

ATHLETES UNLIMITED

PUBLIC BENEFIT CORPORATION REPORT

FISCAL YEAR 2022
SUBMITTED APRIL 2023



Letter From the Co-Founders

Dear Members of the Athletes Unlimited Community,

We started Athletes Unlimited because investing in female athletes is good business. And we formed Athletes Unlimited as a Public Benefit Corporation (PBC) because sports have a unique ability to inspire, and professional sports must aspire to more than just profits for owners and athletes.

Inside Athletes Unlimited, 2022 felt like the year that the world began to appreciate the scale and durability of what we are building. In just our third year, we have become a major player in professional women's sports. With the addition of basketball and the expansion of our presence in softball with the launch of a new two-week **AUX** format, Athletes Unlimited delivered 132 games across our four sports. Each featured the world's best athletes competing in our intense, dynamic format in which Every Moment Counts!

Thanks in large part to our deal with ESPN to broadcast all of our softball and lacrosse games on their TV and digital platforms – a deal which will expand to include volleyball in 2023 – an amazing 95 of our games and matches across our four sports were nationally broadcast in 2022, with the remainder showing on platforms like ESPN+. We capped off our broadcast success with a half hour special on CBS that aired on October 29, reaching more than 419,000 live viewers.

While continuing to innovate in sports products we delivered, we also accomplished off the field and courts. From bringing in-venue social impact themes to life, to partnering with community based and national organizations, to publishing short- and long-form video content, to uplifting the causes our athletes care most about, we continued to highlight a mission far beyond producing best-in-class professional women's sports competition.

And throughout our 2022, we remained steadfast in keeping power redistributed to where we believe it should be – with our athletes – who lead in decision-making, ownership and governance of the leagues.

We hope this, our second public benefit corporation report, will provide you with details on what we have accomplished in the past year, and what opportunities are to come. We are incredibly proud of what our community of athletes, staff, and partners have already accomplished. And the best part is we're just getting started.

Thank you for helping us make history together.

Sincerely,
Jon Patricof and Jonathan Soros, Co-Founders of Athletes Unlimited

From left: Jon Patricof, Jonathan Soros



EXECUTIVE SUMMARY

This report reflects our ambition to not only reimagine professional sports, but also to rethink the way a business can — and should — show up in the world. We hope you'll take the time to explore our programs and policies in detail, but in brief:

▶ We are promoting participation in management and long-term financial reward for athletes.

- The athletes have an unprecedented voice in the governance of the game, the league, and the company, so they have more agency over their future, their careers, and their sports.
- Athletes participate in our leagues through a profit-sharing program, so they are staked in the success of our leagues today and well into the future.

▶ We are celebrating diversity and inclusion.

- We are lifting up the stories of Black, Indigenous, and People of Color (BIPOC) athletes in our leagues where they are underrepresented and creating more opportunities for younger BIPOC athletes to imagine themselves as professional athletes.
- We work actively to create an inclusive environment within our own organization with training and workshops that connect the athletes, not just as teammates or competitors, but as people with complex life experiences and stories.
- The formation of the Racial Equity Working Group (REWG) early in our existence, and its expansion in 2022 into the Intersectional Equity Working Group (IEWG) reflects our ongoing commitment to reduce bias and increase equity across the entire business.
- We are dedicated to making our venues safe and inclusive places for all our athletes, fans and staff to bring their whole selves to our games.

▶ We are focusing on the personal well-being of the athletes.

- We help the athletes develop skills that support their professional development off the field with programming that covers leadership, negotiation, financial literacy, nutrition, and mental health counseling, just to name a few.
- Our policies put our values into action and make it clear our priority is athlete well-being and inclusivity.

▶ We are innovating in ownership and governance.

- Our commitment to including athlete perspectives is written into our bylaws — there will always be at least one athlete representative on the Board of Directors.
- We ask our investors to cap their profits and reinvest funds back into the athletes, our programs, and the public good, with an innovative capital structure we call “Mission Equity.”

▶ We are amplifying sustainability.

- We are committed to long-term sustainability and aim for continuous improvements to reduce the environmental impacts of our operations.

▶ We are driving engagement on and off the field.

- We encourage the athletes to support the causes they care most about by providing contributions to the nonprofits of their choice, and platform for fans to donate directly.
- We amplify athletes' leadership skills to serve as an engine for civic advancement in their communities.
- We celebrate and bring athletes to life through art with original portraits created by emerging artists. We know that art and sports are two pillars of a vibrant culture — and seek to create greater connection between both for the benefit of our communities.
- We partner with community organizations to create opportunities for budding athletes to engage with the professional athletes of Athletes Unlimited. Our partnerships are focused on increasing access to, and representation in, sports, inspiring traditionally underserved athletes to dream big and pursue their goals.

▶ We are bringing fans closer to the game.

- We are intentional in the stories we tell and where we tell them. We collaborate and co-create with athletes to tell stories that show them as people whose lives are just as important off the field as on.
- We believe more people in more places should have access to our content — we're eliminating barriers to enjoying professional sports, no matter where you are.



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ABOUT ATHLETES UNLIMITED

Athletes Unlimited is a mission-driven PBC that was founded on values of innovation, inclusion, and excellence. We aim to empower professional athletes as leaders in their sport, promote inclusive ownership in professional sports that focuses on the long-term financial and personal well-being of athletes, and bring fans closer to the game by innovating on and off the field to maximize engagement and excitement for a global community of fans.

Athletes Unlimited was founded on the belief that athletes are what make the sport — and that athletes are more than the sport they play. Our model challenges the conventions of traditional leagues by eliminating team owners, giving a bigger voice to athletes, and providing athletes opportunities to engage meaningfully in their communities. Our player-centric approach delivers unparalleled excitement while recognizing the athletes' multifaceted skills and helping them become stronger leaders on and off the field.

Importantly, the founding principles of our business model are intended to drive value for all stakeholders — and have relevancy beyond any field or court. Investing profits back into the athletes, skill building that is useful on the job and in the community, and providing benefits that recognize the reciprocal value of supporting employees during critical life stages are hallmarks of our approach.

As the first professional sports league to be organized as a PBC, Athletes Unlimited exists to fulfill the inspirational promise of professional sports while building a thriving business that benefits all our stakeholders. We believe that our model is broadly applicable and could be adapted for use in other benefit corporations.

Dani Drews
Volleyball



Mission Equity: Sharing in the Profit

Athletes Unlimited Co-Founder Jonathan Soros [coined the term](#) “Mission Equity” to describe a new model for financing a company that allows investors to signal their support for its mission by giving up a discrete and measurable portion of their potential profits to support the company’s nonfinancial goals. This device goes beyond the PBC requirement that all stakeholders interests should be taken into account and codifies the willingness of investors to trade financial return for public benefit.

