

Technical Proposal for Jefferson Parish to Provide Livestreaming Equipment & Services at LaSalle Park's Baseball/Softball Complex

RFP Number: 0420
Submitted: 03.18.2021



March 18, 2021

Dear Jefferson Parish Department of Purchasing,

Thank you for the opportunity to submit our proposal in response to your RFP #0420 To Provide Livestreaming Equipment and Services at LaSalle Park's Baseball/Softball Complex. We have reviewed the RFP and scope of work, and we are excited about the opportunity to partner with Jefferson Parish Recreation to provide this service. We are confident in our experience and expertise to successfully provide a solution.

Highlight Broadcast Network, LLC has been providing our HiCast Sports Network solution specifically to baseball/softball parks, both privately-owned and government-owned venues, for the past four years. Our network is currently installed, maintained and operated across 139 fields/courts, spanning sixteen venues throughout the United States. Fourteen of these venues are baseball/softball venues. As part of our service, we provide live-streaming and on-demand video storage and delivery from these venues, through our cloud-based network, on to subscribers worldwide through a desktop web viewer and our mobile app. Our on-demand footage is available to users for three months from date of play. Using our mobile app for iOS, users can save and share game highlights from the video footage, making it easy and fun to share the Moments That Matter™ with the people who matter most. In addition, we provide support to our venue partners and end users seven days/week.

We had the opportunity to visit LaSalle Park's Baseball/Softball Complex in 2020 and feel confident that we can provide all necessary equipment, reliable installation, and ongoing maintenance of our network at the complex to deliver live-streaming and on-demand video coverage for all fields at the complex. We are capable and willing to perform the services described in your RFP and negotiate a contract with Jefferson Parish.

Sincerely,

A handwritten signature in black ink, appearing to read 'Robert Stribling', is written over a light gray rectangular background.

Robert Stribling
Co-Founder and CEO, HiCast Sports Network

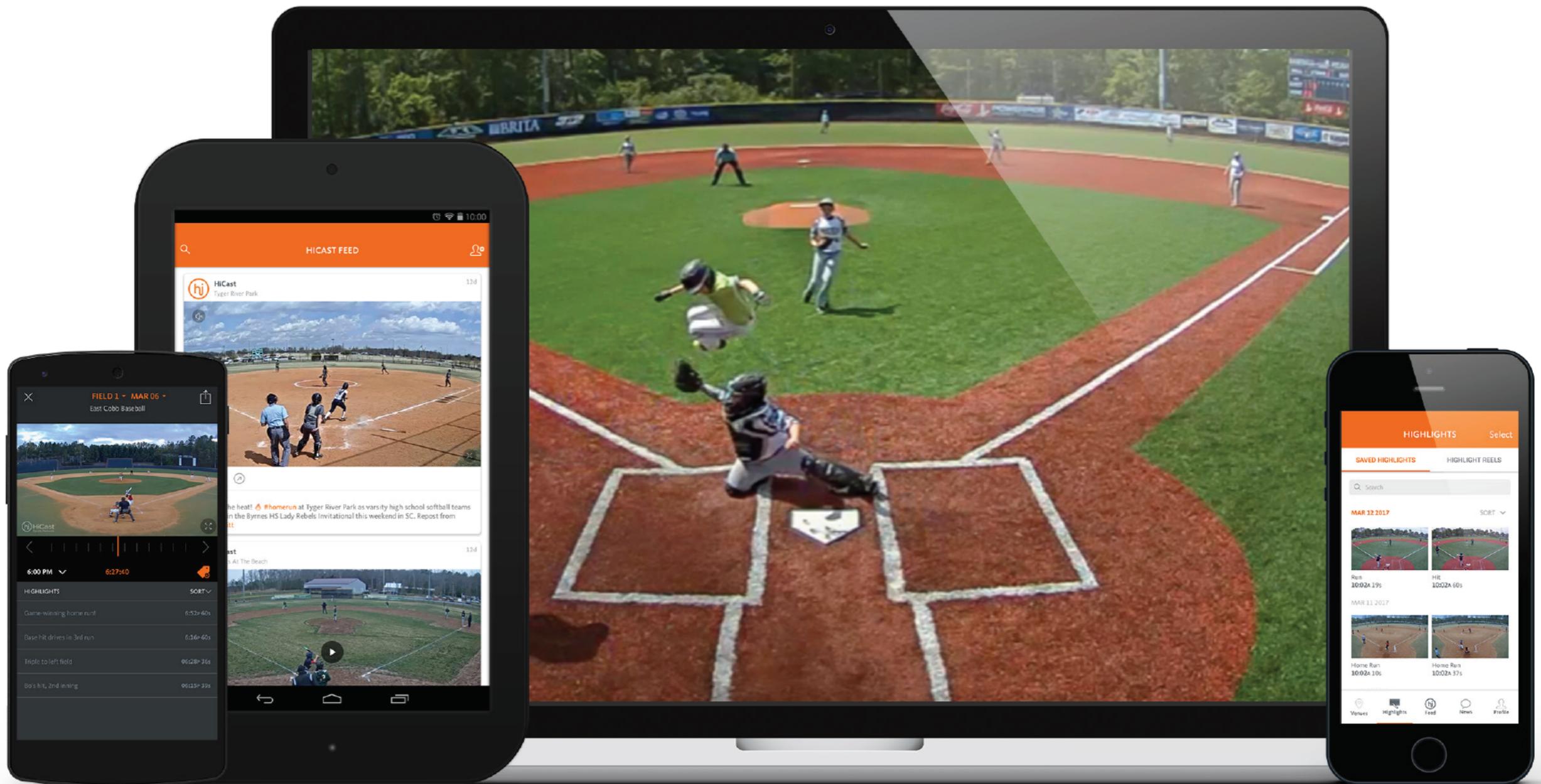
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We empower youth athletes and fans to share the Moments That Matter™ with the people who matter most.





Technical Proposal

How We Help Venues Win

- Turnkey video technology solution
- Attracts tournaments and teams
- Expands viewership beyond the stands
- Enhances coach/athlete development
- Extends visibility for athlete recruiting
- Supports umpire coaching
- Engages fans in social media
- New revenue opportunity
- Operational efficiency

Technical Proposal

Scope of Work & Deliverables

Our HiCast Sports Network platform and services for LaSalle Baseball/Softball Complex includes:

1. **Installation and Maintenance of the HiCast Sports Network** on 4 baseball/softball fields at LaSalle Park, located in 6600 Airline Dr, Metairie, LA 70003. We'll install four cameras, one camera per field situated behind home plate, to provide an optimal wide-angle view of each field. We'll provide 7-day remote monitoring to ensure quality performance and repair or replace any network elements at our expense. Your venue provides high speed internet connectivity (10-20 Mbps upload speed for four fields) and accessible power at camera locations.
2. **Live Video Recording & Serving** for all of your baseball and softball games/events for user viewing live or on-demand. Based on your schedule, we setup and manage our automated recording system to capture all live events. We store and serve all video captured at your venue, as well as user-created highlights for all user accounts in our cloud-based storage platform. All game video is immediately accessible to subscribers for up to three months from date of play. All video will be stored indefinitely.
3. **User-friendly Mobile App (iOS) and Web Viewer Experience** so users can create accounts and subscribe to our HiCast Sports Network to watch events live or on-demand from your venue anytime, anywhere. We manage subscription transactions online via our website through Stripe, a reputable global third-party transaction provider, and through the Apple iTunes App Store. Our Terms of Use offers a personal-use license to subscribers to encourage users to save and share their favorite highlights from your venue in social media.
4. **Partner Support and Free Staff Passes:** We provide 7-day support to answer questions, troubleshoot and resolve issues and support your use of our HiCast Sports Network. We'll provide up to five free staff passes to your venue.

Technical Proposal

Scope of Work & Deliverables, cont.

5. **User Support:** We provide 7-day end-user support to answer questions, resolve issues, and help guide your patrons' use of our HiCast Sports Network. We manage all support inquiries (web and email) in our ZenDesk customer support management system to auto-generate support tickets and managed open tickets should solution
6. **Marketing and Promotional Support:** We'll install high-quality reflective aluminum sign(s) at gate entry points and at each field promoting our coverage to help spread the word to your in-park patrons. We provide co-branded digital graphics in a variety of sizes and formats for you to share on your website, in your email blasts to patrons, and in social media. Examples: <http://www.hicastsports.com/promo-resources>
7. **Promoter Incentive and Support:** Our Promoter Program helps you team up with third party event organizers hosting tournaments or games at your venue. We incent Promoters to promote our coverage of their events hosted at your venue through co-branded digital promotional materials and by sharing 10% of our net revenue with them through subscribers they bring to our HiCast Sports Network. Your venue is also eligible to participate in this Promoter Program to promote your own events. We'll set up a custom web signup page for your venue and promoters and track all user signups coming through your promotion efforts. Learn more: <http://www.hicastsports.com/promoter>

To hear from our ballpark partners and users including parents and players, see video stories on this webpage: <http://www.hicastsports.com/venues>

View a video demo of our mobile app showing key features: <http://www.hicastsports.com/demo>



LaSalle Complex Provides...

