SPORTS PHILANTHROPY NETWORK

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Foundations of Digital Media

- Digital Advertisements
- Commercials
- Social Media
- Livecasting - Digital
- Infographic
- 3D Animation
- Informational/Educational (External vs Internal)
- Events
- Short Form Storytelling
Internal vs External Production
Curating a network within your ecosystem, whom you can collaborate with to improve your distribution results.

Exclusivity vs Non-Exclusivity

Measurable Results:
Reach, Engagements, Link clicks, Views, Likes, Shares, Reposts, & Channels

When to use Ad Spend vs When to Not

Social Media Outlets:
- LinkedIn, Facebook, Twitter, Instagram
- Google, Amazon, YouTube, Vimeo,
- Digital Newspapers and Magazines
- Email Marketing Campaigns

Technology B2B - Website, LinkedIn & Email
1. TimeSeries Commercial (Siemens Partnership)
2. TimeSeries Commercial, Marine

Red Bull B2C - Sports Illustrated, YouTube, Facebook, Instagram, & Red Bull TV
1. Red Bull Open Ice
2. Red Bull Crashed Ice
Staying Busy During COVID-19

- Utilize existing footage to create content
- Strictly post-production, animation and design engagements
- Mostly all video shoots are postponed as for the foreseeable future
- Passion projects
- Scripting
- Live Media
- Clean Up of hard drives / computer
- Technique practice
- Educating oneself on programs
- Creative filmmaking
- Social Media Engagement