Each investor, in negotiation with the company, defines a limit on the financial return they might receive from their investment. If that limit is exceeded, either by sale to a third party or by distributions from the company, the surplus becomes available for mission-related initiatives by the company. In the case of Athletes Unlimited, no less than half of that surplus will be contributed to the Athletes Unlimited Athlete Profit Participation Plan, while the other half goes to expanding mission-aligned programs like those covered in this report.

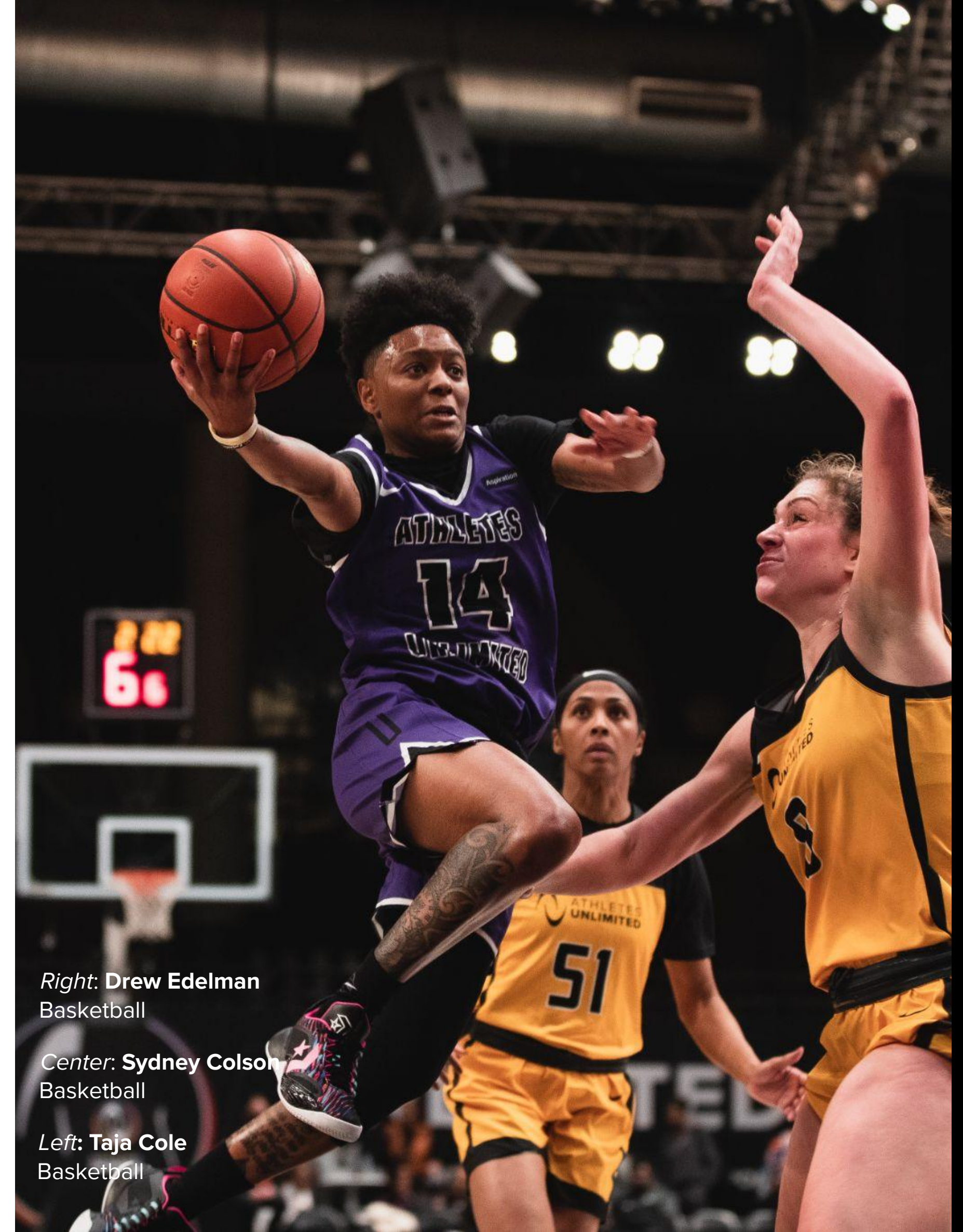
Pioneering athletes in other sports leagues have created great opportunities for their successors and great wealth for team owners while being left on the sidelines as those benefits accrue. Athletes Unlimited

believes that athletes should participate in the long-term value they help create, and we are building a player community that has a tangible stake in our success. Every time athletes compete in a game during an Athletes Unlimited season, they receive units in the plan, which allows them to participate in distributions for the current year and 19 years that follow. Athletes Unlimited made plan awards to a total of 303 athletes through the end of 2022.

Athlete Representation on the Board of Directors

From the very beginning, Athletes Unlimited has been built in partnership with the professionals who play in our leagues, and we are a better and smarter organization for it. Nearly every decision we make — from the players invited to play in the league to the rules by which games are played — is informed by the views of the athletes.

Our commitment to including athlete perspectives extends to the highest level of the company and is built into our bylaws. Athletes Unlimited will always have at least one athlete representative on its Board of Directors. Cassidy Lichtman, former chair of the Player Executive Committee (PEC) for Volleyball, is the first athlete representative to serve on the Athletes Unlimited Board. A new athlete representative will be seated in 2023.



Right: **Drew Edelman**
Basketball














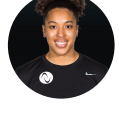







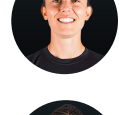
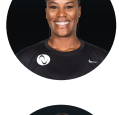
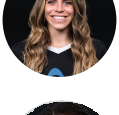




Center: **Sydney Colson**
Basketball

Left: **Taja Cole**
Basketball

The Player Executive Committees Lead in All Aspects of the League

The engine of every Athletes Unlimited League is the Player Executive Committee (PEC), which anchors the partnership between athletes and the company. Each Athletes Unlimited League has a PEC composed of up to five active players. The PEC meets weekly with Athletes Unlimited senior leadership to help recruit players, set league rules and scoring systems, plan off-field programming, and drive both league-specific and company-wide decisions that affect the athlete experience. Members of the PEC serve as a sounding board for other athletes and help serve as a liaison between players and the company, ensuring that perspectives of the broader player community are integrated into the work of the organization.