- High Speed Internet connectivity – 10-20 MB upload speed (total) to cover four fields.
- Power at proposed camera locations and support from venue to verify power continues to be accessible
- Promotional support to help spread the word to your players, coaches, patrons, and tournament organizers using your venue.
 - Email
 - Your Website
 - Social Media
 - Game-Day Announcements
- Schedule of games and tournaments
- Primary contact at your venue for scheduling, marketing and field maintenance

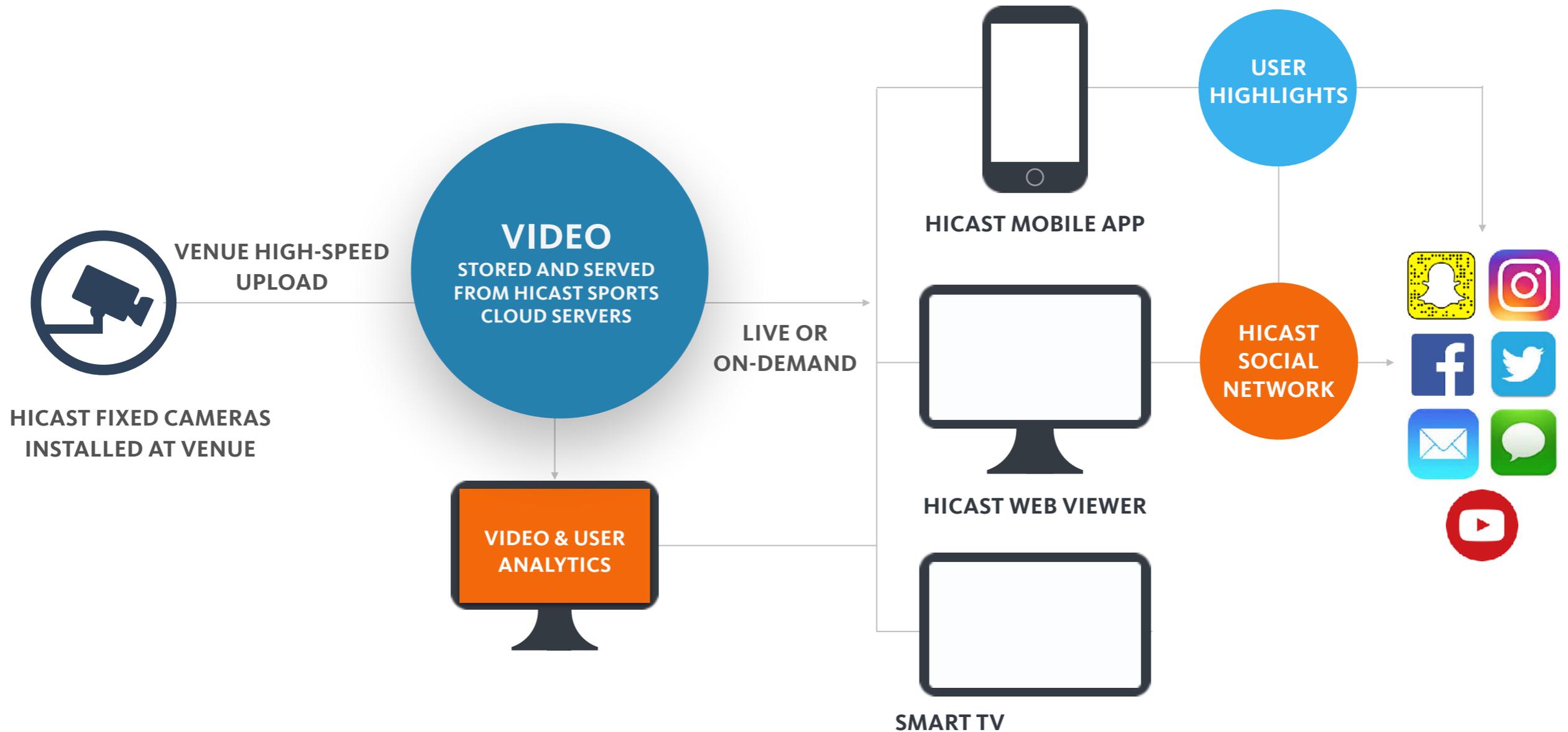
HiCast Sports Network Provides...

- Survey of your venue to determine network equipment and installation requirements to meet your needs. This was completed in 2020.
- Equipment, installation, and maintenance
- Live and On-Demand hosting and delivery of game video to users via desktop web browser and mobile device. On-Demand video is accessible to users for three months from date of play.
- HiCast Sports mobile app gives powerful ability for users to save and share game highlights as they happen or anytime on-demand
- Co-branded Promotional materials including:
 - signage for your venue
 - postcards for gate distribution
 - digital graphics for web, email and social media sharing
- 7-Day Support for your venue and our users
- Up to 5 Free Staff Passes for your venue
- Annual Reporting and Revenue Share



