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Prep Sports Nation A High School Sports Social Network

Network Overview:

Dell Sports has recently developed a high school sports content and social network platform called Prep Sports Nation. This is the latest innovative product from Dell Sports. The network allows high school athletes to express themselves and connect with others by creating their own profile, posting videos, uploading pictures, writing blogs, and interacting with other athletes, coaches, family, fans and recruiters. The network is localized through local media partners.

About Dell Sports:

Dell Sports specializes in providing highly innovative & interactive online sports games for media partners around the United States and Canada. Dell has the most interactive, cutting edge products on the market. Dell Sports currently provides services for over 700 media partners and continues to aggressively grow its traditional media partner base.

Network and Partnership Features:

- All traffic is driven through the local media partners website
- The network integrates both news and content from the local media partners
- Complete stats tracking software for media partners and coaches to record scores and data
- The ability to post video highlights and even full games
- All the basic social network features seen on MySpace and Facebook will be available to athletes, alumni, fans, family, coaches and recruiters including:
 - Create Profiles
 - Blogs and Interactive Message Boards
 - Complete Stats Tracking Software
 - Local and National Content
 - Private Messages
 - Post Videos and Upload Pictures
 - Easy Tagging System
 - School and Team Pages
- Opportunities for local media partners to feature a profile of the week (male/female athletes, cheerleaders, fans, etc.) to encourage participation in the network
- Contests are created on a local and national basis to encourage participation
- Each media partners website will be dynamically pulled around the network
- Media partners can place supplemental advertising around the site using their own ad system
- Dell Sports will charge a nominal licensing fee and will reserve advertising slots for a national advertiser

Media Partner Benefits:

- **New Revenue Stream**—Access to a captive audience of a very specific target group (local High School students) will attract high CPM rates and significant advertising dollars.
- **Reverse Publishing**—Local Sports content can be auto-pulled from our High School social website. All media partners can reverse publish any uploaded photo, video, blog, or even profiles of student athletes.
- **Multi-Media Platform**—This network funnels the efforts of Newspaper and Television media partners into one application designed to maximize coverage of High School Sports on a local and national level. The combined coverage of Television and Newspaper will enhance the students' interest and participation levels.
- **Increased Web Traffic and Readership**—The social networking aspect will drive web traffic and boost your readership levels, as students and their relatives/friends will always desire to see themselves or their schools in print, on video, or online.

“Play For Pride”

Prep Sports Nation

"Play For Pride"

OZARKSPORTSZONE.COM

Now You've Got Bragging Rights.

POWERED BY



HOME NEWS VIDEOS PHOTOS SCHOOLS

Mobile Version



Glendale Tops Ozark

Matchup of strong teams.

1 2 3 4

O-ZONE Member Login

Email Password

[Sign Up](#) [Login](#) Keep me logged in

[Can't Login? Click for Support](#)

Court Square Pharmacy

Search by School

Select your school

Latest Submitted Photos

PLAY IT AGAIN SPORTS

WE BUY, SELL & TRADE USED & NEW SPORTS GEAR & EQUIPMENT.

PLAY IT SMART. PLAY IT AGAIN.

CLICK HERE TO LEARN MORE

Game Scores

Boys Baseball	Girls Soccer	Boys Tennis	View All Scores
Apr. 28 - 5:00 pm	Apr. 28 - 5:00 pm	Apr. 28 - 4:30 pm	Apr. 28 - 4:30 pm
4 Springfield Catholic	7 Crane	4 Republic	5 Walnut Grove
6 Bolivar	2 Billings	5 Neosho	8 Pleasant Hope
Apr. 28 - 4:30 pm	Apr. 28 - 4:30 pm	Apr. 28 - 4:30 pm	Apr. 28 - 5:00 pm
9 Willard	5 Webb City	1 Carthage	0 Clever
10 Branson	10 Nixa	12 Ozark	13 Blue Eye

Game Schedules

May. 1 4:00 pm	Couch Alton R4	Boys Baseball
May. 1 4:00 pm	Walnut Grove Ash Grove	Boys Baseball
May. 1 4:00 pm	Summersville Winona R-III	Boys Baseball
May. 1 4:30 pm	Monett Republic	Boys Baseball

O-Zone Top Stories

Kickapoo Explodes for Eight Goals in Victory
Parkview could not match the offensive firepower of the Chiefs in the 8-1 loss.

