vynzomedia

Business Proposal and Growth Partnership

Date / November 7, 2026

Company/ Athlete's Hub by MGI

Prepared specifically for authorised review by **Athlete's Hub by MGI**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Athlete's Hub by MGI
Dhaka, Bangladesh

Date of Issue: November 7, 2026
Reference: VM/AHUB/IMO/110726

Dear **Athlete's Hub Management,**
Following our review of Athlete's Hub's public marketing presence and the completed digital audit, we are pleased to submit this proposal for an Integrated Marketing, Brand and Growth Office partnership tailored to the venue and its sports communities.

Our proposed model is designed to support Athlete's Hub not as an isolated external agency, but as an extension of the venue's own management and operations structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to create consistency across Athlete's Hub's marketing activities, strengthen visibility across digital and search channels, and better connect the venue's sporting experiences with players, team organizers and corporate audiences.

Athlete's Hub will retain final authority over venue information, sensitive communication and customer matters, major brand decisions, external approvals and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is not to remove Athlete's Hub's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/AHUB/IMO/110726

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for a potential engagement with Athlete's Hub. All services, approval arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for Athlete's Hub that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The purpose is not to replace Athlete's Hub's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. Athlete's Hub will retain final authority over venue information, sensitive communication, major brand decisions and approved approvals. Vynzo Media will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing activity will be guided by business priorities and player needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Athlete's Hub and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when Athlete's Hub priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Athlete's Hub approval.

2. Our Understanding of the Requirement

Athlete's Hub requires a marketing partner that can support both strategic direction and practical execution. The requirement extends beyond social media publishing into regular production, player communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, venue visits, vendor coordination and ongoing performance review.

The current opportunity is particularly important because Athlete's Hub has strong venue strengths and institutional depth, while parts of its digital and social communication require a more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation rather than a fixed collection of isolated activities.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent and current content system around Athlete's Hub services, players and player needs.
- Improve the connection between awareness, search, consideration, player discovery, booking intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve service and sport discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Athlete's Hub does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Athlete's Hub access to additional specialists without permanently increasing the fixed team where the need is temporary.

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3. Fifteen Day Mobilisation and Readiness Period

Following formal approval, Vynzo Media will require approximately fifteen calendar days before full recurring operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for Athlete's Hub so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering Athlete's Hub services, brand context, communication priorities, venue requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Player journey review	Review visible touchpoints from discovery and consideration through sport search, enquiry, booking, visit and follow up to identify communication gaps and opportunities.
Service and player mapping	Map priority services, players, departments, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant venue, brand, approval and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media will complete a baseline marketing review and an initial production capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Service and player visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Player discovery, consideration and booking touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

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Initial production capture

The launch period will include an initial coordinated production session to capture current player, service, facility, institutional and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for Athlete's Hub.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, what is not, where player attention appears to be changing and where Athlete's Hub should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which services, players, campaigns or player segments should receive greater focus next?
Identify friction	Where is the player journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require Athlete's Hub management, venue or approval approval before the next cycle begins?

Monthly operating cycle

Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The recommended starting configuration contains a specialist team designed specifically for an integrated sporting marketing operation. The structure is intentionally configurable. Athlete's Hub may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between service areas. Material changes in recurring capacity will be confirmed servicely before implementation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, player talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, player videos, service videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	player shoots, portraits, service photography, facility photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, service discoverability, player discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration
The Brand and Growth Strategist will act as the primary POC. During mobilisation and the early integration period, visits can support understanding Athlete's Hub's management team, venue operations, and approvals and current working rhythm. Once the model is established, onsite coordination will follow operational need, venue access and the mutually agreed scope, with additional visits where relevant and feasible.

Content mix
- Athlete's Hub may add an ongoing specialist where the need is recurring and strategically important.
- Athlete's Hub may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where workload and operating requirements remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Proposed Flexible Scope
Social content	Editorial planning and social creative aligned with approved priorities
Additional design	Additional design support subject to agreed creative scope and available team capacity
Video production	Sport and venue video production as agreed
Photography	Facility and event photography as agreed

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Reactive production	Responsive photo and video support where required subject to mutually agreed scope and capacity
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Content may include real game moments, sport education, venue information, local discovery and community storytelling, corporate communication, event communication, player trust and content guided by approved marketing priorities. The exact mix will follow jointly agreed needs. Assets may be adapted thoughtfully across different channels while maintaining creative quality and brand consistency.

Additional design requests
Creative design may include match posters, event invitations, sport explainers, approved social visuals, venue information, tournament assets, corporate material and presentation or marketing collateral.
The balance of creative work will follow the agreed project scope and current priorities.

Production capacity
Production may include player stories, real sport footage, facility walkthroughs, community interviews, event coverage, brand content, approved campaign assets and sports education. Individual sessions can support multiple formats when appropriate, with photography scheduled according to genuine venue needs, site access, player permissions and mutually agreed creative requirements.
All production remains flexible and subject to the mutually agreed project scope.

