



ENTFLA

ENTERTAINMENT FOOTBALL ASSOCIATION



**THE ENTERTAINMENT FOOTBALL ASSOCIATION
(ENTFLA): Profit, Scale and Global Branding**

**THE ULTIMATE
“SPORTUTAINMENT” EXPERIENCE**

DISCLAIMER

Any person, entity or organization must first be qualified by the company and read all of the offering documents and attest to reading and fully understanding such documents. Entertainment Football Association LLC and its affiliates are not licensed securities dealers or brokers and as such do not hold themselves to be.

Any projections shown are intended for illustrative purposes only to facilitate the analysis and are not guaranteed by sponsors

TABLE OF CONTENTS



Today's Playbook Includes:



1. Opportunity (Idea)

**2. Mission and Vision
(Goal of Idea)**



**3. Who We Were
(Making Idea Happen)**



**4. ENTFLA Operational
Playbook (Scaling the
Idea)**

OPPORTUNITY

The ENTFLA Is a “Force Multiplier”* Business Model applied to Sports and Entertainment



1 (GLOBAL ENTERTAINERS)

+

1 (OLYMPIC CALIBER ATHLETES)

=

10 (EXPLOSIVE GLOBAL GROWTH MARKET OPPORTUNITY)



The ENTFLA is professional gridiron football/concert entertainment property in a high growth industry available for international distribution, along with collaborations with broadcast partners and sponsors. We have:

- 1. A profit focused model...**
- 2. That is scalable...**
- 3. And globally branded**

*A Force Multiplier is a military term equivalent to the business term “synergy”

3 GLOBAL MACRO SPORTS GOALS

Profit Scale Global Branding

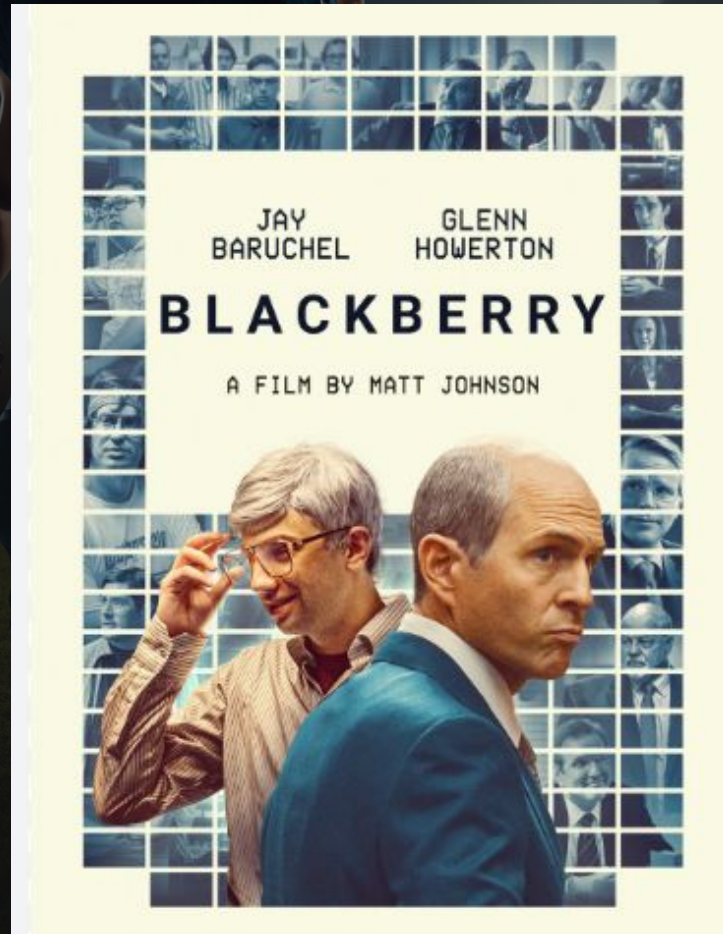
Currently Accomplish Global Branding by owning and contracting the best and most expensive sports talent and teams in the specific sports vertical (NFL has all the most expensive Gridiron Football Athletes)

RYAN REYNOLDS AND WREXHAM DISRUPT THE GLOBAL BRANDING MODEL



Accomplished Global Branding by owning inexpensive sports talent with an inexpensive team combined with social media influence and a reality show. The team has appreciated 10 to 20 times value (profit proxy) and plays internationally in the US (scale)

BLACKBERRY BUILT/SCALED ON FREE CARRIER DATA PLATFORM; WREXHAM BUILT ON FREE SOCIAL MEDIA PLATFORM



SITUATION

After 35 Years and multiple attempts, the exciting, compelling game of Indoor Professional Football has not become a profitable, scalable, globally-relevant, branded business

Leagues have not created effective business models, attractive to players, fans, sponsors and investors.

