



# 2021 MARKETING AND SPONSORSHIP DECK

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WE PIONEER **GROUND-BREAKING** ATHLETE AND EXPERT-LED  
DIGITAL CONTENT AND FEATURE SERIES TO PROVIDE  
**EDUCATION** AND **OPPORTUNITIES** IN AND AROUND THE  
WORLD OF SPORT AND THE ARTS.

# CO-FOUNDERS FOREWORD



The question that I ask anyone that I'm pitching to is:

**"If you had the chance to learn from some of the world's best sports players, athletes, coaches and experts would you take it?"**

The answer is *mostly* yes. When I re-frame the question changing the "you" to "your kids", that answer is always yes. It's innate to want to give the people that you love the opportunity to get the highest level of education and learning. That's what the LUDUS is to me. It's opportunity. It's the opportunity to learn from those at the top of their craft, the opportunity to create jobs, the opportunity to keep people engaged in sport, creating equality in sport and the opportunity to make a difference.

The LUDUS has grown from an idea to create some slick looking, psychologist backed clinics to help inexperienced coaches learn how to coach, into a multi-faceted beast. We've crossed into the arts, into social enterprise, into eSports, into Media and Feature production and ultimately the creation of our own Sports Media industry. The clinics are the heart of the business but the idea that we can make a difference is the soul.

We've got big ideas and an even bigger determination to succeed. Our ultimate goal is a worldwide network of sports media hubs, creating thousands of jobs and for now, we're building opportunity.

For a man with the nickname Mouth from the South, who has earned his bones and found his place talking, I find myself for once with few words.

It's because some of the seminal and critical facets of life are often indescribable and language free.

I've been fortunate to find my tribe multiple times over, predominantly through sports and arts pursuits and practices. Certainly, some of my greatest moments of connection and community have fallen under the bounds of these experiences. Whether in success or failure, often they are indescribable.

I like cliches.

You just had to be there.

Well, Ludus creates 'there'.

For a creative like me?

Ludus is the wish for more wishes.



**Andy Hollands**  
Co-Founder and  
Head of Development



**Craig Lane-Irons**  
Co-Founder and  
Head of Production

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# WHAT ARE WE TACKLING?

## **Under-skilled or under prepared parents, coaches or volunteers**

Enthusiastic parent coaches are the best. Enthusiastic, educated, safe, inspiring, parent coaches who create a culture and retain participants with community, connection, enjoyment and skill development are even better.

## **Lack of access to heroes and legends**

There's no easy way for the athletes of tomorrow to learn the knowledge, skills and techniques from the stars of yesterday and today in a portable, easy to digest format.

## **Athletes don't have a platform to share their views**

Athletes are more than just the sport they play. They are people with interests, views and experiences that they want to share and explore. They don't currently have an outlet where they can share their stories in a meaningful and impactful way.

## **Bias and Discrimination**

We are tackling gender, sex and race bias with warmth and inclusive opportunity. We identify negatives and transform them into positives with a solution-based mind set. With visibility, opportunity, value and time, comes inclusivity and equality.

## **Pathways and Transitions**

LUDUS creates pathways and transitions for participation at all ages and skill levels. With our sports/arts cross, we are creating a new industry. Whether your goal is to play, coach, analyse, manage, administrate, film, entertain, educate or create, we have the pathway.

# HOW ARE WE TACKLING IT?

We provide sports and arts education in digital and analogue platforms across myriad mediums and codes.

We create digital video and audio education through the ever-growing nexus of LUDUS athletes, coaches, experts and participants.

We build analogue platforms and programs aimed purely at benefiting the roots of the community and future generations.

The LUDUS team caters for all learning styles and abilities from beginner to elite. We provide welcoming, equal opportunity for all participants under the proviso of respect.

LUDUS believes every level of talent and participation should be respected and valued for retention, enjoyment and community.

As the community and opportunities grow, so do the pathways for employment. The LUDUS is a new industry, constantly creating new jobs. Invention and creation are the keys to discovering a new wave of connection and eventually, equality.



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# WHY START NOW?

With the online education industry expected to reach a total market size of US\$319.167 billion by 2025 there is no better time to bring together online education, sports and the arts to create a large-scale, highly available, cross-market platform.

By placing LUDUS into emerging industries such as eSports we are able to increase our penetration across key growth areas whilst still providing content to the more traditional and embedded sporting codes.

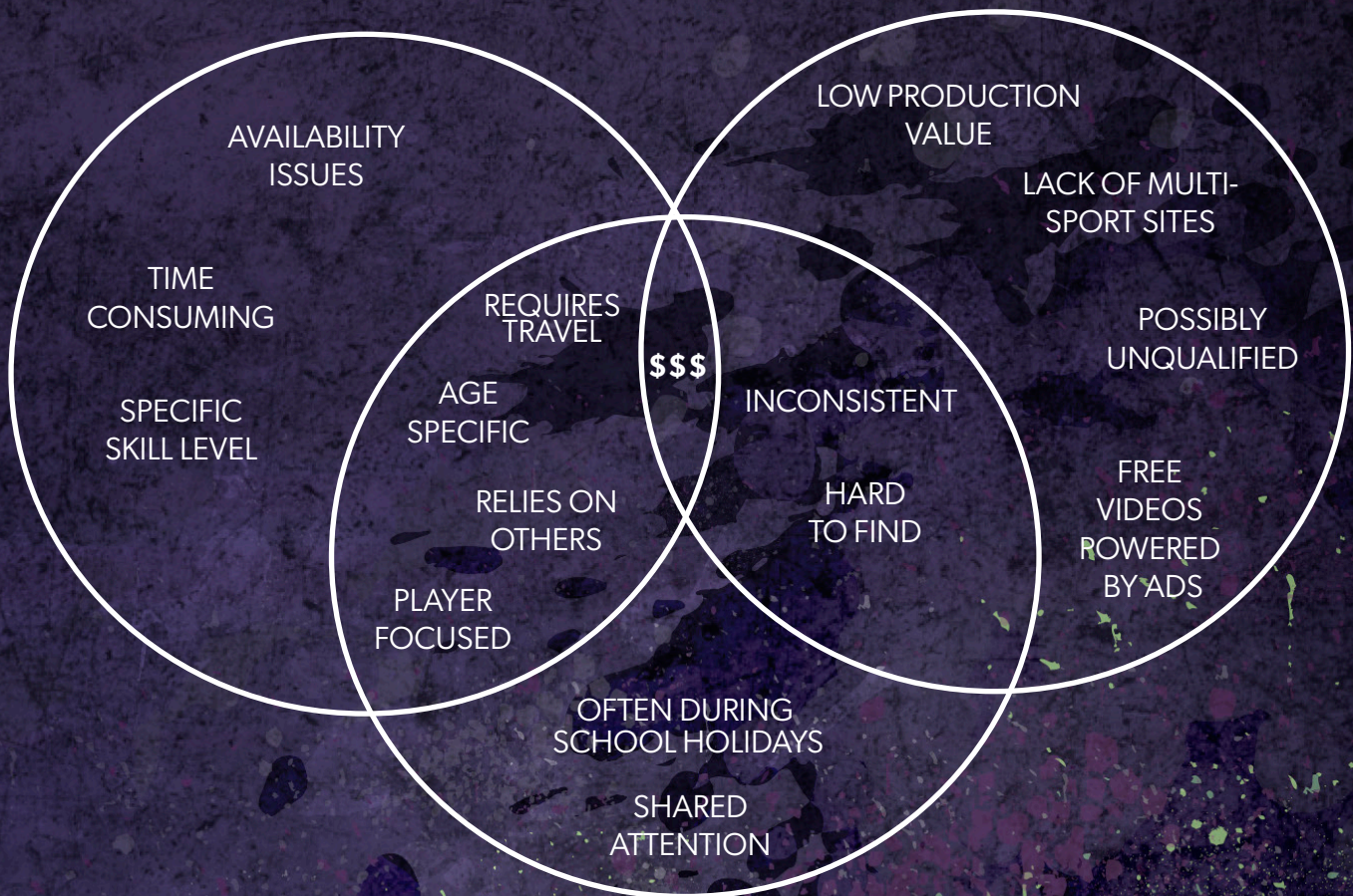
People can arrange their schedules according to their convenience and this enables them to scale themselves. Online clinics are a flexible, more affordable option than traditional real-world options and remove commuting costs and many of the other barriers to entry to offline alternatives.