2022

 Sam Apuzzo Lacrosse	 Andrea Filler Softball	 Amanda Lorenz Lacrosse
 Sis Bates Softball	 Sam Fischer Cooke Softball	 Molly McCage Volleyball
 Lexie Brown Basketball	 Lauren Gilbert Lacrosse	 Deja McClendon Volleyball
 Taylor Bruns Tegenrot Volleyball	 Alisha Glass Childress Volleyball	 Amber McKenzie Lacrosse
 Kirby Burkholder Basketball	 Tianna Hawkins Basketball	 Lindsey McKone Lacrosse
 Natasha Cloud Basketball	 Victoria Hayward Softball	 Taylor Morgan Volleyball
 Sydney Colson Basketball	 Jazmyn Jackson Softball	 Mira Shane Lacrosse
 Megan Douty Lacrosse	 Jantel Lavender Basketball	 Kristen Hahn-Tupac Volleyball
 Erin Fairs Volleyball	 Cassidy Lichtman Volleyball	 Tori Vidales Softball
		 Ty Young Basketball

Note: This list reflects all Player Executive Committee members who served as PEC members in 2022.

We make any decision, small or large, in concurrence with the league. They are awesome and just totally have our backs in everything we do.

Lindsey McKone
Co-Chair, Lacrosse PEC

We're working on everything from uniforms to location, where people are going to live and what our schedules are going to look like, what kind of programming we want, what do we want as athletes out of the experience. As the PEC, we're speaking for the entire athlete group... [Being on the PEC] will probably be one of the coolest achievements I have in my life.

Victoria Hayward
Chair, Lacrosse PEC

LIVING OUR VALUES

Athletes Unlimited was founded on a commitment to innovation, inclusion, and excellence. These values have been our North Star. As we've built the company, we consistently return to them to inform — and to reevaluate — our policies and practices. On the following pages are highlights of some of the initiatives we have developed since our founding.



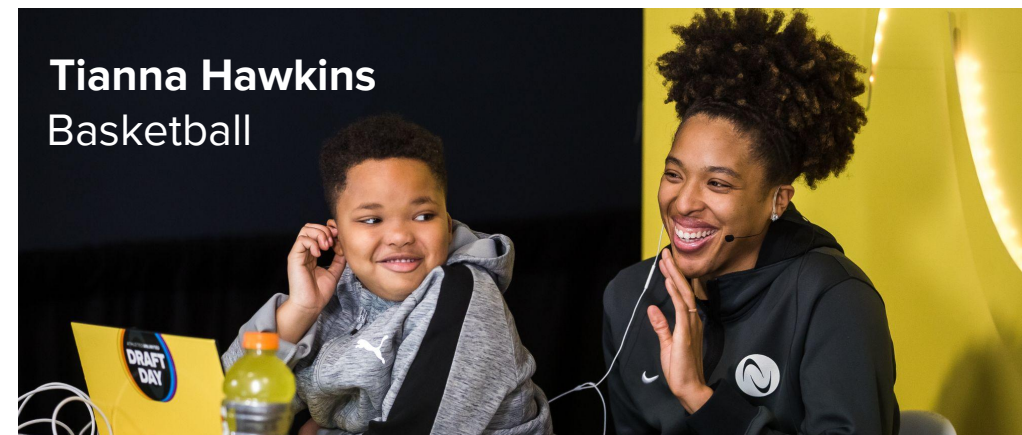
Pregnancy Policy

Far too many female athletes have had to choose between their careers and having a family. Although there has been some improvement in recent years, the needs of professional athletes who are parents have often been rendered invisible or worse, treated as an impediment to their careers rather than as a natural part of the life of a professional athlete.

Our goal with our pregnancy policy is to treat parenthood as a normal part of a professional athlete's journey. So, we started with some questions: What would it look like to provide athletes with the support they need so they don't have to choose between advancing their career and having children? What would a policy look like that trusts an athlete to know what's best for them and what they're capable of?

Like other facets of our organization, the Athletes Unlimited pregnancy policy puts the player first. Athletes decide if and when to disclose their pregnancy to a team doctor or to league employees, and pregnancy does not impact a player's future contracts. Reasonable accommodations like rest during practice or medical leave for pregnant players who need it will be provided for pregnant athletes who continue to compete, and other appropriate accommodations will be made for those who are unable to play. If no accommodation will make it possible for the player to remain active in the league, a fully paid leave of absence will be provided.

Athletes who become parents through adoption, surrogacy, or legal guardianship — or are a spouse of someone who has given birth — also receive two weeks of leave with full pay during the five-week season. And players who take parental leave are not penalized in terms of eligibility for bonuses.



In 2022, we also expanded our parental leave for our employees, increasing the amount of paid leave for non-birthing parents. And we launched our Caregiving Affinity Group for employees to have a space to convene over the shared bond of being both caregivers and employees.

Moms First Coalition

In 2022, Athletes Unlimited became a founding member of the Moms First (formerly Marshall Plan for Moms) coalition. The coalition includes members who have an interest in pursuing solutions that equitably provide childcare supports for employees, demonstrate willingness to take action, increase transparency by sharing policies, data and best practices, and speak out publicly on the importance of childcare to the U.S. economic health and competitiveness and normalize the challenges of working parents.

Transgender and Nonbinary Athlete Policy

At a time when transgender athletes have become a lightning rod in public conversations around sports and inclusion, we wanted to reaffirm our commitment to creating safe and inclusive spaces in professional sports. We developed [our policy](#) on transgender and nonbinary athletes in collaboration with Chris Mosier, founder of TransAthlete.com, and our process involved extensive consultation with the PECs across all sports.

Athletes Unlimited recognizes all forms of gender expression and supports those who choose to express their gender beyond the male/female binary. Athletes may request changes to their name, pronouns, and gender identity on official publications and listings at any time. Further, a trans woman athlete or nonbinary athlete being treated with testosterone suppression medication for transition-related purposes may compete in an Athletes Unlimited league.

Our policy prioritizes privacy and allows athletes to self-assess their own eligibility without requiring invasive disclosure. Athletes are not required to disclose their gender identity to a team doctor or league employees, and our policy does not contain requirements around specific testosterone levels. We are committed to reviewing our policy regularly to make sure it remains up to date as new research is undertaken in this area.

Childcare Policy

The creation of our childcare policy started from a question: What will allow our players who are parents to show up to our seasons and play their best, knowing they don't have to worry about their kids or about juggling childcare accommodations? We wanted to provide the flexibility athletes need and allow our players to choose the accommodations that work best for them.

We approach each situation on a case-by-case basis and work with the athlete to determine how best to support their needs. If a player brings their children on-site during our seasons, Athletes Unlimited provides full support for a babysitter, nanny, spouse or other accommodations. If a player does not bring their children on-site during competition, Athletes Unlimited works with the athlete to cover out-of-market childcare support, if needed.

