

LEGACY MEDIA GROUP

Transforming
attention into
revenue through
sports media.

Built for brands. *Trusted by legends.*

FIVE CHANNELS. ONE NEW YORK.

Each channel covers a distinct fanbase. Together, we own the New York sports & culture conversation — across baseball, basketball, hockey, and culture. The Journey Podcast operates alongside as the long-form storytelling arm of the group.



FLAGSHIP · YANKEES

@nyyhistory

The biggest and highly engaged Yankees community. History, nostalgia, culture.

240K+ followers



KNICKS

@bigknickenergy

Vinnie & Angelo. The voice of Knicks fandom.

113K+ followers



METS

@bigmetsenergy

The Mets sister brand. Same energy, different team.

19K+ followers

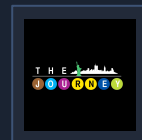


RANGERS · PROPOSED

Big Ranger Energy

Hockey expansion. Completing the NYC pro footprint.

NEW!



LONG-FORM

@thejourneypodcast

Story-driven podcast. Athlete access and depth.

1.64M+ followers

THE STRUCTURE THE FAMILY TREE.

Legacy Media Group sits at the top as the unified front door. Beneath it, every channel keeps its own identity, ownership, and operations — connected by the banner, not consumed by it.



WHO WE ARE

Legacy Media Group is a premier sports digital marketing firm specializing in athletes, sports legends, and entertainment professionals.



NYHistory

240K+ follower Yankees media platform



Marketing Consulting

1-to-1 digital growth for brands & athletes



Legacy Brand + Experiences

Streetwear label & premium fan events

We don't just build audiences — we build legacies.

WAYS TO PARTNER

Content Sponsorship

Integrate your brand into NYYHistory's organic content feed — reaching 240K+ engaged followers.

Event Activations

Sponsor premium fan experience events. Logo placement, on-site presence, athlete access.

Consulting Retainer

Ongoing 1-to-1 digital strategy, content creation, and partnership management.

Legacy Brand Co-Creation

Co-branded drops, capsule collections, and culture-first collaborations through the Legacy Brand streetwear label.

Athlete & Influencer Access

Leverage our network of Yankees legends, sports personalities, comedians, and creators for your campaign.

MARKETING CONSULTING

Digital Growth

Built for the Modern Era.

Built @NYYHistory to

10M+ *monthly reach.*

MEDIA MENTIONS

*Rolling Stone · Fox Sports · NBC · CBS ·
Official Yankees Media*

One-to-one consulting for companies, athletes, and creative influencers. We amplify brands across social media, content, and culture.

BRAND AMPLIFICATION

Strategic content planning, community engagement, and platform optimization across Facebook, Instagram, TikTok, and X.

PARTNERSHIP MANAGEMENT

Identifying, negotiating, and managing lucrative brand deals aligned to your values.

NYYHISTORY

The Flagship Yankees Platform

Leading Yankees fan community —
history, nostalgia, culture, and reach.

