

FOOTY RULES AMERICA



Australian Rules Football

A blueprint for Lionsgate & American Footy Star / Hometown Blues to deliver the next billion dollar sports industry in the USA via motion picture and television & digital media.

AUSTRALIAN FOOTBALL LEAGUE

#150YearsStrong #History #Future

1897 LOWEST SCORING PREMIERSHIP WINNING GAME FIRST FLAG TO ESSENDON

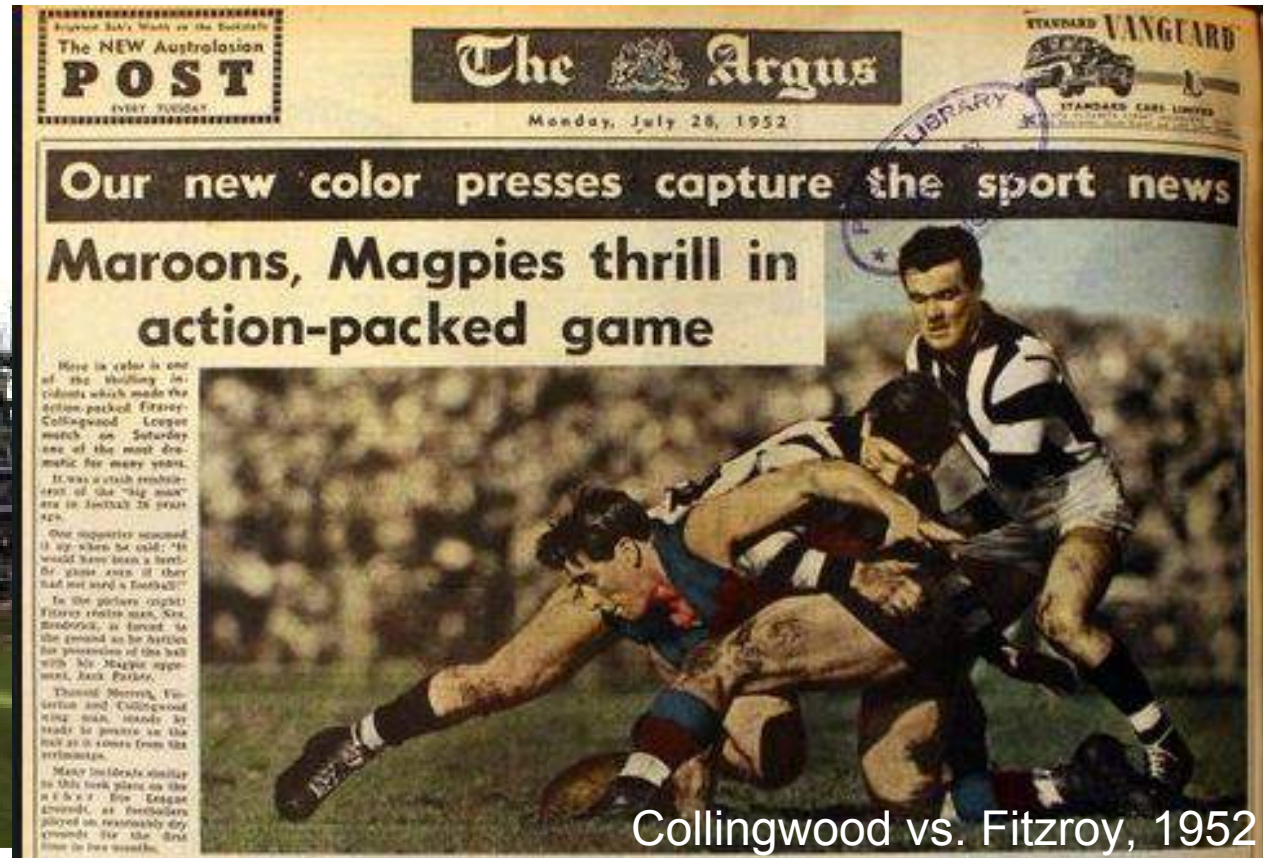
The first VFL premiership was historic for many reasons. There was no grand final — the premiers being decided after a round-robin series. In the deciding game only one goal was scored and it sealed the fate of a fighting Melbourne side.