We recognize that athletes bring their whole selves to the season, and our goal is to support them so that they can do their best work on the field or court without having to worry that their children are safe and well cared for.

Childcare In Stadium

For fans visiting our venues with young children, Athletes Unlimited provides a caregiving space – a private, quiet space for people to attend to feeding, diapering or brief respites for the children and caregivers.



Takoia Larry
Basketball



Alisha Glass Childress
Volleyball

I think it's the best thing to have them here with me. [Athletes Unlimited] provide a playroom, something for the kids for them to be happy. And [Athletes Unlimited] did everything that they could... [The kids] are having fun, for sure.

Sheilla Castro
Volleyball

I would never want someone to remove the mom tag from me, that's the best part of my story at this point in my life. Being a mom and being a professional athlete, I'm very proud of.

Amber McKenzie
Lacrosse

Intersectional Equity Working Group

The Racial Equity Working Group was formed in June 2020 after the murder of George Floyd. While Athletes Unlimited was not formed as a racial justice organization, we believe that it is the responsibility of every organization to proactively seek opportunities to reduce bias and increase equity.

In 2022, we expanded the group to be the Intersectional Equity Working Group (IEWG) – recognizing that there are many marginalized, and often intersecting, identities that suffer from the effects of systemic oppression.

IEWG is composed of both athletes and staff and continued its work of moving through more than 40 recommendations, including a focus on access and inclusion in youth programming, enhanced commitment to highlight a diversity of voices and perspectives in our fan-facing content, and building out our Power In My Voice initiative.

The group meets regularly to proactively seek opportunities to empower action within Athletes Unlimited communities (athletes, staff, fans, supporters) to promote intersectional equity, reduce bias, and highlight diverse voices and perspectives.

Disrupting Bias, Creating An Inclusive, Status-Quo Breaking Culture

Christina Blacken, Founder of The NewQuo.com, brought a communication workshop to Athletes Unlimited athletes, focusing on narrative intelligence. Through her workshop, participants focused on how their narrative intelligence and personal stories are critical tools for disrupting bias and connecting with one another.

Centering the athletes and their power of storytelling, they learned how story can build inclusive communities and improve psychological trust and engagement. The workshop allowed the athletes to connect to one another in a deeper, more intimate way — not just as teammates or competitors, but as people with complex life experiences and stories worth sharing. The athletes not only left the workshop with better tools for telling their own stories and discussing differences, but more importantly, with a greater compassion and respect for their peers.



Public Statement after Dobbs decision

Recognizing the importance of companies publicly speaking out, Athletes Unlimited published the following statement after the U.S. Supreme Court effectively overturned *Roe v. Wade*:

“At the core of Athletes Unlimited is the belief that athletes should have control of their careers on and off the field, and a voice in decisions – large and small – that affect them. AU's pregnancy policy is premised on this belief – athletes know best what they're capable of and what's right for them. All women should have the same rights to be decision-makers on issues that affect them, especially in matters that have as profound an impact on their lives as pregnancy.

The Supreme Court's decision negates the rights of women to control their own bodies, and as such is counter to Athletes Unlimited's core values. We do not claim to speak on behalf of all our athletes, some of whom may have different views on this issue, but as an organization we will always stand with the rights of our athletes to make these essential decisions for themselves.”

POWER in MY VOICE

Athletes Unlimited's Power in My Voice took shape in 2022. PIMV demonstrates that everyone can have an impact by using their voice. Whether it is through voting, speaking up for a cause, standing up for your teammates and peers, or helping out in your community, every voice is powerful. In 2022, we had several activations to highlight this initiative.

VOTER ENGAGEMENT

Athletes Unlimited partnered with Vote.org to provide all of our athletes individual codes to encourage their networks to check their voter registration and to vote in the Midterm elections. This campaign included a virtual panel for our athletes and fans, featuring Actress Alyssa Milano; Former NFL Player Michael Bennett; CEO of Vote.org Andrea Hailey; ED of When We All Vote Stephanie Young; and, Co-Founder of the Bennett Foundation Pele Bennett.



WOMEN'S WALL

To amplify the importance of women who have shaped our athletes, we built larger-than-life displays at each of our venues of women selected by the Athletes Unlimited athletes who have embodied the Power In My Voice theme, highlighting women who were civic leaders, blazed new trails and used their voices on behalf of those who have been given the least space.

BOOKSTORE

Athletes Unlimited athletes curated book lists of authors, stories, and topics that are important to them. Through our bookstore, they highlighted the education of Black History in America and racial justice leaders, amplified voices that have often been marginalized, and uplifted those who have fought to ensure that those voices are heard.



50th Anniversary of Title IX

In celebration of the 50th Anniversary of Title IX, Athletes Unlimited teamed up with CSM Sport & Entertainment to support TEDxBoston in creating a series of live talks to raise up the voices of women in sports and the issues that are important to them. The event took place on May 16, 2022 and featured nearly 30 women covering topics ranging from leadership, use of biometric data, medical research, mental health, and pregnancy and parenthood. The subsequently published talks garnered hundreds of thousands of views and growing.

The speakers included:

Sheryl Swoopes, 3x Olympic Gold Medalist, 3x WNBA MVP and 4x WNBA Champion

Morgan Shaw Parker, President and COO of Atlanta Dream (WNBA)

Molly Seidel, 2021 Olympic Bronze Medalist, Women's Marathon

Haley Rosen, Founder & CEO, Just Women's Sports

Katrina Adams, Former President & CEO of USTA & former WTA Tour player

Esther Wallace, Founder of Playa Society

Mira Shane, Professional lacrosse player, former University of Michigan star

Kate Fagan, Writer, commentator and podcaster

Melissa Ludtke, journalist and plaintiff in landmark equal access case, *Ludtke v. Kuhn*



There are so many people before us that have paved the way... It's our duty to continue that as athletes now.

Amanda Chidester
AU Softball Player

On June 23, 2022, Athletes Unlimited softball players took the field for a double-header in San Diego, California. The games were broadcast on ESPN2. We commemorated the day by creating jerseys with IX on the back, which all the softball athletes wore during those games. The games were also highlighted by welcoming softball players from Grant High School in Portland, Oregon, where the softball coach and players sued the school district for discrimination in unfair conditions between the boys baseball and girls softball teams.



