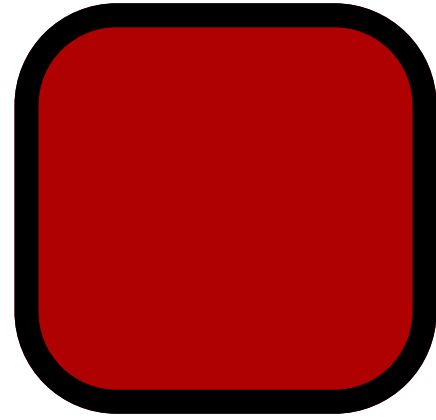
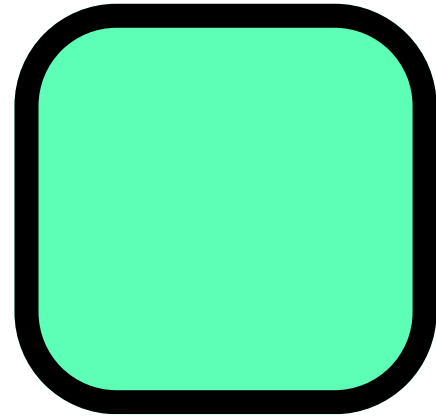




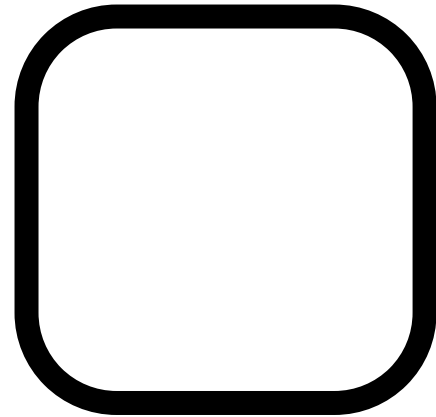
DIE MONTERRIEY



**PAYS TRIBUTE TO THE
NATIONAL HEROES THAT
FOUGHT FOR MEXICO**



HOPE & VICTORY



UNITY

EXPANDING THE MLB'S BRAND: GLOBAL & YOUTH EXPANSION

- **GLOBALIZATION = NEW FANS, SPONSORS, MEDIA PARTNERS, AND REVENUE**
- **SHED REPUTATION FOR LACK OF DIVERSITY**
- **ADOPT ASPECTS OF THE NBA'S SUCCESSFUL GLOBAL EXPANSION MODEL**
- **WIN BACK THE YOUNGER GENERATION**



MEXICO'S BASEBALL PRESENCE

- **LONG HISTORY OF BASEBALL DATING BACK TO THE MID 1800s**
- **ECONOMY IS BOOMING AND IS A STRATEGIC PARTNER OF THE US**
- **NATIONAL TEAM MADE A HUGE RUN IN THE 2023 WORLD BASEBALL CLASSIC**
- **MLB HAS PLAYED EXHIBITION GAMES IN MEXICO FOR YEARS**



MONTERREY IS THE PERFECT CITY

- **BASEBALL IN MONTERREY DATES BACK TO THE 1930'S**
 - **WON THE 1ST NON-US LITTLE LEAGUE WORLD SERIES**
 - **HOSTED THE 1ST NON-US/CANADA MLB EXHIBITION GAME**
 - **HOSTED MULTIPLE WORLD BASEBALL CLASSIC QUALIFIERS**
- **LARGEST, FASTEST GROWING, AND MOST AMERICANIZED CITY**
 - **MULTI-FACETED ECONOMIC AND INDUSTRIAL HUB**
 - **INTERNATIONAL AIRPORT, MAJOR HIGHWAYS, & SEA PORTS**



