

The Power of —

BornGoat

● *Passion, Performance, and Progress* ●

www.borngoat.com

NOT AN AGENCY , YOUR GROWTH PARTNER



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Borngoat is a sports growth consultancy working at the intersect of strategy , sponsorship , fan engagement , and commercialization helping leagues , athletes , brands , & events build sustainable growth.

2018

Founded

8+

years experience

10M+

Monthly Views

1M+

Media Network

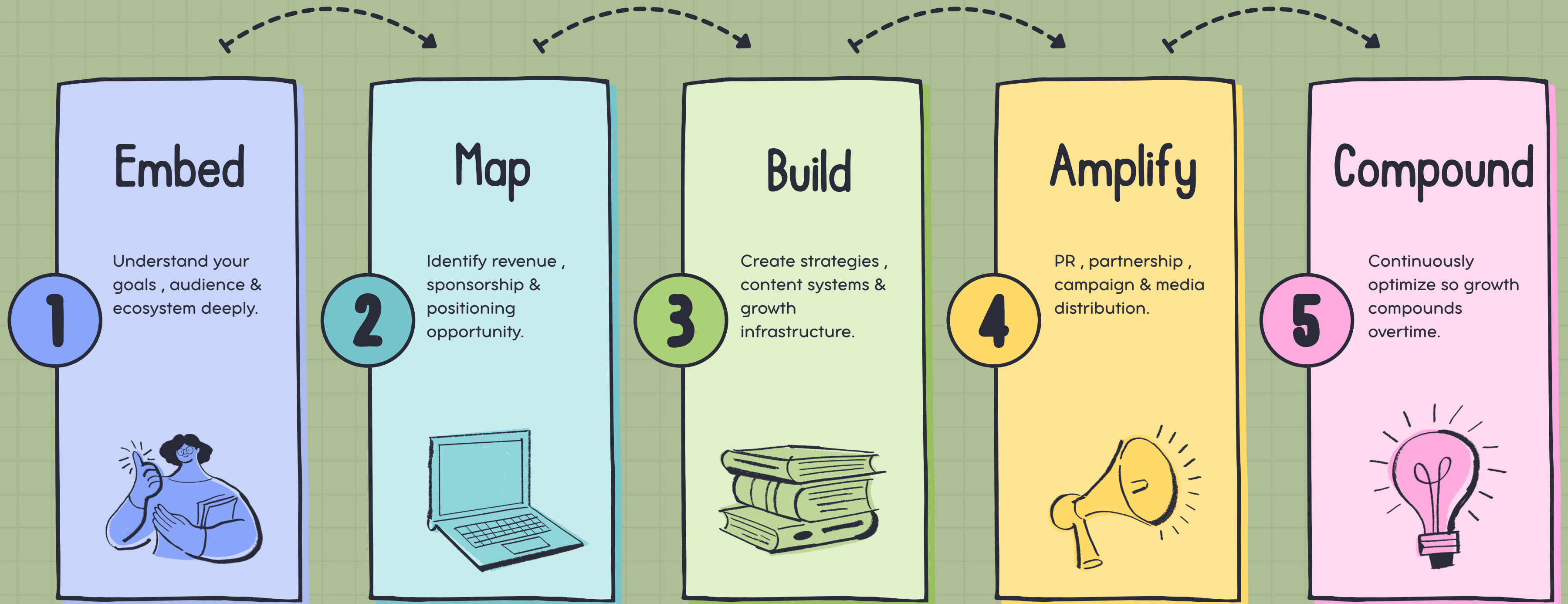
50K+

Influencers

1B+

Views across media

THE 5-STAGE GROWTH FRAMEWORK



15 SERVICES , 3 CATEGORIES

01

Core Services

- *Sponsorship & Brand Partnership*
- *Sports Marketing & Digital*
- *Event Marketing & Promotions*
- *Athlete & Coach Branding*
- *PR & Media Visibility*

02

High - Opportunity

- *Athlete IP & Entrepreneurship*
- *Vernacular Sports Content*
- *Sports Content Commerce*
- *AI-Powered Fan Intelligence*
- *Always-on Newsroom*
- *International Market Expansion*

03

Specialized

- *Women Sports Marketing*
- *Grassroots Sports Growth*
- *Esports Consulting*
- *CSR Sports Campaign*



SPONSORSHIP & BRAND PARTNERSHIP



Part 1 - Consulting Fee

Sponsorship strategy , rights packaging , deck creation , brand targeting , deal structuring & activation planning

Part 2 - Performance Incentive

Commission only on incremental revenue above the agreed sponsorship benchmark - full alignment



Our Commercial Model

We grow when you grow.