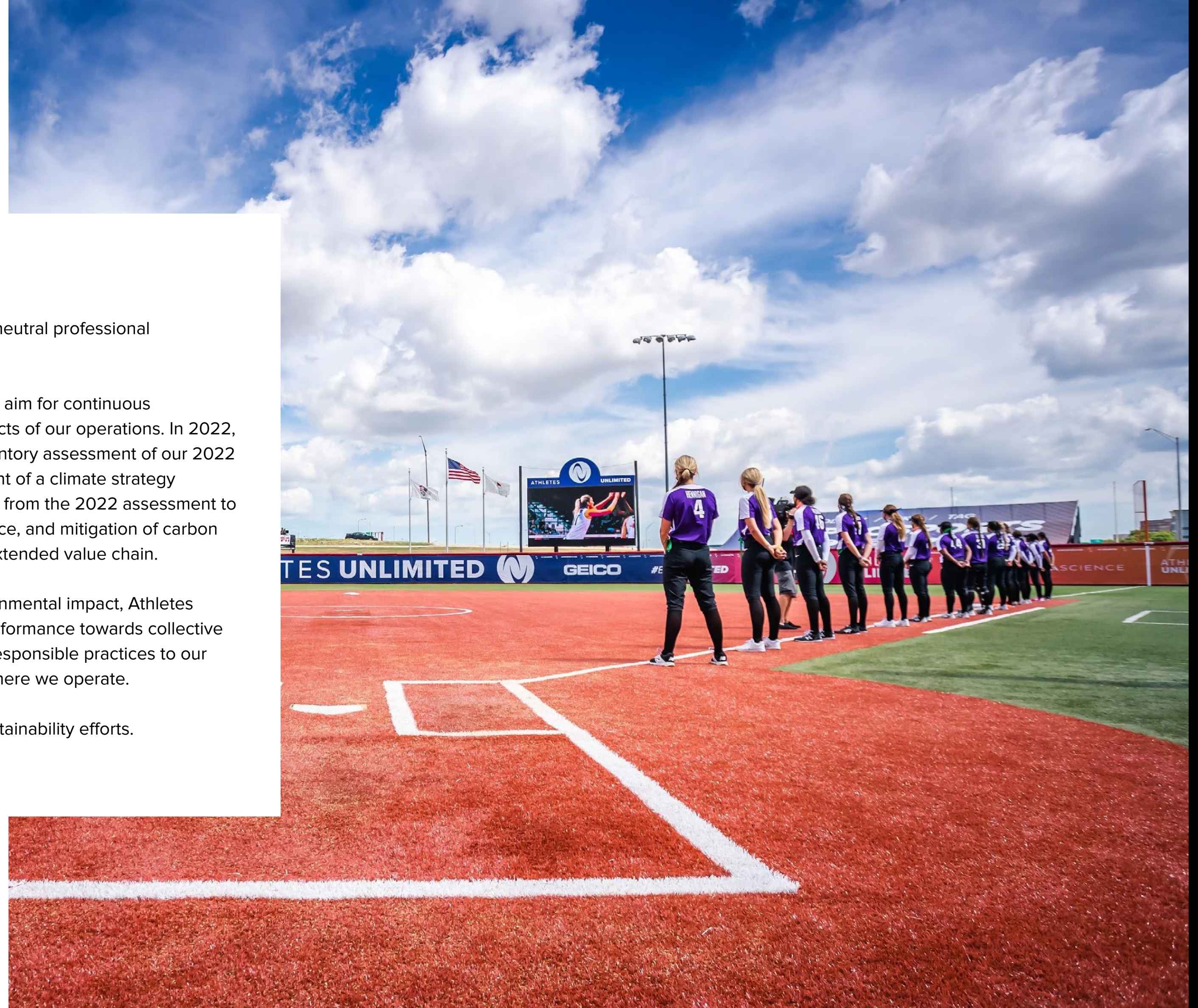
Sustainability

Athletes Unlimited is the first U.S.-based carbon neutral professional sports league.

We are committed to long-term sustainability and aim for continuous improvements to reduce the environmental impacts of our operations. In 2022, we completed our first comprehensive GHG inventory assessment of our 2022 seasons to lay the foundation for the development of a climate strategy roadmap. Athletes Unlimited is using the findings from the 2022 assessment to focus on opportunities for the reduction, avoidance, and mitigation of carbon emissions throughout its direct operations and extended value chain.

Leveraging these strategies to reduce our environmental impact, Athletes Unlimited strives to continuously improve our performance towards collective climate goals and disseminate environmentally responsible practices to our athletes, fans, employees, and communities in where we operate.

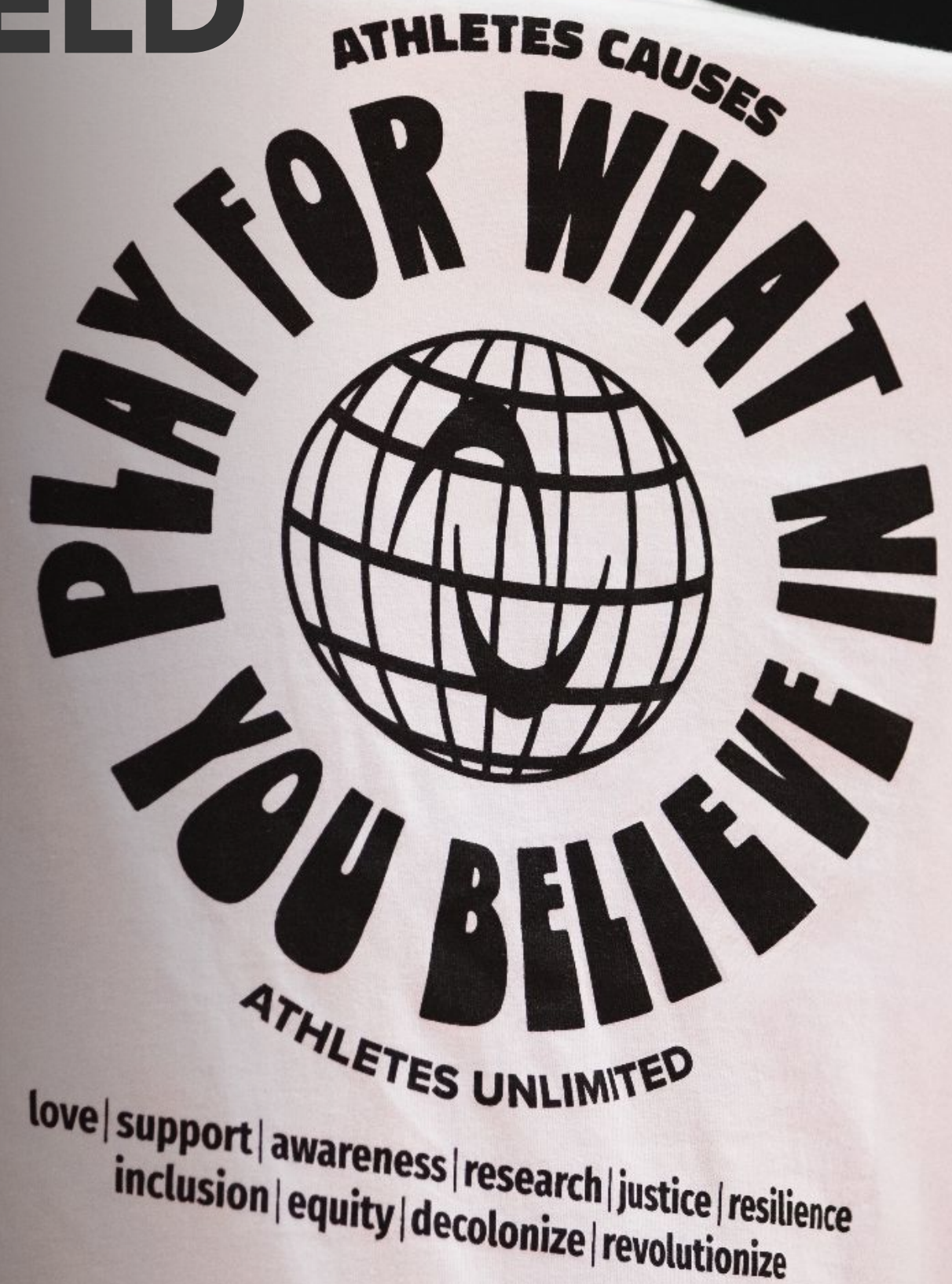
Visit our website for more detail on our 2022 sustainability efforts.



