



**PREP
NETWORK**

2025 MEDIA KIT

Digital Publisher + Events

THE VOICE OF YOUTH AND HIGH SCHOOL SPORTS

**8 OWNED & OPERATED
MEDIA BRANDS**

**PREP
NETWORK**

**PREP
HOOPS**

**PREP
GIRLS
HOOPS**

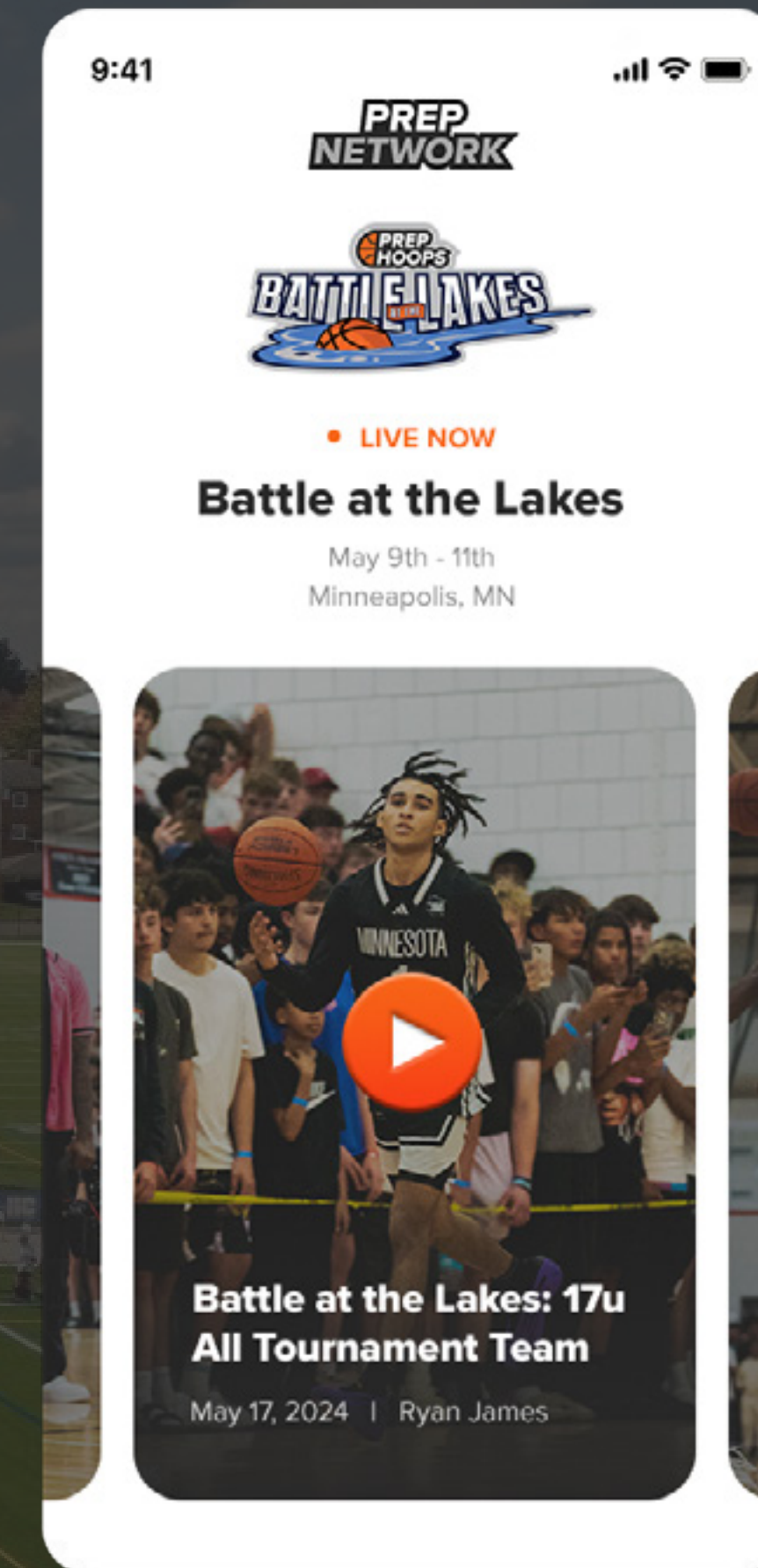
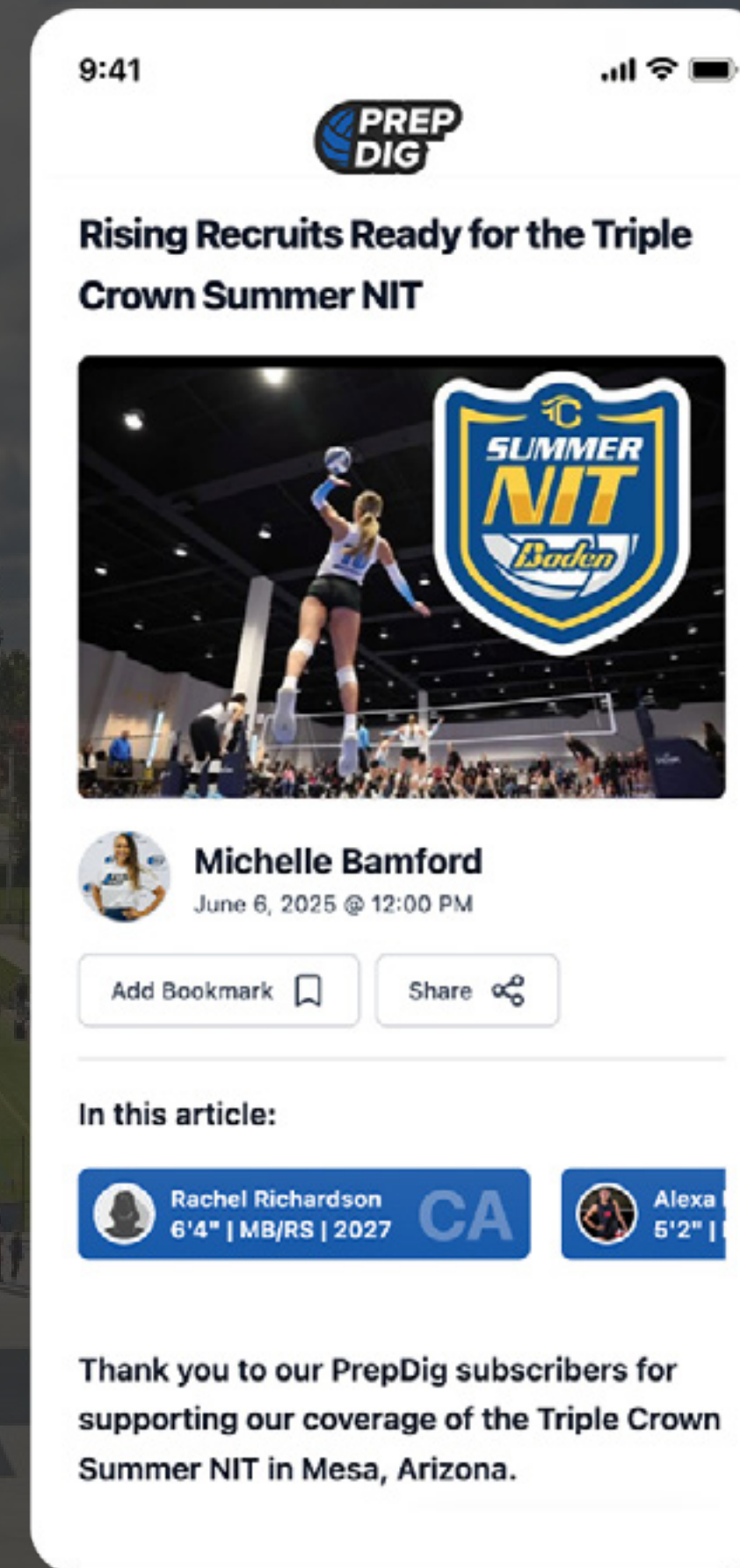
**PREP
REDZONE**