PROPOSED STADIUM

- **PLAN: CONSTRUCT A STADIUM IN THE HEART OF MONTERREY JUST OFF OF INTERSTATE 40 AND HIGHWAY 30 - 2**

VERY POPULATED ROADS THAT ARE EFFICIENT FOR TRAFFIC

- **LARGE TRACT OF UNUSED LAND THAT HAS FALLEN LARGELY INTO DISREPAIR/GRAFFITI**

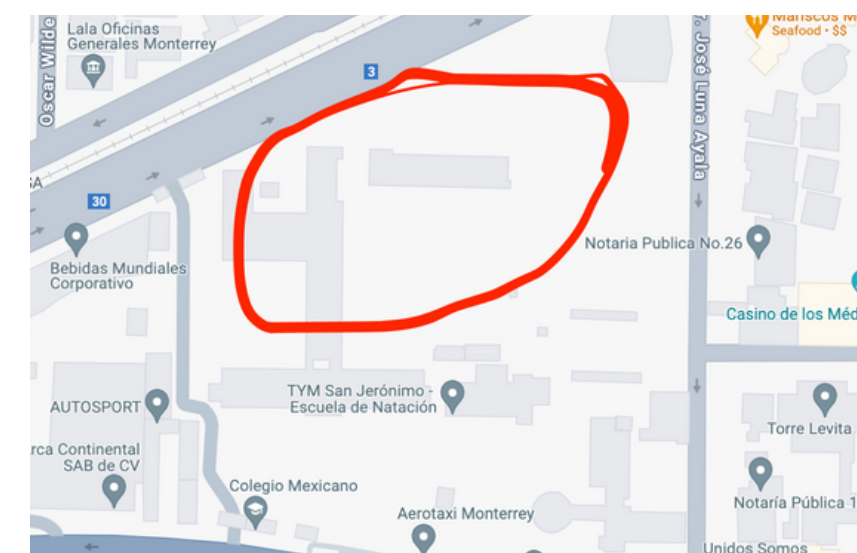
- **ONLY BUSINESS IN THE AREA IS A SWIMMING FACILITY (WILL BE REIMBURSED)**

- **PARKING ALREADY IN PLACE**

- **INTERSTATE 40 IS A MAJOR INTERSTATE THAT ALLOWS FOR EFFICIENT TRAVEL**

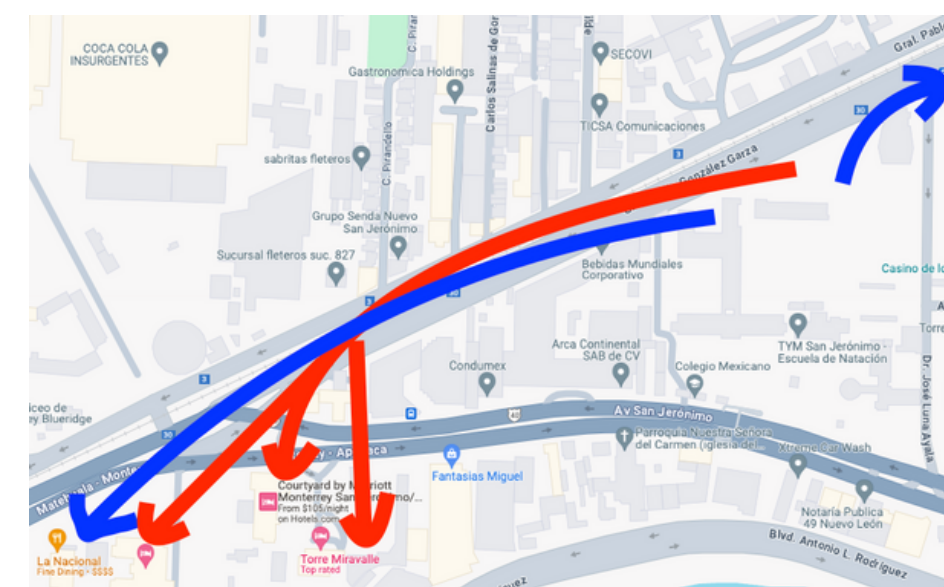
- **MULTIPLE BUS STATIONS AND BUS ROUTES AVAILABLE WITHIN A 0.75-1 MILE RADIUS**