BEYOND THE PLAYING FIELD

When we created Athletes Unlimited, we wanted to make sure a commitment to civic leadership was woven into the fabric of the organization from day one. We recognize that the qualities that lead to excellence on the field — discipline, a sense of team, collaboration, hard work, an unwavering focus on the goal — are the same qualities that create strong civic leaders and participants in civic life.

We also know that athletes have incredible influence in culture and many become role models for fans. With that as context, we created a civic leadership agenda for the organization to help athletes develop as community leaders. In 2022, that included voter engagement, Athlete Causes and youth engagement.



Kiersten Bell
Basketball

Athlete Causes

Athletes Unlimited invests in athletes’ impact through the Athlete Causes program. Many Athletes Unlimited players have charitable causes they care deeply about but don’t have the personal resources or public platform to make the kind of difference they would like. For those who don’t come with a defined nonprofit relationship, Athlete Causes helps connect them to an organization that matches their interest.

In 2022, the Athlete Causes program, in partnership with Give Lively and the Give Lively Foundation, provided funding to nonprofits of a player’s choosing equal to 50% of their player ranking bonus. Players created their own campaign pages to support the organizations of their choice. Athletes Unlimited spotlighted each organization that a player played for, and athletes created content on why they chose their organization and what the organization’s mission meant to them.

Since 2020:

100%

All of our athletes have participated in the Athlete Causes program

150+

charitable organizations benefited

\$1.2M

Amount Athletes Unlimited has contributed to player-selected charities through the Athlete Causes program

Athlete Causes was designed not only to allow athletes to support causes about which they’re passionate, but also to amplify their voices on those issues and support their engagement.



[Morgan's Message's](#) mission is to amplify stories, resources and expertise to strengthen student-athlete mental health, builds a community by and for athletes through peer-to-peer conversations and provides a platform for advocacy.



[Team IMPACT](#) is a unique national nonprofit that matches children facing serious illness and disability onto college athletic teams across the country. Based on a clinical model, Team IMPACT guides a symbiotic relationship between teams and children focused on socialization, empowerment, and resilience, ensuring everyone involved has the personalized game plan they need to win – effectively building confidence and independence.

“The donations received ...have had an enormous impact in the world of student-athlete mental health at the high school and collegiate level. Eliminating the stigma and normalizing the conversations surrounding mental health has helped thousands feel comfortable to reach out for help and most importantly feel less alone.

Morgan's Message has been fortunate to be able represented by outstanding athletes and we can't thank them and AU enough for all they are doing to shed light on the mental health challenges faced by student-athletes”

-Dona Rodgers
Co-Founder and President
Morgan's Message

We have had the pleasure to work with Athletes Unlimited over the course of a few years now. Similar to AU we don’t live by the norms of traditional organizations; our focus is on athlete empowerment driven by innovation. With like-minded missions aimed to enable athletes to be their best on the court and the field, but also in the community, we have a shared goal to use sport to change the world.”

-Seth Rosenzweig
CEO, Team IMPACT

Youth Partnerships

Athletes Unlimited aims to inspire the next generation of athletes to dream big and pursue their goals, both on and off the playing field. Our youth partnerships are focused on increasing access to, and representation in, sports. By creating opportunities for engagement with our professional athletes, we aim to help unlock opportunities in women's sports for young athletes because as the saying goes, "You can't be what you can't see."

To reflect our commitment to our young fans, we built partnerships with Starlings Volleyball USA, Little League Softball, and launched All-Access, a lacrosse program to further broaden access to lacrosse in underserved communities. One of our basketball athletes participated in a Sports Envoy program in Albania. Each of these unique partnerships and programs advances our goal of providing opportunities and exposure to Athletes Unlimited and our remarkable athletes.

