

# Audience & Partnership Overview

A flexible platform for reaching sports fans through original talent-led content, targeted media distribution and measurable conversion.

|                                                |                                             |                                                                |
|------------------------------------------------|---------------------------------------------|----------------------------------------------------------------|
| <b>240K+</b><br>NYYHistory Instagram followers | <b>277K</b><br>@Athlete Instagram followers | <b>1.64M+</b><br>The Journey combined cross-platform following |
|------------------------------------------------|---------------------------------------------|----------------------------------------------------------------|

## Three distinct roles. One connected campaign.

|                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>TARGETED MEDIA PAGE</b><br><b>NYYHistory</b><br><b>240K+ followers</b><br><b>Approx. 8M monthly impressions</b><br>Reaches a concentrated community of Yankees fans through history, nostalgia, current conversation and New York culture. Best role: Yankees context, editorial storytelling, fan engagement and campaign amplification. | <b>SPORTS MEDIA PAGE</b><br><b>@Athlete</b><br><b>277K followers</b><br><b>24.8M 30-day views   63.3% age 18-34</b><br>Extends campaign content beyond one team to a broader audience interested in athletes, highlights and sports culture. Best role: national sports discovery, social proof, reach and short-form amplification. | <b>FORWARD-FACING TALENT</b><br><b>Zach / The Journey</b><br><b>1.64M+ combined following</b><br><b>58.0% age 18-34   59.3% U.S.</b><br>The on-camera personality and original-content engine, with a natural fit for clean comedy, lifestyle storytelling and trackable calls to action. Best role: hero creative, podcast/YouTube integration, skits, product use and paid-media assets. |
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Audience strategy: Talent creates the entertainment. NYYHistory makes it native to Yankees fans. @Athlete extends it across sports culture. Brand partners receive reusable content and measurable paths to action.

Audience figures reflect the latest metrics shared for planning purposes. Additional platform demographics can be supplied during campaign scoping.

# Audience Profile

A concentrated Yankees community built around history, nostalgia, current conversation and New York fan culture.

|                                                 |                                               |                                                     |
|-------------------------------------------------|-----------------------------------------------|-----------------------------------------------------|
| <div>240K+</div> <div>Instagram followers</div> | <div>~8M</div> <div>Monthly impressions</div> | <div>8 years</div> <div>Community development</div> |
|-------------------------------------------------|-----------------------------------------------|-----------------------------------------------------|

## Audience characteristics

| CORE INTEREST                                                                                                                                                          | CULTURAL RELEVANCE                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>New York Yankees</div> <div>Fans engage through franchise history, iconic players, memorable moments and current-team conversation.</div>                         | <div>New York sports and fan identity</div> <div>The page connects brand stories to rituals, nostalgia and the emotional identity of being a Yankees fan.</div> |
| BEST CAMPAIGN ROLE                                                                                                                                                     | BRAND OPPORTUNITY                                                                                                                                               |
| <div>Yankees-specific context and amplification</div> <div>Editorial posts, historical context, fan prompts, collaboration amplification and game-day relevance.</div> | <div>Make brand content feel native</div> <div>Connect products, talent and campaign stories to a trusted, highly engaged fan community.</div>                  |

Partner relevance: NY
 YHistory is the targeted media layer - not the on-camera creator. It gives sports-led campaigns cultural credibility, editorial framing and direct access to an established Yankees fan community.

Current age, gender and geography percentages were not included in the supplied materials and are intentionally not estimated here.

# Instagram Audience & Performance

A fast-growing sports-media audience with strong young-adult concentration and significant discovery beyond existing followers.

|                              |                                   |                               |                                          |
|------------------------------|-----------------------------------|-------------------------------|------------------------------------------|
| <b>24.8M</b><br>30-day views | <b>11.55M</b><br>Accounts reached | <b>+102K</b><br>Net followers | <b>78.4%</b><br>Views from non-followers |
|------------------------------|-----------------------------------|-------------------------------|------------------------------------------|

| Age   | Audience |
|-------|----------|
| 13-17 | 1.2%     |
| 18-24 | 36.2%    |
| 25-34 | 27.1%    |
| 35-44 | 15.3%    |
| 45-54 | 11.4%    |
| 55-64 | 5.8%     |
| 65+   | 2.9%     |

| Top country    | Audience |
|----------------|----------|
| United States  | 55.5%    |
| United Kingdom | 4.8%     |
| India          | 4.4%     |
| Canada         | 3.9%     |
| Australia      | 2.5%     |

| Gender | Audience |
|--------|----------|
| Men    | 74.8%    |
| Women  | 25.2%    |

Partner relevance: 63.3% of @Athlete's audience is 18-34. Its 78.4% non-follower view share makes the page a powerful discovery and amplification channel for brands seeking young sports fans.

Source: supplied Instagram Insights screenshots. Performance window shown: 30 days.