Technical Proposal

How Our Proprietary Platform Works



US PATENT #9,942,591 ISSUED APRIL 10, 2018 & #9,912,721 ISSUED MAY 6, 2018

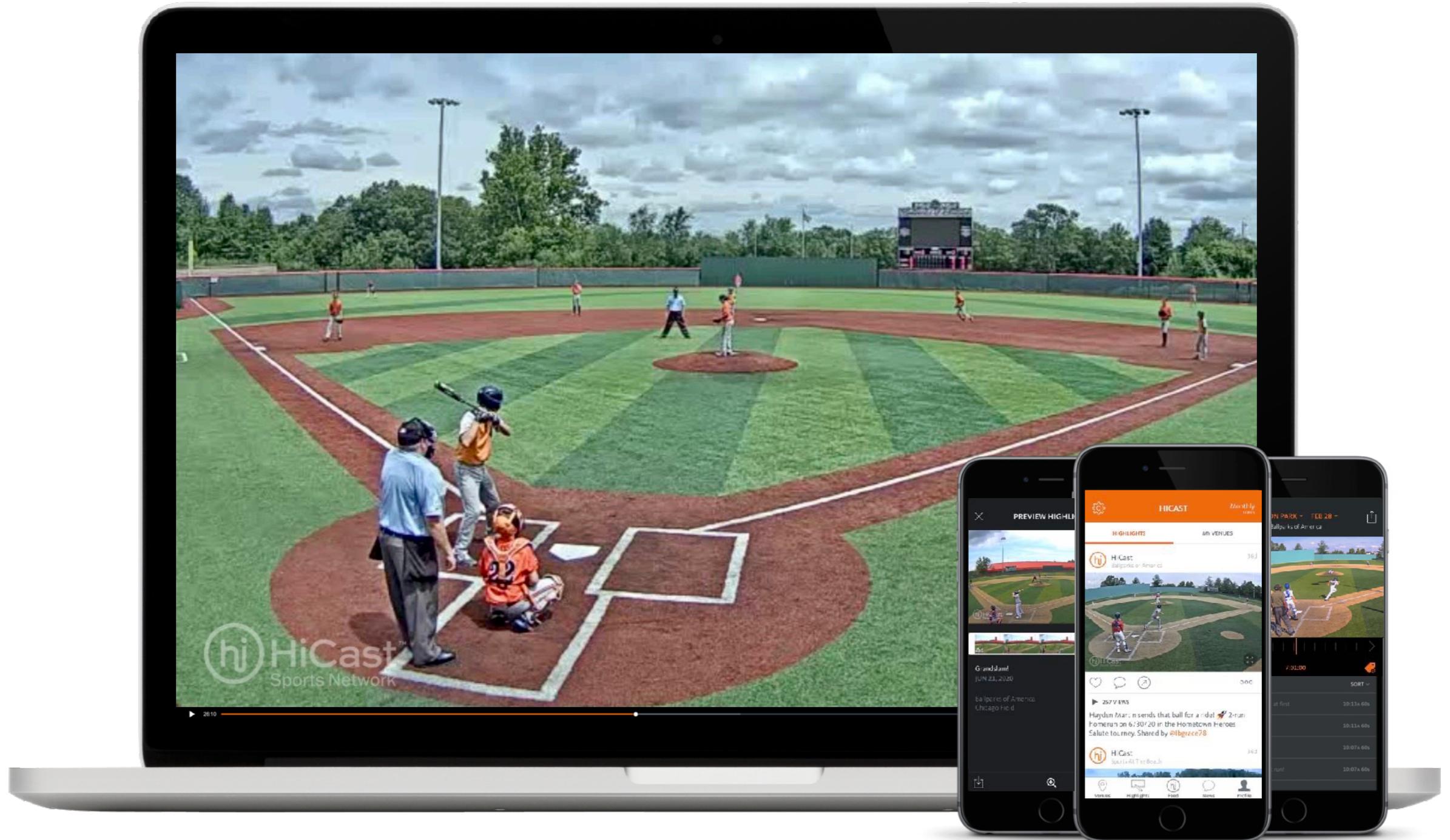
Technical Proposal

Equipment & Installation: 4 Fields at LaSalle Complex

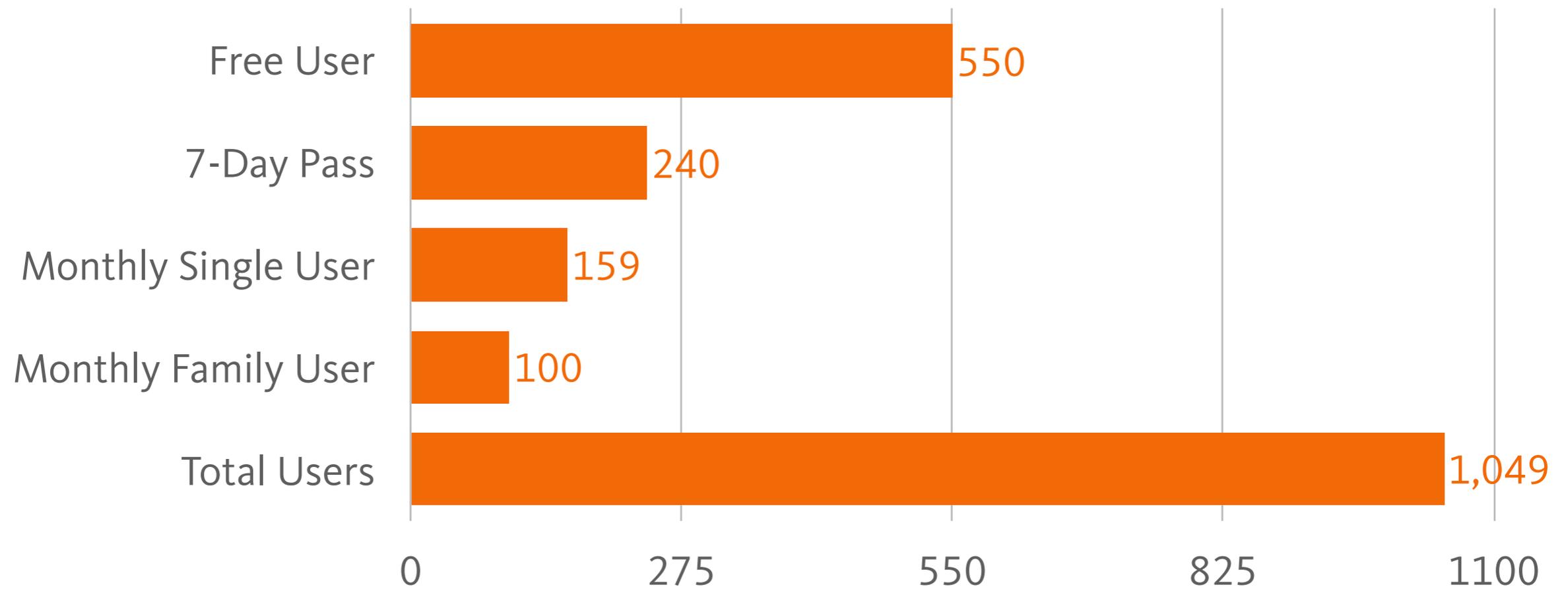


Technical Proposal

Generic Sample Venue Report (Pages 13 & 14)



User Signups and Subscription Purchases



Total 10% Net Revenue Earned through Promoter URL as of Dec 31, 2020 = \$ Amount Here

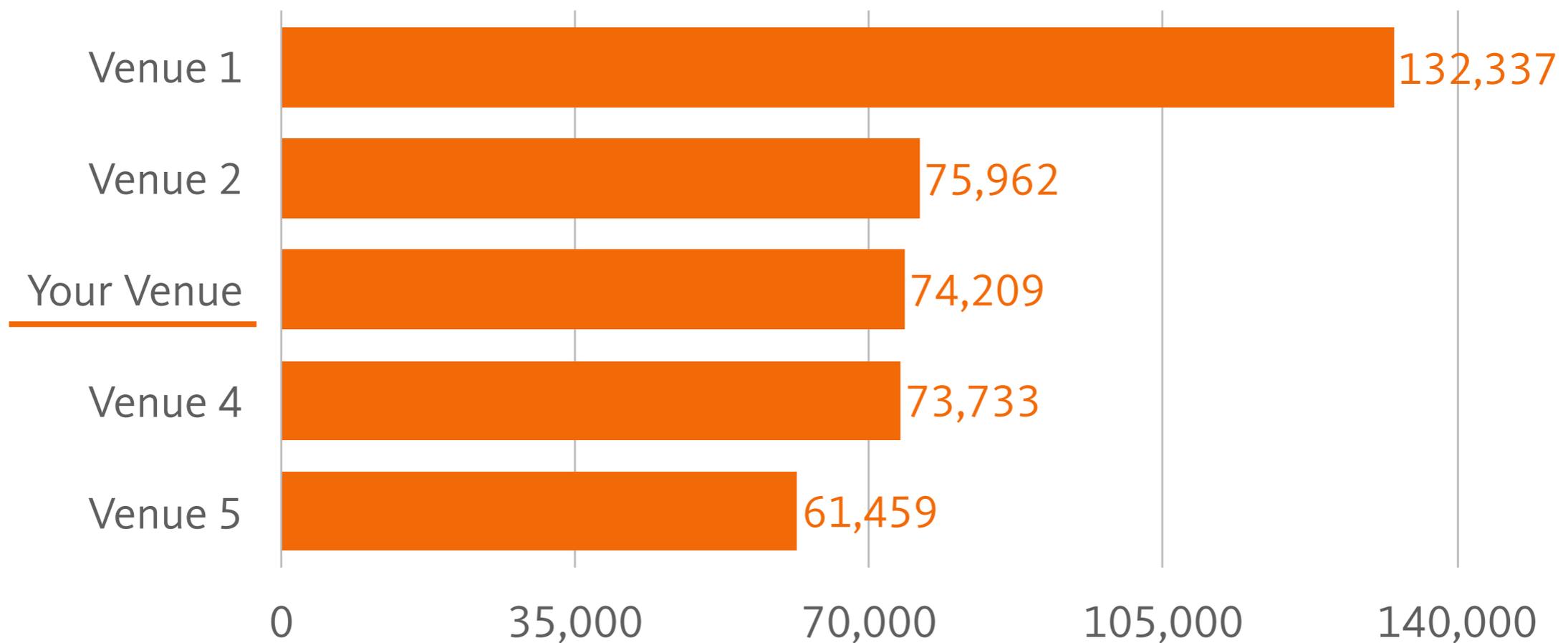
90% of Free Trial Users Purchased a Pass

7-Day Pass = \$12.99

Monthly Single User Pass = \$12.99

Monthly Family User Pass = \$19.99

Minutes Viewed by Venue YTD



Total 15% Net Revenue Earned through Venue Viewership as of Dec 31, 2020 = \$ Amount Here

6176 User Highlights Created LTD

476 User Highlights Posted to the HiCast Feed LTD

Overall, 9% of users share highlights to the HiCast Feed

Qualifications and Experience

Five Venue Partner References

We've been providing live and on-demand video coverage for baseball/softball parks since 2017.