240K+

Instagram Followers

8M+

Monthly Reach

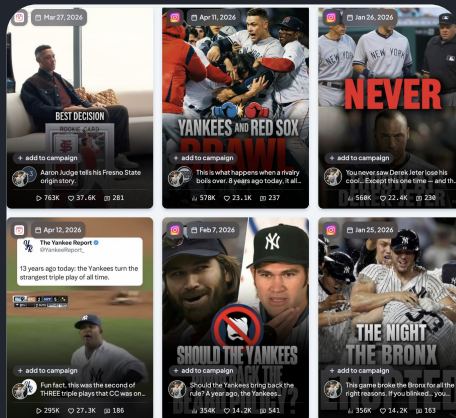
Yankees History

Nostalgia & Culture

Engaged Community

Content Delivered at Scale

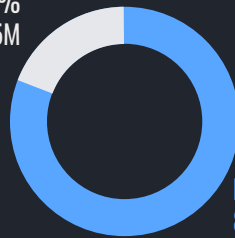
3-5 Posts Per Day



Real-Time Analytics

Impact Transparency

Reels
13%
52.5M



Feed
87%
360M

Proven Post Performance



Plays
4.74M

Likes
48.1K

EMV
\$107K

NYYHISTORY

REACH AT A GLANCE



412M

Impressions



19M

Likes



\$13.3M

EMV

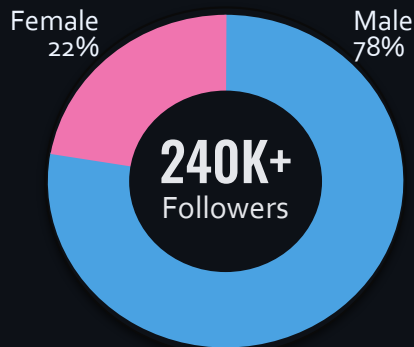


7.65%

Engagement

Flagship Core Audience

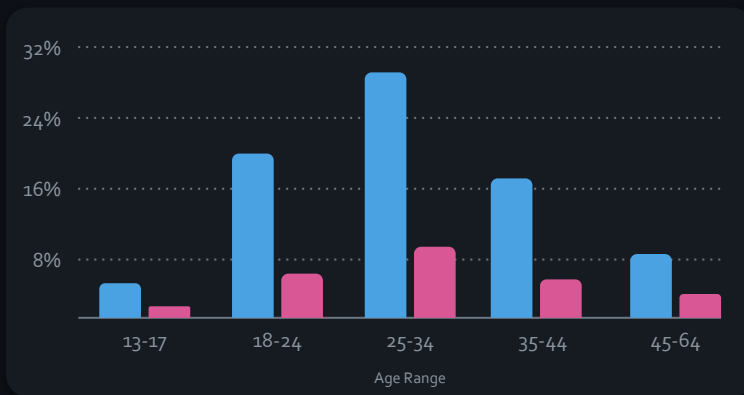
Passionate Yankees fans, sports culture enthusiasts, collectors, and sneakerheads.



HIGH PURCHASE INTENT

Demographics

Age and Gender



Yankees fans actively spend on merch, events, and brand experiences.

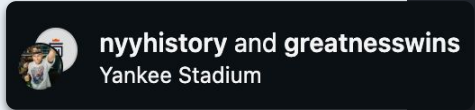
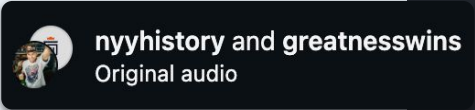
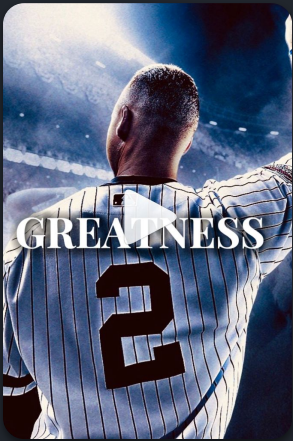
Multi-Platform Expansion Across TikTok, Twitter, Facebook, and YouTube.

BRAND AWARENESS & DIGITAL CAMPAIGN



Partnership with Derek Jeter's premium athletic wear company to create a *nationally recognized campaign* celebrating Yankees greatness. Leveraged NYYHistory's 240K+ engaged community for *massive reach* and *brand elevation*.

Click each image to watch the campaign.



EVENT ACTIVATION

NYYHISTORY + BERNIE WILLIAMS

A Landmark Cultural Event

NYYHistory brought Yankees legend Bernie Williams to Carnegie Hall — one of the world's most prestigious venues. A cultural milestone proving the community's power to drive real-world action.

