

TAAL⁺



COOPERATIVES & SPONSORSHIPS

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THANK YOU

The Academic Athletic League, hereafter referred to throughout this presentation as TAAL, would like to express our deepest appreciation for Coca-Cola and BodyArmor taking the time to consider our proposal for sponsorship.

TAAL provides youth, who otherwise would not be on their school's basketball team, an alternative with a twist. We assist the kids we serve with more than just athletic skills development, we also help them reach and even exceed their academic goals as well.

This presentation has been customized just for Coca-Cola and BodyArmor to introduce TAAL to you and to formally request sponsorship for our ongoing initiatives. This presentation has been designed to evolve through addendum so if/when Coca-Cola and BodyArmor want additional information we are more than happy to provide that to you related to the specifics of our schedules and opportunities that we want to explore.

TAAL changes the lives of the youth we serve and we could not be more proud of being a conduit to higher achievement and greater opportunities to stay healthy and physically fit. Our Team is comprised of both in-house personnel and vetted volunteers who meet our rigorous standards and who have a passion for empowering our youth.

We are super excited about being sponsored by Coca-Cola and BodyArmor and cannot wait to dialogue with you further. Our goals are to continue our work and expand upon the opportunities TAAL is able to provide our kids so your support will be instrumental in our 2022 season and beyond!

Have an incredible day!

Keith Lundy - CEO

LaDonna Hines - President/CFO

P: 678.525.2667

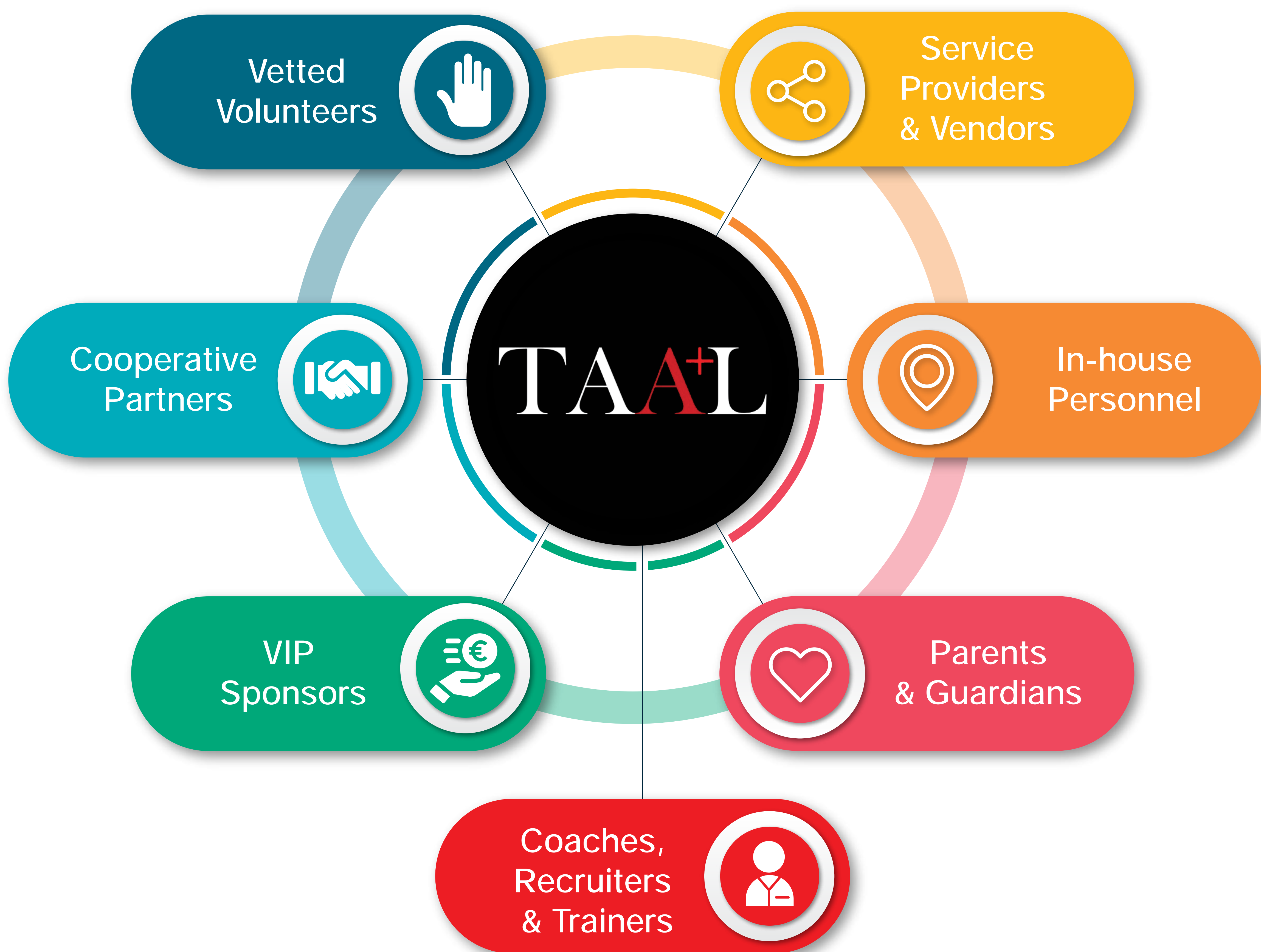
E: Keith@Taalsports.com or LaDonna@Taalsports.com