Facility photography, player approved portraits, team imagery, event coverage, and brand visual library development can be prioritized in consultation with Athlete's Hub management.
Reactive production may be considered where team availability and venue requirements permit.
If urgent work affects the agreed plan, relevant priorities may be reviewed and adjusted through mutual agreement without any assumed fixed production commitment.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Service discoverability
- Venue and sport discoverability
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Player communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- venue visits and material movement
- Campus, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- External scope confirmation collection and approved supplier coordination

Where an activity requires an external resource, Vynzo Media will communicate the estimated requirement for Athlete's Hub approval before material expenditure is committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of Athlete's Hub.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for planned work. Athlete's Hub will normally provide reasonable access to the relevant facility, player, staff member or location under its control. Specialist equipment, studio rental, professional talent, large production crews, advanced sets, special permits and other exceptional production requirements may require a separate approved approval.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Service review	Relevant scope confirmation or resource information is obtained.
Approval	Athlete's Hub approves the external approval where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to Athlete's Hub.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Athlete's Hub may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised service structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, launch, activation, film or technical project through a separate scope confirmation.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, player production pack, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, player media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, sports participation activation or large campaign logistics.

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Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New sport launch, new facility launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional specialist work may be planned according to the agreed requirements, appropriate access and clear approvals before any external execution is activated.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Because active campaign workload can vary materially between periods, active media operations will follow an approved campaign strategy and the final agreed scope.

Campaign readiness stage	Coordination and measurement focus
Discovery and brief	Audience and message review
Tracking readiness	Events and conversion checks
Creative and landing pages	Sport specific customer journeys
Approved campaign activation	Live monitoring and optimization
Review and learning cycle	Reporting, insights and next step priorities based on agreed goals

Campaign setup and tracking should begin with a review of existing analytics, permissions and pixel configuration. Activation is subject to confirmed scope, readiness and the client approval process.

Paid media principle

Media activity begins only after campaign objectives, creative, audience plans and measurement are approved. The scope and external activation requirements remain subject to Athlete's Hub management approval.

12. Governance, Approval and Performance Principles

Athlete's Hub approval retained

- Venue and sport information
- Sensitive customer communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Customer related sensitive content
- External supplier commitments
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

Athlete's Hub responsibilities

- Timely approvals
- Accurate service information
- Venue validation
- Relevant player and team availability
- Facility access
- Required platform access
- Internal coordination
- Player permission where applicable
- Approved external approvals

Where a required Athlete's Hub dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved approval, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, advertising requirements, platform changes, service availability, availability, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, players, leads, rankings, impressions, revenue or other service outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public Athlete's Hub information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Player journey insights
- Service information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Athlete's Hub specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Athlete's Hub confidential competitive strategy.
- Athlete's Hub data and custom audiences will not be reused for another client.
- Athlete's Hub confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

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Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Sporting communication discipline

Athlete's Hub retains venue authority over sport information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by Athlete's Hub. Sporting claims and sensitive customer communication should be reviewed by the appropriate Athlete's Hub representative before publication where required.

Player related content should only be used where appropriate permission and approval are available. Vynzo Media will seek to minimise unnecessary access to player information where that information is not required for marketing execution.

Confidentiality principle

Athlete's Hub specific intelligence stays Athlete's Hub specific.

14. Separate Technology Support

Where Athlete's Hub requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media’s marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and scope confirmation.

Potential areas of support

Capability	Venue Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Customer facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Player portals, internal tools, operational dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The benefit to Athlete's Hub is coordinated communication between marketing and technology while maintaining clear service, operational and approval separation.

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15. Collaboration Scope and Key Terms

Integrated Marketing, Brand & Growth Office Operating Scope

Prepared for mutually agreed requirements

The proposed model is based on a configurable team and connected service approach described in this proposal. Priorities and specialist involvement may evolve as real venue requirements change through mutual agreement with Athlete's Hub, with responsibilities and approved work clearly recorded in the final operating scope.

Capabilities within an agreed scope

- Configurable specialist support matched to the venue
- Brand and growth strategy with primary point of contact
- Relevant social strategy for confirmed brand channels
- Editorial planning with authentic sports storytelling
- Flexible creative design for approved venue communications
- Real match, venue and event video production
- Facility, community and tournament photography
- Responsive production support where mutually agreed and operationally feasible
- Creative direction, motion, photography and appropriate production resources
- Technical SEO, content structure and local discoverability
- Measurement readiness and evidence led campaign planning
- Appropriate public relations and community communications
- Event coordination, local representation and partner engagement
- Periodic audit, reporting and ongoing priority planning

Additional work subject to separate approval

- Advertising channel preparation and activation
- Paid media operations where specifically authorized
- Large media and sponsorship coordination
- Extended print and venue display requirements
- Approved creator or community collaborations
- Specialist sporting talent or production needs
- Additional location access and logistics
- Temporary onsite or event support resources
- Large scale corporate and community event support
- Outdoor communication and venue placements
- Dedicated public relations specialist requirements
- Sensitive issue and reputation support arrangements
- Specialist studio and technical production resources
- Expanded production crews and special venue installations
- Travel and location coordination outside routine needs
- Large event activation and production requirements
- Technology and software support through an agreed technical scope
- Other specialist requests assessed by mutual approval

Final service agreement

The final agreement should establish approved responsibilities, workflow, governance, external supplier permissions, confidentiality, privacy and data access, intellectual property and relevant approvals, client dependencies, changes to agreed work, platform access, reporting expectations, reasonable liability provisions, termination and handover.

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16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required platform access, availability of relevant Athlete's Hub representatives, confirmation of priority services and completion of the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If Athlete's Hub's priorities, campaigns, service focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media’s recommended service, operational and service structure for Athlete's Hub by MGI based on the scope currently discussed and reviewed.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, operational terms or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

VM/PRAAVA/IMO/0902266

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