**PREP
DIG**

**PREP
SOCCER**

**PREP
LACROSSE**

**PREP
SOFTBALL**



100M+

**REACH ACROSS
ALL CHANNELS**



**100M+ REACH ACROSS
ALL CHANNELS.**

90M

ANNUAL PAGEVIEWS

2M

SOCIAL FOLLOWERS

300K

E-NEWSLETTER SUBSCRIBERS

450K

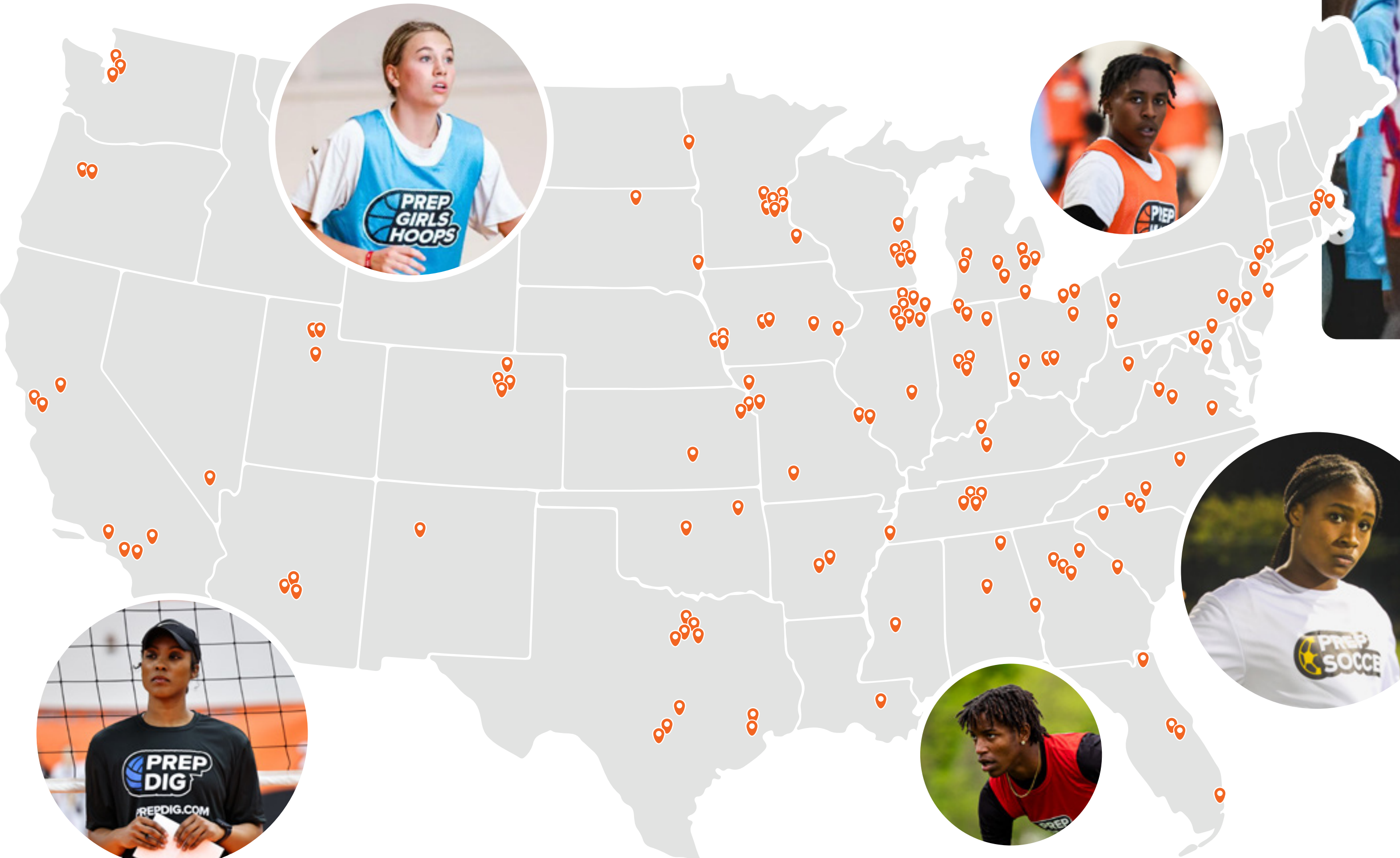
USERS WITH FIRST-PARTY DATA

50K

PAID SUBSCRIBERS

Events

AMERICA'S LARGEST CLUB SPORTS EVENT OPERATOR.



**350+ ANNUAL EVENTS.
300K+ ATTENDEES.
ELITE TEAMS.
TOP-RANKED PROSPECTS.**

NATIONAL MARQUEE EVENTS



×



7v7 NATIONAL CHAMPIONSHIP

PRO FOOTBALL HALL OF FAME

4/26 - 4/27 | CANTON, OH



×



×



SOLD OUT TikTok TOURNAMENT

WITH RWE (1.8M TikTok FOLLOWERS)