TAAL Sports LLC, 1300 Ridenour Blvd., Kennesaw, GA 30152



OUR TEAM

The TAAL Team is represented in the model below and while some people have been involved in our organization from the beginning others come and go based on their own schedules and availability. We manage our Team with a schedule for the upcoming events with built-in flexibility to ensure we have a contingency plan in the event that one or more people cannot be available at the last minute. We are happy to provide a more detailed outline of specific Team members upon request in addendum to this presentation, simply ask and we will get that to you.

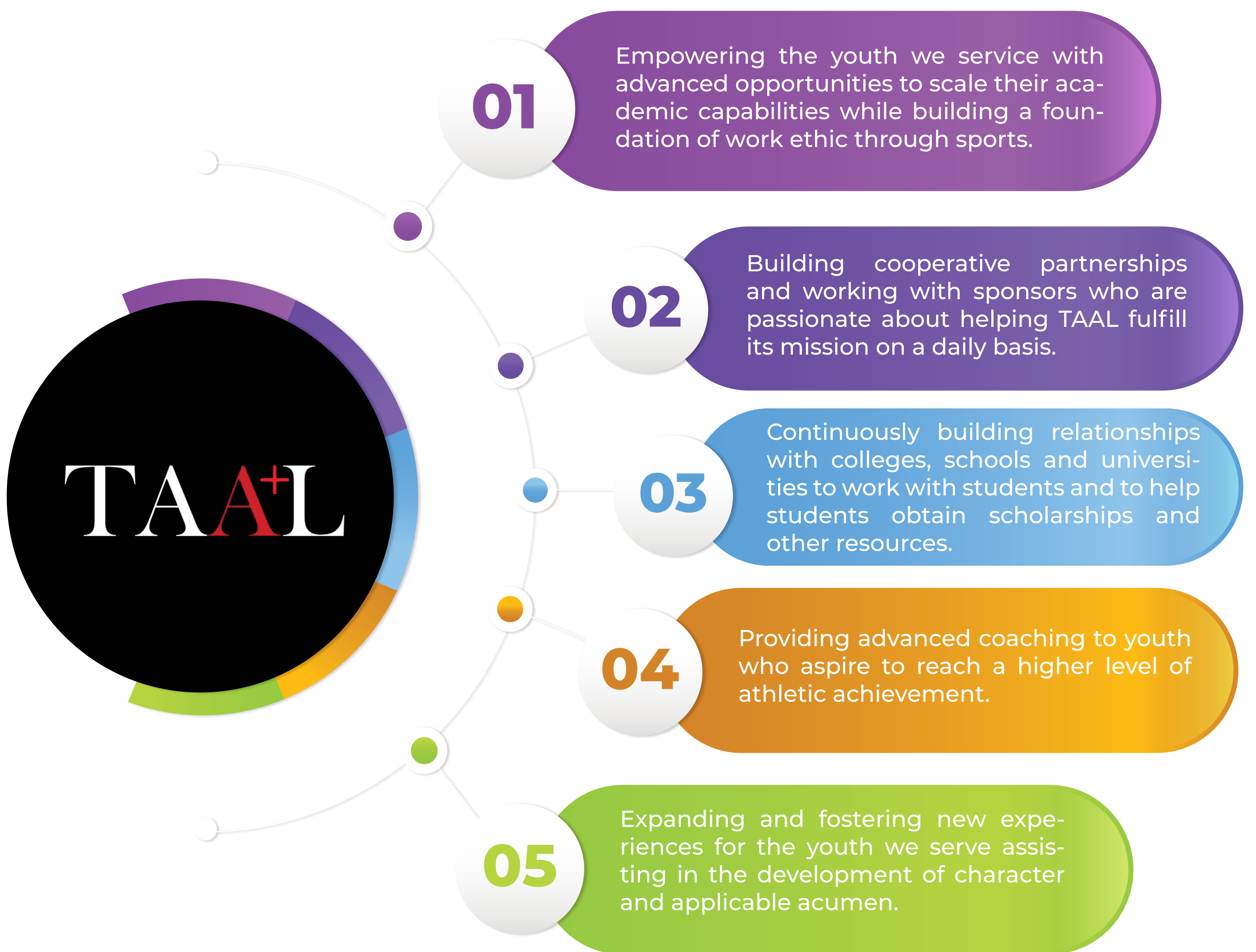


TAAL will be so proud to add Coca-Cola and BodyArmor to our VIP Sponsors list and include your branding in all of our initiatives moving forward!



OUR MISSION

The TAAL Mission can be summed up into 5 individual categories of activity, each of which directly involves the others, and we are very passionate about what we do.



This work has been very rewarding and TAAL is seeking to expand upon our capabilities to do more in different geographical locations.