THE YEAR 1897 is unique in the history of Australian Rules football. It was the first year of the Victorian Football League competition, and one of the few years there has not been a grand final since the formation of the League. Essendon were the first premiers, but they did not have to win what we now know as a grand final. And to understand...

Williamstown, and decided to do something about it. They broke away, along with Collingwood, St Kilda were invited to join and the Saints accepted a fortnight later. The VFL was born with eight clubs. However, they had little time to...

out in 1957. Essendon had finished behind Collingwood and South Melbourne their last VFA year in 1896, supporters expected them to dominate...



PAST

In 1897 the inaugural season began in Melbourne, Australia.

PRESENT

One of the oldest, professional football leagues in the world.









FUTURE

Australian Football is poised to proliferate internationally, with more than 100,000 people in over 80 countries including South Africa, Ireland, Denmark, Sweden, Japan and China.







AUSTRALIAN FOOTBALL LEAGUE

#Attendance #Worlds4thHighest

Top 10 Leagues in average attendance Wikipedia

League	Sport	Country	Season	Teams	Games	Total attendance	Average attendance
National Football League	American football	 United States	2011	32	254	17,124,389	67,358
Bundesliga	Association football	 Germany	2012–13	18	306	13,042,263	42,622
Premier League	Association football	 England /  Wales	2012–13	20	380	13,382,862	35,931
Australian Football League	Australian rules football	 Australia	2013	18	207	6,926,380	33,461
Major League Baseball	Baseball	 United States /  Canada	2013	30	2,426	74,026,895	30,514
La Liga	Association football	 Spain	2011–12	20	380	11,504,567	30,275

Top leagues in recent domestic club championship event attendance

Event	Sport	Country	Competition	Crowd	Year	Venue	City
AFL Grand Final	Australian rules football	 Australia	Australian Football League	100,007	2013	Melbourne Cricket Ground	Melbourne
FA Cup Final	Association football	 England	FA Cup	89,102	2012	Wembley Stadium	London
Copa del Rey Final	Association football	 Spain	Copa del Rey	85,000	2013	Santiago Bernabéu Stadium	Madrid
National Rugby League Grand Final	Rugby League	 Australia	National Rugby League	82,976	2012	ANZ Stadium	Sydney
League Cup Final	Association football	 England	League Cup	82,597	2013	Wembley Stadium	London
Super Bowl	American football	 United States	NFL	82,529	2014	MetLife Stadium	East Rutherford

World's 4th highest attended sporting league, only behind the NFL, the German Bundesliga, and the English Premier League.

Avg attendance: 33,461 people per game.

With 18 professional franchises, it is the *highest attended, and highest rated TV sports league in Australia.*

AFL Grand Final is the *highest attended championship* deciding game in the world of any sport, 100,000+ spectators every year.