# EXISTING COACHING OPTIONS

Right now, no **easy and affordable** way exists for a budding coach or player to get **direct access** to the skills and experiences of **sporting legends, elite athletes, experts** and **coaches** from multiple sports codes.

## Personal Coach

## Online Options



## Offline Clinics

# AVAILABLE MARKET

According to SportAus, **over 21 Million** Australians say they participate in sport at least once a week.

Our target market isn't limited to Australia or even just to those in the sports participation market, it also crosses over into the arts worldwide.

## Estimated Worldwide Sports Participation in millions:

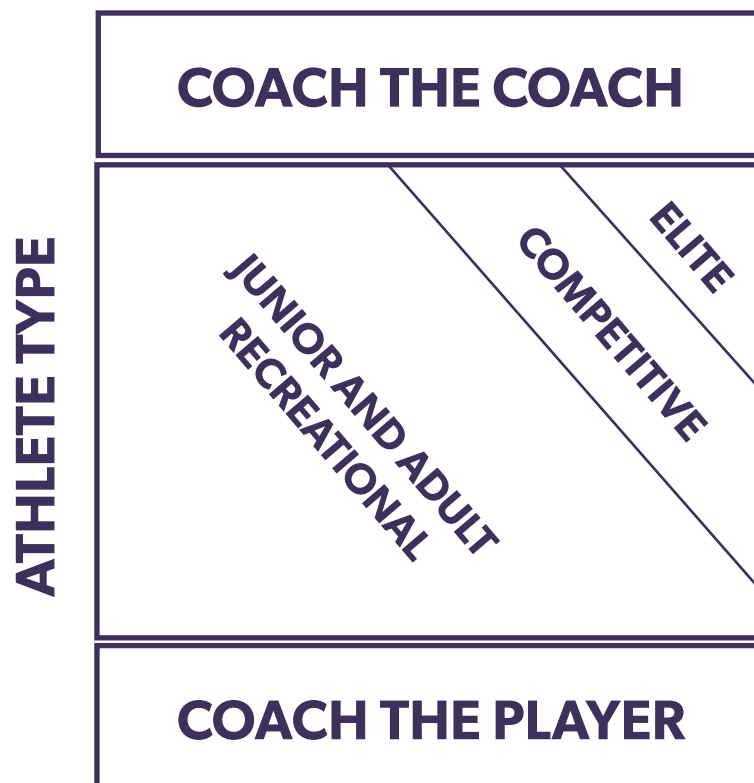
<b>Volleyball:</b>	998m+	<b>Cricket:</b>	300m+
<b>Basketball:</b>	450m+	<b>Baseball:</b>	65m+
<b>Badminton:</b>	220m+	<b>Tennis:</b>	60m+
<b>Soccer:</b>	265m+	<b>Golf:</b>	60m+
<b>Table Tennis:</b>	300m+	<b>Rugby:</b>	8.5m+
<b>eSports:</b>	300m+	<b>AFL:</b>	1.7m+

With the list above barely scratching the surface of the sports that are available to us, there is an almost unlimited market of potential subscribers, listeners or viewers internationally.

The format of our clinics can be replicated in any format, whether it's on a pitch, in a pool or on a court. The process remains the same and the market for the content remains accessible.

# CLINIC MARKET

The online clinics cater for all levels from junior novice to elite athlete. The expectation is that the junior and adult recreational athletes are best placed to take advantage of the program.



The nature of the clinics also means that it is also suited to people that aren't necessarily participating in sport, but are interested in the training methodology of their favourite athletes and coaches.

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# POINT OF DIFFERENCE

The LUDUS is unlike any other online sports video program available.

**Constantly growing** library at a **lower cost** than competitors using only the best talent.

**Purpose-led** content backed by sports psychologists will elevate us as a leader in the sports education marketplace.

A **consistent product** that will enable growth to overseas markets within months if not immediately.

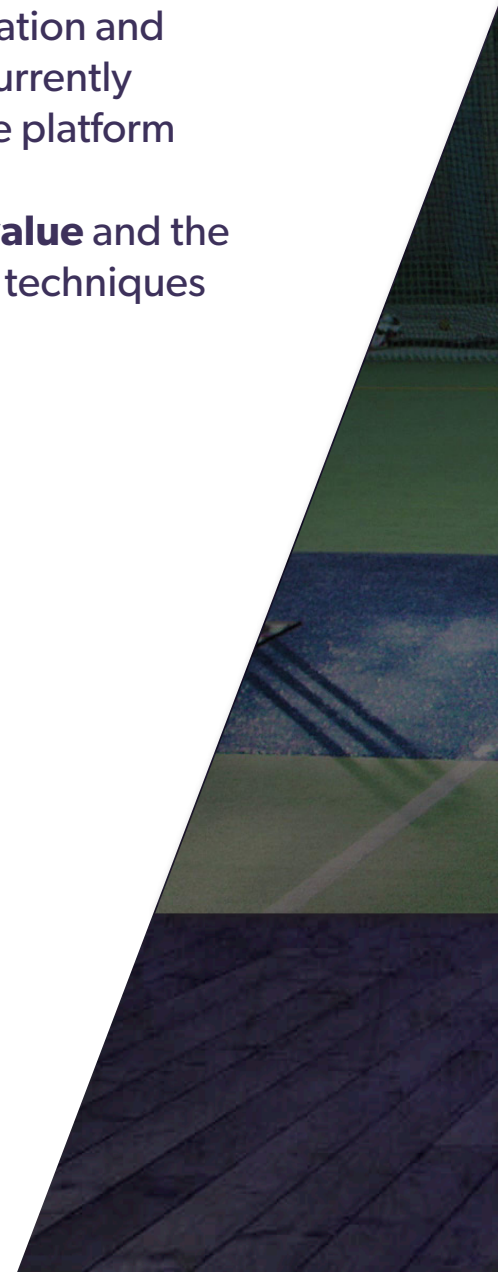
**Commission** for the athlete depends on self-promotion. The more they spread the word the more they earn.