THIS IS WHAT WE DO

TAAL has a storied history and we will be very happy to elaborate on any of the top 10 things listed below that we do:

1. TAAL develops, sponsors and hosts basketball games in multiple locations geographically.
2. TAAL coaches youth Teams who play in leagues we create, host and join.
3. TAAL provides advanced academic coaching, tutoring and mentorship to the youth we serve.
4. TAAL provides our youth with travel opportunities to grow their experiences and understanding in sports on a global basis.
5. We work with our Cooperative Partners and VIP Sponsors to develop and roll out various initiatives that empower our youth and provide opportunities wherever possible.
6. We provide extracurricular opportunities for the youth we serve outside of sports to inspire and prepare them for real world scenarios.
7. TAAL also trains coaches and others to follow the same methodologies TAAL uses to serve youth in other areas around the world.
8. TAAL recruits other Trainers who are looking for a roadmap to follow and who have the same passion as our Team to empower the youth they serve.
9. TAAL works with teachers, tutors and other educators to provide a conduit to athletic opportunities for select youth who are not able to play on their schools teams presently.
10. TAAL continues to advance our coaching, training and cooperative building initiatives to serve more youth in new geographic areas.

TAAL has a multi-state reach right now that is growing organically as people become aware of what we offer. The “roadmap” TAAL has created will soon become a type of curriculum that we will share with our cooperative partners as we continue to expand.



COOPERATIVES

While TAAL's work to build mutually beneficial cooperative partnerships we are proud to be working with Never Quit Stay Fit www.neverquitstayfit.com to enhance our healthy lifestyle initiatives and to provide specific services to the youth we serve. TAAL, in cooperative with Never Quit Stay Fit, is working collectively to build a "roadmap" for success that our organizations can expand upon and share with others.

TAAL works with individual and national leagues to open the doors to opportunities for our Teams to compete on a national and even global level. This gives our youth a wide range of experiences that are designed to expand upon their own skills and understanding so that they grow up to become Leaders themselves.

TAAL is currently working with other groups and organizations to build mutually beneficial cooperatives that expand our capabilities to serve our youth. This also gives TAAL a working model to share with others who are passionate about doing the same. Our work is evolutionary in nature and while some things remain "common place" other things grow while some things fade. This is the natural course of our expansion and TAAL loves what we are able to do within the communities we serve.

This work has a solid foundation to be built upon and with Coca-Cola and BodyArmor the TAAL Team will have the resources necessary to expand our operations and then positive impact we have. TAAL is an organization that is expanding past its grass roots and our evolution will positively impact youth in every geographic location we serve and those served by our cooperative partners.



SPONSORSHIPS

TAAL would like Coca-Cola and BodyArmor to consider becoming a VIP Sponsor for 2022 and to provide us with the resources we need to continue our work with the youth we serve. You can select how the funds you provide are spent however below is a model that visually depicts the primary categories where TAAL allocates the financial resources we have available. With the flexibility we need to allocate funds openly and transparently TAAL can accomplish more and that is the purpose behind this proposal.



TAAL provides our "VIP Sponsors" with regular updates on how their resources are being used and we are excited to update Coca-Cola and BodyArmor on a regular basis when you choose to sponsor us!



BODYARMOR



SPONSORSHIPS

TAAL would like to co-brand the apparel and gear we customize for our Teams and include the Coca-Cola and BodyArmor logos within our designs. Additionally we would like to also have an inventory of Coke and BodyArmor products to give away as well as to utilize for our own Teams as we play in different events, tournaments and network with others. TAAL has the desire to initiate the following, within the scope of our fulfillment to Coca-Cola and BodyArmor, based on your approval:



- Our Teams will wear apparel and use gear co-branded with Coca-Cola and BodyArmor logos, stating your sponsorship.
- We would like to give-a-way Coke and BodyArmor products at the events and tournaments TAAL has a presence at.
- We would like to give-a-way novelty items co-branded with Coca-Cola and BodyArmor logos.
- We would like to lease and wrap one or more vehicles for use by our Teams while cobranding Coca-Cola and BodyArmor along with TAAL.
- TAAL would like to design, print and distribute printed materials that showcase Coca-Cola and BodyArmor as our VIP Sponsor.
- We would like to display banners and other printed reusable materials for events and tournaments that feature Coca-Cola and BodyArmor logos.
- We would like to feature Coca-Cola and BodyArmor logos on our website and social media profile

TAAL provides our “VIP Sponsors” with regular updates on how their resources are being used and we are excited to update Coca-Cola and BodyArmor on a regular basis when you choose to sponsor us!

