



KINEMATIC --- SPORTS

**MEDIA KIT
2018**

WWW.KINEMATICSSPORTS.COM

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Welcome

Our staff would like to welcome you to the Kinematic Sports, LLC 2018 Media Kit. Here you will find information about Kinematic Sports, the Sideline^{ER}® family of products, and revenue generating opportunities our products offer to you and your organization.

We believe that every athlete, in every sport has a right to safety and privacy. We were founded to fill that need. We hope that you are as excited as we are to help athletes access a professional level of safety and privacy on and off the field, while also helping your organization along the way.



Our Story

Kinematic Sports, LLC started with a simple goal: provide privacy for injured athletes during on-field examinations. This idea for a sideline evaluation tent was first raised by co-founder and University of Alabama Head Athletic Trainer, Jeff Allen. Along with fellow co-founders, Jared Cassity and Patrick Powell, Kinematic Sports now serves over 60 colleges, high schools and orthopedic groups aimed at protecting and better serving student athletes. The SidelinER® debuted during the 2015 Alabama v. Middle Tennessee State game and is now used by universities and high schools nationwide. All teams in the 2017 College Football National Championship used SidelinER® on their sidelines during the season. Our team is consistently focused on fitting the SidelinER® to all types of sidelines - including the sidelines for soccer, gymnastics, rugby, lacrosse, basketball, and other events like golf and triathlons. Always innovating, always protecting student athletes - this is Kinematic Sports.



Meet Our Staff



A 1993 graduate of Georgia Southern University with a bachelor's degree in Health and Physical Education, Jeff has held various athletic trainer positions at various universities. He has held the Head Football Athletic Trainer position at the University of Alabama since 2007.



An alumnus of the Culverhouse College of Business and the College of Engineering at the University of Alabama, Jared has served with Engineers Without Borders, Habitat for Humanity, and FEMA. Having grown up the son of a drilling engineer and school teacher, he has always been interested in operations management and promoting the field of engineering to students.



Patrick graduated from The University of Alabama in 2015 with a bachelor's degree in Mechanical Engineering. Before attending The University of Alabama, Patrick joined the United State Marine Corps and deployed to Iraq and Afghanistan.



A two-time alumna of the University of Alabama, Maria holds both a Bachelor of Science in Communication with a Public Relations concentration, and a Master of Science in Marketing. Prior to joining the Kinematic team in 2018 as Marketing Manager, Maria worked in brand management and sales development for Time, Inc. and Bassmaster.

SIDELINER[®] 2.0

Purpose Built Privacy[™]

New in 2018, SidelinER[®] 2.0 provides the highest level of sideline patient care and privacy.

Rates

Frame: \$2,999

Cover: \$799

Base Price: \$3,798

Optional accessories available include: travel duffel, hard travel case, branded panels, footprint, and rainfly

*visit kinematicsports.com/shop for more information

Specifications

7' High x 6.5' Wide x 14.1' Long (Deployed)

Accommodates 2' x 6' Training Table/Cart

68 ft² of Working Space

Weight = approximately 60 pounds

1' High x 1' Wide x 7.5' Long (Travel Dimensions)

Up to 150 ft² of advertising space via removable, branded panels



SIDELINER[®] Mini

Same quality. Smaller package.

New in 2018, SidelinER[®] Mini is a portable patient exam room designed specifically to meet the needs of athletic programs with limited sideline space.

Rates

Frame: \$2,699

Cover: \$799

Base Price: \$3,498

Optional accessories available include: travel duffel, hard travel case, branded panels, footprint and rainfly

*visit kinematicsports.com/shop for more information

Specifications

6.8' High x 4.8' Wide x 11.8' Long (Deployed)

Accommodates 2' x 6' Training Table/Cart

44ft² of Working Space

Weight = pounds (TBD)

1' High x 1' Wide x 7.5' Long (Travel Dimensions)

Up to 100 ft² of advertising space via removable, branded panels



Branded Panels

SidelinER® creates new fundraising and advertising opportunities for your program by providing up to 150ft² of premium, on-field advertising space via removable branded panels.

New for 2018, removable branded panels can be printed with your organization and sponsor logos, creating exciting and eye-catching advertising opportunities.

SidelinER® "Pays for Itself":

SidelinER® creates revenue for your organization which offsets the cost.

SidelinER® Advertising Opportunities:

SidelinER® advertising creates unique visibility for your group or business.



Testimonials

"SidelinER® has provided a private environment for the in-game evaluation of our athletes. I truly believe it has allowed me to perform a better examination and makes the injured player more relaxed and able to truly understand the diagnosis and treatment plan. It has been a valuable asset for the University of Alabama Medical Team."

**Dr. Lyle Cain, Chief Orthopedic Surgeon and Team Physician,
The University of Alabama**

"The athletes are much more at ease knowing that no one in the stands can see what's going on, either in the case of an injury or needing to wrap a hamstring, quad, or groin. The coaches like knowing that we don't have to disappear into the locker room and lose even more time away from the game if it's possible to get the player back in the game."

**Jaclyn Donovan, MBA, MS, LAT, ATC, CSCS, Athletic Training
Services Coordinator, Vereen Sports Medicine**

"SidelinER® was awesome. We utilized it 6-7 times. Had no issues with assemble or breakdown. It was simple to use and allowed plenty of space to evaluate our injured athletes. I recommend this to all programs"

**Jinni Frisbey, MED, ATC, Associate Athletic Director,
University of South Alabama**

"It's not everybody's business what goes on, what goes on with an injury, you don't want people seeing...It's like when you go to the doctor. You don't want everybody seeing what happens to you. So it's the same way with players. It also lets an opponent know what's wrong with a guy. What they're working on. What's going on here? What's going on there? Then you've got everyone in the world sitting there and watching...It's a privacy issue, and it makes it better for the kids and then you can address issues you need to address."

Jimbo Fisher, Head Football Coach, Florida State University

In The News

NFL 2017 Health and Safety Report

"GAME DAY EQUIPMENT: SIDELINE EXAMINATION TENTS

The debut of an important tool for doctors and trainers to evaluate players after an injury"

October 31, 2017

NFL Play Smart, Play Safe

"Medical Examination Tents to Improve Injury Evaluations on NFL Sidelines"

August, 1 2017

Training & Conditioning

"Making Sideline Evaluation Private"

June, 15 2017

USA Today

"The story behind the tent on Alabama's football sideline"

January 5, 2016

Sports Illustrated

"Alabama football-backed sideline injury tent headed to market" June 13, 2016

AL.com

"How four Alabama seniors helped develop 'fantastic resource' for Tide football team"

October 20, 2015

Contact Information

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