**Easy to use** training plan software allows the Coach the Coach program to be put to practice immediately.

We believe in developing the person first, then the player. **Mental health** is at the forefront of everything we do.

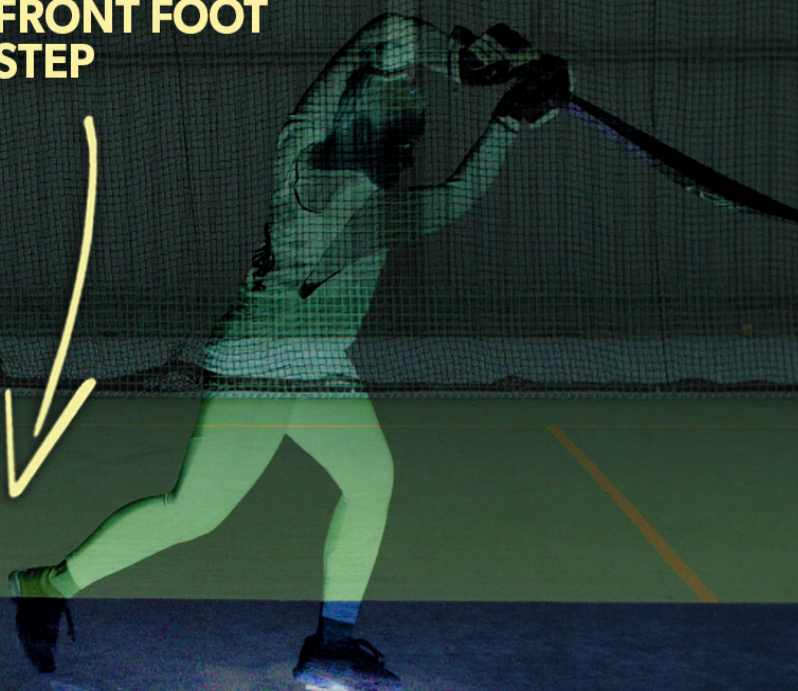
**Athlete-led** content providing view points, information and stories that aren't currently available on a single platform

**High production value** and the latest video editing techniques





**POSITIVE  
FRONT FOOT  
STEP**



# SPORTS EDUCATION

There is a **gap in the market** for a **trusted provider** to provide **safe, effective** and **frequently updated** clinics across a range of sports at a **sensible price-point**.

LUDUS **makes it easy** to learn from **elite athletes** and **coaches** with slick, short-burst, video series' and content produced in conjunction with **leading sports psychologists**.

Our clinics can be watched anywhere you can take a mobile or desktop device or TV. The easy to absorb format of the videos allows the viewer to train anywhere and learn everywhere.

**Coach the Coach** and

**Drag-and-Drop** train

**Athlete and Coach** le

Multiple new video

**Magnus**, a platform for in

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# THE CONTENTS

The concept is simple, watch anywhere, learn anywhere.  
Videos are bite-sized so they are easy to absorb and  
portable so they can be watched on the move.

and **Coach the Player** videos

Suitable for **all** athlete levels from beginner to elite

training plan creation software

Pricing available for **teams** or **individuals**

and clinic design and creation

Assisted with **worksheets** and **course materials**

series released **monthly**

Backed by **sports psychologists** and **athletes**

inspiring, athlete made content

A network of **athletes** across multiple sports

# LUDUS MAGNUS

The Magnus platform gives a voice to the journeys and stories in and around the world of sport that don't always get told. It gives athletes and experts the opportunity to create and develop programs, content and products with a lasting community and social impact.

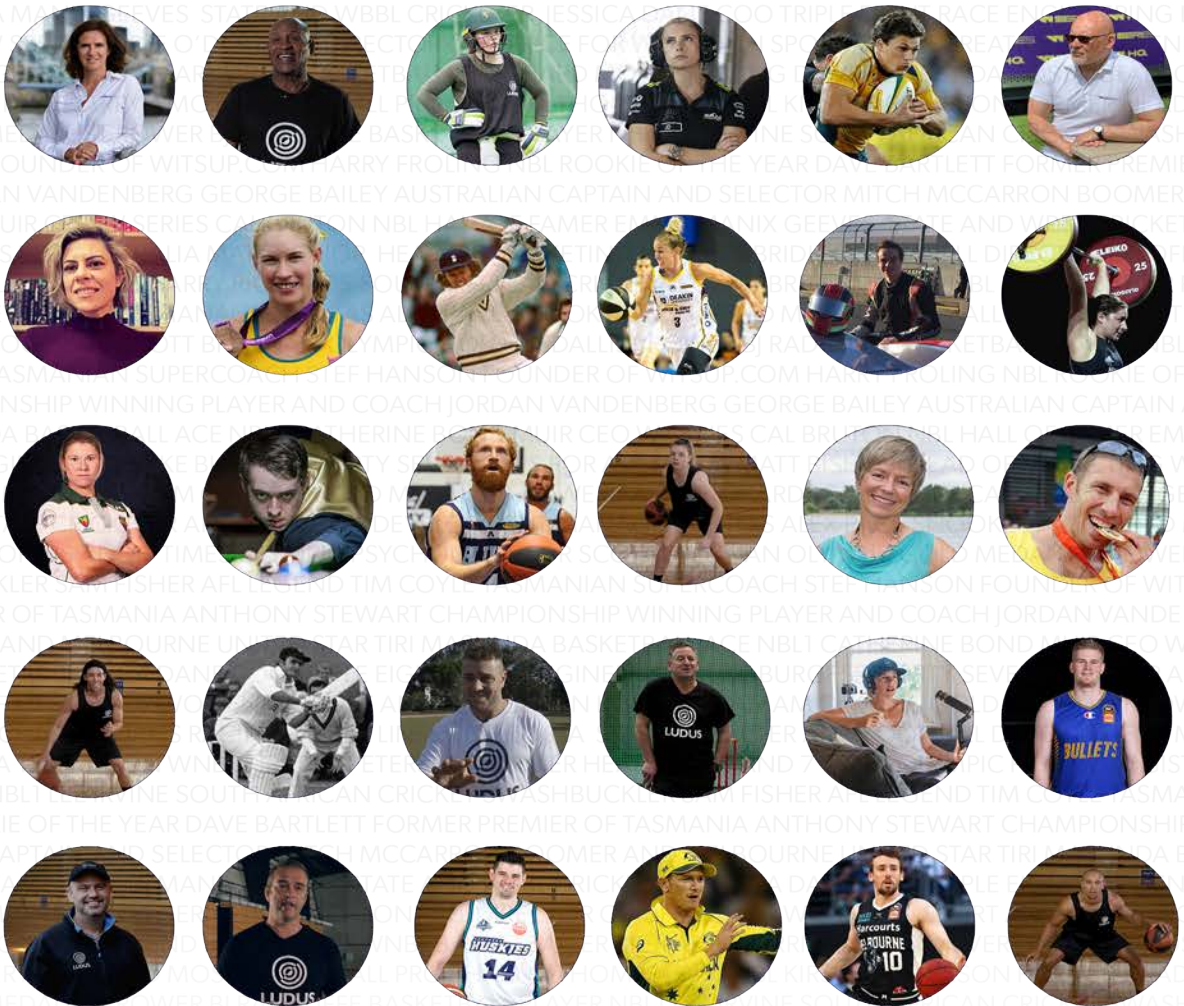
We help people find their story and then we help them tell it.

