



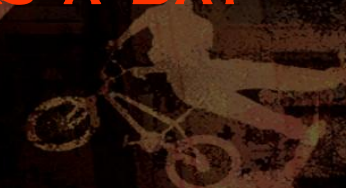
**ESPN**

SPORTS CHANNEL

**ONE CHANNEL... ONE FEED...**

**EVERYWHERE... ANYTIME**

**24 HOURS A DAY**



**WELCOME  
TO**



***EPIC represents the personal  
challenge  
against one's self.***

***These athletes are not about  
who's the best ...  
... they are all the best  
... the best they can be.***

# **EPIC... IT'S COMING SOON!**

**The *EPIC Sports Channel* is the next level in interactive television entertainment.**

***EPIC* has created a new look to the market that no other channel has addressed by dedicating itself to the lifestyle that surrounds action sports, and to the lives and performances of the people who challenge themselves continuously.**

***EPIC* has some of the best cinematographers and producers in action sports and will fill the void found in action sports with high quality, high energy sports broadcasting.**

**Our goals are to reach the multi-billion dollar market of underserved viewers passionate about these sports, and to capture the tremendous advertising opportunity presented by this dedicated and attractive demographic group.**

***EPIC* has created a content grid targeted at the entire family, appealing to both children and adults, so that everyone can watch this sports phenomenon unfold.**

***EPIC Sports Channel is the future in action sports coverage.***

***We FILM the events ...***

***We RECORD the struggles ...***

***We SHOWCASE the breakthroughs ...***

***... and WITNESS the moments these athletes experience every day.***

***Athletes are aligning themselves with EPIC as a way of self promotion where no other like this existed before.***



# CARRIAGE

***EPIC Sports Channel is planning to launch nationwide on television the first quarter of 2012 on major cable and satellite providers, as well as on interactive platforms such as the internet and Smartphone apps to bring a comprehensive viewing experience to the audience.***

***EPIC plans to be in 26+ million homes nationwide almost immediately and ramping up to 60 million quickly.***

**[EpicSportsTV.com](http://EpicSportsTV.com)**





# **PROGRAMMING**

***There's a void in the coverage of action sports that EPIC aims to fill.***

***The initial channel content includes action sports programming exclusively obtained and licensed by EPIC, and original programming created by EPIC.***

***EPIC will deliver a 360-degree view of the Action Sports lifestyle to its viewers.***

***The 24/7 EPIC grid includes a wide variety of action sports such as snowboarding, skiing, skate, BMX and motocross including live events, training clinics, profiles and reality shows to include EPIC Kids, Trix and Tips, Innovators, Top Slopes and Airborne.***

- Target Demographics:**
- 7 to 17 Youth Programs
  - 18 to 34 Core Targets
  - 35 to 54 Secondary Targets

# **EPIC LIVE**

**One of the primary focuses at EPIC Sports Channel is to be event oriented.**

**EPIC LIVE is the event side of EPIC Sports Channel, and is responsible for connecting EPIC with its fan base.**

**From January to December, EPIC LIVE will play host to several athlete exhibitions and events in various destinations across the United States and abroad.**

**The purpose of these events is to build awareness for local action sports communities, and showcase the amazing talent of these athletes and their lifestyle.**

**All captured content filmed during EPIC LIVE events has the potential to be included in its programming, providing an excellent opportunity for both, athletes and participating sponsors, to be seen on national television.**



# **LIVE “Grass Roots Tour”**

**Action Sports are found everywhere, and EPIC wants to cast a light on all action sports communities.**

**Through its *Grass Roots Tour*, EPIC Sports Channel will spend each year travelling the country in search of the best hidden secrets in the action sports community.**

**The primary focus of the EPIC LIVE *Grass Roots Tour* is giving all athletes exposure, as the content produced from such events will be aired, on EPIC Sports Channel and EpicSportsTV.com.**

**Every month, beginning in 2012 EPIC will choose a new city to travel to and host a weekend-long exhibition, complete with:**

- **Athlete Exhibitions**
- **Live Music**
- **Contests | Giveaways**
- **Athlete Meet-and-Greets**



# **LIVE "NO LIMITS" TOUR**

***Beginning 2012, once every three months, EPIC will throw a weekend-long MEGA event, featuring some of the biggest names in Action Sports.***

***These will be the ultimate in all-star exhibitions.***

***Top-Tier Athletes. Premier Entertainment. VIP Locations.***

***EPIC events will provide an excellent opportunity for sponsors to engage fans in person as well as on television.***





# LIVE NASCAR EVENTS

***The creator of EPIC Sports Channel, has developed long-standing relationships within NASCAR which have secured her the rights to promote EPIC heavily at the tracks during the major NASCAR race weekends.***

***There will be a minimum of seven (7) events to start with scheduled for the 2012 race season.***

***Many big-name driver athletes have expressed interest in being involved with EPIC in any way possible.***

***There is opportunities for EPIC to be featured on a couple cars with the largest names in the business.***





# **VALUE TO ADVERTISERS**

**Household Income: \$75,000+**

**Viewers per household: 2.7 likely to subscribe to a digital tier, have a laptop, have a wireless phone and travel to participate in these sports.**

**EPIC viewers are outdoor enthusiasts who participate in action sports as a lifestyle. These viewers spend more money on equipment, apparel and vacations to enjoy their lifestyle making EPIC a natural for national and local sales opportunities.**

**EPIC has designed content that appeals to a much broader audience that includes more affluent age demographic more attractive to gear retailers, food, drink, auto and travel industry participants.**

**EPIC is independently owned and can offer sponsors prime positions without conflicting with affiliate relationships.**



# ***SPONSOR OPPORTUNITIES***

***Sponsor opportunities include but not limited to:***

- ***Event Sponsorships***

***EPIC Live Tours (Grass Roots, No Limits, NASCAR)***

- ***Programming Sponsorships***

- ***Exclusive Title of the Channel Sponsorships***

- ***Exclusive Category of Channel and Event Sponsorships***

- ***Airtime Advertising (16 min per hr available 24/7)***

***Ask For Schedules and Rates***

***Thank You.  
We Welcome You  
Onboard***

[www.epicsportschannel.com](http://www.epicsportschannel.com)  
[www.epicsports.tv](http://www.epicsports.tv)