AUSTRALIAN FOOTBALL LEAGUE

#Media #Sponsorships

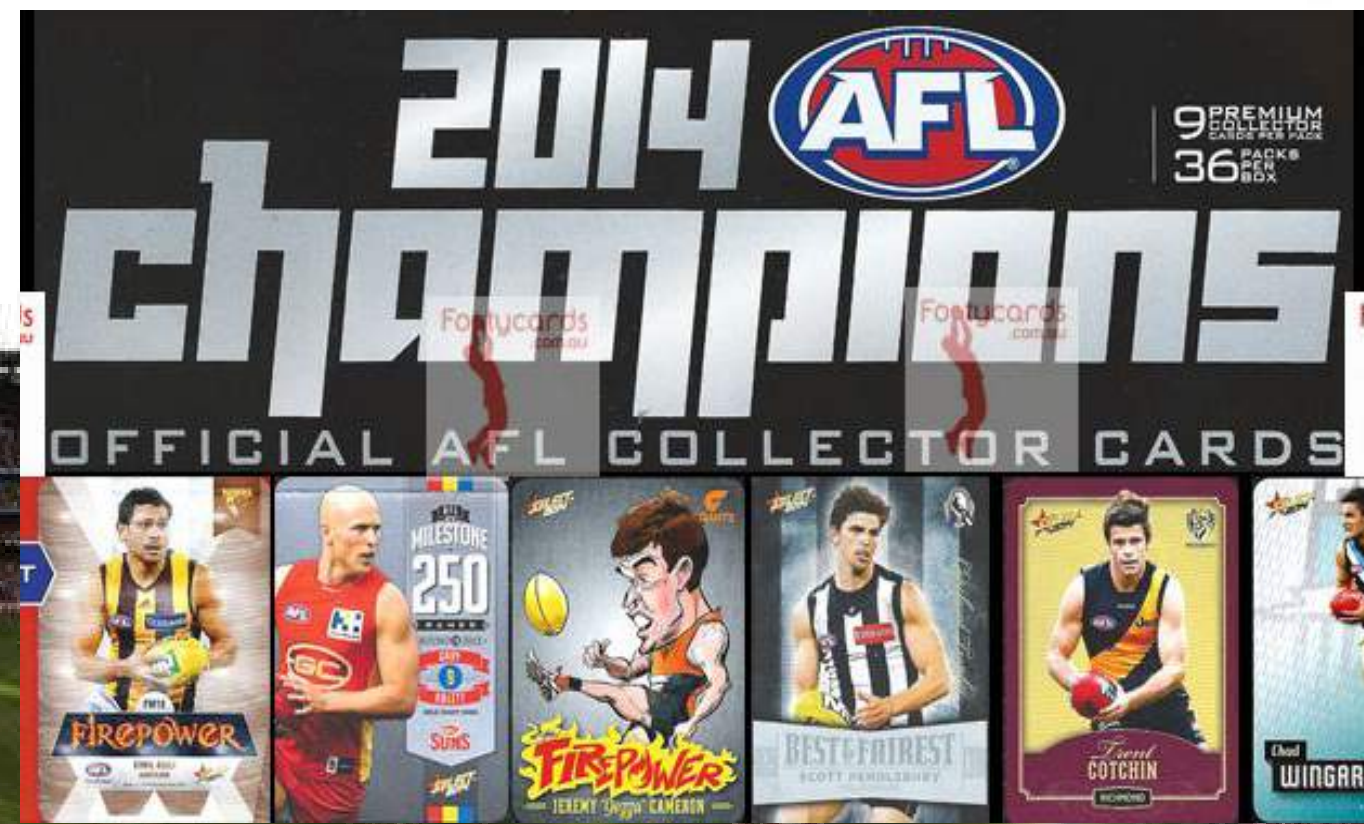


The TV and media rights sold for a record \$2.5 billion in 2015 to TV, and internet providers the Seven Network, Foxtel and Telstra. This is the highest rights deal in the world based on per capita for a country with a population of 24 million.

Long-term corporate sponsorship partners include: Coca-Cola, Toyota, Gatorade, Mars, and Gillette.

FOOTY IN AMERICA

[#AmericanGoal](#) [#LionsgateFooty](#)



