



THG SPORTS NETWORK

2026 MEDIA KIT

KNOWN • RESPECTED • TRUSTED

Supporting Athletes. Strengthening Communities. Growing Local Businesses.

REGIONAL SPORTS COVERAGE | NEW HAMPSHIRE • MASSACHUSETTS • SOUTHERN MAINE

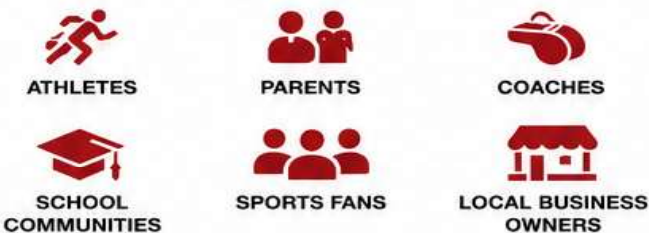
THG SPORTS NETWORK SNAPSHOT

 ANNUAL BROADCASTS	125+
 ANNUAL VIDEO VIEWS	41,418
 ANNUAL WATCH HOURS	5,500+
 NEW SUBSCRIBERS (365 DAYS)	385
 YOUTUBE SUBSCRIBERS	1,182
 INSTAGRAM VIEWS	20,000+ MONTHLY
 INSTAGRAM FOLLOWERS	650+
 SPORTS COVERED	9
 FOUNDED	THE HIGHLIGHT GUY (2017)
 NETWORK LAUNCH	THG SPORTS NETWORK (2025)

CONNECTING BUSINESSES WITH LOCAL FAMILIES

THG Sports Network delivers year-round visibility through livestream broadcasts, replay content, social media promotion, rankings, highlights, and community sports coverage.

OUR AUDIENCE INCLUDES:



GROWING AUDIENCE. GROWING IMPACT.

78.3% of watch time comes from non-subscribers. This means THG content continually reaches new viewers beyond its existing audience, helping sponsors gain exposure to new families, athletes, and community members throughout the region.

POTENTIAL ANNUAL SPONSOR IMPRESSIONS 75,000 – 150,000+

Through live broadcasts, replay views, social media reach, website exposure, sponsor mentions, event branding, and community visibility.

COVERAGE THROUGHOUT

- NEW HAMPSHIRE
- MASSACHUSETTS
- SOUTHERN MAINE

LOCAL SPORTS.
REAL PEOPLE.
REAL IMPACT.



 125+
BROADCASTS

 41,000+
VIDEO VIEWS

 5,500+
WATCH HOURS

 20,000+
MONTHLY INSTAGRAM VIEWS

www.thehighlightguy.com



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PAGE 2

WHY SPONSOR THG SPORTS NETWORK?

MORE THAN ADVERTISING. BECOME PART OF THE COMMUNITY.

THG Sports Network connects businesses with athletes, families, coaches, and fans throughout New Hampshire, Massachusetts, and Southern Maine.

Our sponsors aren't simply advertisements—they become recognized supporters of local sports and trusted members of the communities they serve.



FROM SPONSOR TO COMMUNITY PARTNER

The most successful sponsors aren't viewed as advertisers. They become familiar names associated with:



LOCAL ATHLETICS



SCHOOL COMMUNITIES



FAMILIES



STUDENT-ATHLETE SUCCESS



COMMUNITY INVOLVEMENT

When your business consistently appears throughout the season, your brand becomes part of the THG Sports Network experience.



THE POWER OF REPETITION

Research consistently shows consumers are more likely to choose businesses they recognize and trust.

THG SPORTS NETWORK CREATES REPEATED EXPOSURE THROUGH:



LIVE BROADCAST SPONSOR READS



REPLAY VIEWS THROUGHOUT THE YEAR



COMMERCIAL INTEGRATIONS



SOCIAL MEDIA PROMOTION



WEBSITE EXPOSURE



RANKINGS & FEATURE CONTENT



EVENT BANNER PRESENCE



SPONSOR SPOTLIGHT VIDEOS

REPEATED EXPOSURE DRIVES RESULTS



AWARENESS

Your business is seen and heard.



RECOGNITION

Your name becomes familiar in the community.



TRUST

Familiarity builds credibility and trust.



CUSTOMERS

When they need your products or services, they choose you.

Repeated exposure helps move local families from simply knowing your name to choosing your business when they need your products or services.

REACHING DECISION MAKERS



65%
MALE



35%
FEMALE

MAJORITY OF AUDIENCE AGES 25–54



PARENTS



HOMEOWNERS



PROFESSIONALS



COACHES



ATHLETES



COMMUNITY LEADERS



SMALL BUSINESS OWNERS

These viewers regularly make purchasing decisions for their households, families, and businesses.