The Magnus platform has the added benefit of allowing our athletes, coaches and experts to connect with each other to share knowledge, ideas and services.



# RAPIDLY EXPANDING

The Magnus network reaches across multiple disciplines and genres and gathers expertise in sports and the arts from around the globe.



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# PODCAST PRODUCTION

A range of podcast content spanning the sporting and arts worlds.  
Premier guests and great hosts.

## **Magnus Sermo**

A panel style podcast tackling gender bias in sport with guests from the world of sport

## **UnCoyled**

Tim Coyle uncovers stories from inside the sheds of the cricketing world

## **Journeyman**

Self-proclaimed average athlete Jarryd Moss meets athletes and with not so average stories.

## **The Ban**

Inside South Africa's 21 year international cricket ban with SA's greatest cricketers.

## **The Smart Athlete**

WNBL star Britt Smart interviews guests in and around sport and longevity

## **Jump the Cue**

An Australian Cue sports podcast

## **Fisher and Farrow**

A footballer and fan boy team up to talk AFL history with guests involved in those moments.

## **Magnus Provoco**

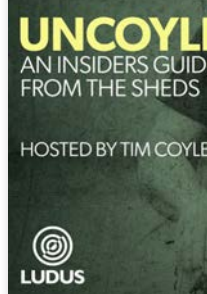
Kim and Scott Brennan talk about the dark side of the moon in sports

## **Summitatim X**

Kirsten Peterson and Melanie Irons sum up giant psychological principles in ten minutes

## **Scrum-full**

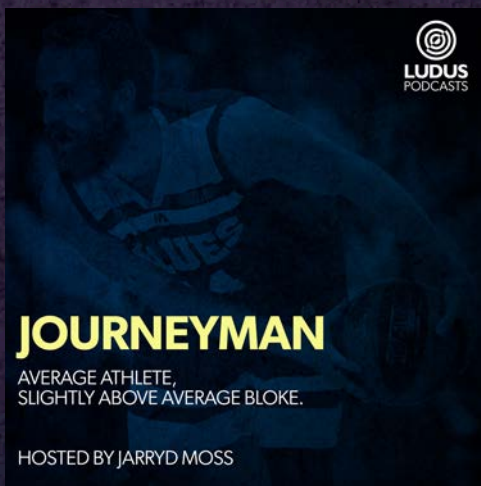
Luke Burgess interviews players he went to battle with, but never got the chance to know



**MAGNUS**  
TACKLING G...



ED  
E



## JOURNEYMAN

AVERAGE ATHLETE,  
SLIGHTLY ABOVE AVERAGE BLOKE.

HOSTED BY JARRYD MOSS



## THE BAN

INSIDE SOUTH AFRICA'S 21 YEAR CRICKET SUSPENSION

HOSTED BY BARRIE IRONS



## LUDUS SERMO

GENDER BIAS IN SPORT



## JUMP THE CUE

THE AUSTRALIAN CUE SPORTS PODCAST

HOSTED BY ALEX PACE



## THE SMART ATHLETE

NO PAIN TRAINING, FOR NO PAIN LIFESTYLE.  
HOSTED BY BRITTANY SMART



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# MARKETING OPTIONS

**With our global reach across multiple platforms, sports, age groups and demographics, we give you the opportunity place your brand in front of a wider audience.**

Our unique commission structure for our featured athletes and coaches ensures that they are incentivised to push our brand far and wide.

Align yourself with athletes and experts like never before.

We have a wide range of opportunities available from video, audio through to clothing all at great rates.

Let us build and create your video and audio advertising program using experienced in-house team.

We can also provide omni-channel marketing options outside of the LUDUS platform, utilising our media partners and external digital media channels in order to reach your customers.

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# ADVERTISING ON PRODUCTION WEAR

Attractive rates for advertising on the uniform that will  
be worn by our world-renowned athletes, coaches  
and experts.



# MARKETING COLLATERAL ADVERTISING

Promote your brand through our partner offers, sponsored social-media content and advertising on eDM and email campaigns.



# IN-SHOT ADVERTISING

Whether it's a pitch, a court or an oval, we provide in-shot advertising options to prominently present a brand throughout a clinic in a variety of sporting genres.

BRANDING  
**YOUR LOGO**  
GOES IN HERE!



# PODCAST ADVERTISING

Reach active listeners on any device, in any environment, at any time. Audio ads are served pre, during and post-podcast with further opportunities for program sponsorship, social media marketing, cover ads and partner offers.

## UNCOYLED

AN INSIDER'S GUIDE  
FROM THE SHEDS

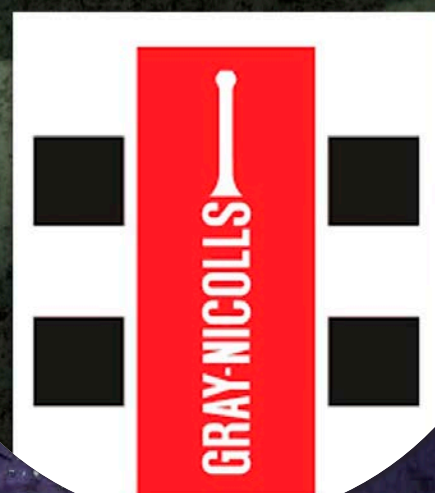
HOSTED BY TIM COYLE



POWERED BY



POWERED BY



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# MERCHANDISE AND TRAINING GEAR

Your brand can be featured on the merchandise and clothing that is available for purchase from our online store.



