



**ANC**

**MIAMI MARLINS**

HOMEPLATE SIGNAGE PROPOSAL

NOVEMBER 5, 2020



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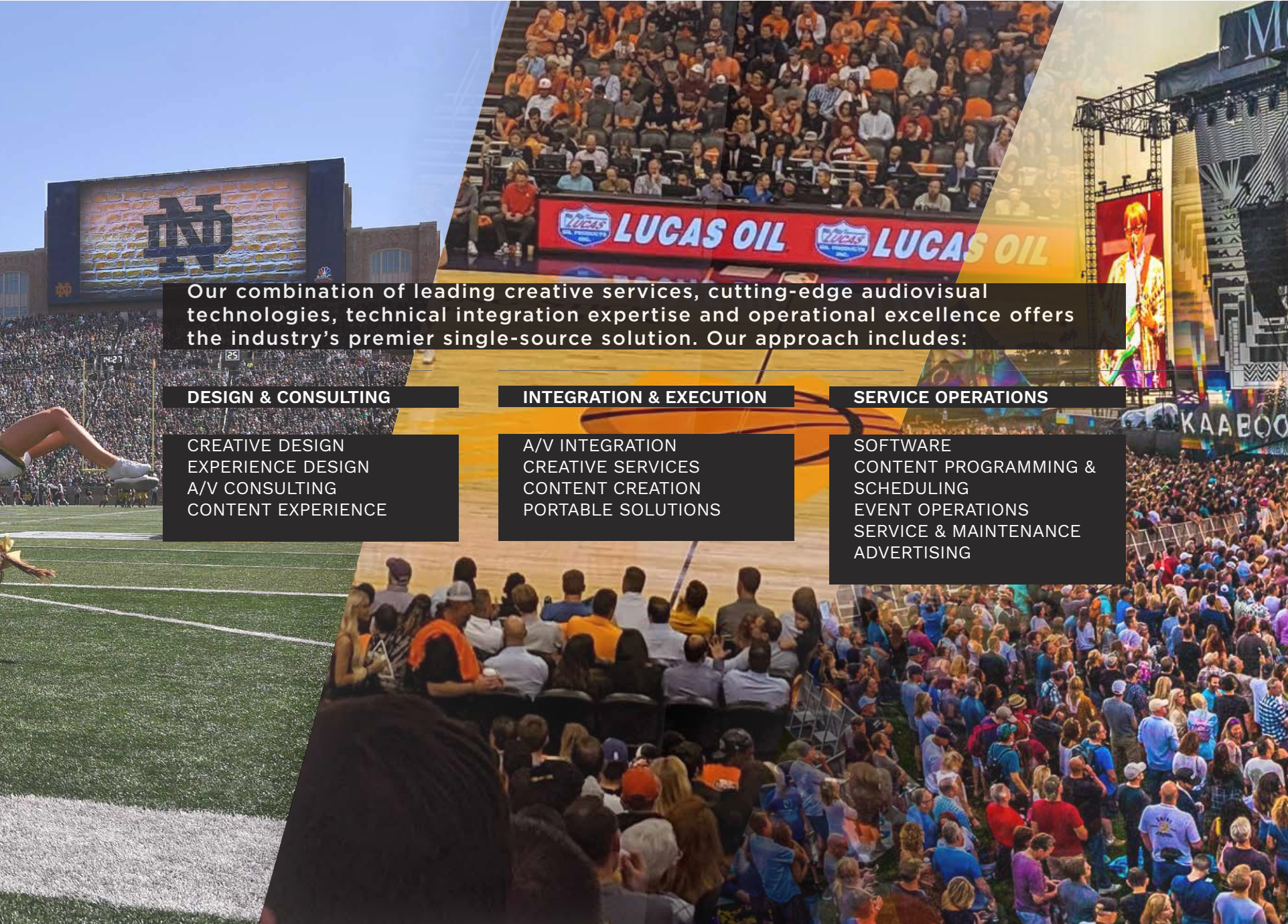
### MARLINS PACKAGE

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Our combination of leading creative services, cutting-edge audiovisual technologies, technical integration expertise and operational excellence offers the industry's premier single-source solution. Our approach includes:

**DESIGN & CONSULTING**

CREATIVE DESIGN  
EXPERIENCE DESIGN  
A/V CONSULTING  
CONTENT EXPERIENCE

**INTEGRATION & EXECUTION**

A/V INTEGRATION  
CREATIVE SERVICES  
CONTENT CREATION  
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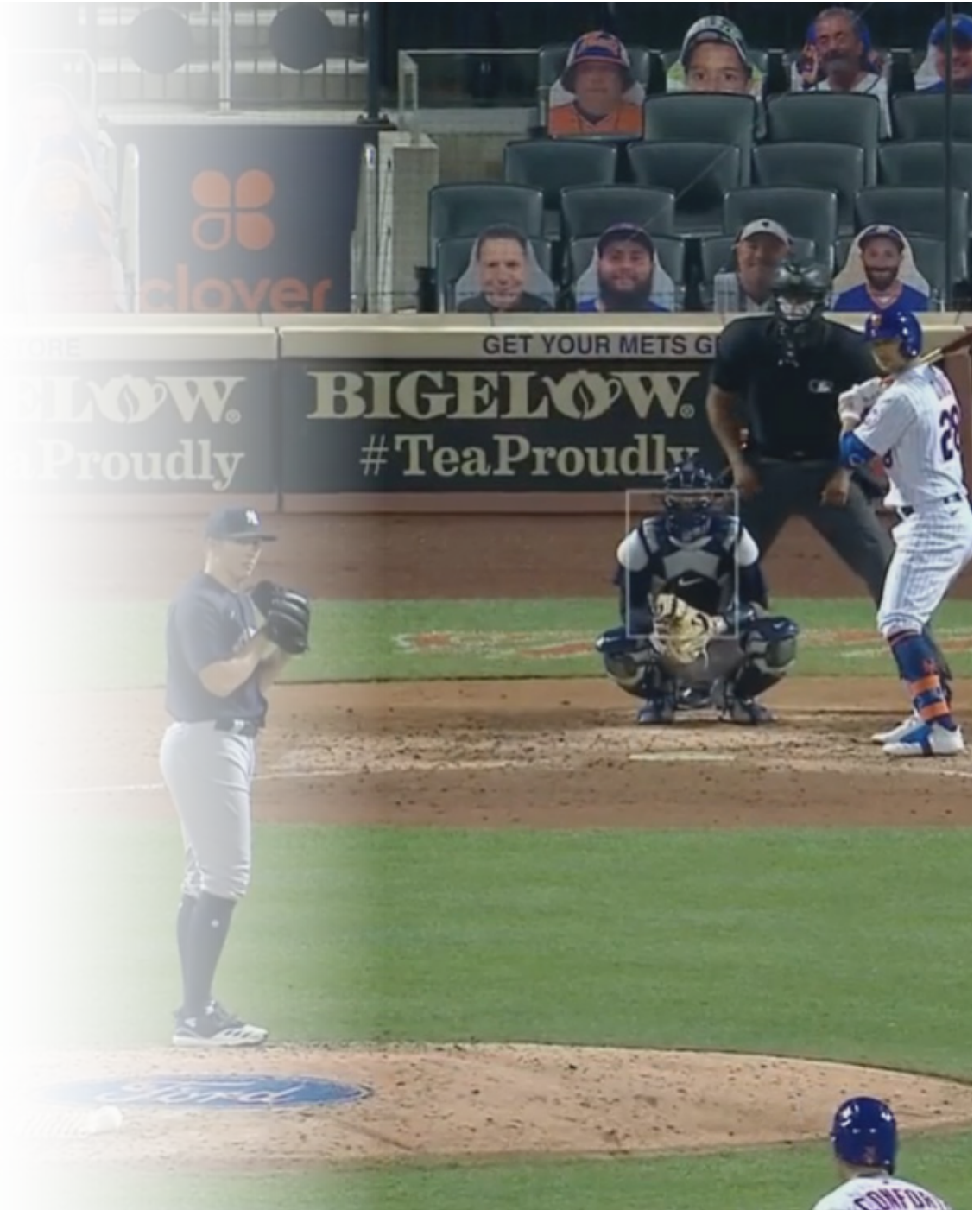
## ADVERTISING & SPONSORSHIP //

Enhance your brand's reach through high-impact, TV-visible advertising placements through professional and collegiate sports partnerships

We provide advertisers and our team partners with high-impact sales and marketing solutions including strategic media plan development, live in-game advertising exposure, corporate consulting, and traditional and digital media platforms that drive significant brand awareness and maximizes media, out-of-home advertising, and overall marketing budgets.