MISSION AND VISION

MISSION

"To create the first profitable AND scalable pro indoor football league, which is globally branded and relevant"

VISION

30 BY 30

"30 Teams BY 2030"

AKA 30 Wrexham-style teams by 2030

GLOBAL ENTERTAINERS MAKE THE LEAGUE “THE PLACE TO BE”**

Deadpool/Ryan Reynolds (Who Made One Team Wrexham the Place to Be) v The ENTFLA ENTERTAINER Team (Who will make the ENTFLA Entire League the Place to Be)

Not Just Deadpool (50.3M Instagram followers) but:

Bay Bay
(.5M
Insta)

DJ Drama
(1.2M Insta)

2RARE* (.7M
Insta; 39M
YouTube views)

DJ Khaled (37.7M
Insta)

Enzo Amore (1M
Insta)

AND
so many more!

** NLE Choppa YouTube video “ Do It Again” featuring 2RARE has accumulated 39m views in 1 year

** RocNation CEO notes in the Daily Mail Oct 25th “The Disrupter” article that sports must view themselves as “Entertainment” not pure sport because entertainers and entertainment draw new fans and high growth to sport, making sport the place to be.

Wrexham (Reynolds) v ENTFLA Atlantic City (Entertainers): Attendance Before and After



Wrexham Avg. Game Attendance 2019
(Pre- Reynolds):

3,705

Wrexham Avg. Game Attendance 2021
(Post- Reynolds):