87th Aldo Sebben Missouri State Relays
Oldest track meet in the United States brings teams from all over Missouri.

KY3 Local Sports

National champion basketball coach visits Springfield
Roy Williams, the coach of University of North Carolina's men's basketball team, helped raise money for the Boys & Girls Clubs of Springfield.

Missouri fishing report
Here is information for lakes and streams in the

KSPR Local Sports

Bears Add Another Talented Transfer
SPRINGFIELD - Missouri State University announced early Friday the receipt of a National Letter of Intent from Marion (Ala.) Military Institute men's basketball standout Jermaine Mallett.

Apr. 30 Athlete of the Week: Ekate Lvmon

St. John's Sports Medicine HealthTracks

RUNNING CLINIC

MAY 5

Prep Sports Nation

Major Differentiators

- **National Community**— While Prep Sports Nation has a predominately localized feel, participants will also be able to be a part of a broader, national community of High School students. They can share videos, pictures, and even their own thoughts with students their own age from across the country. Now students will stay on one site for both local and national content.
- **Free Stuff**— Only Prep Sports Nation combines the power of national brands to offer free stuff to students. With everything from movie tickets and previews, to discounted or free products, this section offers a huge sticky factor that will keep students coming back to the site.
- **Training/Educational Tips**— Only Prep Sports Nation offers professional athletic training advice to students as part of the social networking experience. In addition, coaches and recruiters will be featured giving an insight into what they are looking for and how students can position themselves to be a better athlete.
- **Experience**— Dell Sports has a successful track record in providing games and content to media partners around the country. We have experience in building scalable online interactive products that rival most competition.
- **Page Views**— Page views are the true driver behind advertising revenue. Dell Sports already has the highest page views in the fantasy sports industry according to the Fantasy Sports Trade Association (FSTA). We are taking that knowledge and applying the same basic concepts to Prep Sports Nation.
- **Content**— Content is King! With everything from local to national content, that is both user and media partner driven, our content stands at the top of all social networks. Some providers are really good at national content, some are good at stats, others focus solely on local content... but only Prep Sports Nation combines everything into one social network.
- **Stats**— Prep Sports Nation features a variety of ways to enter stats. Media Partners, Coaches and Athletic Directors can all enter stats. To better meet your needs, our system has a permission based system for different users. Our system accommodates all different levels of involvement from final scores to full box scores. The stats module also calculates individual and team stats that can be queried and reverse published within seconds.
- **Flexibility**— Dell Sports is willing to adjust our model to accommodate your needs as a corporation. Everything is negotiable from the number and rotation of ad positions to the content features inside the site. We are willing to listen to your needs and will make modifications to our product for corporate agreements.

Prep Sports Nation
“Play For Pride”

Value Proposition

By The Numbers

Unique IP's: The average media partner receives just under 7,000 unique IP's per season
Average ROI: The average media television partner makes 10-15x ROI on PrepSN.

Projected Page Views Per User Month: 150
Average Users Per Application: 7,000
Average Monthly Page Views: 1,050,000
Minimum Projected CPM Sale: \$5.00
Minimum Projected Revenue Per Market: \$5,250.00 per month

Cost Per Market: Costs per market vary depending on the size of the market. Corporate deals will reduce the per market rate.

Naming Rights: Each market has the full naming rights for this application. The social network is only "Powered by Prep Sports Nation" in a one sentence listing at the bottom of each page.

Revenue Share: 10% on all Dell Sports national advertising inside the application for the first \$1 million in gross revenues. 25% on all Dell Sports national advertising inside the application for anything over \$1 million in gross revenues. Split is based on page view shares within the network.

Reverse Publishing: Any user photo, video or profile can be easily reverse published.

Adverse Content: All user content can be placed into a cue by the media partner before publishing.

Ad Placement: Each market will receive 100% of ads around the application and even some ads inside

Stats Module: This application comes with a robust stats engine that tracks and calculates every high school sport. There is full reporting on all data and even permission levels for coaches and interns.

Setup Time: Your application will be built within 24 hours from when we receive the agreement. Our team will work with your staff to have this site looking pristine within 1 week.

Full Support: You will be assigned a support representative AND a technical representative to help with implementation and customizing our system to match your changing needs.

More Information: View the 2 minute online demos at: www.dellsports.com/prepsportsnation

More References: www.ozarkssportszone.com, www.sfgate.com/preps www.sportslinerep.com

Contact Information:

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