END TO END SPORTS GROWTH



Sports Marketing & Digital Growth

Data-driven Campaigns • Social Growth •
Performance Marketing • Lead Generation



Event Marketing & Promotions

*Pre • During • Post Coverage ,
registrations , live content & PR*



Athlete & Coach Branding

*Personal Branding • Content Strategy •
Sponsorship readiness • Community*



PR & Media Visibility

*Press release • News Placement •
Reputation Management • Media Outreach*

✓ AI-POWERED FAN INTELLIGENCE

Fan analytics • Audience Segmentation • ROI
Insights • Behavioral Data

✓ ALWAYS-ON SPORTS NEWSROOM

Daily Content • Real-time marketing • Trend-based
rapid response

✓ INTERNATIONAL MARKET EXPANSION

Market research • Entry Strategy • Brand
Localization • Partner Identification



DIFFERENTIATION SERVICES FOR FUTURE

✓ ATHLETE IP & ENTREPRENEURSHIP

Merchandise • Academies • Courses • Membership •
Digital Products

✓ VERNACULAR SPORTS CONTENT

Regional Content • Hindi reels • Fan storytelling for
tier 2 & 3 markets

✓ SPORTS CONTENT COMMERCE

Content → ticket sales , registrations , merch , &
membership

BUILT FOR EVERY CORNER OF THE SPORTS ECOSYSTEM



Sports Properties

- Leagues • Tournaments • Teams • Federations • Event Organizers



Athletes & Coaches

- Pro athletes • Emerging Talent • Coaches • Talent Agencies



Brands & Sponsors

- Consumer brands • Sports brands • Sponsors • Brand Partners



Sports Organization

- Startups • Academies • Sports-tech • Media Platforms •



Institution & Communities

- Schools • Universities • Grassroots programs • Youth Sports



NUMBERS THAT MATTER



1.3 B+

Views Across Media



193M+

Digital Impressions



15,000+

Media Mentions



1,50,000+

Community Members



750K+

Athlete profile views



30,000+

Event Footfall



560+

Creators Activated



7,000+

Leadership Assets



30,000+

Qualified Leads





WHAT MAKES US DIFFERENT

01

Strategy - first

We understand your business before we execute anything.

03

Sports-Native

We understand the emotional , commercial & operational layer of sports.

05

Long-term thinking

We build compounding growth systems , not one-off campaigns



02

Revenue-focused

We understand your business before we execute anything.

04

Distribution Power

10M+ monthly views , 50K+ influencers , 1K+ media reach

06

End-to-End Partner

From strategy to PR , sponsorships to community - fully integrated.

6 Growth Challenges, 6 Strategic Solutions

✗ Weak Sponsorship Revenue

✓ Strategy , rights packaging ,
brand targeting

✗ Poor fan engagement

✓ Fan intelligence , community
building , & content system

✗ Athlete Commercialization

✓ Personal branding , IP building
& entrepreneurship model

✗ Low brand Visibility

✓ Brand Strategy , PR , media
visibilty , & digital positioning

✗ Weak monetization

✓ Content commerce , IP
monetization & revenue
optimization

✗ No expansion strategy

✓ Market research , entry
planning & strategic
partnership





REAL WORK

▶ MEASURABLE RESULTS

4 Case Studies across league growth , athlete branding , leadership & event marketing



IGPL

INDIAN GOLF PREMIER LEAGUE

Multi-city league growth engine - registrations , digital visibility & community.

