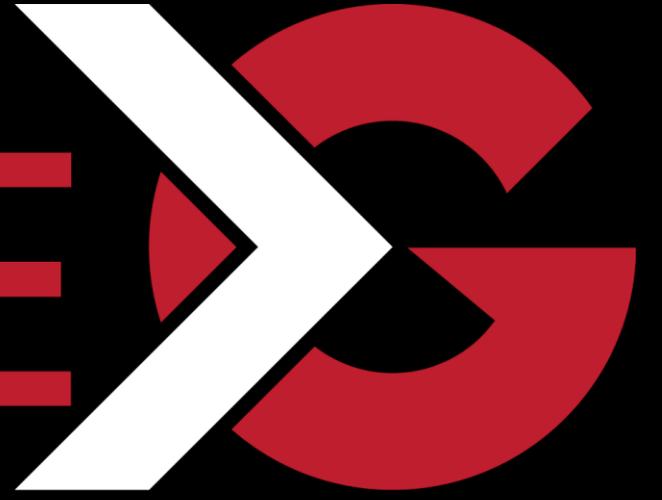


IN THE  
GAMES

EMERALD COAST





# Why Prep Sports?

- ▶ Sports radically impact culture
- ▶ Sports unite people
- ▶ Children are raised in it. Students and young adults actively engage in it. Adults never can abandon it
- ▶ The passion, drive, and dedication anchored at the very root of sports are ingrained into individuals, families, and communities
- ▶ Youth sports are special because of the community involvement required to foster the support, development, and success of student-athletes



# Why Prep Sports?

- ▶ 7.6 Million Student Athletes in USA
- ▶ 56% of all Students Participate
- ▶ ITG Emerald Coast serves Escambia, Santa Rosa, Okaloosa, Walton and Bay Counties
- ▶ 67,000 Students in Middle and High School along Emerald Coast
- ▶ 37,000 in High School