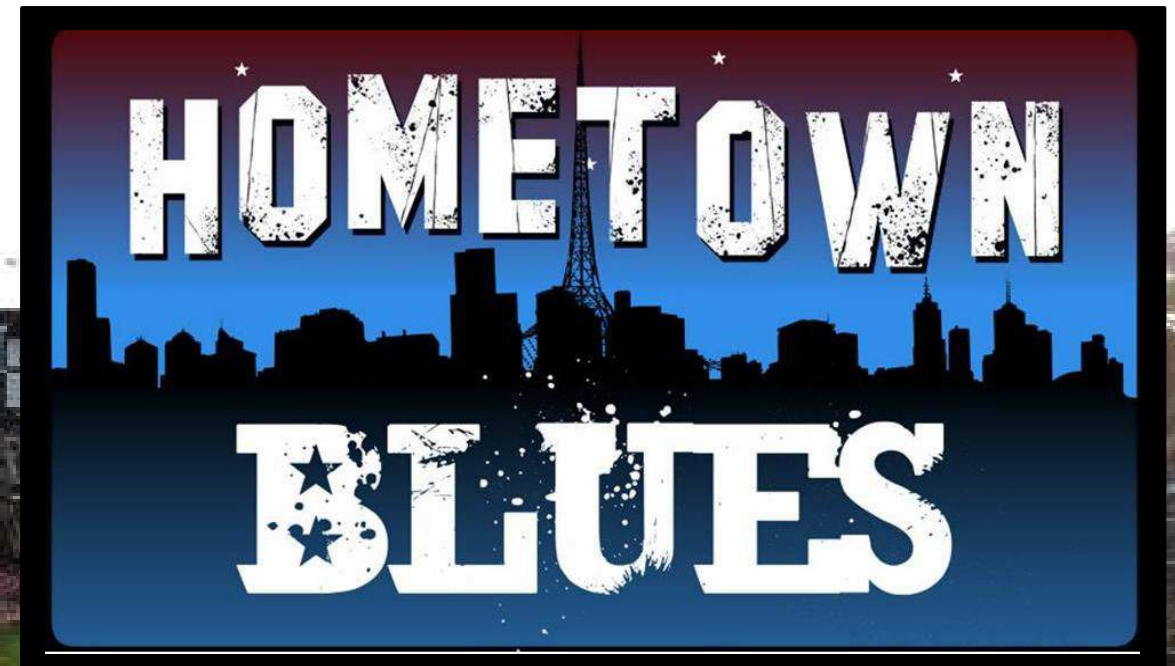
To harness the production and distribution capabilities of Lionsgate, and replicate the mainstream appeal, success, and the template of Footy in Australia, as an entertaining, and extreme, billion dollar mainstream sport, and entertainment / content platform in the United States.

FOOTY IN AMERICA

#DeliveryVehicles #AmericanFootyStar #HometownBlues



An “American Idol for sports” TV show executing the first international athlete recruitment, and establishing a talent pathway from the USA to the Australian Football League.



An inspirational and heart-filled story about the first African-American to play Footy. The first ever motion picture to feature the sport of Footy...

Utilizing the power of Hollywood, and the global trend-setting influence of the US media, Footy is packaged to be delivered to mainstream America, and the rest of the world via two inspirational projects, distributed through the Hollywood film and television pipelines that feed American and global audiences.

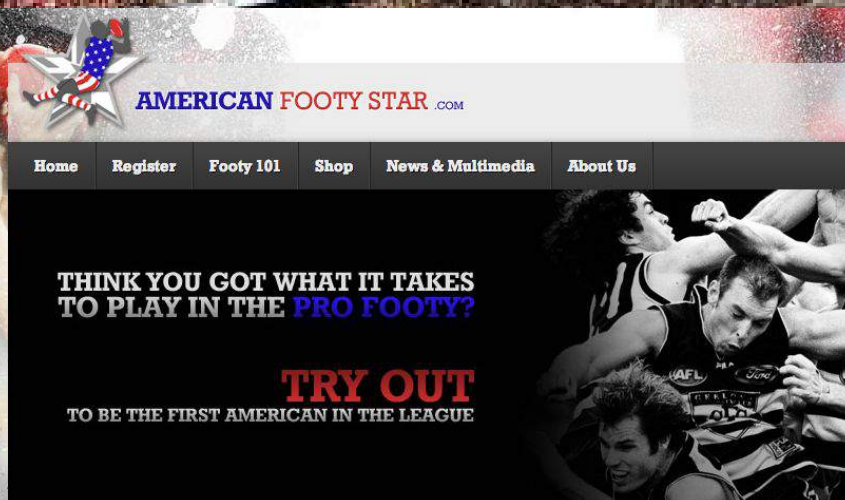
FOOTY IN AMERICA

#AFS #GroundbreakingTVShow

Network TV Sizzle Reel at:

www.vimeo.com/34948417

Password: footy



AmericanFootyStar.com



Season 1 Preview Reel at:

<https://www.youtube.com/watch?v=WDfZGu-n8YU>

A live, audience interactive, sports TV show, executing the first international athlete recruitment and establishing a talent pathway from the USA to the Australian Football League for American football and basketball players that do not make it to the NFL and NBA.

AMERICAN FOOTY STAR

#TVDeliveryVehicle #Opportunity #VICESports

americanfootystar.com



- ★ American Footy Star is a new international talent pathway from the gridiron and sporting fields of America, to the world of Footy down under.
- ★ First Run 2015: Has been executed and captured in HD as an inspirational short documentary broadcast by VICE Sports, which has attracted a quarter of a million views. Link at <http://bit.ly/1HLvzXF>
- ★ Eight former NCAA football players who never made it to the NFL, and one former NFL Superbowl Champion, undertake the challenge to become an American Footy Star, and fly to Australia to try out and secure a contract.

FOOTY IN AMERICA

#FeatureFilmFranchise



HometownBluesMovie.com



Reel at:

www.hometownbluesmovie.com

***Hometown Blues* will be the first feature film to introduce the sport of Australian Rules Football or *Footy* as it is known to millions fans Down Under, to the world. The objective is to introduce and own the *Industry of Footy* in America through the most powerful and effective delivery system: Film.**

FOOTY IN AMERICA - FOOTY GAMES

[#LionsgateFootyGameStreaming](#)

Streaming Live Footy Games

★ Australian Football League (AFL):

In delivering American Footy Star and the sport of Footy to the American mainstream, Lionsgate and AFS are positioned to acquire the future US streaming rights to AFL games in the US, and benefit from creating the market for Footy and AFL games in America.

★ Victorian Football (State) League (VFL):

The secondary Footy leagues of Australia (minor leagues), can be another source of valued streaming content. VFL teams who secure American Footy Star athletes, can be hugely sought after content with AFS fans wanting real time, week to week game viewing of current American Footy Star athletes, embedded in local teams. Fans can watch real time week by week progress of AFS stars down under.



FOOTY IN AMERICA - LIVE CONTENT

#RealLifeLiveStreaming

Streaming Live AFS Content

Truman Show / EDtv Type Streaming

The home and Footy 'work' environments of the winning American Footy Star athletes living in Australia, can become a hotbed of content for fans in the US (and globally). Via a major TV network partner, and digital media platforms and distributors such as YouTube and Hulu, AFS fans can log in and peek in on real time footage of the American Footy stars in their homes 'Big Brother' style...

Future 'American Idol' type Footy recruitments held in major cities across the USA, can become another source of content and streaming for AFS fans watching on TV and smartphones and tablets.



FOOTY IN AMERICA - ANCILLARIES

#Merchandising #VideoGames

Secondary / Tertiary Opportunities - Ancillaries

Every sports industry and franchise worldwide have lucrative merchandising industries embedded in their operations. In delivering Footy to America, Lionsgate stands to position itself and benefit from the inevitable demand for AFS clothing, and merchandise from the millions of AFS fans and viewers.

A world's first AFS branded Footy video game made for mobiles and tablets worldwide, as well as Xbox, Wii and Playstation devices, can corner the market on future Footy video games.