Chris Shultea
General Manager
Baseball USA Powered by Marucci
2626 W. Sam Houston Pkwy North
Houston, TX 77043
cschultea@maruccielite.com
713.690.5564 ext.215



David Bounds
General Manager
The Ripken Experience Pigeon Forge
405 Jake Thomas Road
Pigeon Forge, TN 37863
dbounds@ripkenbaseball.com
865-366-3102



Todd Yancey
General Manager
Elizabethtown Sports Park
1401 West Park Road
Elizabethtown, KY 42701
tyancey@sportadvisory.com
270-765-6132



Nick Massari
General Manager
Diamond Nation
129 River Road
Flemington, NJ 08822
nmassari@diamondnation.com
908-284-1778 x103



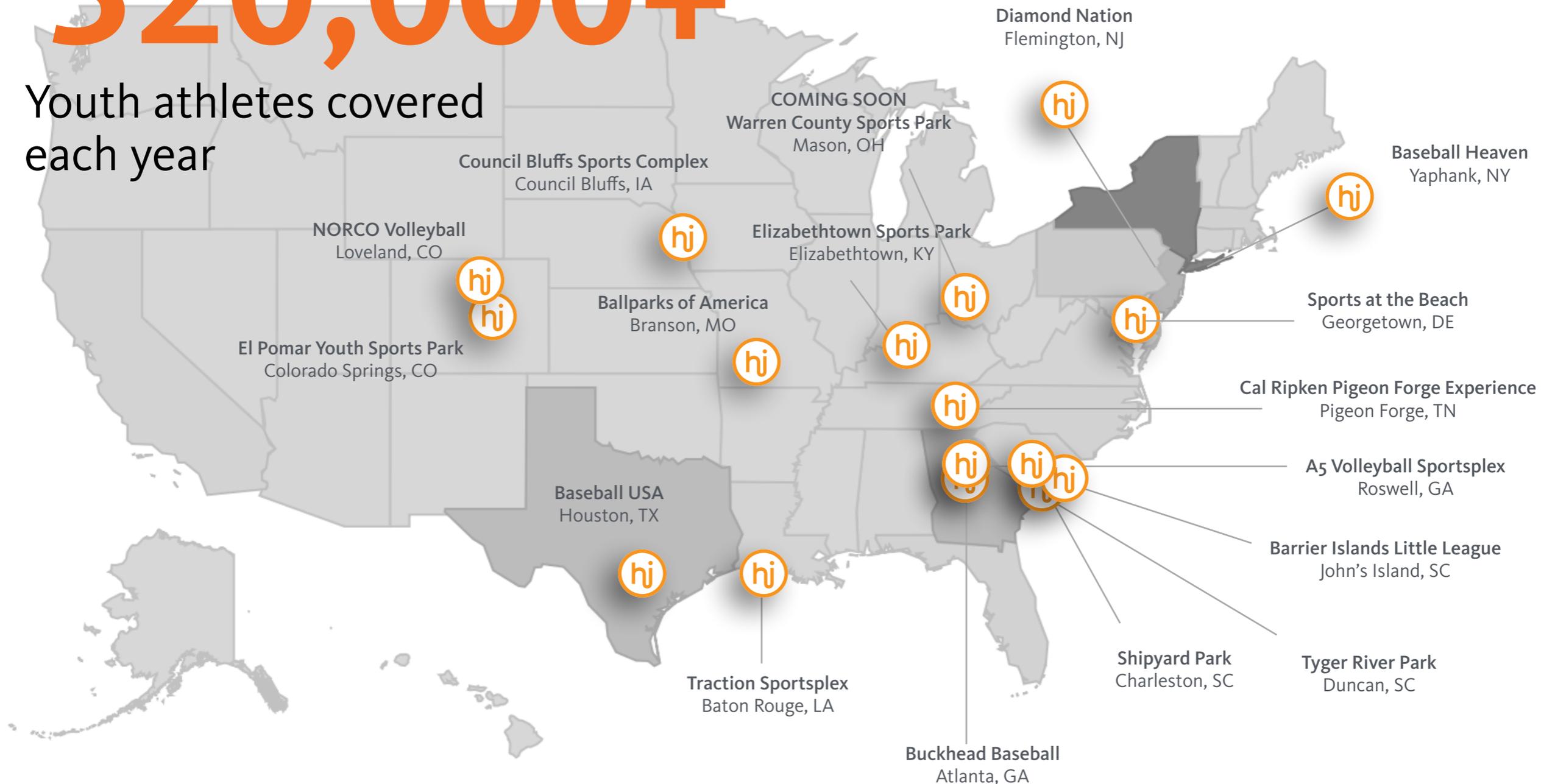
Jason Murray
General Manager
The Shipyard Park
2383 Highway 41
Mount Pleasant, SC 29466
jason@shipyardpark.org
434-841-0894

Qualifications and Experience

Network Spans 17 Venues > 145 Fields/Courts

320,000+

Youth athletes covered each year



98% of our users reside across all states in the U.S. – States shown in darker shades of grays represent higher user concentrations.

3.8 million+

Total minutes of event video viewed

57 mins.

Lifetime average viewing time for users who have watched at least 1 min of event video