7,962

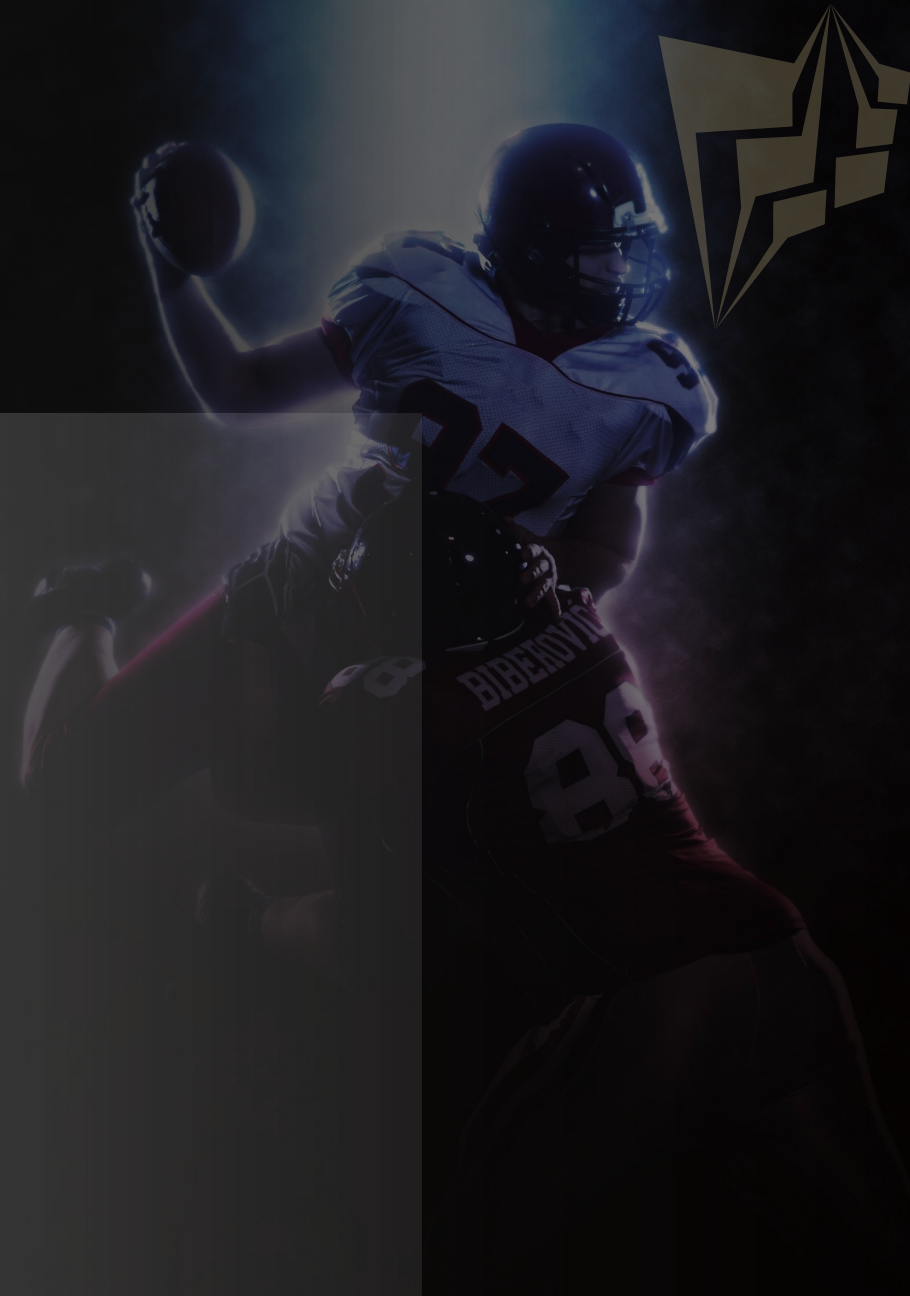


AC Avg. Game Attendance 2019
(Pre- ENTFLA):

5,430

AC Avg. Game Attendance 2025
(Post- ENTFLA Projection*):

11,675



*In 2019, Atlantic City Team was in a different league

INDOOR FOOTBALL IS ALSO FILLED WITH EXCITING/ENTERTAINING OLYMPIC CALIBER ATHLETES



Sub 11 Second
Runners-
Olympic 100 M
Speed



800+ Pound
Weightlifters-
Olympic Lifting
Strength



The All-Stars of
Top Globally
Branded
Colleges

TAM GLOBAL GRIDIRON FOOTBALL



**Global NFL + College
Football Revenues
(Statista)**

Over \$30B INDUSTRY

TAM GLOBAL BRANDED ENTERTAINMENT



2023 - \$30.1B -
Statista



\$60B Combined
Football/
Entertainment
Market with Strong
Growth Projections



ENTFLA 10 Year Goal:

.1% of the Combined
Market (\$500M); Would
Equate to the 2nd Largest
Global Gridiron Football
League on the Planet



WHO WE WERE



Launched in early 2021, The Arena Football Association™ (AFA™) was the first pro arena football League, owned and operated African American business executives with Diversity, Equity and Inclusion at its Core.



The League Season was from Mid April through July, Culminating in the AFA Cup Championship game, played July 2022 in Wichita, Kansas.

Timeline Of Events

Cut a National Media Rights deal with FloSports- a major hard core national sports network with Millions of subscribers- May 2021

Launched 5 Team Lone Star Series Games in June and July of 2021 in the Heart of the Pandemic

Held First Face to Face Owners meeting in Houston Texas- which included interview by the leading Sports Anchor from CBS Houston affiliate- December 2021

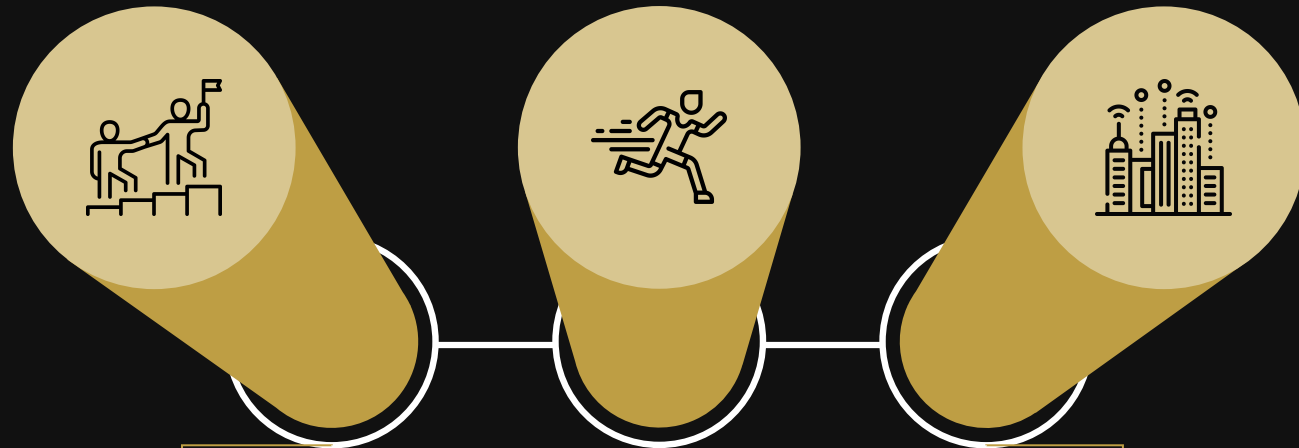
Implemented state of the art Israeli Artificial Intelligence Production cameras from Pixellot to ensure world-class production standards and quality for broadcasts- June 2021