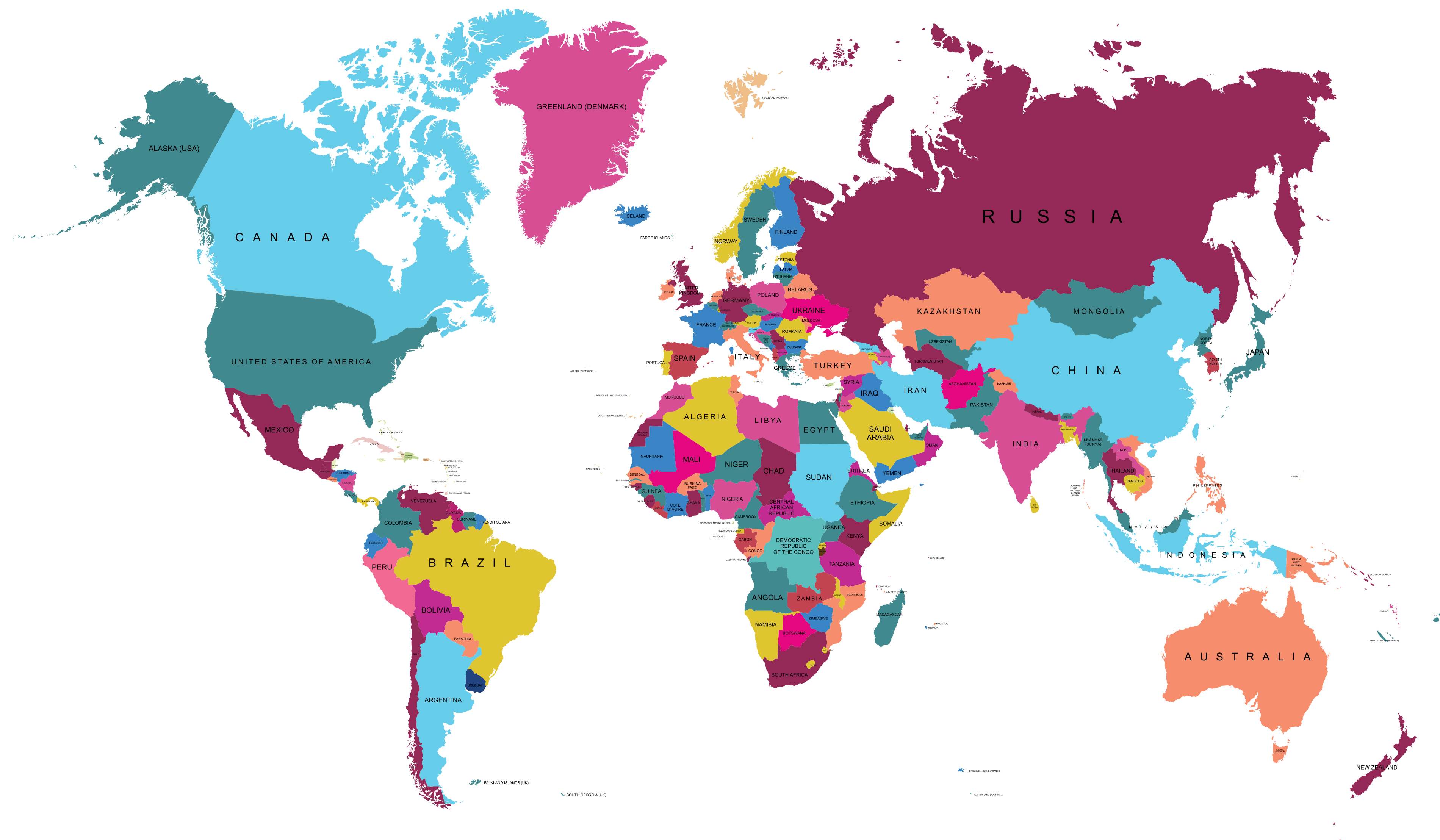


OUR NETWORK IS GROWING



The TAAL Team has developed relationships with individuals, organizations and businesses throughout the world and is excited about having the opportunity to give the youth we serve a diversity of cultural experiences they may not otherwise have the opportunity to have. We have received an open invitation to other leagues, tournaments and events within the United States as well as in specific areas shown in the world map below. The interest in TAAL is growing and our ability to expand the network we currently have is only limited by the financial resources needed to do so.

There is a great interest in TAAL creating training curriculum for others to follow and we have the opportunity to become a Leader globally for training youth!



TAAL's Global Footprint

United States - Philippines - Middle East - Africa - India - South America - Mexico



