



X PRESENTS:

THE OFFSEASON

A NEW ORIGINAL SERIES PREMIERING OCTOBER 18TH



EPISODES RELEASE EVERY FRIDAY

WELCOME TO:

—THE— **OFFSEASON**

Exclusively on



***The Offseason* is the first-ever Premium Documentary Series starring and created by National Women's Soccer League (NWSL) players.**

THE SHOW:

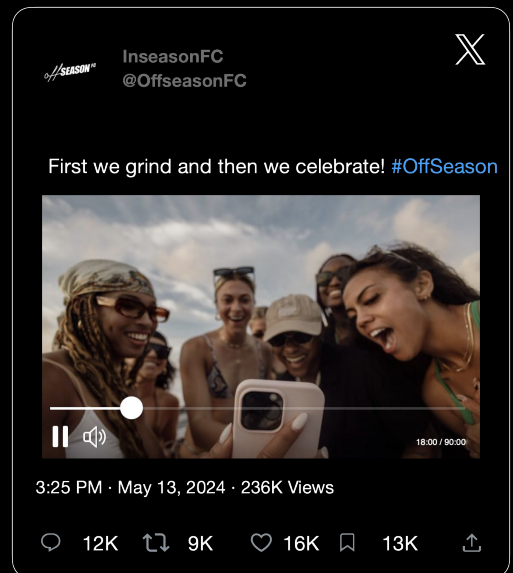
11 NWSL players, 1 house in Miami.
This innovative and wildly commercial new series redefines the ways fans interact with their favorite women's sports entertainment.

THE FORMAT:

6x 30-minute docuseries episodes

WHEN:

Premiering October 2024



THE CONCEPT:

Follow eleven US National Women's Soccer League stars while they train, and live together under one roof in Miami during their key offseason training period. For the first time in sports history, some of the best players, rivals and teammates across a league are living together with uncensored access to their personal stories, interpersonal relationships and on-field journey.

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THE ALL-STAR CREATIVE & PRODUCTION TEAM

MIDGE PURCE

NWSL Championship MVP
Creator & Executive Producer

ALEXIS OHANIAN

Founder of Reddit
Founder of 776, an early stage VC Firm

BOX TO BOX FILMS

Box to Box films, the production company behind *Drive to Survive* and *Full Swing*

32 FLAVORS

32. Flavors, CEO Alex Baskin, creator and executive producer of *Vanderpump Rules*



Seven.
Seven.
Six.

BTB

32
Flavors

“This series is just the first step of a much broader strategy to reform the way women’s sports is marketed, consumed and experienced by not only fans, but also the athletes themselves.”

- Midge Purce
NWSL Championship MVP
Creator/Executive Producer, The Offseason

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THE ALL-STAR CAST OF *THE OFFSEASON* & NWSL



Michelle Alozie
Houston Dash



Midge Purce
Gotham FC



Paige Nielsen
Houston Dash



Ally Watt
Orlando Pride



Lo'eau LaBonta
Kansas City Current



Maria Sanchez
San Diego Wave



Taylor Smith,
Brooklyn FC



Ifeoma Onumonu,
Montpellier HSC



Kelli Hubiy
Portland Thorns



Taryn Torres
Gotham FCX



Nikki Stanton
Seattle Reign

“Whether it’s the unexpected moments of levity between two on-field rivals after a night out, or the more heartfelt storylines like Maria Sanchez, who signed a record breaking contract, discussing how her immigrant parents work on a potato farm and have never seen her play professionally, this series makes a point to showcase the people behind the players.”

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SPONSORSHIP OPPORTUNITY

A high impact ownership position during key timeframe leading up to the NWSL Championship Weekend in Kansas City on November 23, 2024



A unique opportunity for a maximum of four (4) partners to own and surround the storytelling of these amazing female athletes over 6-weeks.



INVESTMENT:

- \$250,000 net per partner at 25% SOV*

DETAILS:

Package Includes:

- \$250,000 net in Pre-roll working media*
- Flight: every Friday for 6-weeks (October 18-November 22)
- Category Exclusivity
- 25% SOV*
- 18.5M estimated impressions
- 8.325 estimated pre-roll video views
- 45% estimated VTR per episode



ADDED-VALUE:

Added-value Includes:

- 2x Custom Short Form videos featuring *The Offseason* talent and producers, which is released as part of the season^
- Repost of short-form videos by X owned & operates handles
- Takeover promotions by X on the Explore Tab
- Inclusion in \$500K of X's in-house promotional marketing



*package details and cost subject to change if sponsor partner wishes to have larger SOV

^client to provide talking points

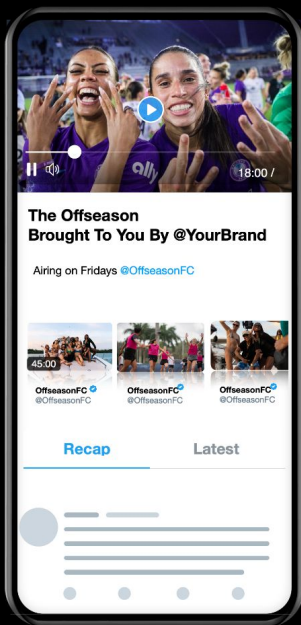
THE OFFSEASON

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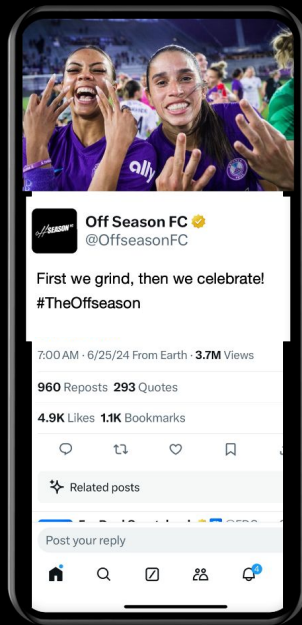
DISTRIBUTION STRATEGY

The episodic content is distributed on a dedicated event page, as well as posted by the dedicated series handle (@OffseasonFC), and boosted by celebrity producers Alexis Ohanian & Midge Purce, as well as X's numbers O&O handles like @Sports, @TV, @XNews, @Live, all of which have tens of millions of followers.