Announced Expansion of League at Fuel Summit keynote presented by JPMorgan Chase and AARP- November 2021





PROOF OF CONCEPT DONE: COACH PRIME AND BOULDER IS OUR VISION OF “SPORTAINMENT”

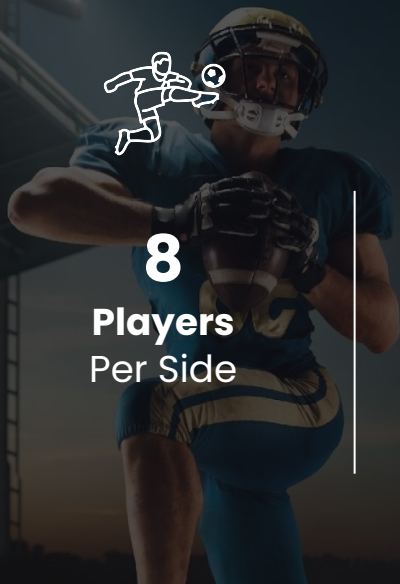


Coach prime has provided \$280m (USA TODAY SEPT'23) in economic value including the global branding of a “jukebox city”

Force multiplier of celebrities plus NIL (paid/pro) college athletes has created 7 to 9m viewers per game

Each ENTFLA city becomes a potential Boulder!

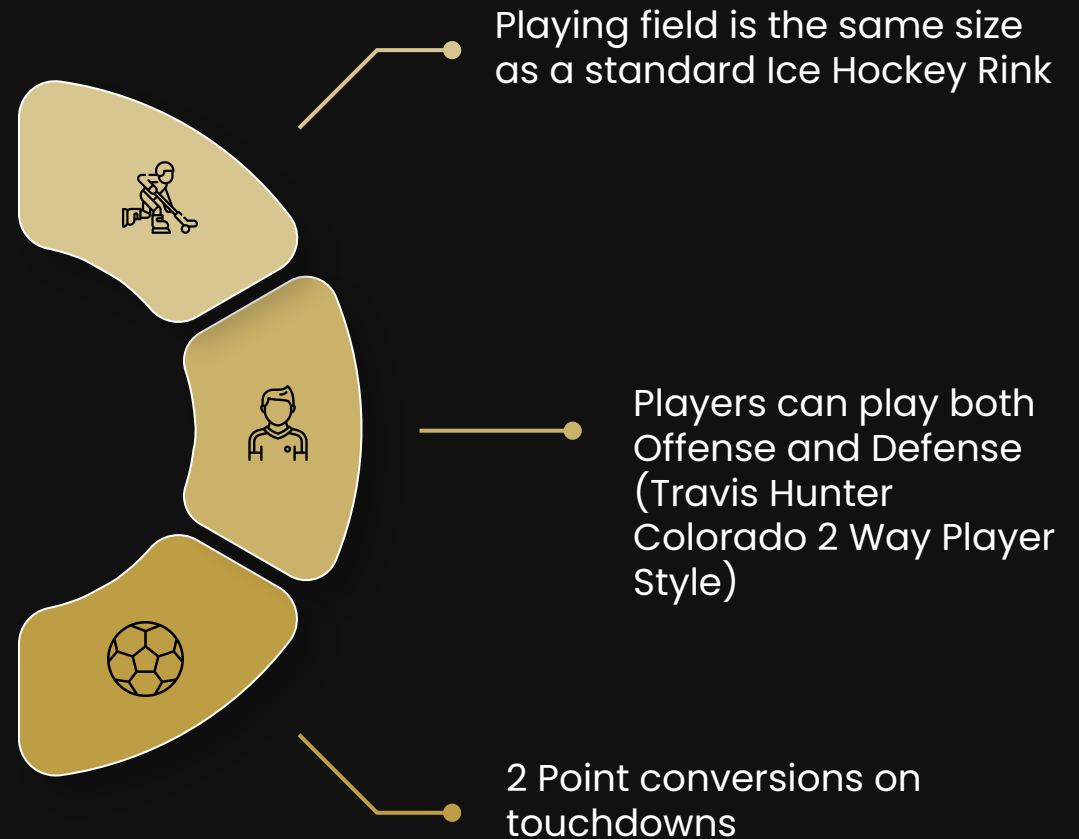
ENTFLA ARENA FOOTBALL WHAT IS IT?