INFLUENCING SPENDING IN KEY AREAS

THG Sports Network reaches adults in their prime earning and spending years who influence purchases across a wide range of products and services.



HOME SERVICES & CONTRACTORS



AUTOMOTIVE SALES & SERVICE



HEALTHCARE & WELLNESS



FITNESS, STRENGTH & TRAINING



GYMS & TRAINING FACILITIES



YOUTH SPORTS & RECREATION



RESTAURANTS & ENTERTAINMENT



REAL ESTATE & MORTGAGE SERVICES



FINANCIAL & INSURANCE SERVICES



LOCAL RETAIL & PROFESSIONAL SERVICES

Your business gains visibility with consumers who actively support local sports and make purchasing decisions every day.

WHY BUSINESSES PARTNER WITH THG



REACH LOCAL FAMILIES THROUGHOUT NH, MA & SOUTHERN ME



SUPPORT LOCAL ATHLETES AND SCHOOL PROGRAMS



INCREASE BRAND RECOGNITION IN YOUR COMMUNITY



BUILD TRUST AND GOODWILL WITH LOCAL CONSUMERS



STAY VISIBLE YEAR-ROUND, NOT JUST FOR A SINGLE EVENT



CONNECT THROUGH MULTIPLE PLATFORMS FOR MAXIMUM EXPOSURE



ESTIMATED ANNUAL SPONSOR VISIBILITY

75,000 – 150,000+

POTENTIAL ANNUAL SPONSOR IMPRESSIONS*

*Visibility estimates are based on annual video views, social media reach, sponsor mentions, replay exposure, website visibility, and live event branding.

ACROSS MULTIPLE TOUCHPOINTS:



BROADCASTS



REPLAYS



SOCIAL MEDIA



WEBSITE



SPONSOR READS



LIVE EVENTS



COMMERCIAL INTEGRATIONS

The value of sponsorship is not a single impression—it is the cumulative effect of being seen and heard throughout the year.

KNOWN • RESPECTED • TRUSTED

Supporting Athletes. Strengthening Communities. Growing Local Businesses.



THG SPORTS NETWORK

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PAGE 3

TRUSTED BY LOCAL BUSINESSES

REAL PARTNERS. REAL IMPACT. REAL RESULTS.

Local businesses across New Hampshire, Massachusetts, and Southern Maine trust THG Sports Network to connect their brands with the communities that matter most.

PROUD TO WORK WITH LOCAL COMPANIES THAT SUPPORT LOCAL ATHLETICS



Southern, NH
Real Estate Experts.
Community Focused.



Hudson, NH
Great Food.
Great Community.



Tyngsborough, MA
Innovative Solutions.
Trusted Results.



Hollis, NH
Prepare. Perform.
Achieve.

WHAT OUR PARTNERS HAVE TO SAY



“ Our business is up about **40%** since advertising with THG Sports Network. ”



RYAN QUEENAN
VP OPERATIONS
Earthtech Systems



“ THG helped us reach a broad audience of **young athletes and their families.** ”



LESLEY BOUVIER
OWNER
Bouvier Prepare

WHY SPONSORS STAY WITH THG

COMMUNITY-FOCUSED EXPOSURE THAT LASTS

Sponsors remain visible through multiple platforms and touchpoints all season long.



LIVE BROADCASTS
Exposure during live events



WEBSITE RECOGNITION
Your business featured on our website



REPLAY CONTENT
Viewed year-round by new audiences



SPONSOR READS
Live & replay announcements



SOCIAL MEDIA FEATURES
Across multiple platforms every week



COMMUNITY EVENTS
Visibility at local games & events



This ongoing visibility creates familiarity, builds trust, and keeps your business top-of-mind all year long.

JOIN THESE LOCAL COMPANIES!



YOUR LOGO COULD BE HERE

Align your business with local sports and get in front of thousands of families, athletes, and fans every season.

LET'S GROW YOUR BRAND TOGETHER.

CURRENT COMMUNITY PARTNERS



YOUR LOGO COULD BE NEXT!



STRONGER TOGETHER. BETTER FOR OUR COMMUNITIES.
Thank you to our partners for supporting local athletes and families.





THG SPORTS NETWORK
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SPONSORSHIP OPPORTUNITIES

MULTIPLE WAYS TO CONNECT WITH LOCAL FAMILIES

THG Sports Network offers businesses visibility through live broadcasts, replay content, social media, websites, community events, and custom promotional opportunities.