209,000+

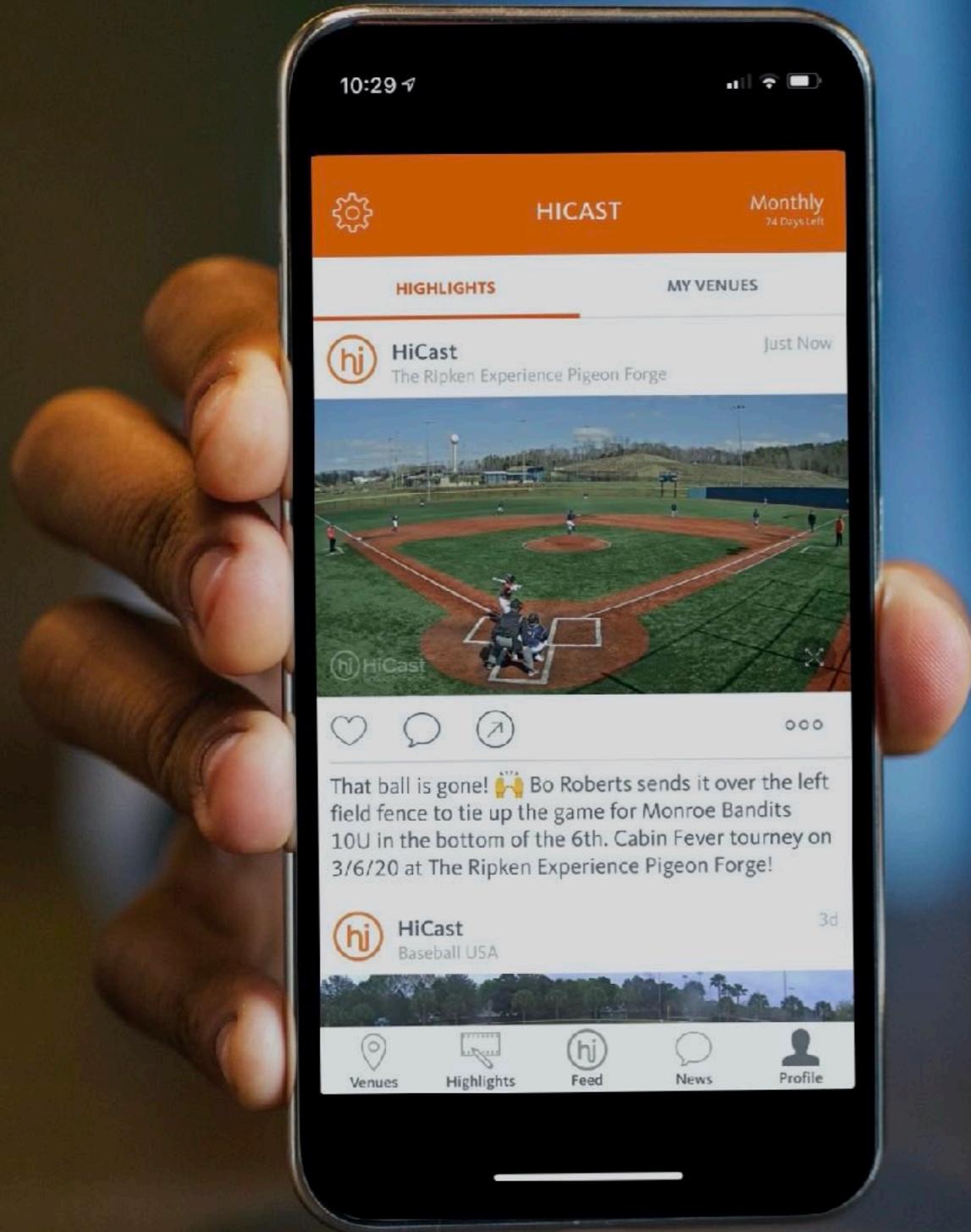
Highlights created

Thousands

Highlights shared in social media

Millions

Views of highlights in social media

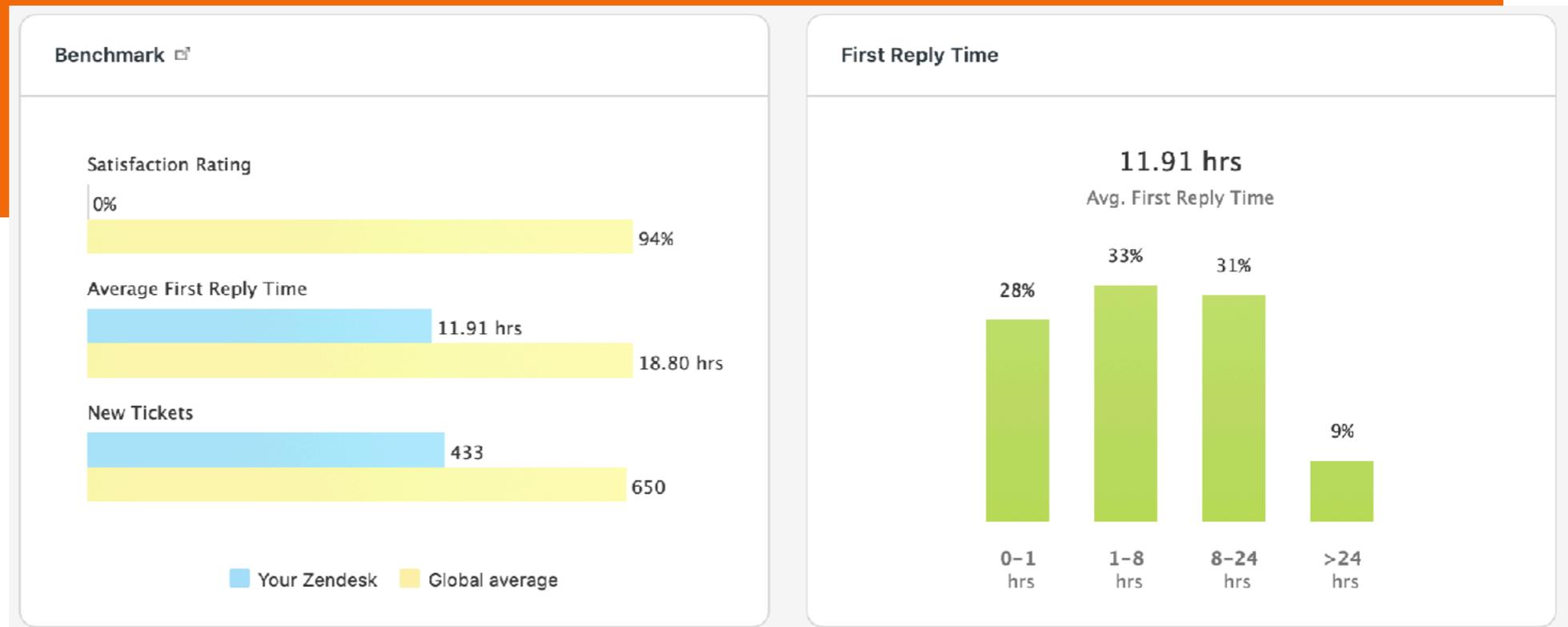


Qualifications and Experience

Customer Support: 7 Days Per Week

Venues partners can submit inquiries to HiCast Sports via email or text message if the matter is urgent. As of today, inquiries are sent directly to Stephanie Calabrese or Robert Stribling.

End-users can submit inquiries to HiCast Sports via email: support@hicatsports.com or via our website: <http://www.hicatsports.com/support> or Twitter. All incoming inquiries from these methods auto generate a support ticket in our online CRM management system, ZenDesk. Currently, Stephanie Calabrese fields all support inquiries. During our busy season (Spring through Summer) we add 1-2 contract customer support personnel for weekend support.



Report Charts generated by Zendesk show HiCast Sports (blue) vs. Global Average (yellow). First reply based on 24-hour cycle, however, we do not provide 24-hour support. For example, if an inquiry comes in at 11pm ET, we will respond the following morning.

Qualifications and Experience Management Team, Together Since 2017



ROBERT STRIBLING, CHIEF EXECUTIVE OFFICER & CO-FOUNDER

Life-long entrepreneur with product innovation expertise spanning ideation to marketable product for the past 34 years. Robert previously invented two patented products and lead the creation of successful businesses for the waste management and beverage industries, securing investment and partnership with strategic global partners including The Coca-Cola Company, Wacker Chemical, and Sterner Starlim.



STEPHANIE CALABRESE, CHIEF BRAND EXPERIENCE OFFICER & CO-FOUNDER

Digital media strategist with nearly 30 years of experience in interactive content development. Stephanie previously served as Partner with Elemental Interactive, an award-winning interactive design and development firm she helped start and sell to Grey Global Group (a property of WPP, the world's largest advertising agency) in 1999. She is the best-selling author of "The Art of iPhoneography: A Guide to Mobile Creativity" First and Second Editions available in ten languages and sold throughout the world.



GREG CORY, CHIEF TECHNOLOGY OFFICER

Experienced technology executive with nearly 30 years of experience in creating and building world-class, scalable systems for technology-based companies in diverse industries. Having spent the majority of his career leading technology startups including Emergency Visions, OfficeArrow, eMaximation and HRToolbox, Greg brings a unique blend of business strategy and broad technical expertise, from back-end network infrastructure to front-end application development

Media Coverage for HiCast Sports Network

Atlanta startup captures kids' plays



Startup Sit Down: HiCast Sports Network



The Post and Courier

Can't make Junior's baseball game? There's an app for that at Shipyard Park

BY JEFF HARTSELL JHARTSELL@POSTANDCOURIER.COM
JUN 21, 2018

FutureCast

AT&T
FOUNDRY
+ ERICSSON

Local Sports

HiCast Sports Network comes to Shipyard Park

By: Brianne Welch
Posted: Jun 21, 2018 10:48 PM EDT
Updated: Jun 21, 2018 10:48 PM EDT

Count On
2

Innovative Concepts HiCast Sports Utility Patents



Systems and Methods for Providing Event-Related Video Sharing Services

Potentially stop & prevent competitors from providing event-related video sharing services from venues (comprised of at least one sport field with one video camera configured to record a live sporting event) to subscribers on their mobile device and enabling the subscriber to extract, download, process, edit and store a segment of that video on their mobile device which is configured to share that video to a third party (i.e., social network).

PATENT #9,942,591

1ST PRIORITY: MAY 13, 2010

FILED: MAY 13, 2011

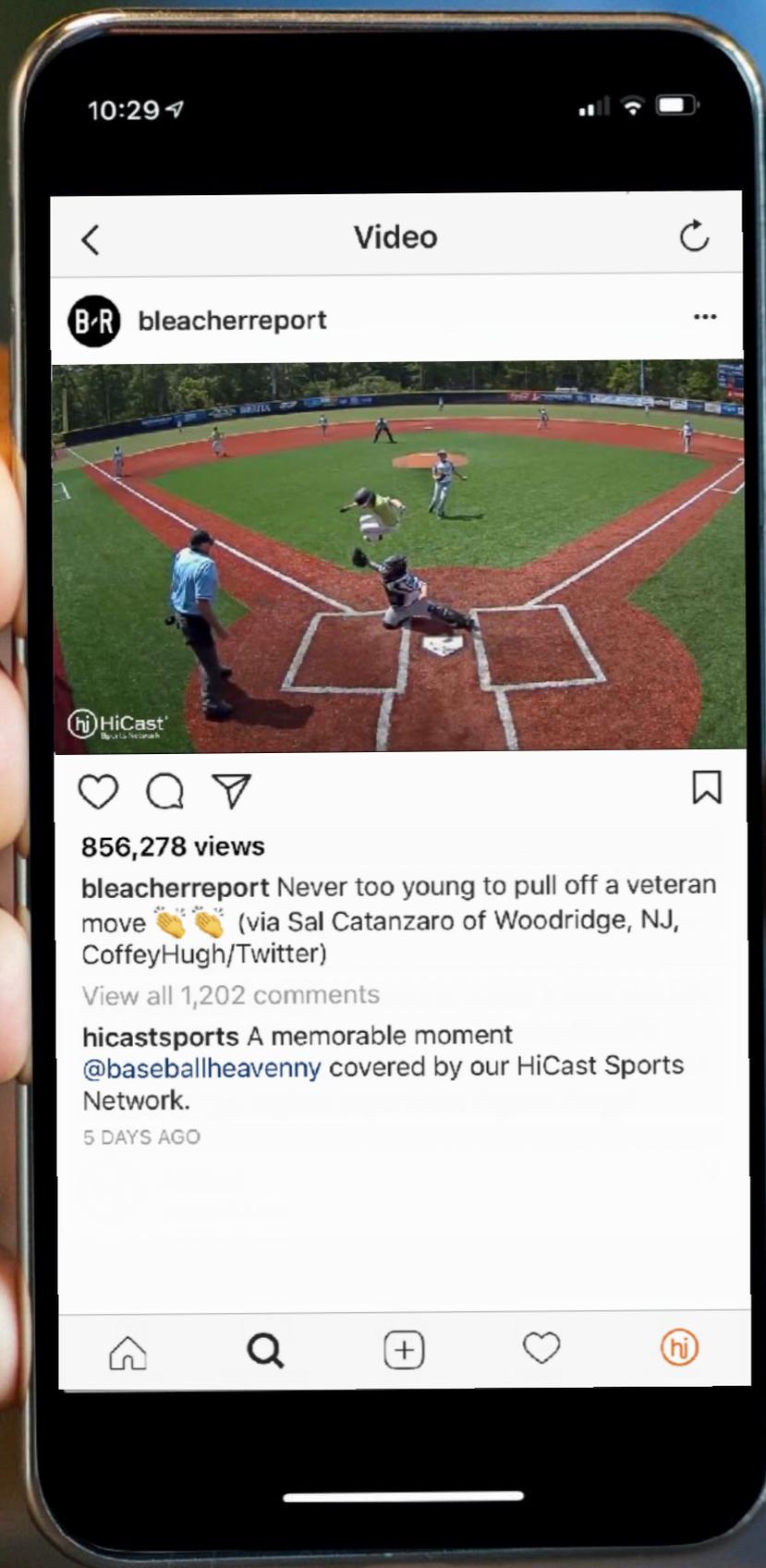
PATENT #9,912,721

CONTINUATION-IN-PART

FILED: JULY 3, 2014

Granted for 20 years from file dates.