8
Players
Per Side

4x
15-minute
Quarters

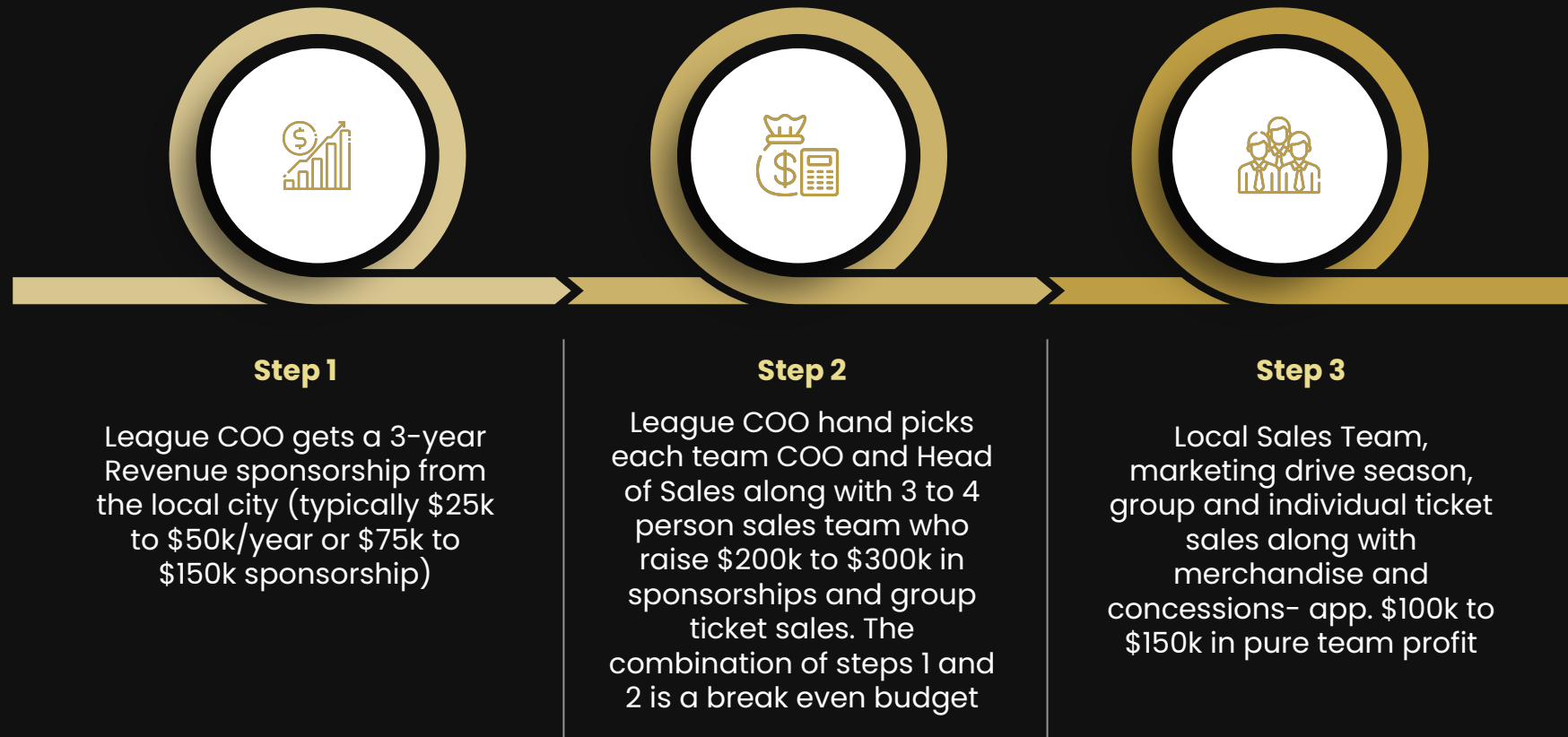
Played in
5,000+
Capacity Indoor
Arenas





ENTFLA 2024- SHOW ME THE PROFIT! REVENUE STACK AND STEPS (LOCAL)