- **MULTIPLE HOTELS AND RESTAURANTS WITHIN A VERY SHORT RADIUS**



DINING/GROCERY - <1 MILE FROM STADIUM

HOTEL/LODGING - <1 MILE FROM STADIUM



OVERHEAD VIEW OF FINISHED STADIUM



THE STADIUM IS MODELED AS DESCRIBED, WITH THE HIGHWAYS AND INTERSTATE IN THE BACKDROP AS TO NOT INTERRUPT TRAFFIC FLOW

PARKING ON THE SIDES OF THE BUILDING AND GARAGES BEHIND AND ADJACENT TO THE STADIUM

SPECIFIC SECTION OF FRONT OF THE STADIUM BUILT OUT FOR BUS DROP-OFF (ENCOURAGING PUBLIC TRANSIT DIRECTLY TO/FROM STADIUM TO REDUCE EMISSIONS AND TRAFFIC IN GENERAL)

AREA OF LAND CHOSEN SO THAT AERIAL BACKDROPS AND PEDESTRIAN VIEWS FROM THE STADIUM WILL SHOW THE INDUSTRIAL NATURE OF MONTERREY AND CAPTURE THE CITY'S TRUE IDENTITY THROUGH IMAGERY

HOPE TO HAVE THE STADIUM BUILT AND RUNNING AS SOON AS WE GET THE GREEN LIGHT FROM THE MLB

PROPOSED STADIUM

- **TEMPORARY: ESTADIO MOBIL SUPER, HOME OF THE MONTERREY SULTANS**
 - **CAPACITY: 21,803**
 - **MAKES IT LARGEST IN MX, 3RD LARGEST IN LATIN AMERICA**
- **STADIUM IS ALREADY SUITABLE FOR BASEBALL**
- **STADIUM RECEIVES HIGH TRAFFIC IN MONTERREY DUE TO THE SULTANS PRE-EXISTING CULTURE**
- **LOWER CAPACITY + BUZZ IN MX = SELLOUTS AND \$\$\$\$**
 - **LARGER DOES NOT MEAN GREATER: #1 STADIUM IN CAPACITY IS OAKLAND**
 - **THEIR STADIUM HOLDS A LOT OF SPECTATORS BUT POOR QUALITY**
- **LEAGUE WILL MAKE REVENUE IN THE SHORT AND LONG TERM**



TOP PRIORITY:

GET EYES AND EARS ON

**DIABLOS DE
MONTERREY**

BROADCASTING

- **14% GROWTH IN ANNUAL BROADCAST VALUE IN 2023**
 - **TECHNOLOGICAL INFRASTRUCTURE INCREASED IN 2022**
 - **RADIO - 98% MASS CONSUMERSHIP; 5 LARGE RADIO BROADCASTERS (GRUPO, MVS, RADIO, TELEVISA) ALL ON BOARD**
- **MEXICO - NOTORIOUSLY MORE GATHERING AND FAMILY BASED IN THEIR TELEVISION VIEWING**
 - **TV VIEWERSHIP AMONG MEXICAN HOUSEHOLDS IS AT ALMOST 5 AND A HALF HOURS; US VIEWERSHIP IS AT LESS THAN 2.5**
 - **MEXICO IS STILL VERY MUCH A TV AND RADIO BASED COUNTRY THAT CONSUMES IN THE TELEVISION MARKET PRIMARILY BUT DIPS INTO RADIO MEDIUMS**
- **TELEVISA, TV AZTECA, IMAGEN TV COVER JUST ABOUT EVERY POSSIBLE BROADCAST RANGE IN THE COUNTRY OF MEXICO**
 - **TELEVISA IS THE LEADING MEXICO PAY-TV PROVIDER**
 - **AZTECA**
 - **SECOND LARGEST AFTER TELEVISA - OWNS 2 NATIONAL NETWORKS AND 2 NATIONAL DISTRIBUTION SERVICES**
 - **IMAGEN**
 - **49 MAIN STATIONS**
 - **NATIONAL NETWORK**
- **ESPN SYNDICATES ALSO USABLE FOR DIGITAL/GENERAL STREAMING**
 - **BASEBALL IN MEXICO HAS BEEN AIRED IN SPANISH ON ESPN+ PREVIOUSLY, SHOWING ESPN'S ABILITY TO BROADCAST GAMES (AND IN LANGUAGE SIMULCASTS AS WELL)**
- **FUN FACT: CABLE TV STARTED TO BE DISTRIBUTED IN MONTERREY BY ANTENNA AND WAS THE FIRST CITY IN MEXICO TO HAVE CABLE TV FOR NEARLY 2 DECADES**
- **RICARDO SALINAS PLIEGO HAS A HOLDING IN BROADCASTER TV AZTECA**
 - **MEDIA RIGHTS DEALS AND BENEFITS CAN BE NEGOTIATED SO THAT BASEBALL CAN BE WIDELY BROADCAST AND AVAILABLE IN MEXICO**