BROADCAST SPONSORSHIP



Your brand integrated into live game coverage through:

- ✓ Live sponsor reads
- ✓ On-screen graphics
- ✓ Commercial placements
- ✓ Replay exposure



SPONSOR SPOTLIGHT VIDEOS



Professionally produced features showcasing:

- ✓ Your business
- ✓ Your products
- ✓ Your services
- ✓ Your story

These videos can be used on:



SOCIAL MEDIA PROMOTION



Reach local families through:

- ✓ Instagram Posts
- ✓ Sponsor Spotlights
- ✓ Seasonal Promotions
- ✓ Community Recognition

20,000+

Monthly Instagram Views



WEBSITE & NETWORK EXPOSURE



Sponsor visibility through:

- ✓ THG Sports Network
- ✓ Sponsor Directory
- ✓ Media Kit
- ✓ Promotional Content
- ✓ Community Features



EVENT BRANDING



ACTUAL THG SPONSOR BANNER DISPLAYED AT LIVE EVENTS

Your business visible at live events through:

- ✓ THG Sponsor Banner
- ✓ Live Event Exposure
- ✓ Community Recognition
- ✓ Athlete & Family Engagement
- ✓ Season-Long Brand Presence

YOUR LOGO COULD BE HERE

Join local businesses already reaching athletes, families, coaches, and fans throughout NH, MA & Southern ME.

SPECIFIC SPONSOR BENEFITS YOU CAN EXPECT



LIVE SPONSOR READS

Your business mentioned during live broadcasts by our play-by-play announcers.



ON-SCREEN GRAPHICS

Your logo displayed during broadcasts through scoreboard, timeout, pregame & more.



COMMERCIAL INTEGRATION

Your commercial played during pregame, halftime and postgame to increase brand awareness.



REPLAY VISIBILITY

Ongoing exposure across YouTube and THG Sports Network through archived broadcasts.



COMMUNITY CONNECTION

Align your brand with local athletes, families, and a strong community sports network.



BRAND RECOGNITION

Drive brand awareness, build recognition, and grow your connection with local families.

CUSTOM PROMOTIONAL OPPORTUNITIES

THG Sports Network works directly with sponsors to create unique opportunities including:



Community Initiatives



Athlete Recognition Programs



Sponsored Features



Event Partnerships



Custom Campaigns



Seasonal Promotions

Opportunities are customized to fit your business goals and budget.

WHY SPONSORS CHOOSE THG ONE PARTNERSHIP. MULTIPLE TOUCHPOINTS.



Broadcasts



Replays



Social Media



Website



Sponsor Reads



Event Branding



Custom Video Content



Community Impact

Your brand seen. Your business grows. Our community wins.



YOUR BUSINESS. OUR PLATFORM. LOCAL IMPACT.
Supporting Athletes • Strengthening Communities • Growing Local Businesses



Choose Your Level of Impact

SUPPORT LOCAL SPORTS • GROW YOUR BUSINESS

BUDGET FRIENDLY

Varsity

\$995

Build Awareness

Perfect for businesses looking to establish a consistent presence throughout the season.

- 2 Live Sponsor Reads / GM
- Pre/Post Game Logo Displayed / GM
- Pre/Post Game Sponsor Highlight
- Your Logo Featured on Our Website
- 1 Sponsor Spotlight / Year
- Replay Visibility Year Round

25,000–50,000+

Estimated Annual Brand Impressions

MOST POPULAR

All-Star

\$1,995

Grow Your Brand

Expand your reach with social media, video, and broadcast advertising.

- Everything in Varsity
- 3 Live Sponsor Reads / GM
- THG Banner - Your Logo Displayed
- Commercial Video Played During Broadcasts
- 4 Instagram Sponsor Spotlights / Year
- Your Logo Featured on Our Website High Traffic Page
- 1 Business Spotlight Video

50,000–100,000+

Estimated Annual Brand Impressions

HIGH VISIBILITY

All-State

\$2,995

Expand Your Reach

Comprehensive advertising across THG Sports Network.

- Everything in All-Star
- 4 Live Sponsor Reads / GM
- Up to 2 Commercial Plays / GM
- Your Logo Featured on Our Website Premium Traffic Page
- 8 Instagram Sponsor Spotlights / Year
- Special Event Recognition

100,000–150,000+

Estimated Annual Brand Impressions

MAXIMUM REACH

All-American

\$4,500

Premier Partnership

THG's highest level of sponsorship featuring exclusive branding.