10

Posts



787K

Impressions



32.9K

Likes



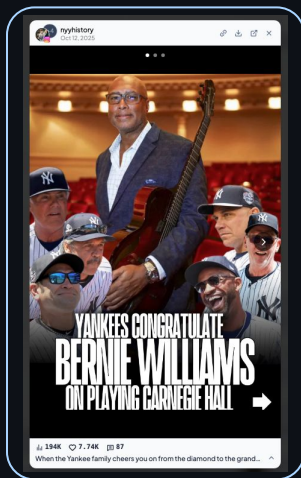
\$24.8K

EMV



5.28%

Engagement

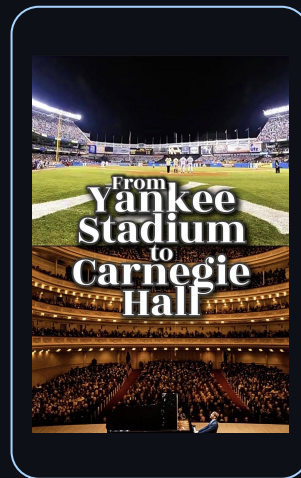


#1 Prestigious NYC Venue

SOLD OUT

3,000 Seats

CARNEGIE HALL

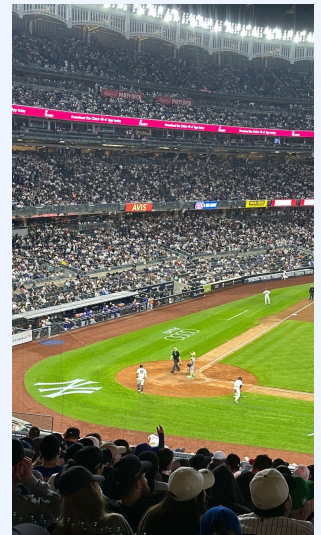


NYYHISTORY's Yankee Game Experience

Courtesy of Brooklyn Dumpling Shop

Yankee Game Tickets & Dinner

For the start of our relationship, I got to personally attend a game of choice, and try my first dumpling dinner.



NYYHISTORY x Brooklyn Dumpling Shop Giveaway

Yankee Game Tickets and Merch

Collaborated on week long giveaway for two lucky fans to win tickets and my shirts courtesy of Legacy Brand.

Performance Analytics at a Glance

|| 20.9K
Impressions

♥ 834
Likes

👁 1.7K
Comments

\$ \$2.7K
EMV



Legacy
B R A N D

*BUILT TO COMPETE.
WORN IN THE STREET.*

A culture-first streetwear label
honoring baseball's rich history
through modern fashion. Nostalgic
vintage feel, forward-thinking design
— rooted in Yankees history.

legacy-brand.com

WORN BY

Alex Day

Ariel Epstein

Chris DiStefano

JC Escarra

Johnny Damon

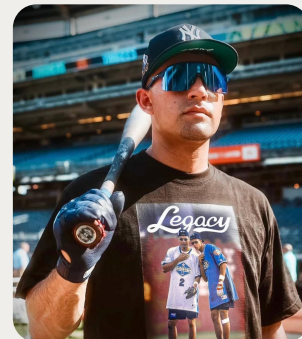
Jorge Posada

Lil Mo Mozzarella

Mark Normand

Oswaldo Cabrera

The Scarlotta Brothers



FAN EXPERIENCES

Where Loyal Fans Meet Legends

Curated, high-impact events where fans experience exclusive access, premium venues, and unforgettable moments.

200 → 2,000

Venue Capacity

NYC → National

Markets

Energy-driven atmosphere with food and drinks offering limited drops that drive excitement, revenue, and brand loyalty.



ATHLETE ACCESS



PREMIUM VENUES



LIVE MUSIC & DJ



RAFFLES & PRIZES



FOOD & BEVERAGE



EXCLUSIVE MERCH

"This isn't just a watch party. It's where you stand next to the hero you grew up idolizing."

— The NYHistory Promise rallies the engaged community.

INQUIRE FOR SPONSORED OPPORTUNITIES