Innovative Concepts Saving & Sharing Highlights from Footage



- Using our mobile app for iOS, subscribers have the power to save and share highlights (up to 60 mins. each) from our footage while they watch live or on-demand.
- Highlights can be shared by subscribers to our app's HiCast Feed, where we select and feature highlights in social media and choose winners for our contests.
- Subscribers can share their highlights directly to Facebook and Twitter, or download to their mobile device and message or email to their family, friends and fans.
- Highlight sharing is particularly valuable for players creating highlight reels for college recruiting purposes.

The next page shows a variety of highlights created by our subscribers and shared in social media (Instagram & Twitter) receiving thousands of views. When we share subscriber highlights from your venue, we'll tag your venue to help promote play at your complex.



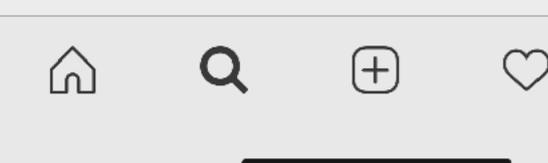
362,201 views · Liked by hicastsports

davidortiz Game over.....se acabo. Good job D'

View all 543 comments

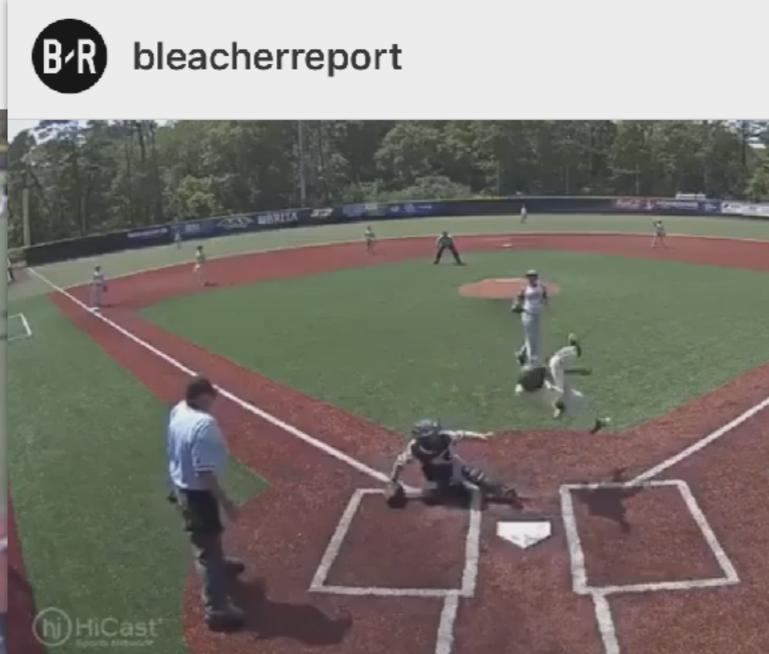
kevinmiller15 Gangstaaaaaaa!!!!

JUNE 11, 2016



3,197 views · Liked by hustlebaseballacademy and evankovalcik3

diamondnationnj Perfectly executed (@hicastsports)



856,278 views

bleacherreport Never move 🙌🙌 (via Sal CoffeyHugh/Twitter)

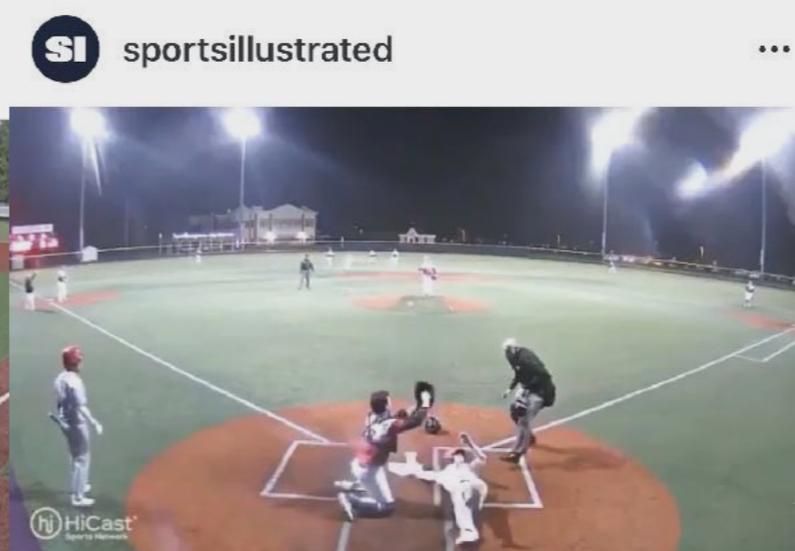
View all 1,202 comments

hicastsports @baseball HiCast Sports Network



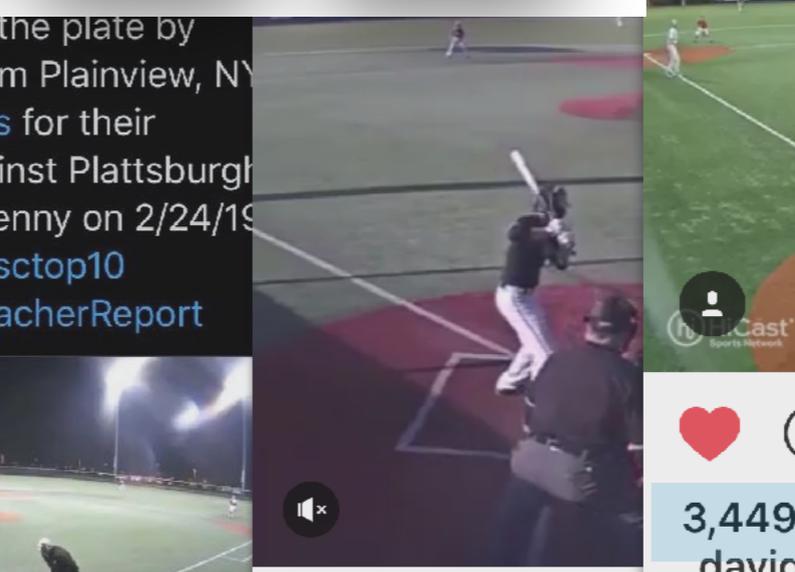
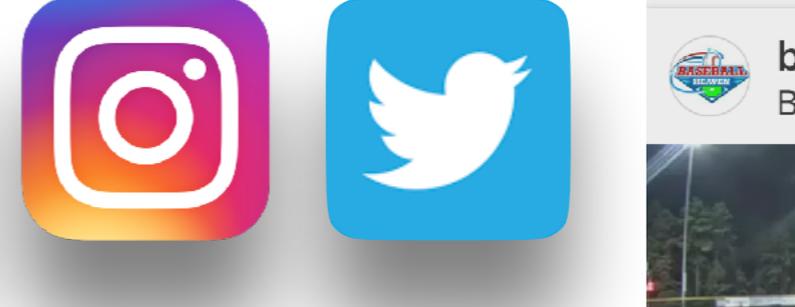
102K views