All-Access Lacrosse
New York



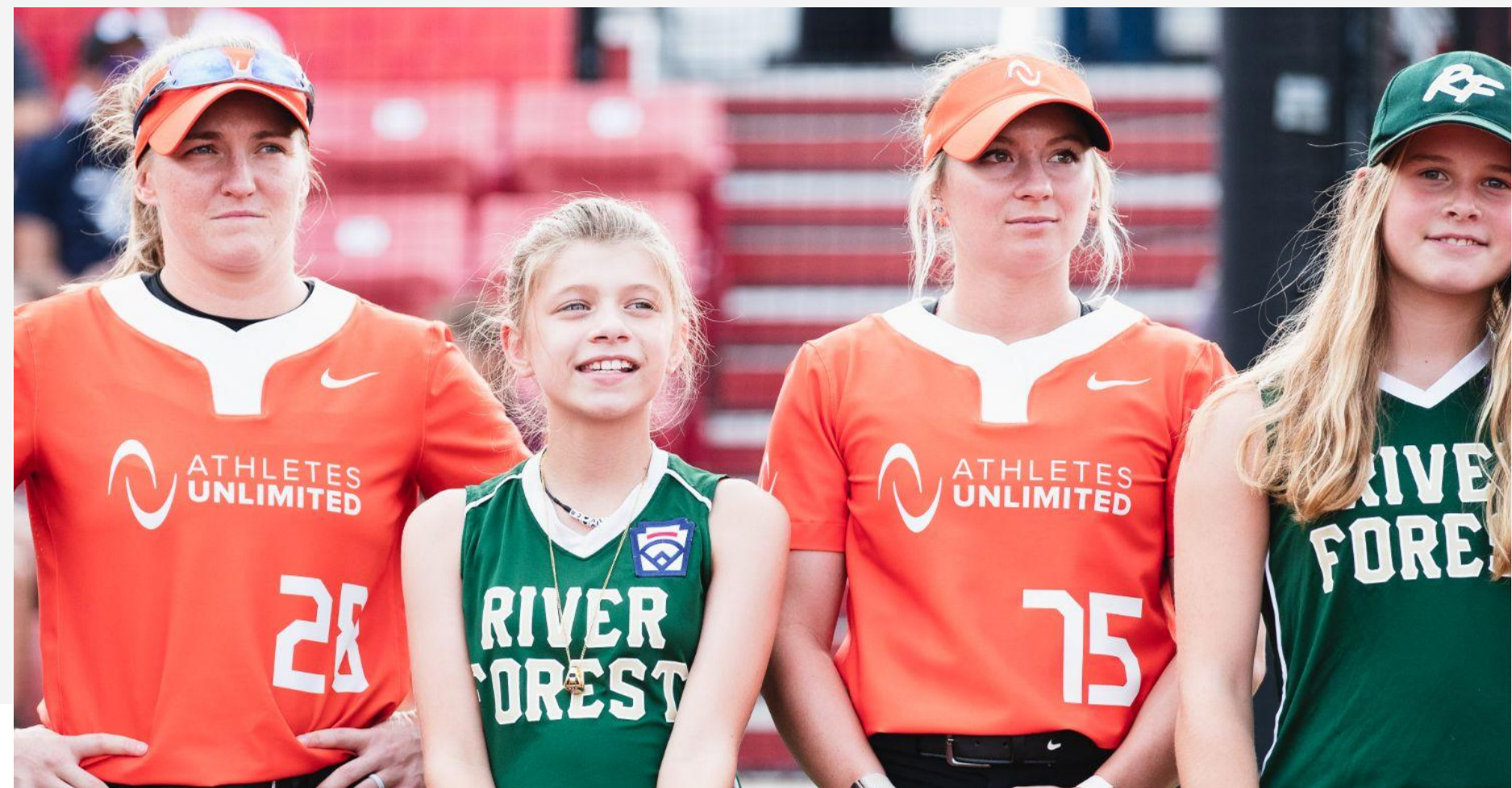


Starlings Volleyball USA is a nonprofit organization that provides access to the sport of volleyball for girls ages 10-18, of all socioeconomic backgrounds. Having teams in more than 50 cities and Native American reservations across the U.S., Starlings believes every girl deserves the opportunity to play club

volleyball. Starlings' mission is to expand access and positively impact young women's lives through the sport. During the 2022 Athletes Unlimited volleyball season, AU hosted a Starlings Night at a match with many of the Starlings athletes participating in high five lines on the court during team intros and meet & greets with the AU players. For those not in the area, the athletes hosted virtual meet-and-greet sessions and Q&A sessions with Starlings players around the country. Some of the athletes also did a preseason clinic with Starlings youth in the Dallas area.



Little League Softball® has approximately 300,000 athletes participating in more than 25 countries around the world and believes in the power of youth softball to teach life lessons that build stronger individuals and communities. Aside from teaching the sport of softball, Little League prides itself on strengthening player self-esteem, promoting teamwork and sportsmanship, and developing leaders. Little League and Athletes Unlimited co-promoted the campaign "Summer of Softball" highlighting all of the great facets happening across the sport last summer including participation in AU's 50th Anniversary of Title IX game day activities, Little League Day at an AU softball game, and collaboration around digital content promoting the Little League Girls with Game Initiative.



ATHLETES UNLIMITED **ALL-ACCESS**

Athletes Unlimited All-Access is working to close the gap in access and participation for inner city youth in underserved areas, with the goals of broadening access to the sport and bringing forth the positive benefits of playing and being involved with the sport of lacrosse. Historically lacrosse has intrinsic geographical and socio-economic barriers to entry and All-Access aims to alleviate roadblocks for potential participants.

In 2022, our All-Access program held clinics in 5 locations: Boston, Philadelphia, New York, Baltimore and Nashville, TN. All-Access sessions incorporated both on field training and off field enrichment programming. Sessions are primarily focused on basic skills and proper technique as an introduction to the sport. To ensure optimal involvement and a positive experience for all participants, tactics can be adjusted to any skill level.

2023 will see clinics in New York City with Bronx Lacrosse and Philadelphia with Eyekonz Lacrosse. Clinics in Chicago and Oakland are also in preliminary discussion.



Connecting Abroad Through Sports

Kirby Burkholder, AU Basketball, participated in a U.S. State Department-led Sports Envoy Program in Albania. “The impact of [Kirby’s] program will be felt for years to come and our partner groups were so pleased to host them. For four days, we helped launch the Jr. NBA program, visited three different cities (Tirana, Durres, and Shkoder), visited youth in underserved community schools, held a clinic for girls with prominent Albanian women athletes and Ambassador Kim, visited Special Olympic athletes, an orphanage, and met fans at a 3-on-3 public event.” - Chad Twitty, Embassy Public Affairs Officer in Tirana



ENGAGEMENT THAT ELEVATES THE GAME

The love of sports brings people together — there are few places where so many different people from so many different walks of life can come together and engage around something good. When we set out to reimagine professional sports, we also wanted to reimagine the ways we watch, support, and learn about our favorite leagues and athletes.

Erin Fairs
Volleyball



Media Access for All

In a world in which female athletes receive less than 5% of sports media coverage, distributing high-quality productions of women’s sports becomes a public benefit in itself. Since our inception, we have been committed to reaching the highest standards of sports production and distributing that content widely through conventional broadcast channels and always-on social media channels curated to specific audiences and tastes of each platform.

132 GAMES

Athletes Unlimited has broadcast or digitally streamed 100% of our games

100 COUNTRIES

Covered by television and through our digital channels

During our first nine seasons, games were broadcast across ESPN channels, Fox Sports, CBS Sports Network, and Bally Sports. Games were also re-aired on regional sports networks across the country to increase exposure and visibility. Through digital distribution, including YouTube and Facebook, our games have been broadcast worldwide. Additionally, we held 19 weekly drafts that were broadcast on Facebook and YouTube, furthering our digital accessibility.

In 2022, 26 total broadcasts were dedicated to social impact, including Title IX, Juneteenth, Power in My Voice, Black History Unlimited, Athlete Causes and more.

On social media platforms, Athletes Unlimited has grown a highly engaged follower base that rivals more mature leagues. Our talented social and content teams curate distinct feeds across Facebook, Twitter, Instagram, and TikTok as well as unique subchannels on Instagram for each sport.