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# FEATURE PRODUCTION

LUDUS creates feature length documentary and television series for ongoing global release. We explore fringe topics and the athletic counter-culture with experts from myriad codes and mediums. The best way to engage, is to be engaging and entertaining. This is the LUDUS wishbone.



# ENTERTAINMENT CONTENT

LUDUS creates entertainment content for sports teams and events. With a proven track record, LUDUS caters for any digital and analogue production and performance.

This includes but is not limited to hype reels, introductions, motion graphics, comedy, highlights and live acts which can double up as social media releases. .



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# VISUALISATION PROGRAM

Developed and designed by Magnus ambassador Jarryd Moss, it's a simple-to-use meditation and visualisation program for athletes. It uses auditory cues and meditative techniques to help immerse athletes in the competition and allow them to visualise situations and scenarios.

The program promotes the benefits of practicing meditative techniques and training the mind to unlock their capabilities.

It utilises athlete feedback and video content of recent performances to develop a personalised program for the athlete.



# PERSONAL TRAINING

Customised online personal training curated by LUDUS athlete and WNBL star Brittany Smart. Customised and tailored programs with personal feedback.



A1 Pushups - Scaled Options  
3 Sets of 10 Repetitions  
Scale Options:  
Regular Pushups  
Pushups with hands on a bench, box or wall

🎥 Demo video

📋 View exercise history

Enter results

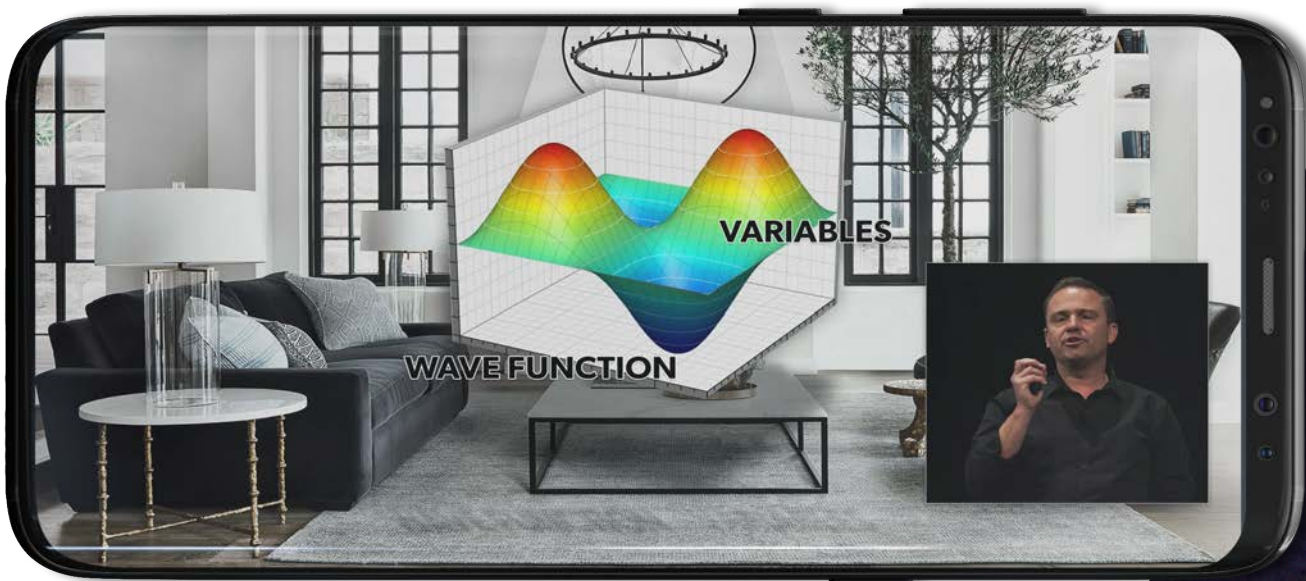
# KEYNOTE AR AND XR

## Putting Keynote speakers directly into your living room

Ex-Tasmanian State Premier David Bartlett and special guests write, release and present quarterly keynote speeches in a specially developed Augmented Reality platform.

Focusing in and around the world of sports and leadership, the technology places the speaker unhindered onto your device and directly into your room with photo-realistic Augmented Reality and Mixed Reality (collectively referred to as XR) digital creations to highly engage the end-user and explain key concepts.

By collaborating with world leaders in AR technology we are able to create a industry leading platform that can be licenced to external keynote and content providers.



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# TRANSFERABLE TECHNOLOGY

By leveraging technology created for the AR and XR Keynote platform we will create the world's first AR powered sports video clinics program.

Using the mixed reality concept we will explain real world concepts using detailed 3D modeling that can be explored in your front room.



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# COMMUNITY AND SOCIETY

We believe in finding and maintaining wellness, connection and community through a celebration of sport and the arts, and an understanding of how trauma can be utilized for growth and development.

We send our children to join a sports team, or an artistic pursuit in search of head fake education. Certainly, skill development is important, but teamwork, co-operation, adversity, expression, character, discipline, work ethic, community, failure, success, humility, generosity, care and culture are critical.

Through sport and the arts, we discover communal emotional understanding and how to hold our differences whilst staying connected.

Through community we discover opportunity, equity and eventually equality. Future generations will hopefully be inspired with visibility, opportunity, value and time.

LUDUS is wellness for everyone.



POWERED BY LUDUS

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# LEAGUE INITIATIVES

Our league initiatives are built on a foundation of community connection, teamwork and a culture born around respect for  
We believe better success comes from better balance.

## **Power League**

An initiative to create a free-to-play, equipment provided street/roller hockey league with custom rules in a partnership with a Launceston based roller rink.

The program targets socio-economic groups that otherwise wouldn't have the opportunity to engage in the sport.

The program is built on donations of equipment and the generosity of sponsors and donors.



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# PLAY IT FORWARD

Born from an idea by WBBL and State cricketer Emma Manix-Geeves, the **Play it Forward** program gives elite athletes, teams and coaches the opportunity to ensure that any unused equipment can be directed towards programs and teams that need it most.

As an elite athlete, Emma knows first hand how much equipment is discarded at the end of each season to be replaced by a new line or version.

The initiative facilitates the collection of extra or unrequired equipment that is in good condition at the end of a sporting season and redistributes it to teams and individuals that don't have the means to purchase such equipment.

By utilising sports equipment recycle bins at elite sporting facilities we are able to collect end of range and end of life equipment direct from players, sponsors and clubs.

The equipment has usually only been used for a single season and in the case of some equipment, for a single game.





# TEAM EQUALITY CYCLING + TRIATHLON

A supportive environment for shared rides, competitive cycling and elite competition in an inclusive community where gender parity is the norm.

Welcoming towards people of any age and sporting ability, Team Equality Cycling offers a unique opportunity to be part of a compassionate, disciplined community where the usual toxic behaviour found in other clubs won't exist.