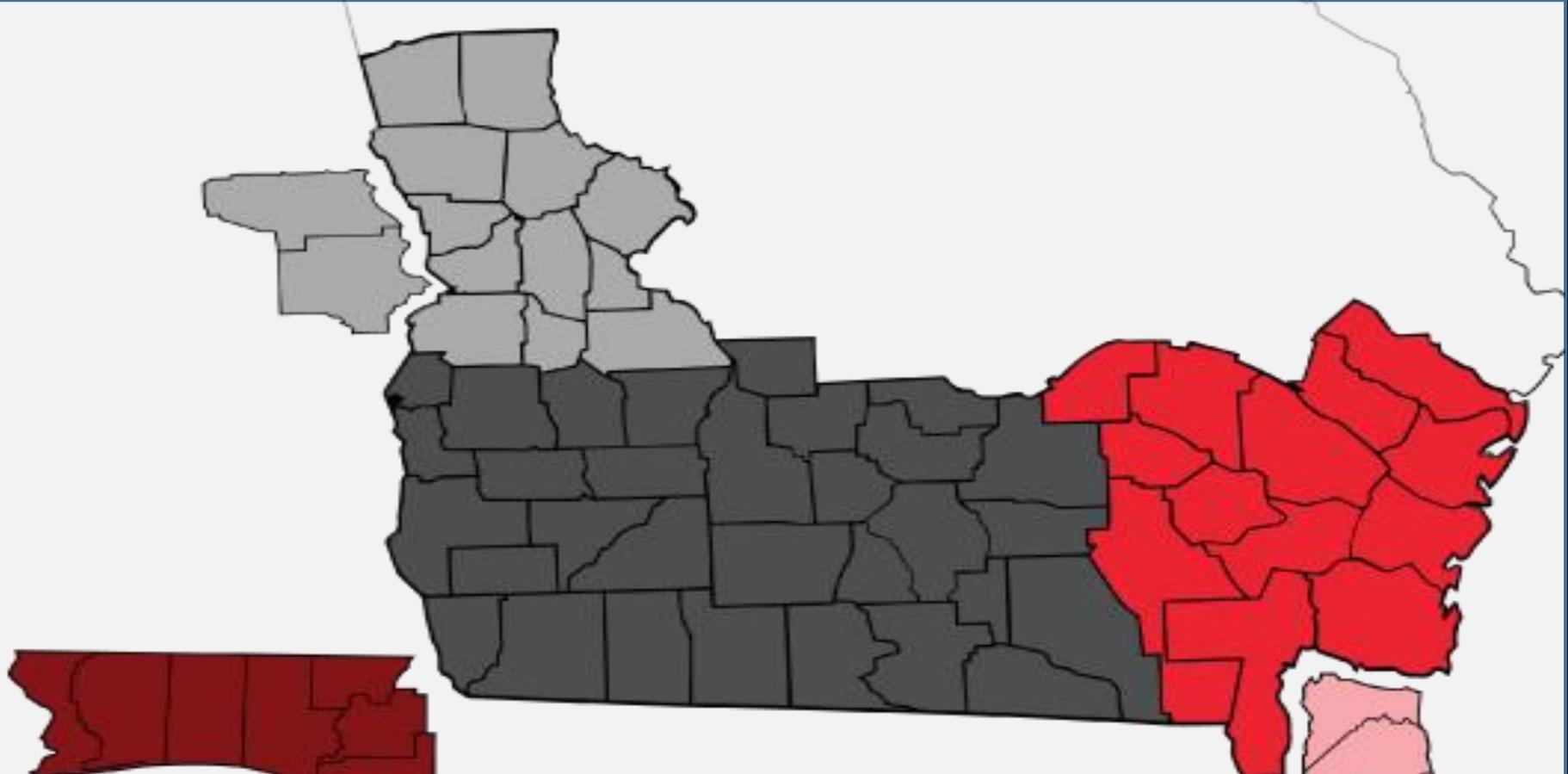
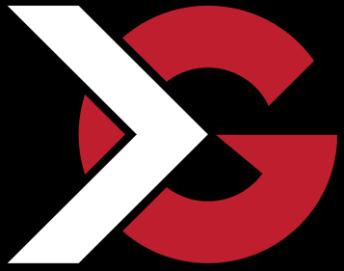


- ▶ ITG Emerald Coast is NOT Scouting
- ▶ ITG Emerald Coast is NOT Recruiting
- ▶ ITG Emerald Coast is good stories about good kids, good coaches, good fans and good families.



# In The Game Sports Network

- ▶ ITG Sports Network encompasses
  - ▶ 5 ITG Magazines
  - ▶ 2 TV Shows
  - ▶ 2 Radio Shows
  - ▶ Internet [WWW.ITGSPORTSNETWORK.COM](http://WWW.ITGSPORTSNETWORK.COM)
  - ▶ Facebook
  - ▶ Twitter
  - ▶ Instagram
  - ▶ Newsletters



● **Emerald Coast**

Bay, Escambia, Holmes, Okaloosa, Santa Rosa, Walton, Washington.

● **South Georgia**

Atkinson, Baker, Ben Hill, Berrien, Brooks, Callhoun, Clay, Clinch, Coffee, Colquitt, Cook, Crisp, Decatur, Dougherty, Early, Echols, Grady, Irwin, Lanier, Lee, Lowndes, Mitchell, Miller, Quitman, Randolph, Seminole, Terrell, Thomas, Tift, Turner, Worth.

● **Southeast Georgia**

Appling, Bacon, Brantley, Camden, Charlton, Glynn, Jeff Davis, Liberty, Long, McIntosh, Pierce, Ware, Wayne.

● **Columbus Valley**

Chattahoochee, Harris, Marion, Meriwether, Muscogee, Schley, Stewart, Sumter, Talbot, Taylor, Troup, Webster. Alabama: Lee, Russell.

● **Northeast Florida**

Clay, Duval, Nassau, Putnam, St. Johns.