League COO based on 3-year local arena lease does the following for each team

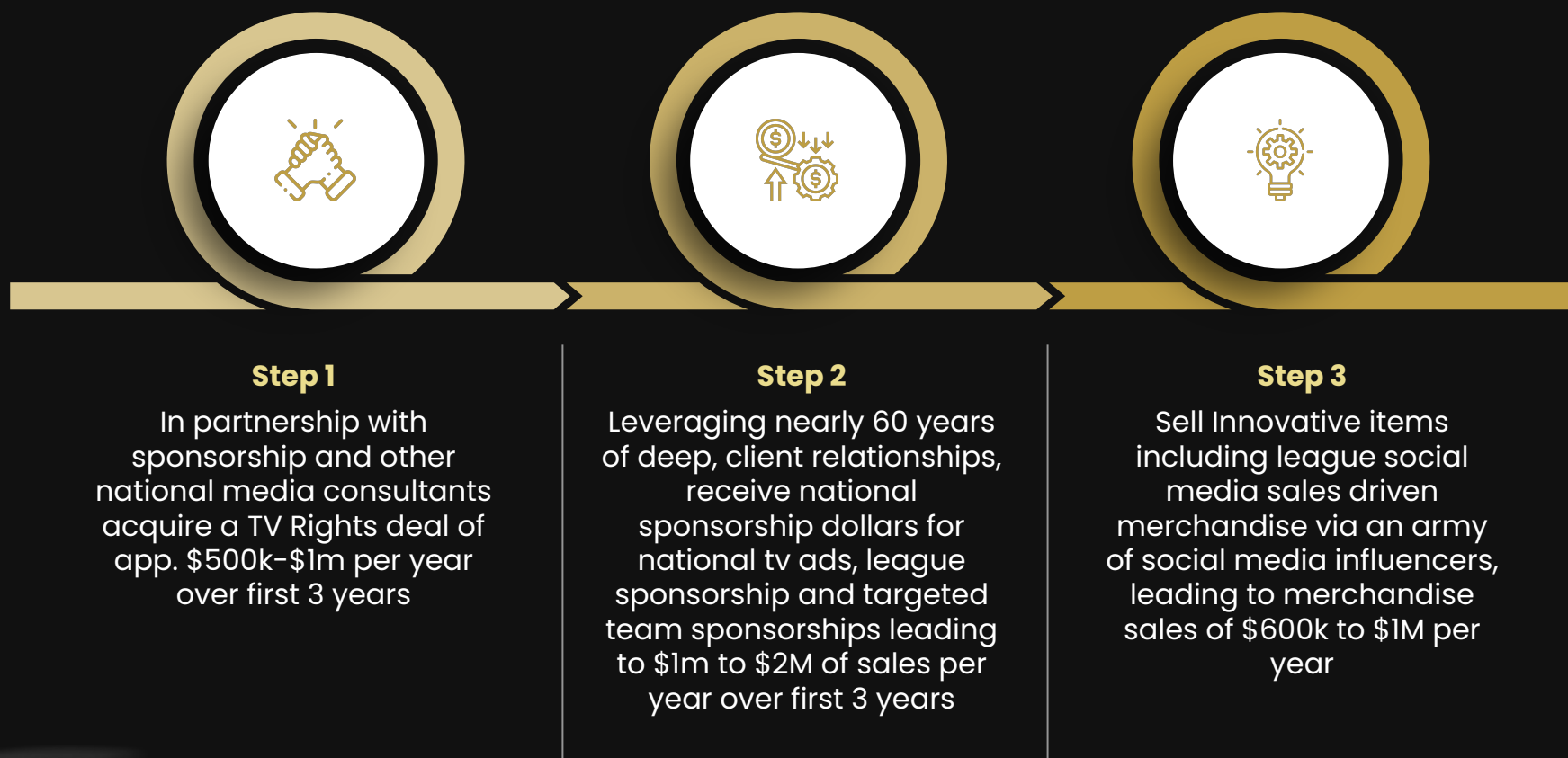




ENTFLA 2024- SHOW ME THE PROFIT!