The team will be built on the foundation of the experiences of our Magnus athletes and experts and coupled with the expectations of the novice cyclist.



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# TEAM EQUALITY ESPORTS

The LUDUS alongside Racing Pride UK and a yet to be announced Australian Motorsports giant are pioneering an eSports team that covers all sports but has a focus on the under represented area of sim racing.

At its core it's an equal team made of all genders and races to the exclusion of no-one. There's no barrier to entry and funding will be available to those that may not have the means to get into the sport.

The team will be built on our core values of teamwork, co-operation, adversity, expression, character, discipline, work ethic, community, success, humility, generosity, care, love, compassion and cultural awareness.

With an estimated audience of 400million plus in 2020, a move into the eSports market allows us to receive brand recognition, a wider network and the ability to sell subscriptions for eSports clinics in the same way that we would for offline sports.



# ACADEMY PROGRAM

The LUDUS academy program is creating a new industry. At it's heaviest mass it It will offer thousands of jobs and opportunities for youth and adults alike, with its unique blend of sports arts education and participation.

LUDUS Academies will be staffed by retired athletes and coaches and supplied with equipment through our very own **Play It Forward** program.

At its heart the LUDUS will offer free sports teams and equipment for disadvantaged youth coupled with jobs, training and accreditation across all sectors of sports and the arts for youth and adults.



# SPORTS MEDIA HUBS

The ultimate goal for LUDUS is to create sports, arts and media hubs in multiple cities across the world with the aim of creating thousands of jobs as part of the LUDUS ecosystem.

Each hub would be home to a content production centre, multiple sports complexes, film studio, recording studio, AR program, education facilities, event hosting and professional teams.

The hub would become a local web and content development centre with further infrastructure uses for our programs and initiatives.

The hubs location allows us to record clinics during a live sports season, lessening the travel time for the athlete. It also allows for clinics to be recorded when the athlete is on the road, giving them the ability to record video in one location and audio in another.

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# COMPANY CULTURE

The Ludus internal culture is built and designed around the best bits of sports and the arts. Akin to the head fake educational reasons we send our children to play sport, our culture is one of transparency, teamwork, character, expression, understanding, humility and compassion. From the arts, we cross reference the above whilst adding a dash of communication, emotional sensitivity, vision, vibrancy and of course, art.

Our foundations are deeply steeped in the same psychologist backing as our clinics, as we look to jump on the bus travelling directly to further.

Sure, why not create a new Sports Media industry, just make sure to marinate the lot with the Ludus culture inside-out, top down - bottom up.

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# GIVING BACK

## **Ads for Good**

Pro-bono advertising credits for non-profit organisations  
We offer limited pro-bono advertising credits to nonprofits as a way to use the power our platform and reach to amplify their message to a wider audience

## **Giving Back Day Company initiative**

An initiative in which employees and Magnus alumni come together to promote making an impact in the local community.

## **Ongoing volunteer work**

We actively support the work of community partners by volunteering for projects, sports and coaching throughout the year.

## **Equal Opportunity**

We support equality, acceptance and opportunity for all people, and understand that while talent is found everywhere in the world, opportunity is not. We actively try to work with companies, programs and initiatives that are dedicated to promoting equal opportunity.

## **Acknowledgment**

LUDUS acknowledges Aboriginal and Torres Strait Islander people as the Traditional Custodians of the land and acknowledges and pays respect to their Elders, past and present and emerging

# PRICING GLOSSARY

## Pricing Key

Pricing Level	Pricing Description	Price range
\$\$\$\$\$	Maximum exposure, widest reach and most recognisable stars	\$25k +
\$\$\$\$	Large scale, wide reach and high impact with top tier stars	\$10k - \$25k
\$\$\$	High recognition and wide reach, less international awareness	\$5k -10k
\$\$	Great budget option with wide reach and domestic starts	\$1k - \$5
\$	Social Media and Digital options with great returns	< \$1k

## How do the Tiers work?

### Tier A

Instantly recognisable top level elite athletes or coaches with international experience, recognition and world-wide appeal. They will have a very large following on social media channels and exposure through TV and other digital and real world media.

Example: Australian Spin Bowler with 5m+ social media followers

### Tier B

Top level athletes with large domestic following, likely played international standard but appeal may not be worldwide. May have a large social media following but does not command same recognition as Tier A.

Example: Socceroo's Goalkeeper playing in the premier league. 250k followers on Social media.

### Tier C

Top level athlete with large domestic following but may not be internationally known.

Example: AFL legends

### Demo Athlete

Will usually be an up-and-coming sports player with professional experience but not well known. May have a social media following. These players will generally be in shot for a large part of the clinic series. They demonstrate the concepts and drills as presented by the star of the series.

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# PRICING GLOSSARY

## Wall Banner

A printed banner placed in the background of the shot on an indoor shoot. It may be on the wall of the court in basketball or as a stand up hoarding. The banner will be placed to ensure maximum exposure during the shoot.

## Corflute

Weather resistant plastic signage that can be placed close to the action in both indoor and outdoor settings.

## Floor/Pitch Decal

Logo or branding that is added to the floor of the court or pitch either digitally in post processing or at using traditional marking methods.

## Digital Device

A digital representation of your branding on screen overlaid over content

## Shot Sponsor

A 'Powered By' style on-screen promotion aligning the brand with a shot type.  
e.g. Ludus Replay Icon powered by Watch Brand

## Product Placement

Placement of products or equipment in shot or with promotional consideration applied.

## Demo Athlete

Will usually be an up-and-coming sports player with professional experience but not well known. May have a social media following. These players will generally be in shot for a large part of the clinic series. They demonstrate the concepts and drills as presented by the star of the series.

# PRODUCTION CLOTHING

## Production Clothing

Clothing worn by athletes and experts in-shot during clinic and any promotional materials and extra filming.

### Clothing Description

Product	Description
Cap	Baseball cap worn for direct to camera and promotional work
Warm-up Jacket	Pro-zip jacket or zip up work for direct to camera and promotional work
Main Top - Chest	Top worn for the duration of the clinic shoot. Most prominent area
Main Top - Back	Top worn for the duration of the clinic shoot. Large advertising area seen
Main Top - Sleeve	Sleeves L or R on top worn for almost all in-shot work
Bottoms (Shorts or Pants)	Bottoms or Pants worn at all times throughout the shoot.
Polo - Chest	Polo worn for direct to camera interviews and promotional work
Polo - Sleeve	Polo worn for direct to camera interviews and promotional work

### Key

\$ = <\$1k	\$ = \$1k - 5k	\$ = \$5k - 10k	\$ = \$10k - 25k	\$ = \$25k+
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**Main Sponsor - All Clinic Series' x All Sports - 1 yr**  
**e.g. All Sports Clinics for 1 yr. Minimum of 60 Clinics.**

Product	Tier A Series	Tier B Series	Tier C Series	Demo Athletes
Cap	\$	\$	\$	\$
Warm-up Jacket	\$	\$	\$	\$
Main Top - Chest	\$	\$	\$	\$
Main Top - Back	\$	\$	\$	\$
Main Top - Sleeve	\$	\$	\$	\$
Bottoms (Shorts or Pants)	\$	\$	\$	\$
Polo - Chest	\$	\$	\$	\$
Polo - Sleeve	\$	\$	\$	\$

# PRODUCTION CLOTHING

**Secondary Sponsor - All Clinic Series' x Single Sport - 1 yr**  
**e.g. All Basketball Clinics for 1 yr. Minimum of 12 Clinics/Series.**

Advertise your brand on the clothing in every series in a specified sport for the period of 1 year.