With more than two decades of industry expertise and leadership, ANC has created ground-breaking sports initiatives to elevate brands through high profile in-game signage with premier TV visibility. Working alongside our advertising partners, we've developed renowned advertising placements, including the "Basket Profile" position which redefined televised signage in basketball.

By outfitting leading teams, leagues and venues across all sports with courtside signage, perimeter boards, home plate rotational equipment and LED displays, our relationships are expansive and provide multi-team opportunities to align with your marketing goals and garner millions of impressions within national and local markets.



Founded as a rotational signage provider in 1997, ANC has deep roots in baseball. The company currently provides Home Plate and Field Level Rotational Signage, LED Displays, Scoreboards and Concourse Signage to 14 Major League Baseball Teams, as well as minor league and college ballparks.



Specializing in long-term partnerships, ANC offers its partners ongoing service, including an approved MLB Scoring Platform, which features a unique relationship with Elias Sports Bureau, enabling new statistical tiers available for further, in-depth analysis previously not available.

Known for revolutionary deployments, ANC's projects include the Seattle Mariners (largest HD video display in MLB) and the Los Angeles Dodgers (most pixels per square foot in MLB).



**LED HOMEPLATE SIGNAGE- COLLEGE BASEBALL**



**ROTATIONAL HOMEPLATE SIGNAGE - NEW YORK YANKEES**

# HOMEPLATE SYSTEM - LEASE PROPOSAL //

## ANC HOMEPLATE SIGNAGE EQUIPMENT

ANC will supply one (1) Homeplate system & one (1) secondary Homeplate sign to be placed at the Marlins Park, Home of the Miami Marlins.

## PROPOSED LEASE TERMS

Five (5) Year term based on the compensation below

### 2021-2022 MLB SEASONS

One (1) Unit\* rights fee \$135,000 each season paid by ANC to Miami Marlins

One (1) Unit in lieu of system/service fees

One (1) Unit commissionable based off of the Marlins established rate card - 30% commission rate; (ANC not obligated to sell the unit. Unit available to ANC at commissionable rate based on Marlin's inventory)

### 2023-2025 MLB SEASONS

No rights fee paid by ANC for the years 2023-2025

One (1) Unit in lieu of system/service

One (1) Unit commissionable based off of the Marlins established rate card - 30% commission rate; (ANC not obligated to sell the unit. Unit available to ANC at commissionable rate based on Marlin's inventory)

*\*1 unit represents half-inning every game, full season (81 games)*

## EXCLUSIVE TECHNOLOGY PROVIDER 2021-2025

Exclusive Third-Party Rights to all ANC/Marlins related units (1, 2 etc.)

Upon LED Homeplate install, ANC to be considered official technology solution provider of the Miami Marlins which includes providing, installing, integrating (software and on-going service) all LED / LCD (indoor & outdoor) display upgrade for the current stadium. ANC to hire a third party to verify cost for all work

ITEM	ANC	MIAMI MARLINS
Homeplate LED Display (2): 3.28' h x 9.84' w - Outdoor 4mm		
LED Homeplate Installation		
ANC vSOFT Control System		
2021-2022 Units Rights Fee		
Graphic Package		
TOTAL:	\$270,000	NO COST

# HOMEPLATE SYSTEM - LEASE PROPOSAL //

## ANC SERVICE

- ANC will be responsible for all the costs associated with the installation of the Homeplate Signage
- All initial padding cost for the Homeplate signage will be ANC's responsibility
- ANC will provide Game day operator at no cost to the Miami Marlins
- Include vSOFT Control Management System license for operation of LED displays
- All system hardware/spare parts are included