# Audience Demographics

Combined average across YouTube, Instagram and Facebook. The audience is predominantly young adult, U.S.-based and relatively balanced by gender.

|                           |                           |                               |                                           |
|---------------------------|---------------------------|-------------------------------|-------------------------------------------|
| <b>58.0%</b><br>Age 18-34 | <b>81.2%</b><br>Age 18-44 | <b>59.3%</b><br>United States | <b>56.9 / 43.1</b><br>Male / female split |
|---------------------------|---------------------------|-------------------------------|-------------------------------------------|

| Age   | Audience |
|-------|----------|
| 13-17 | 6.4%     |
| 18-24 | 17.6%    |
| 25-34 | 40.4%    |
| 35-44 | 23.2%    |
| 45-54 | 8.8%     |
| 55-64 | 2.6%     |
| 65+   | 1.2%     |

| Top country    | Audience |
|----------------|----------|
| United States  | 59.3%    |
| Canada         | 5.2%     |
| Australia      | 4.9%     |
| United Kingdom | 4.5%     |
| South Africa   | 2.3%     |

Partner relevance: 58.0% of the audience is 18-34 and 81.2% is 18-44, creating a credible bridge to everyday lifestyle, entertainment and commerce campaigns. The 59.3% U.S. concentration supports domestic ecommerce and retail activations.

Source: Brand Audience Demographics One-Sheet. Percentages are combined platform averages and may not total exactly 100% due to rounding.

# Additional Creators & Media Pages

Beyond the core Legacy properties, we have worked with or developed relationships across the following creator and sports-media network. Participation is subject to creative fit, availability and final approval.

| Name / handle                      | Following | Name / handle                          | Following |
|------------------------------------|-----------|----------------------------------------|-----------|
| Alex Day<br>@alexday7              | 65.2K     | Vinny / Angelo<br>@BigKnicksEnergy     | 140K      |
| Quentin Martin<br>@mister_wallst   | 5.5K      | Briana Martinez<br>@hotgirlstalksports | 19K       |
| John Franklin<br>@_johnfranklin__  | 221K      | John Scafiddi Jr.<br>@johnscafiddijr   | 40.6K     |
| Ariel Epstein<br>@ariepst          | 30.6K     | Zach Cummings<br>@zacharycummings_     | 172K      |
| Jojo Scarlotta<br>@jojoscarlotta   | 538K      | Sam Luckini<br>@firesideyankees        | 126K      |
| Nicky Scarlotta<br>@nickyscarlotta | 517K      | Caleb Vasquez<br>@nyc_money301         | 4.9K      |
| Mark Brucato<br>@LiIMoMozzarella   | 982K      | Alex Tantum<br>@mlb.fits               | 166K      |
| Brandon Colon<br>@thebrandoncolon  | 105K      | Adam Crouch<br>@seinfeldepisodes       | 662K      |
| Gabriel Woodley<br>@Johnny2Phones_ | 215K      | Matt Toglia<br>@mangiaewithmatteo      | 2.8K      |

How this can be used: If a specific creator, personality or audience is relevant to an upcoming launch, we can explore availability and build that person or page into the activation. The final mix is selected around the product, platform, audience and campaign objective.

Follower counts are approximate Instagram figures supplied for planning purposes and should be reconfirmed when a specific creator is scoped.

# Start a la carte - or build a campaign.

Final investment depends on creative scope, production, talent access, distribution, usage rights, exclusivity and campaign duration.

| Activation              | Illustrative scope                                         | Starting investment |
|-------------------------|------------------------------------------------------------|---------------------|
| NYHistory distribution  | Native post/Reel or Yankees-focused campaign amplification | \$1,500-\$3,000     |
| @Athlete distribution   | Broad sports-media post/Reel and campaign amplification    | \$1,500-\$3,000     |
| Zach custom integration | Forward-facing, brand-safe custom Reel or comedic concept  | \$3,500-\$5,000     |
| The Journey integration | Podcast/YouTube segment with supporting short-form clips   | \$3,000-\$5,000     |

## Integrated campaign pathways

| PILOT                                                                                               | INTEGRATED CAMPAIGN                                                                          | QUARTERLY FRANCHISE                                                                  |
|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Prove the concept                                                                                   | Build the brand story                                                                        | Scale across partnerships                                                            |
| \$10K-\$15K                                                                                         | \$20K-\$30K                                                                                  | \$40K-\$50K                                                                          |
| One hero concept, talent-led original content, targeted page distribution and trackable conversion. | Multi-stage content campaign, expanded cutdowns, paid-media assets and broader distribution. | Repeatable multi-episode platform spanning talent, media, retail or live activation. |

## Sample campaign direction: Game Day, Every Day

Potential execution: A recognizable athlete or creator joins Zach for a clean, comedic concept showing how the brand fits game day, travel and everyday life. Hero content lives with Zach/The Journey; NYHistory provides Yankees context; @Athlete extends the story nationally; the brand receives cutdowns for organic and paid distribution. Unique links or codes can measure traffic and sales.

Scalable idea: Turn the format into a repeatable series across talent, team, league, retail or seasonal moments.

Talent participation, appearance fees and usage obligations are subject to availability and final approval. Paid media, production and exclusivity are scoped separately.