Product	Tier A Series	Tier B Series	Tier C Series	Demo Athletes
Cap	\$\$\$	\$\$\$	\$\$	\$\$
Warm-up Jacket	\$\$\$	\$\$\$	\$\$	\$\$
Main Top - Chest	\$\$\$	\$\$\$	\$\$	\$\$
Main Top - Back	\$\$\$	\$\$\$	\$\$	\$\$
Main Top - Sleeve	\$\$\$	\$\$\$	\$\$	\$\$
Bottoms (Shorts or Pants)	\$\$\$	\$\$\$	\$\$	\$\$
Polo - Chest	\$\$\$	\$\$\$	\$\$	\$\$
Polo - Sleeve	\$\$\$	\$\$\$	\$\$	\$\$

**Single Clinic Series Release - Any sport.**

**e.g. A single basketball series presented by an elite athlete for a single month release**

Product	Tier A Series	Tier B Series	Tier C Series	Demo Athletes
Cap	\$\$	\$\$	\$/\$\$	\$
Warm-up Jacket	\$\$	\$\$	\$/\$\$	\$
Top - Chest	\$\$	\$\$	\$/\$\$	\$
Top - Back	\$\$	\$\$	\$/\$\$	\$
Top - Sleeve	\$\$	\$\$	\$/\$\$	\$
Bottoms (Shorts or Pants)	\$\$	\$\$	\$/\$\$	\$
Polo - Chest	\$\$	\$\$	\$/\$\$	\$
Polo - Sleeve	\$\$	\$\$	\$/\$\$	\$

# IN-SHOT INTEGRATIONS

## In-shot integration - Clinics

Advertising that is prominent in-shot during a clinic and promotional video content. These will have different placements depending on the sport being filmed.

### All Sports x All Clinics - 1 year (Minimum of 60 Series)

Product	Tier A	Tier B	Tier C
Wall Banner	\$\$\$\$	\$\$\$\$	\$\$\$\$
Corflute	\$\$\$\$	\$\$\$\$	\$\$\$\$
Floor Decal	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$
Pitch Decal	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$
Digital Device on-screen	\$\$\$\$	\$\$\$\$	\$\$\$\$
Shot Sponsor	\$\$\$\$	\$\$\$\$	\$\$\$\$
Product Placement	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$

### Single Sport x All Clinics - 1 year (Minimum of 60 Series)

Product	Tier A	Tier B	Tier C
Wall Banner	\$\$\$	\$\$\$	\$\$\$
Corflute	\$\$\$	\$\$\$	\$\$\$
Floor Decal	\$\$\$\$	\$\$\$\$	\$\$\$\$
Pitch Decal	\$\$\$\$	\$\$\$\$	\$\$\$\$
Digital Device on-screen	\$\$\$	\$\$\$	\$\$\$
Shot Sponsor	\$\$\$	\$\$\$	\$\$\$
Product Placement	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$

### Single Sport x Single Clinic Series

Product	Tier A	Tier B	Tier C
Wall Banner	\$\$	\$\$	\$\$
Corflute	\$\$	\$\$	\$\$
Floor Decal	\$\$	\$\$	\$\$
Pitch Decal	\$\$	\$\$	\$\$
Digital Device on-screen	\$\$	\$\$	\$\$
Shot Sponsor	\$\$	\$\$	\$\$
Product Placement	\$\$\$	\$\$	\$\$

# PODCAST AND DIGITAL

## Podcast Advertising

Advertise on any of our range of podcasts across a number of sports.

Product	Tier A	Tier B	Tier C	In-house
Show Title Sponsor	POA	POA	POA	POA
Pre-show 30 sec Ad	\$	\$	\$	\$
Mid-show 30 sec Ad	\$	\$	\$	\$
Post-Show Ad	\$	\$	\$	\$
Promo Materials	\$	\$	\$	\$
Partner Offers	\$	\$	\$	\$

## Digital Marketing and Social Media

Electronic marketing materials including eDM, Partner Offers

Product	Tier A	Tier B	Tier C	in-house
EDM Sponsor	\$/\$\$	\$	\$	\$
EDM Banner	\$/\$\$	\$	\$	\$
EDM Partner Offer	\$/\$\$	\$	\$	\$
Facebook Sponsored Post	\$/\$\$	\$	\$	\$
Instagram Sponsored Post	\$/\$\$	\$	\$	\$

## Key

\$ = <\$1k	\$\$ = \$1k - 5k	\$\$\$ = \$5k - 10k	\$\$\$\$ = \$10k - 25k	\$\$\$\$\$ = \$25k+
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# TEAMS AND INITIATIVES

## Team Equality - eSports

Sponsorship of our eSports team

Product	1yr	3yr	5yr
Platinum Team Sponsor inc. naming rights	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$
Gold Team Sponsor	\$\$\$\$	\$\$\$\$	\$\$\$\$
Silver Team Sponsor	\$\$\$\$	\$\$\$\$	\$\$\$\$
Affiliate Code Sponsorship	\$	\$	\$
Hybrid Sponsorship	\$\$	\$\$	\$\$
Pure Sponsorship	\$\$\$\$		

## Team Equality - Cycling and Triathlon

Sponsorship of our competitive and social Cycling and Triathlon teams.