OUR NETWORK IS GROWING

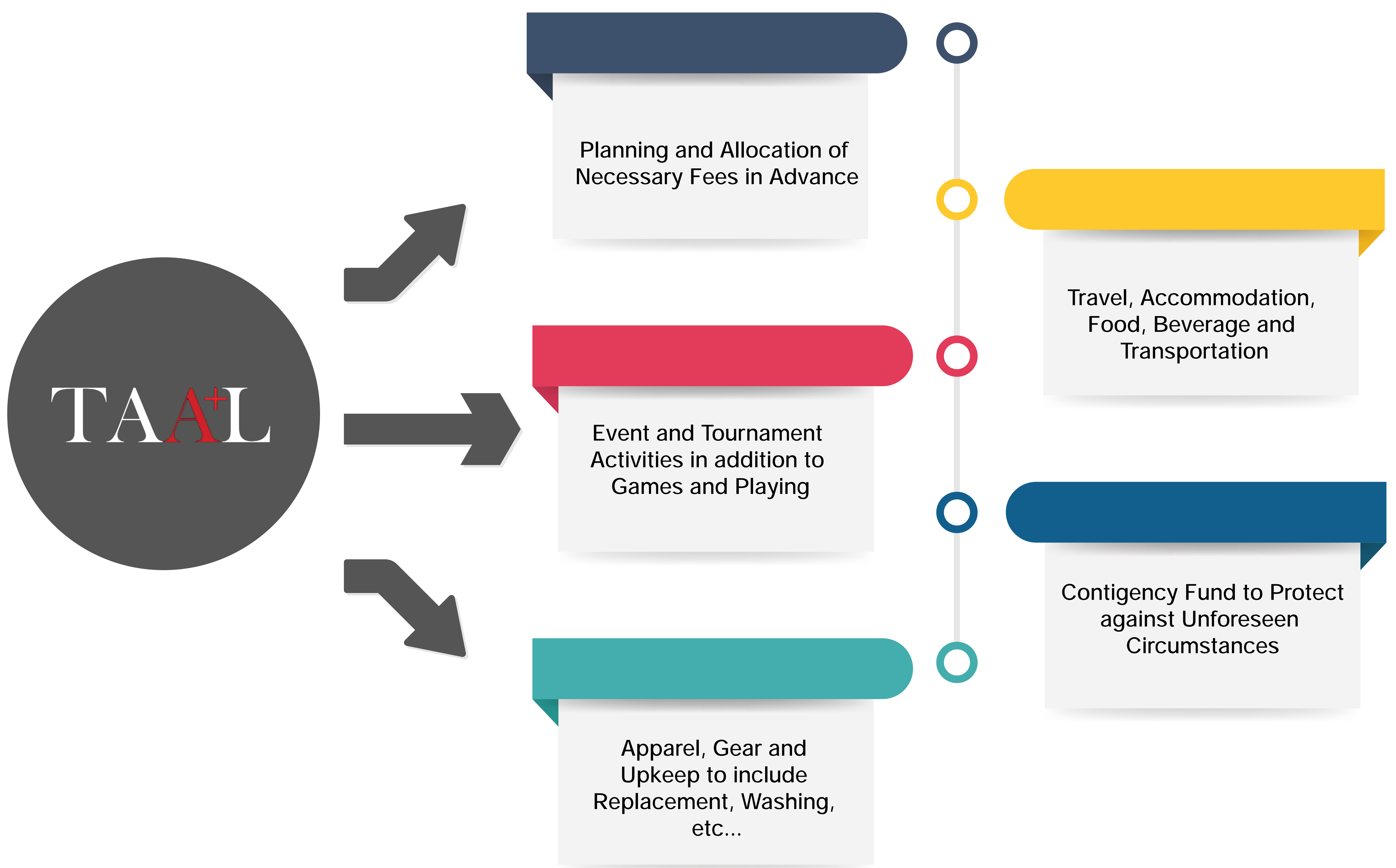
The internal Team at TAAL continues to do 5 things very well and we are very excited about being able to expand upon these things:

1. Our coaching, mentorship and training of the youth we serve continues to have a positive impact on these youth and many others.
2. The demand for TAAL to have a presence at events and tournaments has grown and we believe it will continue to do so because what we do is well received by a diversity of people globally.
3. Our methods for encompassing both a healthier lifestyle and academic achievement into our coaching and training is unique and the interest in what TAAL does continues to grow as well.
4. The empowerment we give the youth we serve has a lasting life long impact and is creating a class of students that are welcomed by far more than higher educational institutions.
5. Our dedication to maximizing the positive results our VIP Sponsors receive by working in cooperation with us is growing and this growth provides the resources TAAL needs to expand our impact



EVENTS

In most cases the model below reflects the dynamics that must be managed by the TAAL Team for each event and tournament on our schedule. As you may appreciate this requires TAAL to have ample financial resources at our disposal so that the integrity of our operations, and that of how our youth are able to perform, remains at the most optimal level possible. Coca-Cola and BodyArmor will play an intimate role in providing TAAL with the financial resources needed to perform at our peak when you choose to become a VIP Sponsor. We are so thankful in advance for your consideration and wanted to visually outline what we do as a constant.