→ **83M+**

Digital Impressions

→ **1959+**

Registrations

→ **8,066+**

Qualified Leads

→ **1,575+**

Attendees Engaged

→ **1,518+**

Community Members

→ **300+**

Media Mentions



FRAMEWORK
PARTNERS



SCOPE OF WORK

- Sponsorship Strategy
- Performance Campaigns
- PR & Media Visibility
- Community Building
- Digital Marketing
- Influencer Marketing
- Lead Generation
- SEO & Organic

OCA

ONTARIO CRICKET ACADEMY , CANADA

Helping sports academies increase admissions by generating qualified leads, strengthening digital presence, and building trust with parents and aspiring athletes.

→ **2,500+**

Admissions Enquiries
Generated

→ **850+**

New Student Admissions

→ **6.5M+**

Digital Reach & Impressions

→ **12,000+**

Qualified Leads Generated

→ **35%**

Admission Growth

→ **250+**

Media Mentions & Brand
Features



FRAMEWORK PARTNERS



SCOPE OF WORK

- Admission Growth Strategy
- Performance Marketing
- Lead Generation Campaigns
- Social Media Marketing
- Parent & Athlete Engagement
- PR & Brand Visibility
- Community Building
- SEO & Organic Growth

TURNING ATHLETES INTO POWERFUL BRANDS

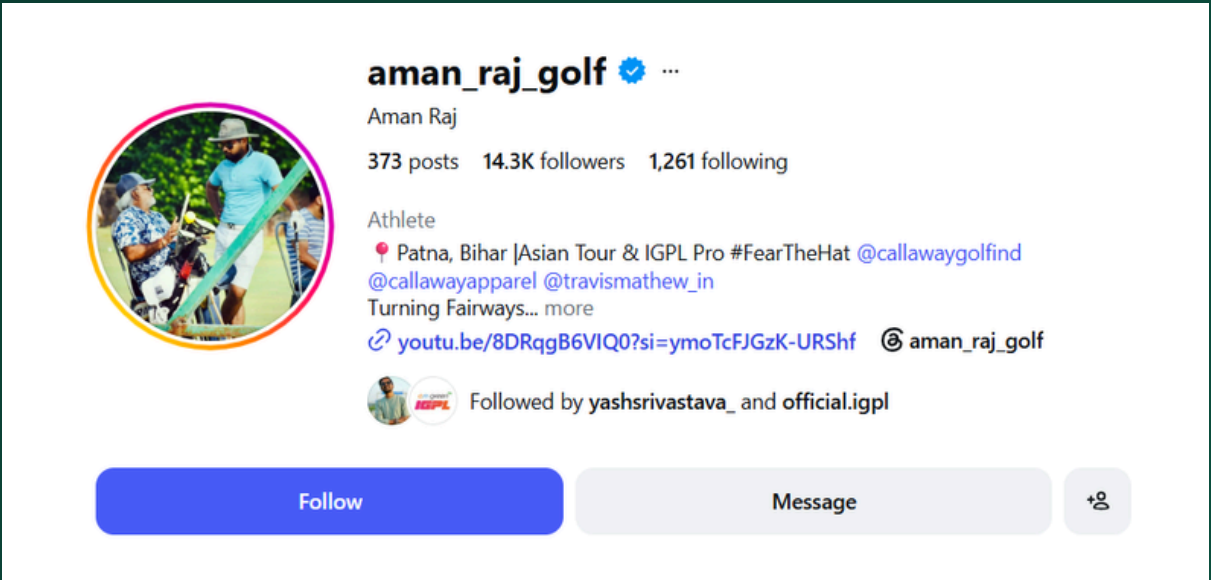
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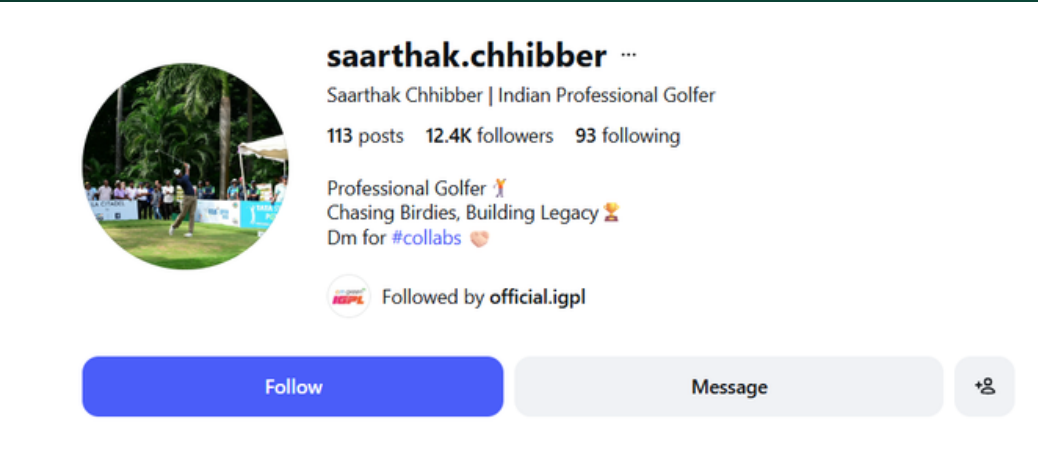
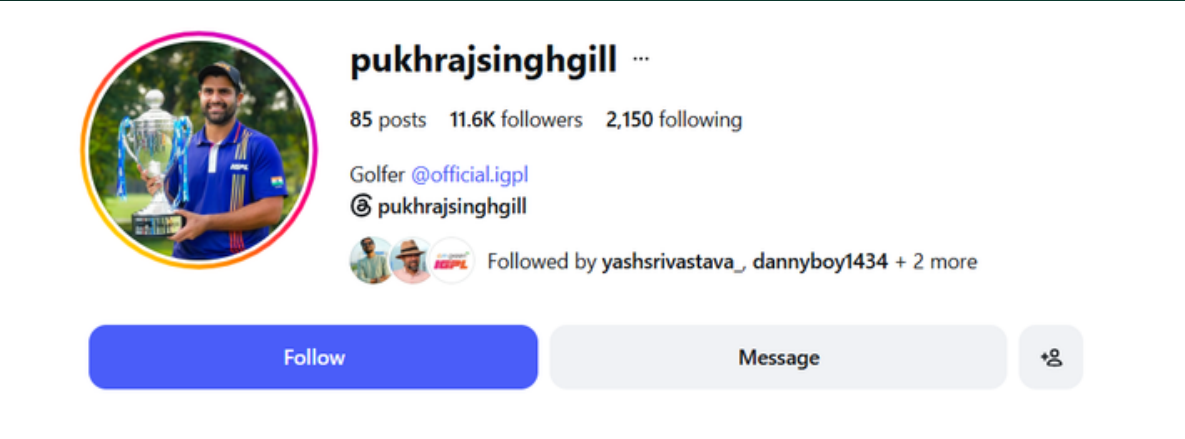
750K+ combined profile views across 40+ athletes managed