16 63 114



114,607 views

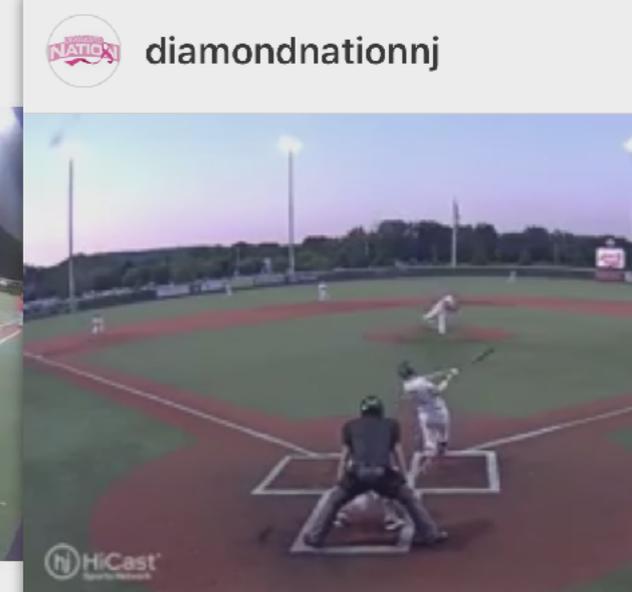
sportsillustrated Brutal way to lose a game 😬 (via @hicastsports)



2,950 views · Liked by jcoogan_

nybcbaseball No glove makes it look easy! 🤯

View 1 comment



3,662 views · Liked by youth1me hustlebaseballacademy

diamondnationnj An absolute 🚀



3,449 views · Liked by jesse_bash and _davidgranucci_

baseballheavenny @joe_donarumia3 from 16U Steel Diamonds team with an amazing to help them win the tournament yesterday

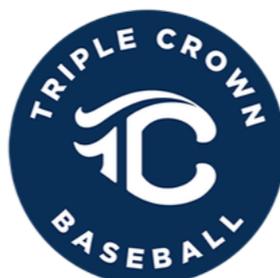
View all 4 comments

SEPTEMBER 24

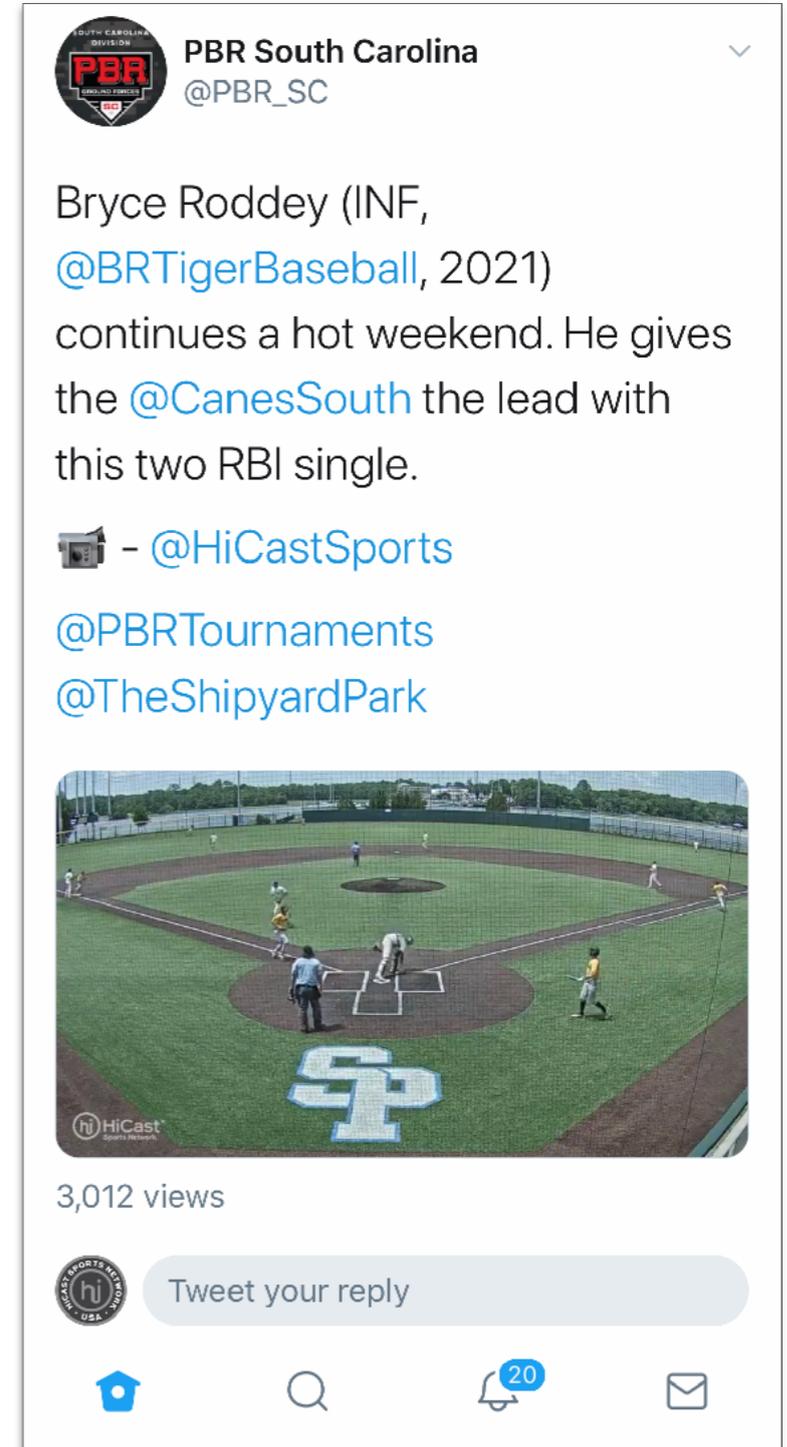
23

Innovative Concepts Promoter Program to Incent Event Organizers

- We incent third party Event Organizers who might rent your facility to promote our coverage of your venue with their teams and families by driving users to a unique Promoter Webpage we will create for them.
- We share 10% of net sales for every HiCast Pass sold through their Promoter Webpage. Venues continue to earn 15% of net sales based on viewership & can serve as promoters too.
- Promoters receive up to 5 Free Staff Passes so they can share the Moments That Matter™ from their events in social media.



of South Carolina



Project Schedule

HiCast Sports Network Installation Process

Upon approval to move forward, and after confirmation that required internet and power is in place by the venue, we estimate the entire installation and setup process can be completed within 30 days.

STEP 1
HiCast Purchases &
Receives Equipment
(10 Days)

STEP 3
HiCast Travels to Venue &
Leads Installation Process
at Venue with support from
Venue IT contact
(6 Days)

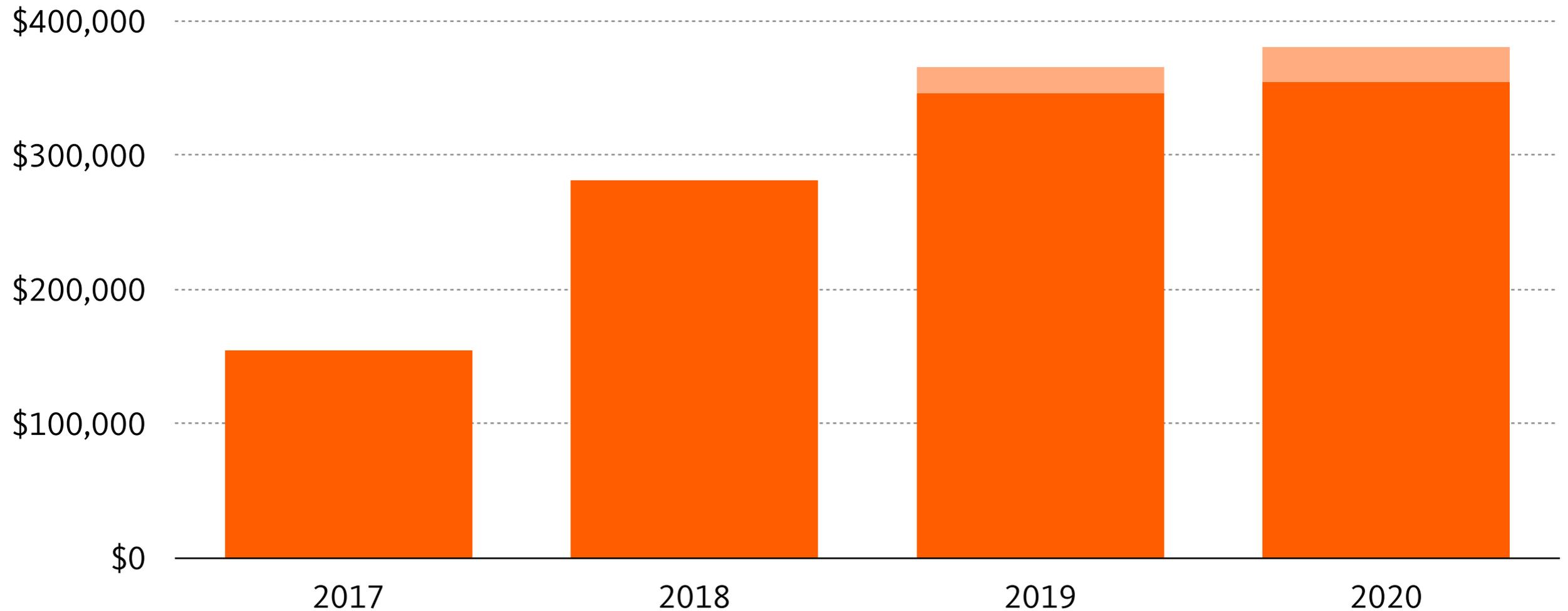
STEP 3
HiCast Sets Up Promoter Web
Page for Venue & Venue
Testing in App & Web Viewer
(5 Days)