REVENUE STACK AND STEPS (NATIONAL)

Co-founders of the League (large corporate consultants and marketing advisors) do the following for the league and teams in parallel to local activities



*ENTFLA 2025 FINANCIALS FOR 1 LEAGUE OWNED TEAM- ALL TEAMS DESIGNED FOR PROFITABILITY



Standard Cost to Run 1 Team: \$300k

Revenue Stream Local 1: \$50k from
Local Economic Development
Revenue Stream Local 2: \$250k
from Local Sponsors/Group Tickets
Conclusion: 2 Revenue Streams=
Break Even



Local Profit:\$100k

Revenue Stream Local: : \$100k from
Tickets, Game Day Merchandise,
Concessions, Concerts
Conclusion: Profit Revenue Stream=
25% EBITDA



National Profit:\$100k

Revenue Stream National 1: \$50k
from TV Rights
Revenue Stream National 2: \$25k
from Sponsorships
Revenue Stream National 3: \$25k
from League E-Commerce Website
Conclusion: Profit Revenue Stream=
35% EBITDA

* See Financials Spreadsheet for 2025

ENTFLA HAS BUILT A SCALABLE PLATFORM BASED ON A CENTRALIZED LEAGUE OWNING ALL TEAMS



We've created the **playbook** to rebrand a profitable sports league model



We Create Extraordinary
Sports Brands

Located in Emerging+
Main US/Global
Markets/"JUKEBOX
MARKETS" for Concert
locations that usually
have no access to Global
Branded Entertainers



Force Multiplier and
Profitable Financial
Model Unlocks Major
Revenue Whitespace

Underpinned
by **Centralized**
Fiscal/Operations
Approach (**Eliminates
Achilles of the "Fly By
Night" Local Team
Owner**)



ENTFLA OPERATIONAL PLAYBOOK: ALL ABOUT SALES, SALES, SALES!



League COO, (35 Year Arena Football Industry/Pro Sports Team Veteran)

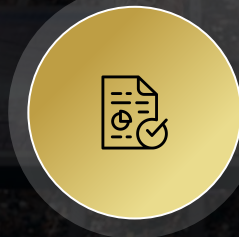


Each Head of Sales has 3 to 4 Sales Reps because 90% of local Team revenues driven by sponsorship



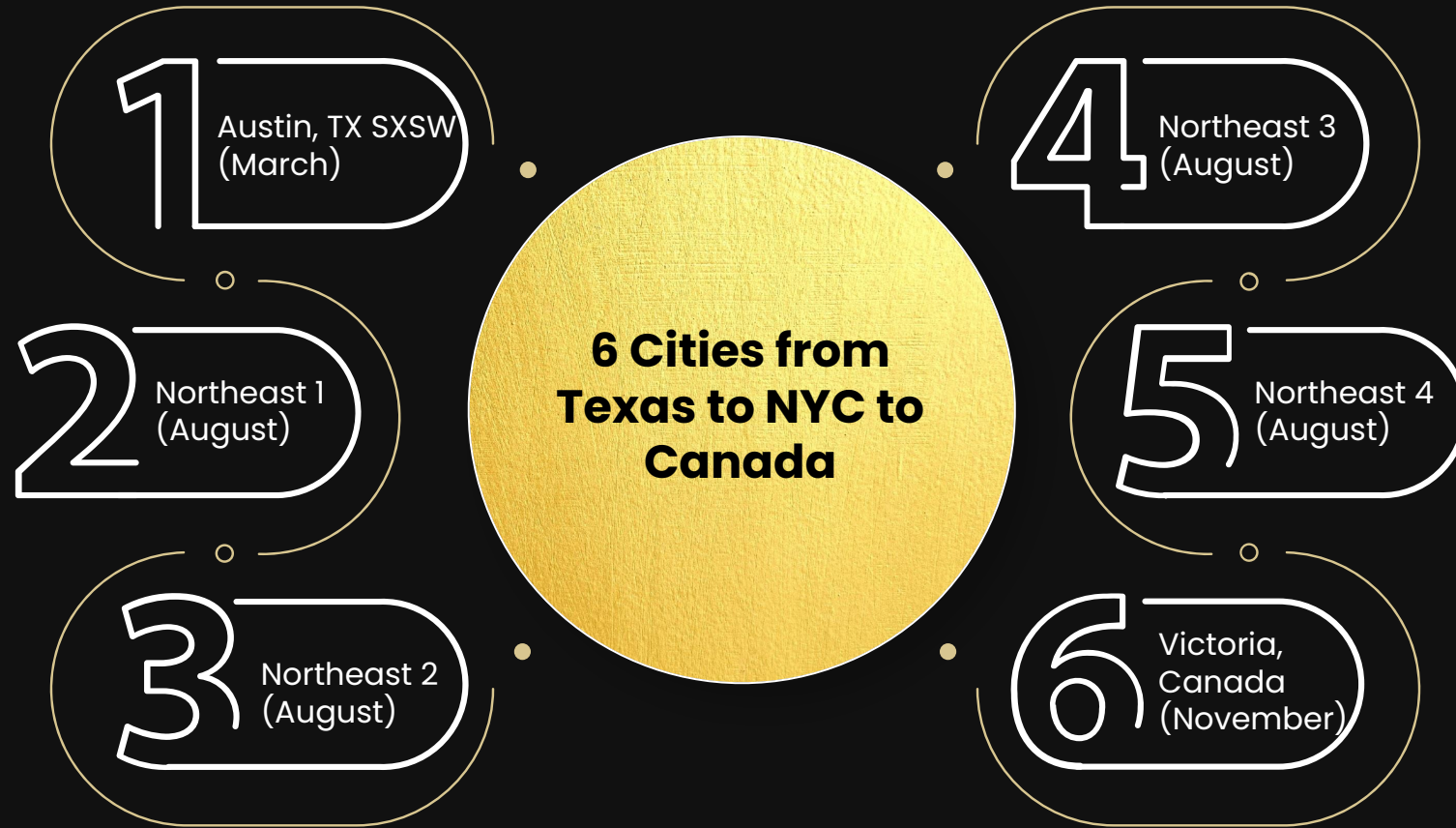
Teams break even or profitable before the Live Game Season starts