✓ AMAN RAJ
422K+ views • 31.7% growth

✓ SACHIN BAISOYA
89K+ views • 215% growth

✓ PUKHRAJ SINGH GILL
127K+ views • 133% growth

✓ SAARTHAK CHHIBBER
182% audience discovery growth



CEO • *Sports
Orgainzations*

- 100K+ Views
- 27.8K reach
- 604% growth

Co-founder •
*Sports
Organisatio
n*

- 50.4K Linked in reach
- 2,188 % Linked in growth
- 2,246% Instagram growth

Co-founder •
*Sports
Organization*

- 20.2K Linked in impressions
- 45% growth on X
- 32% growth on Threads



→ **700+**
Leadership Content Assets

→ **100K+**
Professional Reach

→ **2,188%**
Peak Growth

→ **20+**
Profiles Managed

**BUILDING AUTHORITY FOR
SPORTS INDUSTRY
LEADERS**

LIVE ACTIVATIONS ACROSS 3 SPORTS



ICC Champions Trophy Fanpark (Unofficial)

Lucknow • *March 2025*

30,000+ fans • 10+ sponsors •
75 stalls • 4 live bands



Ralco Motorsports

Lucknow • *2018*

Strong Visibility • High brand
Awareness • Motorsport
activations



Premier Badminton League

Lucknow • *January 2018*

Saina Nehwal • PV Sindhu •
Suresh Raina • Strong PR Visibility

THANK YOU

● *For your time and attention* ●

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