EVENTS

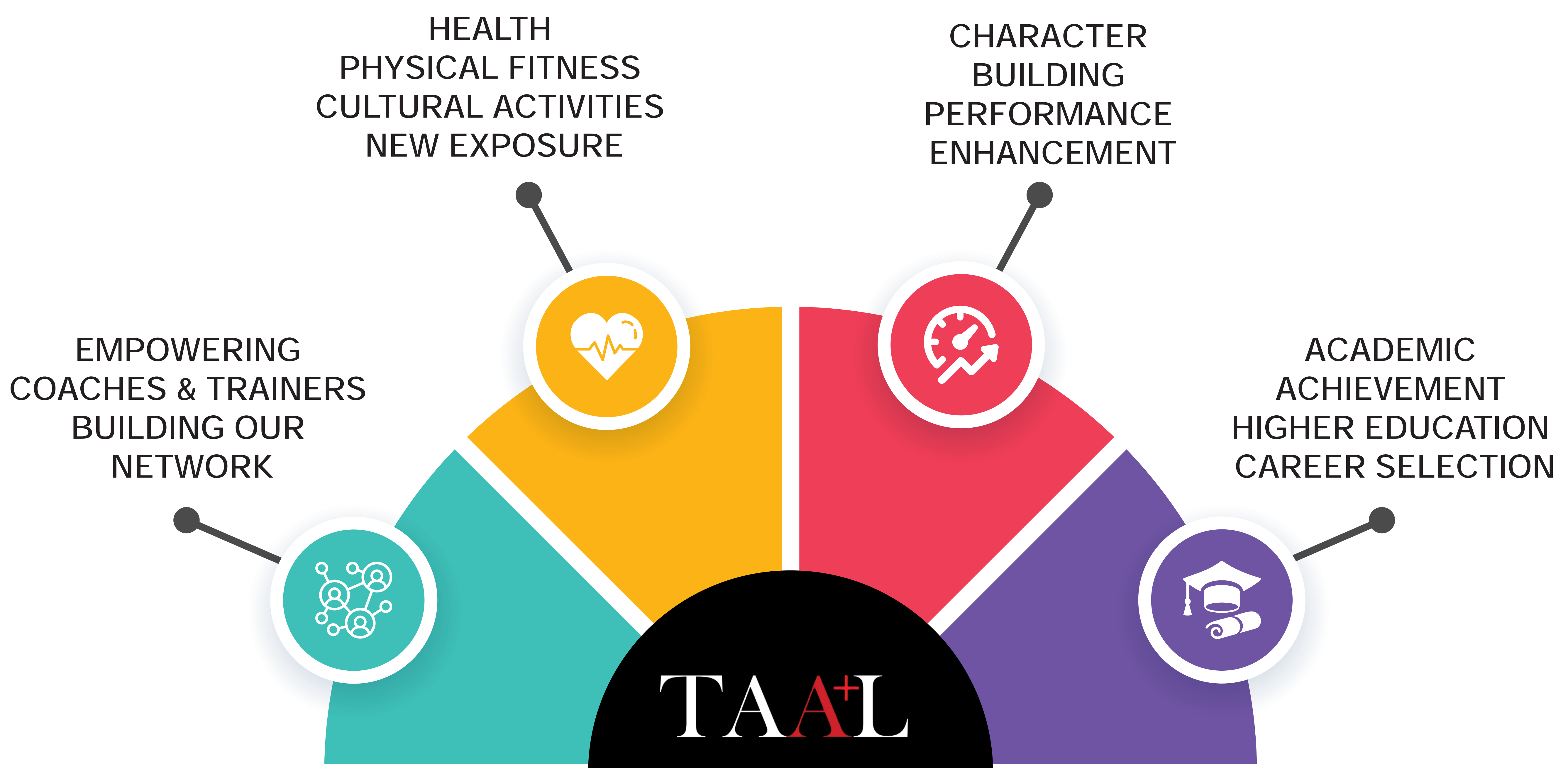
TAAL will be active in a diversity of geographic locations to have a presence in multiple venues. The model below showcases our primary targeted events and there are a large number of opportunities to expand upon within these primary categories. Our mission is maximum exposure for TAAL and the VIP Sponsors who support us so we will be active in maintaining a regular presence in venues where we have the ability to spread the message about our work and allow our youth Teams to play.



OUR IMPACT

Our impact thus far has been incredible on the youth we serve and the adults who work with us in any capacity. TAAL can increase the positive impact we have on others with the support of Coca-Cola and BodyArmor as our VIP Sponsor and we are excited to roll out new initiatives as we expand our impact and reach. TAAL will continue our current work and add new elements as we evolve and expand into new geographic areas. What we do in a large scope of things is plant seeds that will ultimately produce a harvest and that harvest matures in the form of empowered youth who will themselves have a positive impact on others.

