



# SPORTS FACILITIES ADVISORY (SFA)

MEDIA CASE STUDY

*Sports Facilities Advisory (SFA) is a sports, recreation, and event planning service that guides clients from concept to completion.*

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# In This Case Study,

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## **WHO IS SPORTS FACILITIES ADVISORY?**

Sports Facilities Advisory (SFA) is a sports, recreation, and event planning service that guides clients from concept to completion. The company uses industry-leading market research, community feedback, and experienced analysts to assess feasibility as well as create business plans, economic impact forecasts, and institutional-grade financial forecasts. SFA stands behind its findings with clients during public hearings, council meetings, and investor presentations to ensure the community or key stakeholders get the very best information available.

## **SFA FOUND A NEED.**

Communities needing economic, social, infrastructure, and even emotional improvement can achieve these goals with help from sports facilities. Youth and amateur sport activities stemming from these facilities may benefit children especially, helping to make them well-rounded, emotionally stable individuals and potentially better community leaders as they venture into adulthood. In addition, consumers want to do business with organizations and companies that are contributing to the greater good by participating in goodwill activities and helping their communities (i.e. giving back), even if the company isn't local.

## **WHILE THEY FACED CHALLENGES...**

SFA faced a lot of competition within its industry, including at least 35 direct competitors in planning and no less than 15 in multi-venue management. In addition, there was always the possibility of very large management companies—including those in the entertainment industry—expanding into sports projects. SFA needed to stand out in very a crowded market. The company needed to publicize its own project successes to show its intended audience how SFA's buildings were generating cash flow, which in turn could stimulate private funding, vendor interest, and other business opportunities for future projects to get ahead of the competition.

## **...WE PROVIDED **DISRUPTIVE** SOLUTIONS.**

SFA had a track record of project successes that had brought real results to a number of communities. We concentrated on placing these stories in large business journals, major newspapers, radio shows, and television news sites. We also highlighted SFA's thought leadership on the state of youth and amateur sports—focusing on the company's impact on local economies, trends, families with young athletes, and the athletes themselves as well as related industry news and events.

## **MEDIA EXPOSURE METRICS**

During the two-year-long campaign, SFA achieved a total of 103 placements in precisely targeted media outlets including many industry-specific websites, radio shows, and national newspapers.

This amounted to an exposure aggregate of more than 118 million potential views within industry-specific business and real estate publications in addition to larger newspapers and business journals. Based on that aggregate and the expected industry standard of 2.5% for actual views, about 3 million of SFA's targeted decision-makers (i.e. prospects) read, watched, or listened to these news stories.

- Dev Pathik, SFA's founder and CEO, appeared in a video interview for Forbes Sports Money (which receives an average of 932,884 visitors monthly) to discuss the evolution of the multi-billion-dollar business of youth and amateur sports. He spoke about the changing mindsets of parents, the growth of the industry and more, establishing his extensive expertise and business successes in the market to a finance and sport business audience.
- NFL.com, which has more than 13.5 million unique visitors a month, cited SFA's partnership with celebrity athlete Bo Jackson on youth training facilities and that SFA is leading the way in financing, building, and managing these facilities, which amounted to huge exposure to professional sports enthusiasts, investors, and businesspeople.
- Dev Pathik also provided industry expertise on the issues associated with lower-income families and youth participation in sports programs and the much greater need for sponsorship programs to meaningfully boost access to youth sports on NBCnews.com. The website receives an average of more than 34 million unique visitors every month.

In every news placement and article feature, we positioned Dev Pathik as the industry leader in youth and amateur sports. He was able to elaborate on his proven track record for managing and implementing numerous sports facility projects and his **influence** in bringing these facilities to fruition. These successes have led to partnerships with reputable third parties, which established his legitimacy and company's reputation in these ever-expanding, multi-billion businesses.



## ...AND SFA RESPONDED!

“We engaged JoTo PR Disruptors and had fantastic results. The coverage we got propelled us into a national spotlight. At the time we engaged JoTo PR, we were just under 50 employees. We now have more than 400 employees and are seen as a market leader, which has led to a significant boost to our ROI.”

~ Dev Pathik, Founder & CEO Sports Facilities Advisory

### ABOUT SPORTS FACILITIES ADVISORY:

The Sports Facilities Advisory (SFA) is the leading resource in sports facility planning and management. SFA has helped to plan, fund, open, and manage dozens of multimillion-dollar sports complexes in communities throughout the USA and internationally since its founding in 2003. The company serves public and private clients. Its services fall into four main categories: plan, fund, open, and manage, which encompass every phase from early stage feasibility studies to preparing financing documents, overseeing development and opening and full-time management services. SFA's success depends upon its mission to dramatically improve communities through the opening or optimization of sports and recreation centers. For more information, visit [www.sportadvisory.com](http://www.sportadvisory.com).

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