## ADDITIONAL PACKAGE OPTIONS

### ROTATIONAL SIGNAGE OPTION

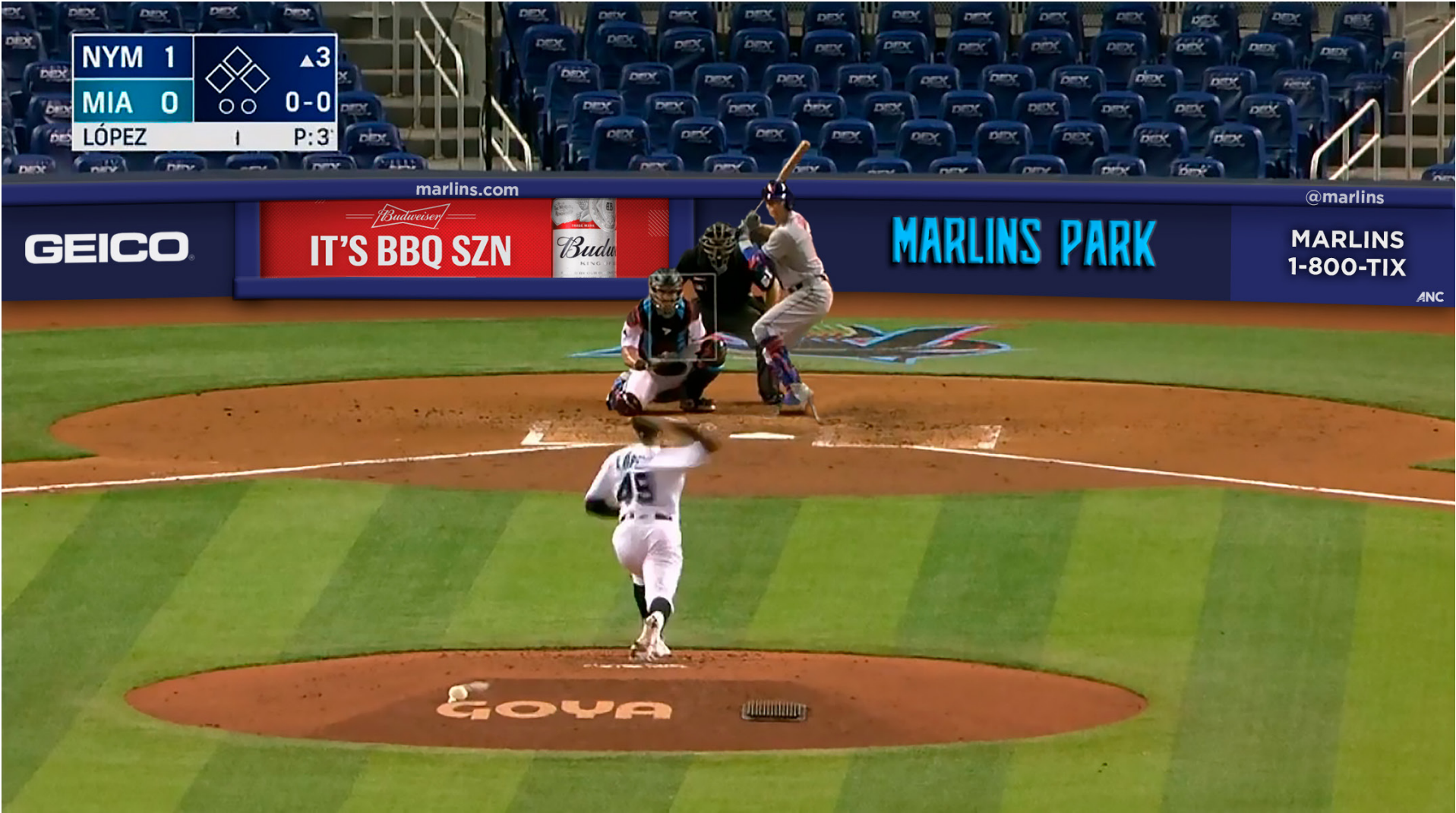
Miami Marlins have the right to utilize ANC Rotational Signage system in place of the LED Homeplate Signage for the 2021 season.