6 team Heads of Sales hand picked by League COO in each locale, report directly to League COO





ENTFLA in Action: “Taste Of” - North American Tour 2024



ENTFLA in Action 2025



*ENTFLA 2024/25- GAME EXPERIENCE (6 “EVENTS”)



Each Locale will have the same earthshattering Game/Concert Entertainment Experiences

***ALL TALENT IS PROPOSED- NOT BOOKED AS OF YET**



ENTFLA FOUNDERS' CURRENT LARGE CLIENTS- WORLD'S LEADING BRANDS



Dior



LVMH

MITRE

Perrigo®



KROLL



ENTFLA LEADERSHIP HAS THE SPORTS, ENTERTAINMENT AND MARKETING EXPERTISE TO PACKAGE AND DELIVER A FRESH NEW SPORTS LEAGUE FOR SPORTAINMENT FANS



Douglas Freeman

Founder
President of Human capital Management/DEI Practice at WPP subsidiary affiliate
Board Member of Virtcom Consulting, Former Founder and CEO
Former CDO at \$1B Health Plan
Former Consultant to US Olympic Committee, The Office of the Commissioner of Major League Baseball, Houston Astros, Cleveland Indians and Tampa Rays



T. Benizio

Chief of Operations
CEO, Benizio Sports
Sports Team Operations, Management and Sponsorship Guru
Former roles include
Founder of the Indoor Football League
Founder of the Texas Revolution
Consulted to over 75 teams and sports leagues including XFL



Maximillian Hamilton and Fred Smith

Co-founders
Founder at Rogue Media Group; EVP/COO at Human Capital Management/DEI Practice at WPP
Former roles include
Multimedia Sales Director of Earl Graves Publishing Co./Black Enterprise; Head of West Coast Sales Korn Ferry
Veteran, U.S. Air Force
Hosted Large Corporate Sponsor events (3,000+ participants); Consultant to Large Corporations



R. Lee

Chief Entertainment Officer
30 Year Entertainment and Events Veteran leading concerts and promotions with Drake, Khaled, Snoop, Lupe Fiasco and a battalion of leading and global entertainers. R. Lee has been described as a walking "mini-Live Nation"



GLOBAL ADVISORY BOARD- “ALL-STARS”

Some of The World’s Leading Business Minds

Not Just US but Spain,
Canada and Mexico

J.J. Miller (6
Boards)

W. Rolack (former
Senior Director
Major League
Baseball)

J. Verde (3 Boards;
former Presidential
Appointee)

Connie Eggert
(former EVP Publicis
Advertising)

Willie Roaf (NFL
Hall of Famer)

A. Cinta (former
Advisor President of
Mexico)