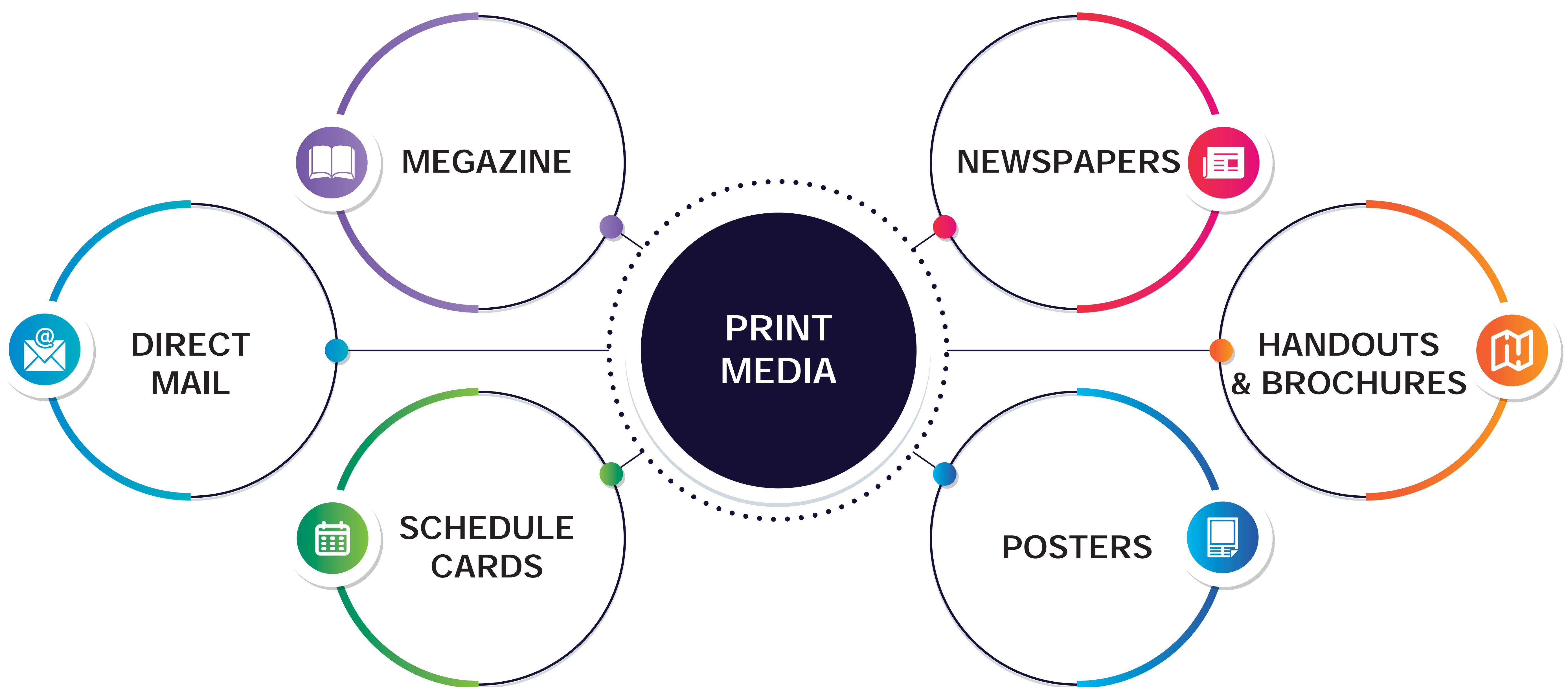
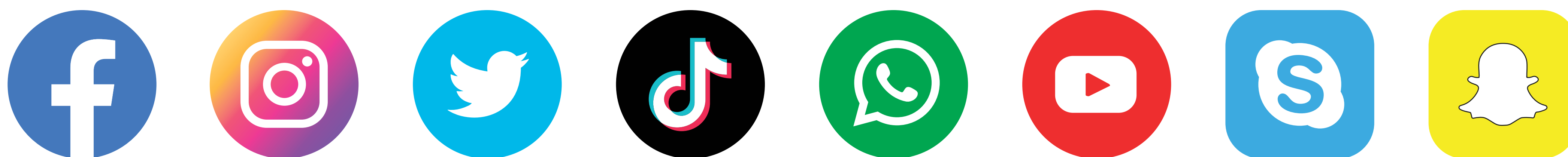
The work being done by TAAL is worthy of support and we cannot thank Coca-Cola and BodyArmor enough for your decision to support us and the ongoing work we are doing. Because of you our reach and impact will only grow and become more beneficial for those we work with and serve.



EXPOSURE

TAAL currently utilizes our social media accounts and print media to gain exposure and we want to drastically enhance our presence on other platforms moving forward. Our plans are to utilize the services of other professionals to help us scale the exposure we create on other platforms to inform and attract others. Our in-house PR Team will be expanding our reach on available platforms where we can increase the exposure of what we offer and of course the includes exposure for our VIP Sponsors as well.