# ITG Emerald Coast

A FAMILY AFFAIR: GABBIE BROWN, NADIA FINGALL AND CHOCTAWHATCHEE HIGH SCHOOL

## IN THE GAME

**NOT ONE FOR THE FANFARE**  
Legend of the Game  
Jessie Ivey

**A SQUIRREL ON THE RUN!**  
Ladarnan Clardy  
Pine Meadow Elementary

**TEAM ON THE RISE**  
Washington High School  
Men's Soccer

**COACH'S CORNER**  
Terrance Harris  
Pensacola High School

**SOFT BOWL**  
PENSACOLA HIGH SCHOOL LACROSSE  
NAVARRE HIGH SCHOOL LADY RAIDERS SOCCER

**Emerald Coast Volleyball Leaders**  
Catholic, Niceville, and Gulf Breeze High School

DEC. 2015

HOMERUN HIRE FOR PENSACOLA HIGH: JAMES "JAMIE" RIGDON  
ANOTHER DAY IN THE PARK | LEGEND OF THE GAME  
CORDOVA PARK ELEMENTARY | JODY SKELTON

THE BEAUTY OF HIGH SCHOOL SPORTS  
DIAMONDS ARE A GIRL'S BEST FRIEND!  
TATE HIGH SCHOOL SOFTBALL | MAKING HER OWN WAKE  
SOPHIA NGUYEN

UPWARD SKATEBOARDING: JON SHELL

CHECK OUT OUR REBRAND

BASEBALL PLAYER PROFILES  
"SPRING IS IN THE AIR"

IN THE GAME

MARCH 2016

1ST TEE TO ARGONAUT | A FATHER'S HAND  
UWF GOLF | ADRIAN STILLS

ONLY IN YOUR MIND: CAMDEN "DINE" SHEPHERD  
SAND VOLLEYBALL COACH KLIENSACK "SAM" NIMPCHAIMANTHAM | STRIVING TO EXCEL  
DAXOTA BERRY  
PACE HIGH SCHOOL

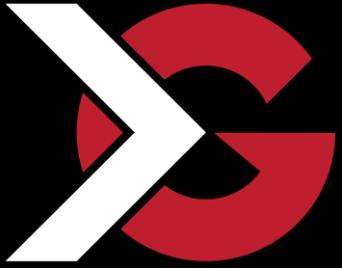
PINE FOREST TRACK | CLUB VOLLEYBALL

STATE CHAMP RECAP

**"AT THE HELM"**  
Gil Hackel | Gulf Breeze Elementary

IN THE GAME

JUNE 2016



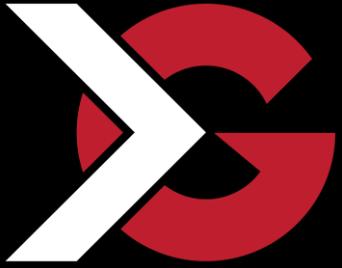
- ▶ Events:

- ▶ Coaches Clinics

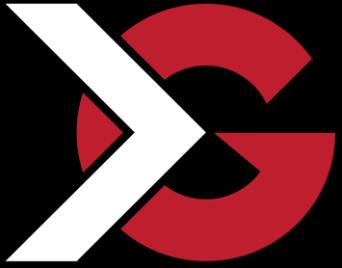
- ▶ Award Banquets

- ▶ All Star Events

- ▶ College Signings



- ▶ 5,000 Magazines per issue
- ▶ Quarterly plus 1 Special Issue
  - ▶ September
  - ▶ December
  - ▶ March
  - ▶ June
  - ▶ August Special Edition – High School Football Preview



- ▶ Distribution in local free magazine boxes
- ▶ CVS Pharmacies
- ▶ 400+ Direct Mail Subscribers
- ▶ Local Restaurants
- ▶ Sporting Goods Stores
- ▶ Via Schools
- ▶ Via Kids and Families

IN THE  
GAMES

EMERALD COAST