Product	1yr	3yr	5yr
Platinum Team Sponsor inc. naming rights	POA	POA	POA
Gold Team Sponsor	POA	POA	POA
Silver Team Sponsor	POA	POA	POA
Bronze Team Sponsor	POA	POA	POA
Bib, Shorts or Jersey Logo	\$\$	\$\$	\$\$
Affiliation	\$	\$	\$

# TEAMS AND INITIATIVES

## Play it Forward

Program sponsorship available for the sports equipment recycling program

Product	National	State	Local
Platinum Partner	\$\$\$\$\$	N/A	N/A
Gold Partner	\$\$\$	\$	\$
Silver Partner	\$\$\$	\$	\$
Bronze Partner	\$	\$	\$
Product Partnership	POA	POA	POA

## Power League

Program sponsorship available for the free-to-play roller hockey league

Product	National	State	Local
Platinum Partner	\$\$\$\$\$	N/A	N/A
Gold Partner	\$\$\$	\$	\$
Silver Partner	\$\$\$	\$	\$
Bronze Partner	\$	\$	\$

## Key

\$ = <\$1k	\$ = \$1k - 5k	\$\$\$ = \$5k - 10k	\$\$\$\$ = \$10k - 25k	\$\$\$\$\$ = \$25k+
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# THE FUTURE

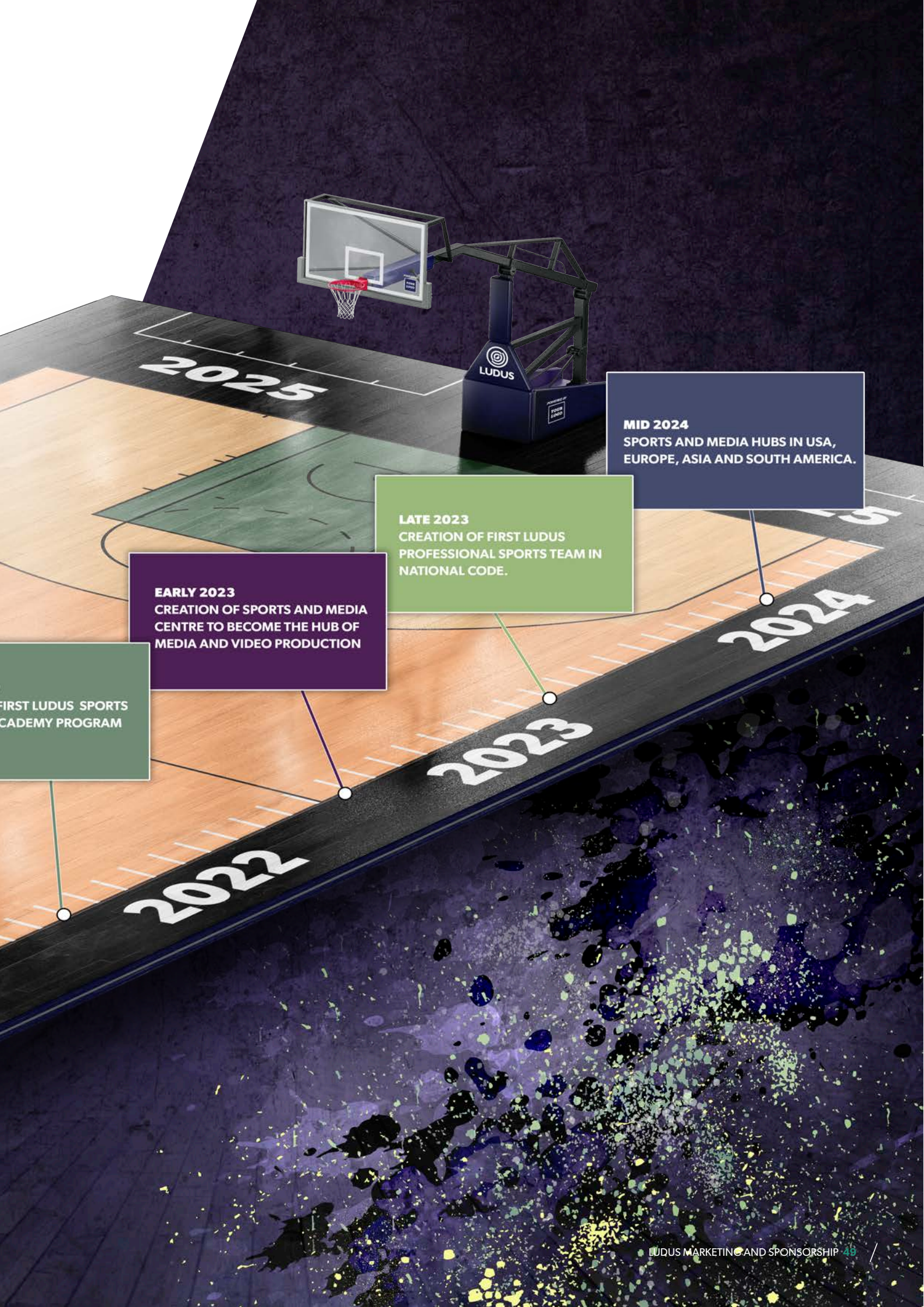
The LUDUS has big dreams, big plans and most importantly achievable long term goals.



**LATE 2020 / EARLY 2021**  
INITIAL LAUNCH OF ONLINE CLINICS  
ACROSS 8 SPORTS WITH MONTHLY  
RELEASES OF NEW CONTENT IN ALL 8  
SPORTS.

**MID TO LATE 2021**  
RELEASE OUR FIRST AR AND XR  
POWERED CLINICS WITH OUR  
DEDICATED APP

**EARLY 2022**  
LAUNCH OF F...  
TEAM AND A...



FIRST LUDUS SPORTS  
ACADEMY PROGRAM

**EARLY 2023**  
CREATION OF SPORTS AND MEDIA  
CENTRE TO BECOME THE HUB OF  
MEDIA AND VIDEO PRODUCTION

**LATE 2023**  
CREATION OF FIRST LUDUS  
PROFESSIONAL SPORTS TEAM IN  
NATIONAL CODE.

**MID 2024**  
SPORTS AND MEDIA HUBS IN USA,  
EUROPE, ASIA AND SOUTH AMERICA.

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# OUR TEAM

Andrew Hollands

**Co-founder /  
Head of Development**

Experienced business owner, with a strong technology focus and recent experience as General Manager within the sports industry.

Craig Lane-Irons

**Co-founder /  
Head of Production**

Experienced producer, director and creative with recent experience as head of entertainment and digital content for multiple sports teams.

Dr Melanie Irons

**Psychologist /  
Mental Health**

World recognised doctor of psychology, fitness expert, keynote speaker and communication/behaviour scientist.

Kirsten Peterson

**Psychologist /  
Sports Performance**

Former head of Performance Psychology at AIS and for Olympic athletes, coaches, and teams in the US and Australia

Dr Scott

**Peak Performance  
Advisor**

Olympic  
medical  
Gold Medalist

Cal Bruton

**Basketball /  
Development Coach**

NBL Hall of Famer, Boomer and Australian Basketball legend

Tim Coyle

**Cricket /  
Development Coach**

Involved in cricket at a state and international level for over 30 years in both men's and women's cricket.

Sam Fisher

**Athlete Relationship  
Manager**

St Kilda and All-Australian defender that played 228 games in the AFL during his career

David Bartlett

**Technology and  
Disruption Advisor**

Former Premier of Tasmania, named as one of the nation's 50 Most Influential People in Tech in 2015



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ott Brennan  
**Performance**  
**or**

Gold Medalist rower and  
doctor. Currently part of AIS  
Medal Ready program.



# LUDUS

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