STEP 2
HiCast Tests & Programs
Equipment
(2 Days)

STEP 2
HiCast Sets Up Venue within
Our Cloud-based Network &
Integrates Venue Within App
and WebViewer
(5 Days)

STEP 2
HiCast creates Co-Branded
Marketing Materials &
Submits to Venue for
Promotion.
(2 Days)

Financial Stability: Gross Revenue Growth



# of Fields/Courts Covered:	99	109	84	125* (85)**
Total Gross Revenue:	\$153,586	\$281,218	\$365,681	\$380,919
Average Pass Revenue/Field:	\$1,551	\$2,580	\$4,010	\$4,264*

Venue & Sponsor Revenue
 Subscription (Pass) Revenue

* Actual fields/courts installed and capable of coverage.
 **Full-camera equivalent based on adjustments for additions and subtractions of contributing fields/courts throughout the year.

For more information:
www.hicastsports.com



Request for Proposals #0420

**Provide Livestreaming Equipment and services at LaSalle Park's
Baseball/Softball Complex**

SIGNATURE PAGE

The Jefferson Parish Department of Purchasing is soliciting Request for Proposals (RFP'S) from qualified proposers who are interested in providing Livestreaming Equipment and Services for the for the Jefferson Parish Parks and Recreation Department.

Request for Proposals will be received until 3:30 p.m. Local Time on: March 19, 2021.

Acknowledge Receipt of Addenda: Number: RFP 0420 Addendum #1
Number: RFP 0420 Addendum #2
Number: _____
Number: _____
Number: _____
Number: _____

Name of Proposer: HiCast Sports Network

Address: 2325 New Hope Church Road
Monroe, GA 30654

Phone Number: 770-335-9940 Fax Number _____

Type Name of Person Authorized to Sign: Robert Stribling

Title of Person Authorized to Sign: Chief Executive Officer

Signature of Person Authorized to Sign: 

Email Address of Person Authorized to Sign: rstribling@hicastsports.com

Date: March 12, 2021

This RFP signature page must be signed by an authorized Representative of the Company/Firm for proposal to be valid. Signing indicates you have read and comply with the Instructions and Conditions.

CORPORATE RESOLUTION

EXCERPTED FROM MINUTES OF MEETING OF THE MAJORITY OF THE BOARD OF DIRECTORS OF HIGHLIGHT BROADCAST NETWORK, LLC.

AT THE MEETING OF DIRECTORS OF HIGHLIGHT BROADCAST NETWORK, LLC, DULY NOTICED AND HELD ON MARCH 18, 2021 A QUORUM BEING THERE PRESENT, ON MOTION DULY MADE AND SECONDED, IT WAS RESOLVED THAT ROBERT STRIBLING, BE AND IS HEREBY APPOINTED, CONSTITUTED, AND DESIGNATE AS THE AGENT AND ATTORNEY-IN-FACT OF THE CORPORATION WITH FULL POWER AND AUTHORITY TO ACT ON BEHALF OF THIS CORPORATION IN ALL NEGOTIATIONS, BIDDING, CONCERNS AND TRANSACTIONS WITH THE PARISH OF JEFFERSON OR ANY OF ITS AGENCIES, DEPARTMENT, EMPLOYEES OR AGENTS, INCLUDING BUT NOT LIMITED TO, THE EXECUTION OF ALL PROPOSALS, PAPERS, DOCUMENTS, AFFIDAVITS, BONDS, SURETIES, CONTRACTS AND ACTS AND TO RECEIVE ALL PURCHASE ORDERS AND NOTICES ISSUED PURSUANT TO THE PROVISIONS OF ANY SUCH PROPOSAL OR CONTRACT, THIS CORPORATION HEREBY RATIFYING, APPROVING, CONFIRMING AND ACCEPTING EACH AND EVERY SUCH ACT PERFORMED BY SAID AGENT AND ATTORNEY-IN-FACT.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE AND CORRECT COPY OF AN EXCERPT OF THE MINUTES OF THE ABOVE DATED MEETING OF THE BOARD OF DIRECTORS OF SAID CORPORATION, AND THE SAME HAS NOT BEEN REVOKED OR RESCINDED.

A handwritten signature in black ink, appearing to read "Robert B. Stribling". The signature is written in a cursive style with a large, looping flourish at the end.

ROBERT STRIBLING
CHAIRMAN OF THE BOARD OF DIRECTORS

MARCH 18, 2021

DATE

Request for Proposal

AFFIDAVIT

STATE OF Georgia

~~PARISH~~/COUNTY OF Walton

BEFORE ME, the undersigned authority, personally came and appeared: Robert
Stribling, (Affiant) who after being by me duly sworn, deposed and said that he/she
is the fully authorized CEO of HiCast Sports (Entity), the party
who submitted a proposal in response to RFP Number 0420, to the Parish of Jefferson.

Affiant further said:

Campaign Contribution Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Attached hereto is a list of all campaign contributions, including the date and amount of each contribution, made to current or former elected officials of the Parish of Jefferson by Entity, Affiant, and/or officers, directors and owners, including employees, owning 25% or more of the Entity during the two-year period immediately preceding the date of this affidavit or the current term of the elected official, whichever is greater. Further, Entity, Affiant, and/or Entity Owners have not made any contributions to or in support of current or former members of the Jefferson Parish Council or the Jefferson Parish President through or in the name of another person or legal entity, either directly or indirectly.

Choice B X there are NO campaign contributions made which would require disclosure under Choice A of this section.

Affiant further said:

Debt Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Attached hereto is a list of all debts owed by the affiant to any elected or appointed official of the Parish of Jefferson, and any and all debts owed by any elected or appointed official of the Parish to the Affiant.

Choice B X There are **NO** debts which would require disclosure under Choice A of this section.

Affiant further said:

Solicitation of Campaign Contribution Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Attached hereto is a list of all elected officials of the Parish of Jefferson, whether still holding office at the time of the affidavit or not, where the elected official, individually, either by **telephone or by personal contact**, solicited a campaign contribution or other monetary consideration from the Entity, including the Entity's officers, directors and owners, and employees owning twenty-five percent (25%) or more of the Entity, during the two-year period immediately preceding the date the affidavit is signed. Further, to the extent known to the Affiant, the date of any such solicitation is included on the attached list.

Choice B X there are **NO** solicitations for campaign contributions which would require disclosure under Choice A of this section.

Affiant further said:

That Affiant has employed no person, corporation, firm, association, or other organization, either directly or indirectly, to secure the public contract under which he received payment, other than persons regularly employed by the Affiant whose services in connection with the construction, alteration or demolition of the public building or project or in securing the public contract were in the regular course of their duties for Affiant; and

That no part of the contract price received by Affiant was paid or will be paid to any person, corporation, firm, association, or other organization for soliciting the contract, other than the payment of their normal compensation to persons regularly employed by the Affiant whose services in connection with the construction, alteration or demolition of the public building or project were in the regular course of their duties for Affiant.

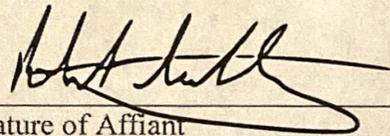
Affiant further said:

Subcontractor Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Affiant further said that attached is a listing of all subcontractors, excluding full time employees, who may assist in providing professional services for the aforementioned RFP.

Choice B X _____ There are NO subcontractors which would require disclosure under Choice A of this section.

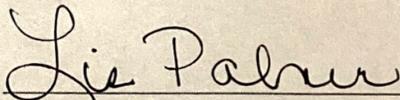


Signature of Affiant

Robert Stribling

Printed Name of Affiant

SWORN AND SUBSCRIBED TO BEFORE ME
ON THE 12th DAY OF March, 2021.

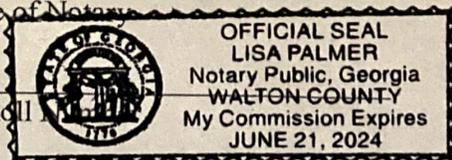


Notary Public

Lisa Palmer

Printed Name of Notary

Notary/Bar Roll



My commission expires 6-21-24.

DESCRIPTIONS (Continued from Page 1)

As required by written contract and permitted by law, Jefferson Parish, its Districts Departments and Agencies under the direction of the Parish President and the Parish Counsel are included as additional insureds as respects General Liability.