FOOTY IN AMERICA

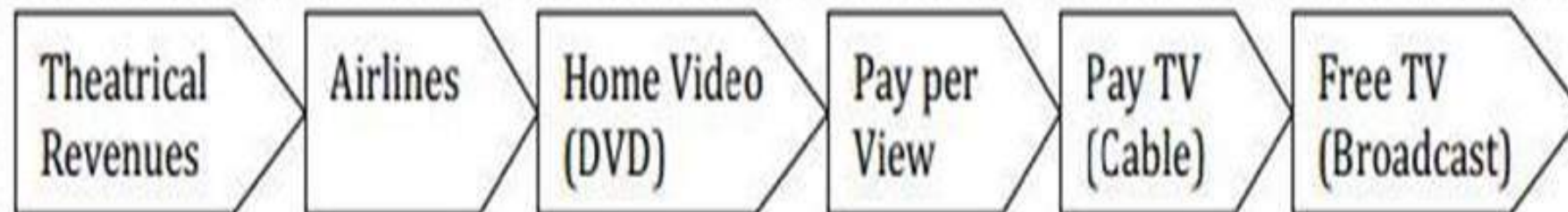
#Finance #RevenueStreams

// A Film With A Pathway to a Broader Opportunity //

BUDGET: \$15 Million >>>

**OFFSET BY AUSTRALIAN
FILM REBATE:**

REVENUE STREAMS:



FURTHER OPPORTUNITIES:

Franchise film potential with multiple sequels in the future.

Merchandising and licensing of Hometown Blues products including, video games, apparel, and all other Australian Football merchandise brand with the Hometown Blues brand name.

- ▶ How much is the Producer Offset worth?
- ▶ 40 per cent of qualifying Australian production expenditure (QAPE) incurred in making a feature film

FOOTY IN AMERICA

#LionsgateFooty



LIONSGATE®

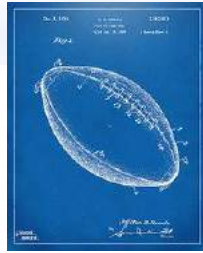
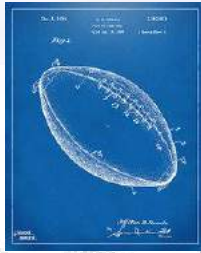
// The Perfect Fit For Footy //

As the leading independent producer and distributor of television programming, motion pictures, as well as home and family entertainment, video-on-demand and digitally delivered content, Lionsgate is the ideal partner to launch Footy in North America and the rest of the world.

By utilizing Lionsgate's market leading distribution capabilities, a successful rollout of the American Footy Star and Hometown Blues vehicles in the US can be the foundation and catalyst for creating a worldwide demand and market for Footy. Packaged as Lionsgate franchises, American Footy Star has the potential to become a yearly American Idol-for-sports series, franchised internationally, and Hometown Blues will be developed to be a film franchise spawning a series of 3 films in 5 years.

FOOTY IN AMERICA

#FootyUSARevenueStreams #Merchandising #VideoGames



AMERICAN FOOTY STAR



Potential AFS Revenue Streams

- ❖ AFS TV show rights for North America, and globally
- ❖ AFS website
- ❖ Ancillary Footy game video content distribution, on demand sales etc
- ❖ AFS apparel merchandising and licensing
- ❖ AFS & AFL digital media / & on demand video streaming



Potential HB Revenue Streams

- ❖ Box office
- ❖ DVD, VOD, TV, international sales etc
- ❖ Apparel and merchandising licensing
- ❖ HB Footy video game development
- ❖ Future sequels

HOMETOWN BLUES



Hometown Blues Footy Video Game

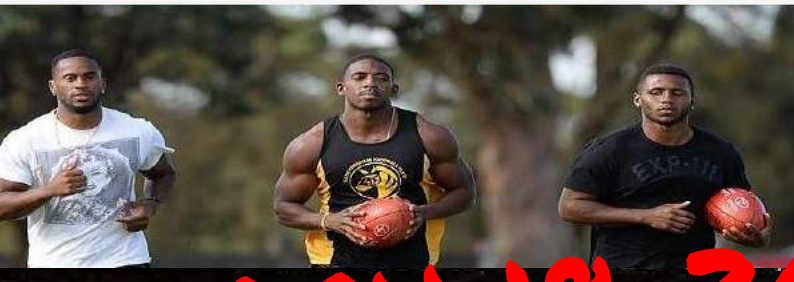


FOOTY IN AMERICA

#AFLPress #AFSPress

US college footballers chase AFL dream through American Footy star program

TIM MICHELL MELBOURNE LEADER MARCH 18, 2015 4:30PM



MARCH 18, 2015

Punting on US stars



College gridiron players like (from left) Terry Harkness, Billy Mallard and Carl Winston are being introduced to Aussie rules through the American Footy Star program.