800,000+ Followers



Storytelling That Transcends Sports

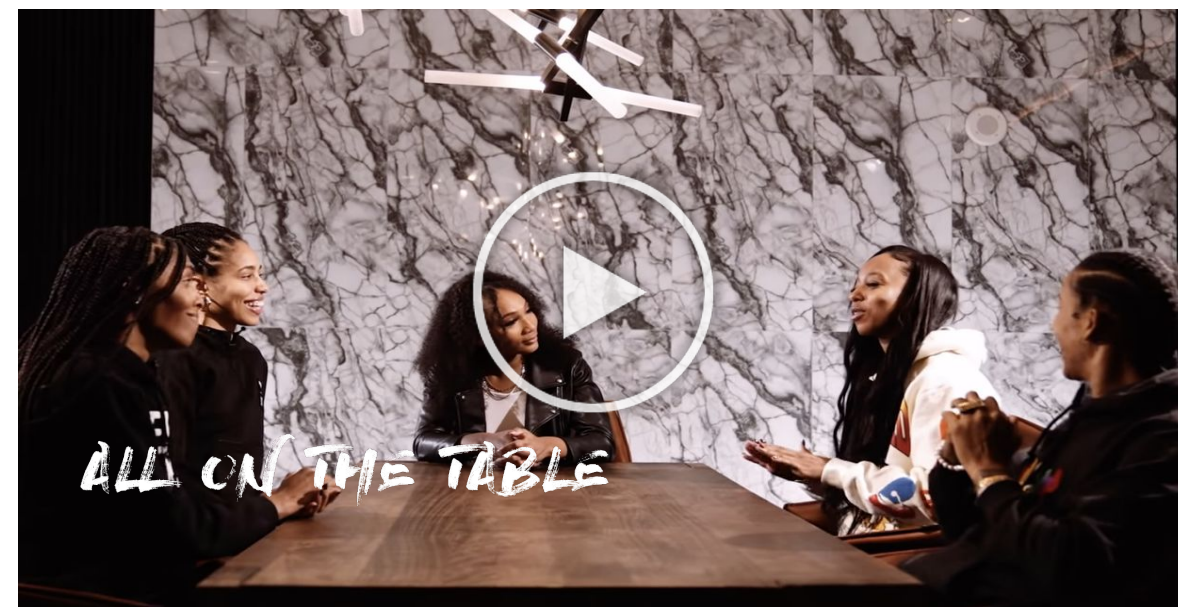
Athletes Unlimited is committed to quality and engaging storytelling that features a diversity of voices and helps bring new perspectives and new ideas to our fans through first-class sports entertainment. The company's Digital Content and Broadcast teams produce and publish content year-round that supplements our live games, from photography and graphic design to short- and long-form video series. These elements are incorporated into our game broadcasts and shared across our digital channels.

Our live game coverage consistently includes more than 10 camera angles, sideline chats, and mic'd-up moments to present fans with an experience worthy of the best athletes in the world. But it is the stories we tell of the athletes off the court — showing their lives as civic leaders, nonprofit founders, coaches, parents, and entrepreneurs — that truly distinguish our content strategy. Here are some highlights from 2022.

This is just a small sample of the stories we're committed to telling at Athletes Unlimited – to see more, visit our Athletes Unlimited YouTube channel.



Coming Home is an Athletes Unlimited mini series that features players who are returning to play in their hometown, at their alma maters, or are returning to the field following injury. Each episode offers a unique perspective on making the game bigger than themselves.



All on the Table is an Athletes Unlimited x HighlightHER special, hosted by Ari Chambers and accompanied by the players of AU Hoops, that takes a deep dive into the leagues they have gambled on, the experiences that have come with them, and the lives they lead off the basketball court.



Going Pro: The Rookie Series is an Athletes Unlimited original documentary series following players through their first professional seasons. The series explores the excitement, challenges and lessons learned by the athlete as they look to earn their place on the leaderboard and prove themselves at the next level.



Other short-form videos include retirement videos for our athletes such as Volleyball's Sheilla Castro and Softball's Cat Osterman, player profiles, and off the court/field player Q&As.

The Champions Collection

Athletes Unlimited believes in the fabric that creates culture and values the threads between artistic expression and the world of pro sports. The Champions Collection was developed to create a collection of portraits of Athletes Unlimited champions by commissioning emerging artists whose work and approach speaks to our mission and values. Our goal is to draw arts and sports closer together while providing a platform for these artists and deepening our ties to local communities. As portraits are unveiled, Athletes Unlimited plans to feature these dynamic works in person during its seasons as well as in a virtual gallery on auproports.com.

Four Portraits of Champions were added to the Champions Collection in 2022.

Athletes Unlimited completed five seasons across four sports and commissioned four different talented emerging artists to create portraits of the champions: • **Isaac Pelayo** created a portrait of inaugural Basketball champion, Tianna Hawkins. Pelayo's work combines hyperrealism with elements of street art, and the result is a beautiful contrast, a visual representation of dueling personalities. His works come from both both the loving intellectual and the defiant rebel. • **Jesus Treviño** created the portrait of Volleyball champion Bethania De La Cruz. Treviño's work is rooted from his experience being raised on the US/Mexico border and deals with the erasure of history, displacement of people, and its residual personal personal, emotional and social effects.

• **Julia Gould** was selected to create a portrait of Lacrosse champion, Taylor Moreno. Julia says "As a woman who practices Judo and Jiu Jitsu, I encounter behavioral expectations that I don't feel are genuine. These experiences influence the gender prevention in my work, and fuel my desire to allow content to express heterogeneity. • **Jennifer Cronin**, known for her meticulously rendered paintings which explore the mystery and complexity of everyday life, was commissioned to create the portrait of Softball champion, Deja Mulipola.

Portrait of Tianna Hawkins
By Artist Isaac Palayo



Looking Ahead

This report covers our accomplishments during 2022 and our 2023 year is off to a great start. After a successful season of basketball, and our first college exhibition tour for volleyball, we look ahead to two seasons of softball, a season of lacrosse and a season of volleyball. We remain committed to uplifting the unique stories of our athletes, what they care most about, and bring their perspectives and voices to the forefront. We regularly examine our policies to make sure we are first in class, and lead the way for other leagues to follow. Our civic leadership, youth engagement, coalition and nonprofit partnerships that matter to our athletes, staff and fans are crucial to our work ahead.

We invite you to join our community and become a part of what we are building. Join the Unlimited Club to directly support and connect with the athletes. Follow us across social channels at @auprosports and make sure to watch our games on television and digital platforms both in the U.S. and around the world.





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