5/10 - 5/11 | MINNEAPOLIS, MN

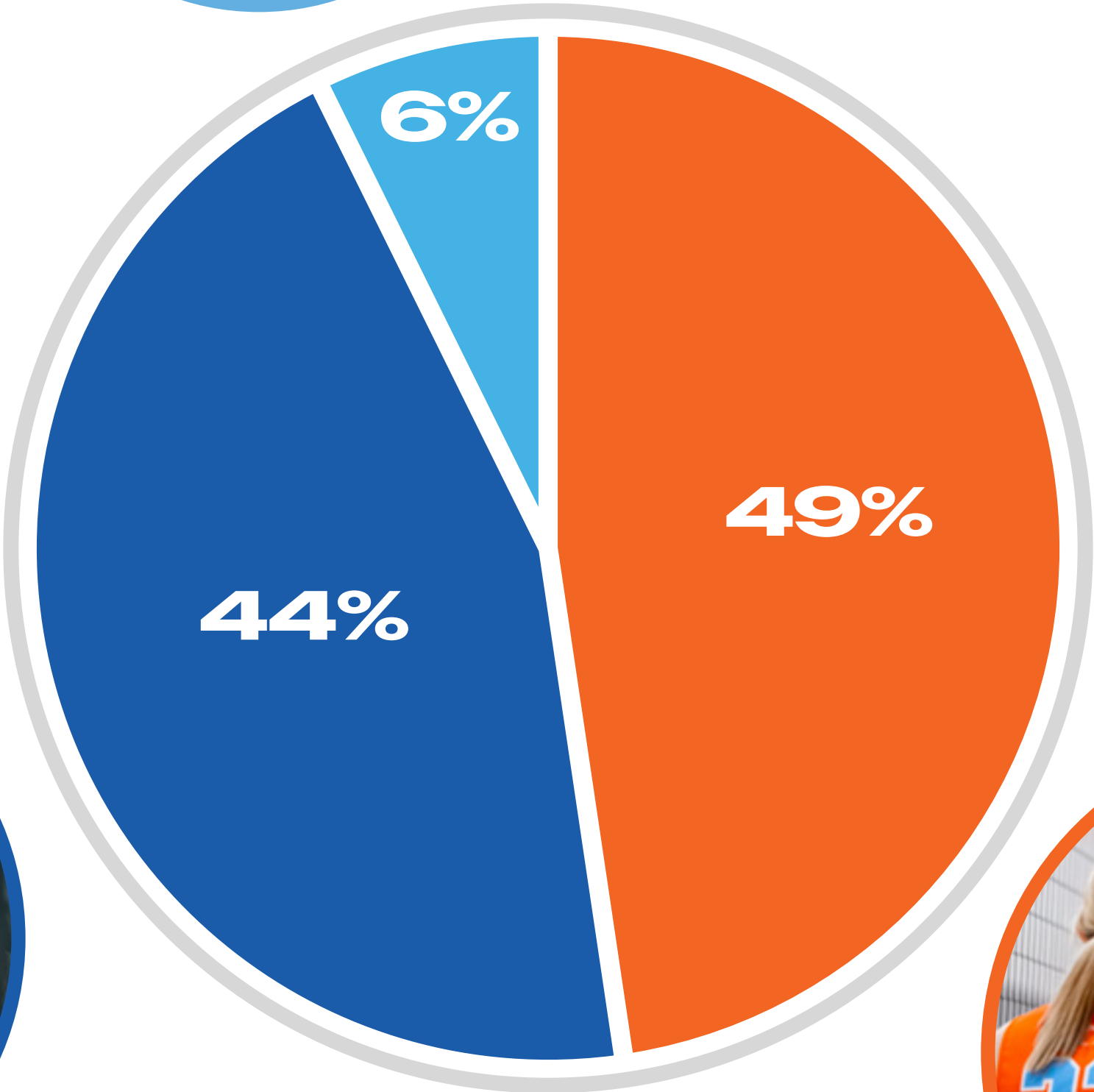
Demographics

YOUTH SPORTS LEADER SINCE 2012

WE REACH MILLIONS OF YOUTH ATHLETES
AND ADULTS VIA EVENTS AND ENGAGING
DIGITAL MEDIA.



COACHES



ATHLETES



PARENTS



2025 NATIONAL MEDIA LAUNCH

NEW NATIONAL YOUTH SPORTS
CONTENT VERTICAL **JULY 2025**

POWERED BY:

400+ Content Creators


50K Articles Per Year

300K Article Archive (SINCE 2012)

9:41

PREP
NETWORK

COACH THE DREAM



Nike hosts Coach The Dream to shape the next chapter of inclusive youth sport and coaching

JULY 1ST 2025



Dick's Sporting Good's Leads Unrivaled Investment - Takes Minority Stake in Youth Sports Facilities