- Everything in All-State
- Official THG Partner
- Exclusive Instant Replay Sponsor - 10+ Instant Replays Per Game
- Monthly Business Spotlights
- 2 Business Spotlight Videos / Year
- Priority Commercial Placement During Broadcasts
- Annual Marketing Planning Session

150,000–250,000+

Estimated Annual Brand Impressions

Compare Every Sponsorship Package

Every sponsorship includes valuable exposure throughout the season. Compare the benefits below to find the package that best fits your business.

Feature	Varsity	All-Star	All-State	All-American
📺 Broadcast Exposure				
Live Sponsor Reads / GM	2	3	4	4
Pre/Post Game Logo Displayed	✓	✓	✓	✓
YouTube Replay Visibility	✓	✓	✓	✓
Commercial Plays / GM	—	1	Up to 2	Priority
📱 Social Media				
Sponsor Spotlights / Year	1	4	8	12
Sponsor Spotlight Videos / Year	—	1	1	2
Play of The Game Sponsor	—	—	✓	✓
🌐 Website & Branding				
Your Logo Displayed On Our Website	Standard	Enhanced	Featured	Premium
Sponsor Graphic During Broadcasts	—	Standard	Enhanced	Premium
THG Banner - Your Logo Displayed	—	✓	✓	✓
★ Premium Benefits				
Official THG Partner	—	—	—	✓
Instant Replay Sponsor	—	—	—	✓
Annual Strategy Meeting	—	—	—	✓



LET'S BUILD SOMETHING GREAT TOGETHER

★ Connecting Local Businesses With Athletes, Families, Coaches & Communities Since 2017 ★

THANK YOU FOR CONSIDERING THG SPORTS NETWORK

At THG Sports Network, we believe local sports create stronger communities. When businesses partner with THG, they're not simply purchasing advertising—they're investing in local athletes, supporting community programs, and building meaningful relationships with families throughout New Hampshire, Massachusetts, and Southern Maine.

OUR GOAL IS SIMPLE:

**HELP LOCAL BUSINESSES
BECOME RECOGNIZED,
RESPECTED, AND TRUSTED
WITHIN THEIR COMMUNITIES.**

WHY THG SPORTS NETWORK?

REACH THE PEOPLE WHO MATTER

- Athletes
- Parents & Families
- Coaches & Athletic Programs
- Sports Fans
- Local Business Owners
- Fitness, Strength & Training Communities
- Homeowners & Household Decision Makers

MULTI-PLATFORM EXPOSURE

- Live Broadcasts
- Replay Broadcasts
- Instagram Promotion
- Website Exposure
- Sponsor Mentions
- Sponsor Spotlight Videos
- Event Branding
- In-Game Instant Replay Sponsorship

THG SPORTS NETWORK REACH

ANNUAL PERFORMANCE

- 125+** Annual Broadcasts
- 41,000+** Annual Video Views
- 5,500+** Annual Watch Hours
- 385** New Subscribers Last 12 Months
- 20,000+** Instagram Views Per Month
- Up To 1,000+** Sponsor Mentions Annually

AUDIENCE DEMOGRAPHICS

GENDER

- 65%** Male
- 35%** Female

LARGEST AGE SEGMENTS

- ✓ Ages 45–54
- ✓ Ages 35–44
- ✓ Ages 25–34
- ✓ Ages 18–24

These audiences represent active families, homeowners, youth sports participants, and consumers making purchasing decisions every day.

WHAT HAPPENS NEXT?

STEP 1



CHOOSE YOUR SPONSORSHIP PACKAGE
Select the level that best fits your business goals.

STEP 2



COMPLETE THE SPONSOR INTAKE FORM
Tell us about your business, services, and objectives.

STEP 3



SUBMIT YOUR LOGO & MARKETING ASSETS
We'll handle the setup and integration.

STEP 4



START REACHING THE COMMUNITY
Your business begins receiving exposure with athletes, families, coaches, and fans.

LET'S START THE CONVERSATION!

STEVE COTE

Founder | THG Sports Network

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steve@thehighlightguy.com

www.thehighlightguy.com

SCAN TO GET STARTED



REQUEST SPONSORSHIP INFORMATION



COMPLETE SPONSOR INTAKE FORM



SCHEDULE A CONVERSATION

KNOWN ★ RESPECTED ★ TRUSTED

SUPPORTING ATHLETES • STRENGTHENING COMMUNITIES • GROWING LOCAL BUSINESSES

The Highlight Guy – Founded 2017 | THG Sports Network – Established 2025

SERVING NEW HAMPSHIRE, MASSACHUSETTS & SOUTHERN MAINE