### GRAPHIC PACKAGE

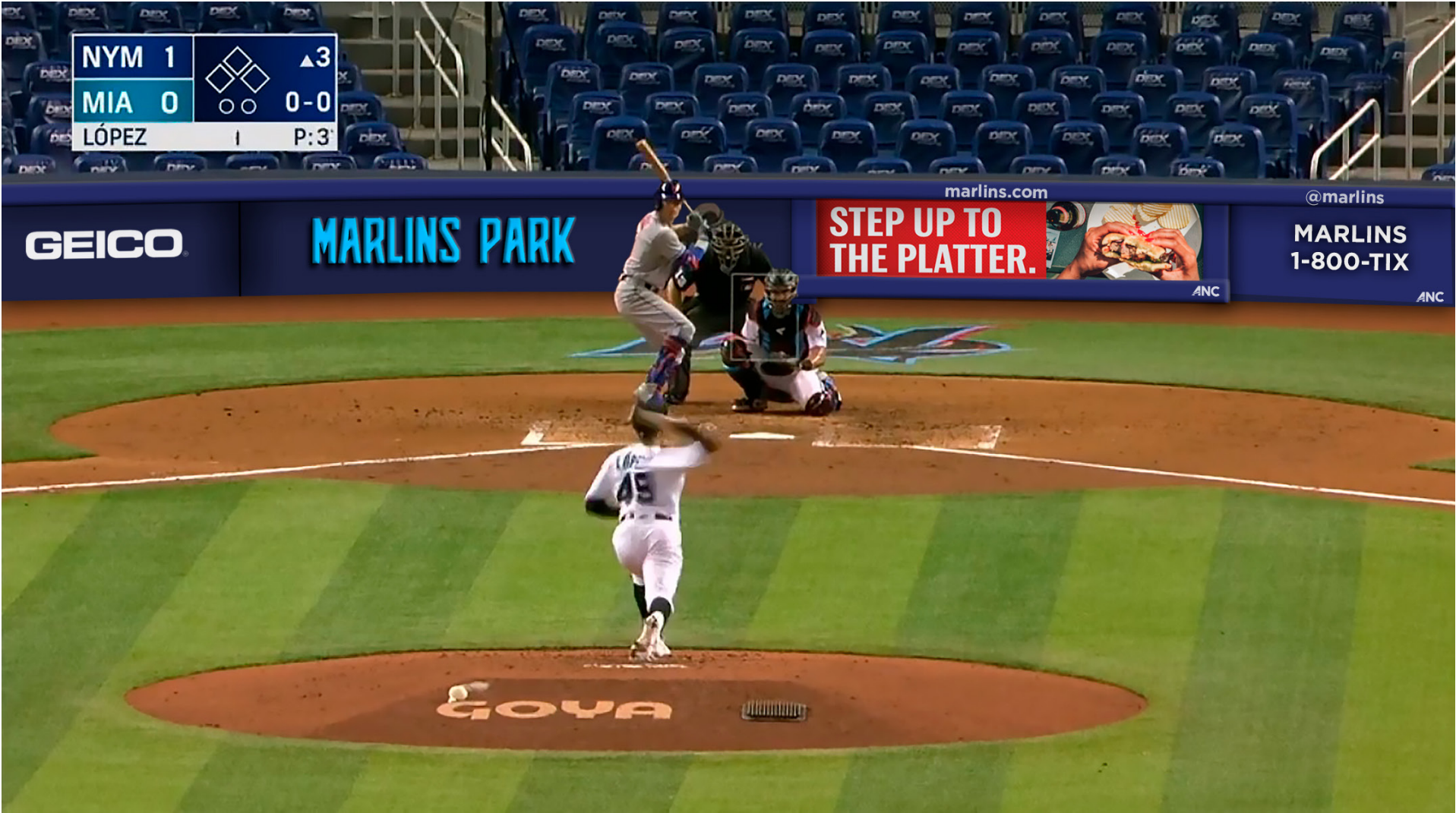
An ANC account representative will be assigned to coordinate all LED Graphic content creation for the Homeplate signage.

Miami Marlins to pay an annual fee of \$25,000 for the graphics package. This fee can be reduced off of the ANC rights fee to Marlins in years one (1) and two (2).