JULY 1ST 2025



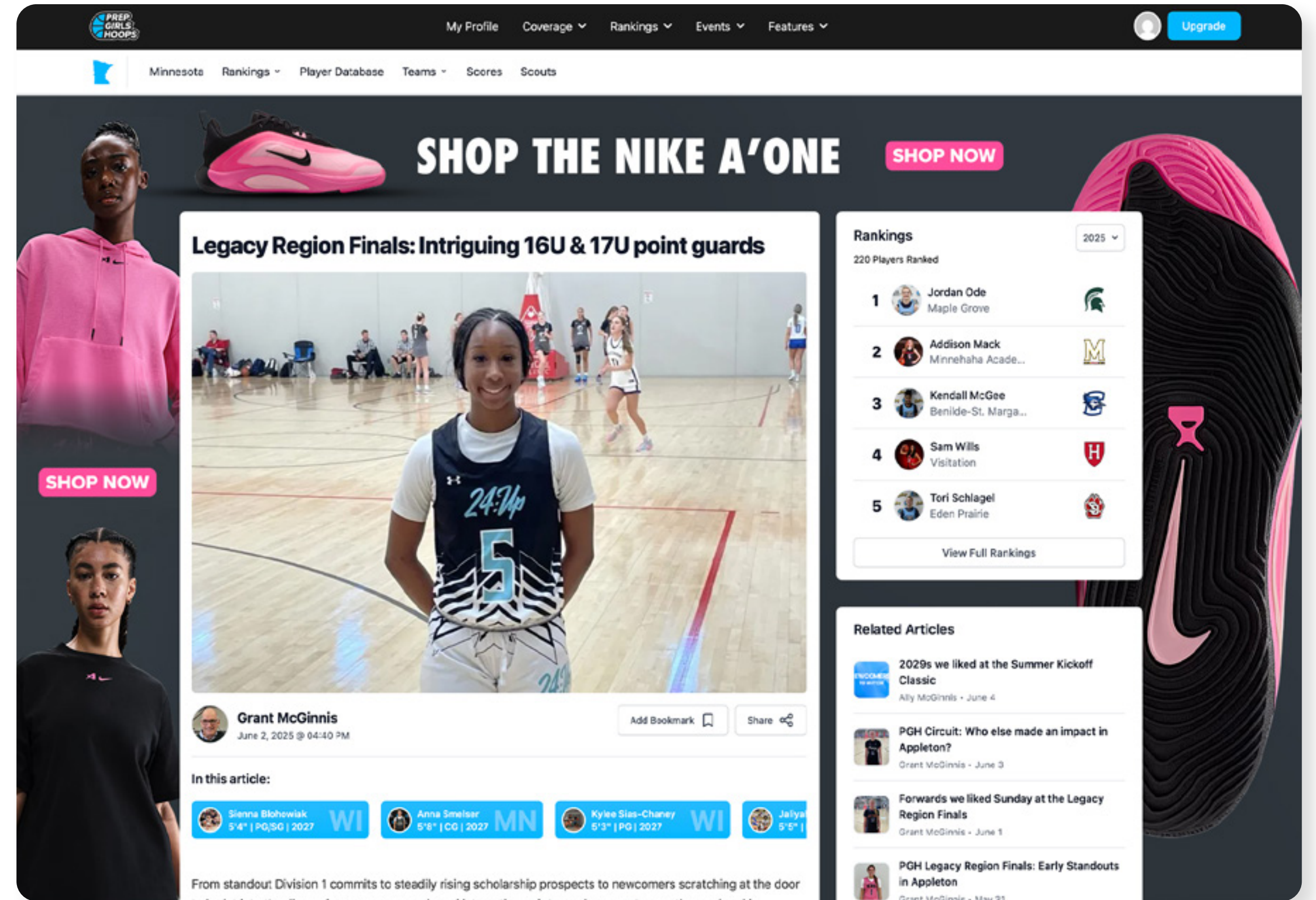
Athletes or Creators? How Youth Sports Stars Are Winning on TikTok

JULY 1ST 2025



FULL-STACK MEDIA CAMPAIGNS

- BRAND CAMPAIGNS
- HIGH-IMPACT MEDIA
- CUSTOM CONTENT
- VIDEO
- SOCIAL MEDIA
- EVENT ACTIVATION
- TOURNAMENT SPONSORSHIP
- AUDIENCE EXTENSION
 - BUYING SANDLOT 
 - EXPOSURE  (10M REACH)



Prep Studios

IN-HOUSE CREATIVE PRODUCTION.

CREATIVE DIRECTION

IMPACTFUL IDEAS TO OWN THE CONVERSATION.

VIDEO PRODUCTION

CUSTOM VIDEO, GRAPHICS, SHORTFORM, SOCIAL VIDEO

NATIONAL NETWORK

RELATIONSHIPS WITH ATHLETES/ TEAMS/CREATORS IN ALL 50 STATES

IRL IMPACT

350+ ANNUAL TOURNAMENTS AND EVENTS



Brand Partners



Driving In-Store Traffic Through Scaled Tournament Activation.

- National Multi-Tournament Branded Giveaway.



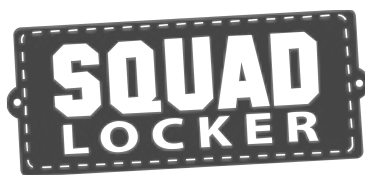
Sponsored Photo Booth and Product Giveaway

- Custom activation, IRL + Social



Signature Shoe Launch Through National Championship Integration.

- Title Sponsorship, On-Site Branding + Live Activation.



Contact Us

LET'S CONNECT!

Prep Network delivers custom campaigns built to engage athletes, parents, and coaches across the full youth sports landscape. Whether you're looking to reach our entire 10M+ audience or target specific sports, states, or age groups, we build partnerships that align with your goals, KPIs, and budget (\$10K–\$1MM+).

Our in-house team of creators bring brand stories to life across digital, social, and in-person channels.

Contact us to get started!



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