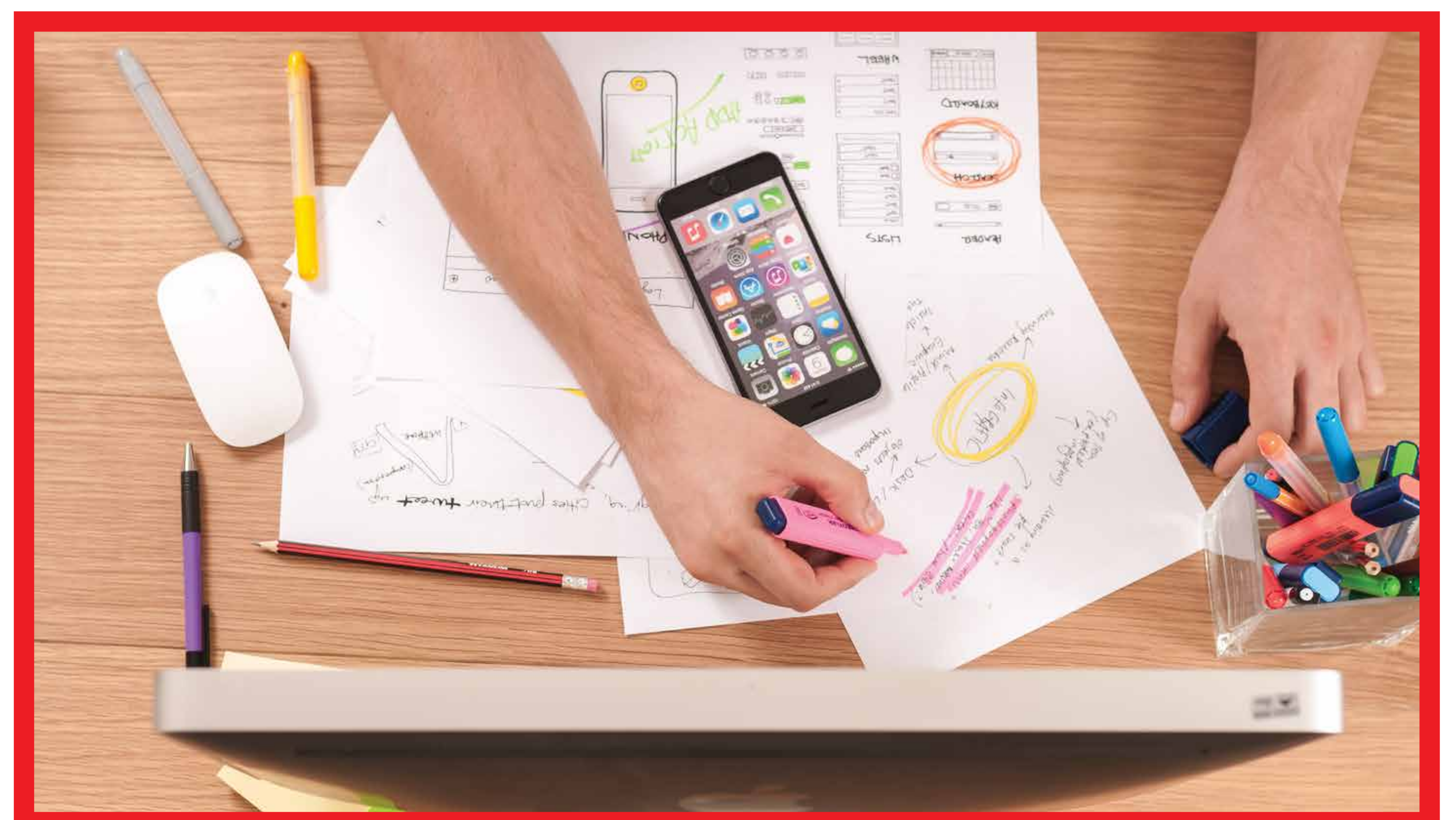
TAAL would like to have the permission to utilize Coca-Cola and BodyArmor logos, branding and images in most, if not all, of our upcoming exposure campaigns as we believe the recognition will only increase interest in what we do.



EXPOSURE

To provide a little more detail on our overall exposure campaign initiatives TAAL is currently, and will continue, to do the following:

- Grow our social media following and increase our use of social media to share content that leads others to our website.
- Recruit new coaches and trainers to work with opening new door of opportunity in different geographical locations.
- Strategically select pod casts, radio and television programs and news releases to spread the message about the work TAAL is doing.
- Encourage our followers to share our content on their own social media profiles to increase the awareness of what we do.
- Cross promote our VIP Sponsors and Cooperative Partners to add value to our relationships.



TAAL has a capable in-house Team and we have outside resources to tap as we continue to gain exposure for our work and Teams.

TAAL will be more than happy to coordinate with Coca-Cola and BodyArmor initiatives that we can work on together however we are also capable of facilitating everyone on our end as well. We enjoy giving our VIP Sponsors a say in what we do and how we do it so your feedback will be encouraged yet not necessary.



WE ARE READY

Coca-Cola and BodyArmor our entire Team, our youth and their parents and guardians would like to express our deepest appreciation for your consideration of becoming a VIP Sponsor!

We are over excited about the possibilities your support will open TAAL up to and are excited about working with you throughout 2022 and beyond!

Our work is going great and it will only get better with your support and TAAL stands ready to exceed your expectations on every level. Before we close TAAL would like to make three promises to you and all of our VIP Sponsors:

1. Our communication will always be prompt and professional informing you on all of our initiatives as we evolve our work.
2. Our intentions are to maximize your exposure as a VIP Sponsor of TAAL and utilize every opportunity to give credit where credit is due.
3. We will work day and night to fulfill our mission in a manner that reflects positively on our VIP Sponsors, Cooperatives and those we work with and serve.

Your roll is instrumental in our ability to perform and “We are Ready” to perform above-and beyond your expectations!

Our gratitude is a humble gift we offer to you as a VIP Sponsor and we believe what you put forth from your being will be returned multiplied in kind!

Have an incredible day!

The TAAL Team