OWNERSHIP/ SPONSORSHIP



RICARDO SALINAS PLIEGO
NET WORTH - \$10.9B



SOFTTEK
BLANCA TREVIÑO
NET WORTH - \$7.25M



ALEJANDRO BALLÈRES GUAL JR
NET WORTH - \$6.9B

MARKETING STRATEGY



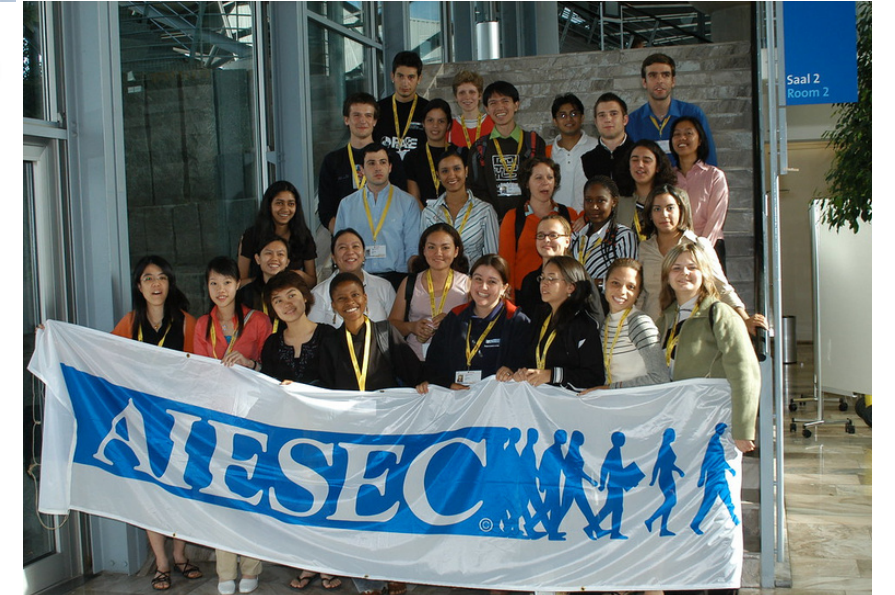
PRODUCT



PLACE



PRICE



PROMOTION

UNIFORMS



BRAND AMBASSADORS



FERNANDO VALENZUELA
FORMER MLB PITCHER
&
DODGERS BROADCASTER



AMERICA FERRERA
AWARD WINNING
AMERICAN ACTOR



PESO PLUMA
MEXICAN SINGER
SPOTIFY'S #4 TOP
ARTIST GLOBALLY

ADDRESSING POTENTIAL CONCERNS

- **STADIUM PLANS & FUNDING**

- ECONOMIC INCENTIVE FOR MEXICO CAN GO A LONG WAY
- LOBBYING POWER IN MEXICO IS STRONG AMONG OUR OWNERS, PARTNERS, & AMBASSADORS



- **INTELLECTUAL PROPERTY**

- COEXISTENCE & MUTUALLY BENEFICIAL RELATIONSHIP
- UNIQUE VISUAL IDENTITY
- GOODWILL & DIFFERENTIATION OVER TIME



- **INTERNATIONAL TRAVEL**

- LONGSTANDING US-MEXICO RELATIONSHIP
- USMCA OF JULY, 2020





**THANK YOU FOR
LISTENING!
QUESTIONS?**