CUSTOM EVENT PAGE



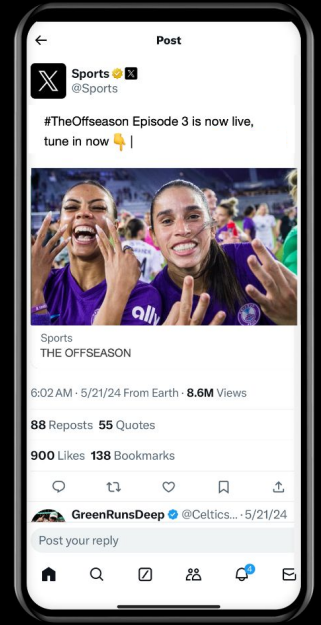
@OFFSEASONFC (CREATOR)



@ALEXISOHANIAN (PRODUCER)



X SPORTS (O&O)



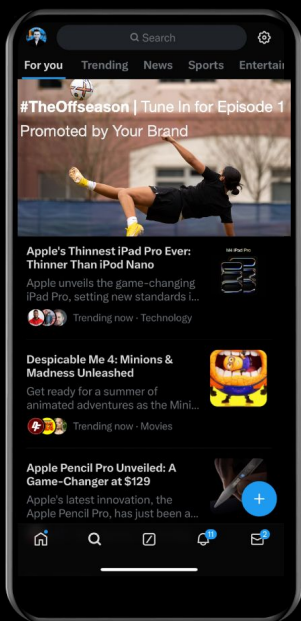
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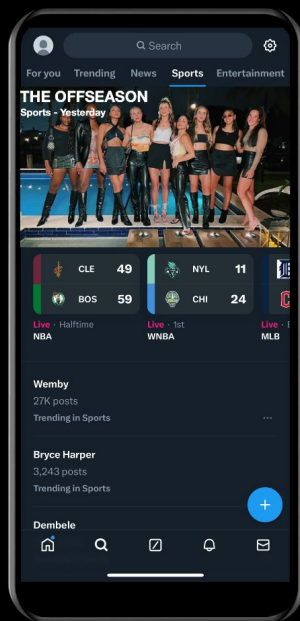
PROMOTIONAL MARKETING STRATEGY

In addition to the distribution levers, X brings a massive marketing approach to launching original series - showcasing the series on our explore tab, putting QR codes in NWSL team stadiums, which link to the event page, and sending Push Notifications to fans phones every time a new episodes release.

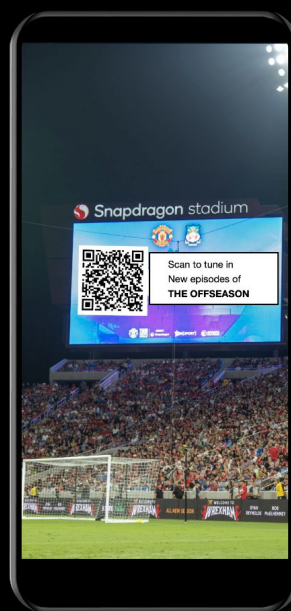
TREND TAKEOVER



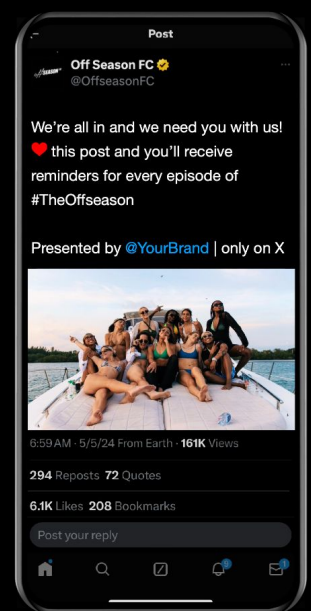
SPORTS TAB



OUT OF HOME



❤️ TO REMIND



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PRESS

VARIETY

'Vanderpump Rules' Producer Alex Baskin, Tech Mogul Alexis Ohanian, Soccer Star Midge Purce Launch Reality Series 'The Offseason' (EXCLUSIVE)

By Michael Schneider



32 Flavors, Box to Box Films

FRONT OFFICE SPORTS

How an NWSL Star and a Reddit Cofounder Landed On 'Vanderpump Rules' Meets 'Drive To Survive'

BY OWEN POINDEXTER

LAST UPDATED APRIL 16, 2024 | 05:49 PM — PUBLISHED APRIL 06, 2024 | 08:30 AM

- For Alexis Ohanian, a 2019 'rage-tweet' about women's sports being undervalued led him here.
- Midge Purce was just trying to train—and that turned into a show.



KYLE TERADA/USA TODAY SPORTS

Women's Health

What To Know About 'The Offseason': A New Reality Show About Women's Soccer Players

Some big names are involved.

BY KORIN MILLER PUBLISHED: MAR 08, 2024 3:20 PM EST

SAVE ARTICLE



THE
OFFSEASON

