming and real-time feedback, we turn passive viewing into active participation, placing EDGE at the forefront of immersive sports entertainment.*





**EDGE**  
*Sports*

is bringing a provocative twist to the sports world, spotlighting electrifying events like Dart Dare, Lingerie Pillow Fighting, Rodeo Rocket, and Mud Wrestling. We're blending athleticism with allure, creating sports that don't just entertain but captivate audiences with high-energy competition and a bold, playful edge.



# **EDGE INTERACTIVE**

**Real-Time Fan Voting:** Fans watching live can vote on their favorite athletes during each match or round. This can influence scoring or add bonus points, giving the crowd a say in the outcome.

**Real-Time Commenting and Live Chat:** Fans can engage with each other and comment in real time, creating a live fan community experience. Athletes may also respond to select fan comments post-match.

**Exclusive Access & VIP Content:** Fans can access special content packages, like behind-the-scenes videos, post-match interviews, and Q&A sessions with athletes, by subscribing or purchasing VIP passes.

**Interactive Fan Challenges and Raffles:** Fans participate in fun challenges or enter raffles to win prizes like signed merchandise, digital collectibles, or virtual meet-and-greets with athletes.

**Virtual Tip Jar for Athlete Support:** Fans can tip their favorite athletes in real time to show support, with top tippers sometimes receiving shout-outs or exclusive access.







# **EDGE** MAKING MILLYS

**Pay-Per-View (PPV):** Fans can pay a one-time fee for access to the special event.

**Premium Subscription:** **EDGE** offers a premium subscription option that provides fans with ongoing access to event replays, exclusive behind-the-scenes (BTS) moments, and curated recuts featuring event highlights.

**Sponsorship & Advertising:** **EDGE** partners with brands to sponsor entire events or specific segments, providing premium logo placements, verbal mentions, and product-driven integrations.

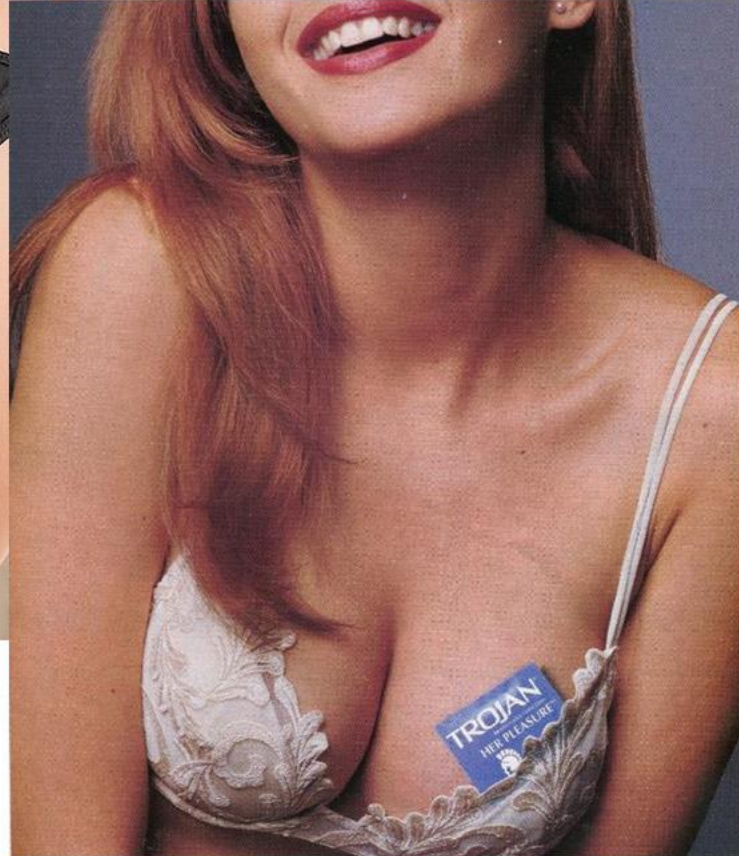
**Branded Content and Product Placements:** Brands sponsor specific event moments, like pre-show routines or post-match highlights, turning these into branded entertainment opportunities.

**Merchandise Sales:** Exclusive **EDGE** merchandise, such as clothing, event memorabilia, and athlete-inspired items, are sold directly through the platform.





# EDGE INTEGRATIONS



**Passive Integrations:** Brands are subtly integrated into event visuals, such as logos placed around the arena, on athlete outfits, or through on-screen graphics.

**Verbal Mentions:** Hosts and commentators mention sponsor names or taglines during key moments, such as athlete introductions, challenge announcements, and match updates.

**Branded Entertainment Opportunities:** Brands sponsor pre-show, post-show, and exclusive content segments, associating their brand with high-engagement moments. This includes backstage footage, interviews, and fan challenges, making brands part of the entertainment experience.

**Product-Driven Vignettes:** Short, branded video segments showcase sponsor products within the event context, like athlete introductions or recovery moments.

**Interactive Product Placements:** Interactive elements, such as voting portals, virtual tip jars, and fan challenges, are branded, integrating sponsors directly with fan interactions and engagement, ensuring a seamless and active brand experience.