AMERICAN FOOTBALLERS KEEN TO PUSH FOR AFL CAREERS

WELLCOME to football's newest frontier.

Billy Mallard, Carl Winston and Terry Harkness hope to follow a path blazed by Trishness, a Canadian and several New Zealanders by carving out an AFL career.

The former US college footballers have joined Victorian Football League club the Geelong Cats as part of the American Footy Star program, which has been developed by agent Mike Gladwin.

Winston and Harkness have been training with Port Melbourne, while Mallard has joined Sandringham ahead of the 2015 season.

"Moving to play footy here, the main thing I was looking for was incredible athleticism," Gladwin said.

"Billy Mallard, I saw him at a Canadian Football League tryout in Long Beach and he ran 4.5 seconds over 40 yards with someone that doesn't have any foot skill at all. He's got the athletic ability."

"Billy used to run track and a lot of ex-NFL players come from a track and field, sprinting area."

"I purely wanted amazing athletes and then from there on I thought, well add the footy element to that."

American Footy Star was initially developed as a reality television series, but morphed into a chance for college footballers to try a sport few of them knew existed until months ago.

Gladwin's growing posse of AFL hopefuls includes a former NFL Super Bowl winner, Russell Baker, along with six other athletically-minded players.

"They are potential in their own right, especially using their physicality and their athletic ability to play the game," he said.

They have looked at college basketball in recent years.

"There's a semi-professional league, but it's a big fall away from the NFL. If you don't make it there," he said.

The transition from the AFL to NFL is one several players have successfully completed.

Steven Brown, Ben Grimes and Darren Bennett are among the athletes who moved to the US as punters, but few have gone the other way.

Winston and Harkness have been training at Port Melbourne for more than a month, impressing through coach Gary Ayres.

"Athletically and physically, they're pretty imposing young men," Ayres said.

"They've obviously been working very, very hard on their physical attributes."

Gladwin hopes recruits

www.foxsports.com.au/afl/afl-premiership/afl-fourth-best-attended-sport-in-the-world-behind-nfl-bundesliga-epl/story-e6frf3e3-1227361495711

AFL Latest News Fixture Teams TV Shows SC News Live HQ Ladder Community Supercoach

SUPERCOACHAFL

NEW FEATURES, MORE CASH FOR PLAYERS IN AUSTRALIA'S FAVOURITE FANTASY GAME.

AFL fourth best attended sport in the world behind NFL, Bundesliga, EPL

May 20, 2015 3:46PM

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MAY 20, 2015

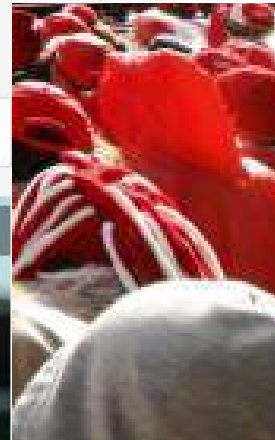


Latest AFL News

Two US college footballers to join pre-season training at Port Melbourne

FEBRUARY 04, 2015 2:57PM

FEB 04, 2015



FOOTY IN AMERICA

#FootyInTheUSA #Summary

Objectives

- To establish Lionsgate as the quasi owner of Footy in North America, and on a global scale.
- To create revenue streams for Lionsgate based on their 'ownership' of international Footy, which exceed even those of the Australian Football League collectively.
- To position Lionsgate as the distribution outlet for all Footy related products, content, and ancillaries in North America, and for that foundation to be the catalyst for global distribution.



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