**CREATIVITY  
IS THINKING  
NEW THINGS**

**INNOVATION  
IS DOING  
NEW THINGS**

## **ANC STUDIOS //**

Whether the goal is powerful and immersive creative concepts or high impact brand activation, ANC Studios service capability focuses on turning unique digital display canvases into engaging art. We specialize in the development and implementation of positioning, branding, integrated digital marketing, and promotion strategies for some of the worlds most recognized brands.

ANC's digital media network expertise extends through the overall experience recommendations to content strategy execution through an in-house Studio. Our team specializes in creating real-world experiences through the combination of digital media, immersive audio and interactive technologies.

Our content programs have been proven to enable engagement with audiences through storytelling and responsive experiences. Utilizing strategic, creative and technological expertise, ANC Studios helps leading brands explore new and exciting creative possibilities through the integration of next generation technologies.

Through our award winning creative team, our long and distinguished track record as content innovators includes pioneering content for high-profile brands and artists such as Nike, Gap, Anheuser-Busch, Madonna, Eminem, and Michael Jackson. Known for its versatility and innovation, ANC Studios remains single-minded in its commitment to ensuring clients find new, more effective ways to define and build brands.

ANC Studios expertise includes:

- Media Operations Strategy
- Content Strategy
- Experience Definition & Execution
- In-House Content Design
- Live Video/HD Production
- User Experience Design (UX/IA)
- Animation Design & Production
- Visual Design
- CMS Integration
- Content Management/Scheduling



## CONTENT MANAGEMENT SERVICES //

We will offer Maimi Marlins a dedicated account representative to review, manage and when applicable, schedule content throughout the digital media network. ANC's team of experienced designers and client service representatives help clients and venues transform everyday interactions with their display networks into complete digital media experiences.

Our Account Manager will provide best practice recommendations, guiding the property owner and its partners through the display network, its specifications, and features. Working in tandem with our clients, our team will schedule all the content and provide proof of performance reports.

Available to its partners, management services includes but are not limited to:

- Managing the content process for sponsors.
- Service includes trafficking all content.
- Uploading and scheduling all content in coordination with client needs.
- Monitoring content remotely via web-based dashboard, including providing content/sponsor



# vSOFT

more than a control system  
// **POWER THE EXPERIENCE**

Create, Control, Modify & Monitor Spectacular Digital Signage Experiences.

ANC's vSOFT is a powerful digital display control system that simplifies live event signage presentations with live content editing, schedules synchronized content for 24/7 media applications, and provides realtime sponsor reporting. vSOFT™ features a broadcast style user interface and searchable, centralized architecture that simplifies digital signage presentations. The advanced media playback system manages multiple real-time media streams from one location for every video display or digital signage in a sports, entertainment, retail, transportation or commercial venue.



## // SOFTWARE FEATURES

- Integrate All Displays in Venue with Content that is  
SCHEDULED,  
DYNAMICALLY SELECTED,  
CHANGED ON DEMAND,  
and includes LIVE VIDEO,  
SOCIAL MEDIA,  
LIVE DATA FEEDS,  
ANY CONTENT FROM YOUR LIBRARY
- DYNAMIC POWERFUL ENGINE  
CREATE IMMERSIVE EXPERIENCES  
UNIVERSAL BACKUPS,  
AUTOMATED FAILOVER  
across multiple servers
- Simplified Live Event Presentations  
UNIQUE FRAME SYNCHRONIZATION  
LIVE EVENT TIMELINE BASED MEDIA/PLAYLISTS  
DRAG/DROP INTERFACE  
IN GAME CONTENT EDITING  
INDEPENDENT CONTROL OF EACH DISPLAY  
OR ONE CLICK SYNCHRONICITY  
PREVIEW CONTENT BEFORE ITS LIVE
- 1:1 Playback Uncompressed  
4K RESOLUTION and higher
- User can quickly view sponsor exposure reports  
and see what is playing in real time.
- Real-time Statistical Data Integration  
DYNAMIC EXTRENAL DATA CAPACITY





**ANC**

[www.anc.com](http://www.anc.com)