

**BIBLICAL
GROWTH
SOLUTIONS™**

STREAMING GROWTH OPPORTUNITY ASSESSMENT™



*Increase Viewership.
Increase Impact.
Increase Revenue.*



STREAMING



AUDIENCE



ATTENDANCE



SPONSORSHIP



KINGDOM
IMPACT

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Faith Meets The Crowd.



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Phone 352-363-9682

"We coach Christian college athletic departments to grow sponsorship revenue, attendance, streaming audiences, and Kingdom impact through systems—not additional staff."

Revenue Growth Opportunity Assessment™

Circle Degree of Agreement

Scale 1 to 10
10 = complete agreement

	1	Need to increase revenue without compromising our Christian mission.	1 2 3 4 5 6 7 8 9 10
	2	Need to increase revenue without adding any headcount.	1 2 3 4 5 6 7 8 9 10
	3	Our current staff needs coaching to maximize sponsorship, attendance, and streaming growth.	1 2 3 4 5 6 7 8 9 10
	4	Increasing sponsorship revenue is a strategic priority.	1 2 3 4 5 6 7 8 9 10
	5	Increasing streaming viewership revenue is a strategic priority.	1 2 3 4 5 6 7 8 9 10
	6	Increasing ticket revenue is a strategic priority.	1 2 3 4 5 6 7 8 9 10
	7	Confidence current strategy will produce desired sponsorship growth.	1 2 3 4 5 6 7 8 9 10
	8	Confidence current strategy will produce desired streaming growth.	1 2 3 4 5 6 7 8 9 10
	9	Confidence current strategy will produce desired ticket revenue growth.	1 2 3 4 5 6 7 8 9 10
	10	Are we maximizing our growth potential?	1 2 3 4 5 6 7 8 9 10
	11	Our Biggest Barrier to Growth:	
	A	Limited staff	1 2 3 4 5 6 7 8 9 10
	B	Lack of time	1 2 3 4 5 6 7 8 9 10
	C	Limited budget	1 2 3 4 5 6 7 8 9 10
	D	Need more sponsorship expertise	1 2 3 4 5 6 7 8 9 10
	E	Need better audience development	1 2 3 4 5 6 7 8 9 10
	F	Need stronger marketing	1 2 3 4 5 6 7 8 9 10
	G	Need better systems	1 2 3 4 5 6 7 8 9 10
	H	Need training	1 2 3 4 5 6 7 8 9 10
	I	Unsure	1 2 3 4 5 6 7 8 9 10

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Biblical Growth Solutions™ Alignment Assessment



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audience | content | results

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Pillar 1 - TRANSFORMATION

Circle Degree of Agreement
Scale 1 to 10
10 = complete agreement



1	Our streaming platform has a clearly defined ministry purpose.	1 2 3 4 5 6 7 8 9 10
2	Our broadcasts consistently communicate our college's Christian mission.	1 2 3 4 5 6 7 8 9 10
3	Viewers regularly hear stories of life transformation.	1 2 3 4 5 6 7 8 9 10
4	We intentionally use athletics as a platform for sharing Christ.	1 2 3 4 5 6 7 8 9 10
5	People who experience transformation are more likely to support a mission financially.	1 2 3 4 5 6 7 8 9 10
6	Transformation creates stronger loyalty than entertainment alone.	1 2 3 4 5 6 7 8 9 10
7	We intentionally encourage spiritual growth through our broadcasts.	1 2 3 4 5 6 7 8 9 10
8	Sports streams and game experiences can be tools for ministry and life transformation.	1 2 3 4 5 6 7 8 9 10
9	We regularly receive feedback that our broadcasts positively impact people's lives.	1 2 3 4 5 6 7 8 9 10
10	We believe our streaming ministry changes lives beyond the final score.	1 2 3 4 5 6 7 8 9 10

Total of all your scores

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Pillar 2 - PURPOSE

Circle Degree of Agreement
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 BIBLICAL GROWTH SOLUTIONS PILLAR 2 PURPOSE Connect people to a mission larger than themselves. - Communicate a Clear Mission - Show Eternal Impact - Inspire Shared Purpose - Advance God's Kingdom	1	God created people to live for a purpose larger than themselves.	1 2 3 4 5 6 7 8 9 10
	2	People are naturally drawn to organizations and causes that give them meaning and purpose.	1 2 3 4 5 6 7 8 9 10
	3	Our athletic department has a clearly defined purpose for streaming athletic events.	1 2 3 4 5 6 7 8 9 10
	4	Our streaming strategy aligns with the mission and vision of our college.	1 2 3 4 5 6 7 8 9 10
	5	When people understand "why," they are more likely to engage, attend, watch, and give.	1 2 3 4 5 6 7 8 9 10
	6	Our streaming platform can become one of the most influential outreach tools our college possesses.	1 2 3 4 5 6 7 8 9 10
	7	We intentionally use streaming to generate sponsorship and advertising revenue.	1 2 3 4 5 6 7 8 9 10
	8	Sponsors and fans will support us more when they understand the mission and Kingdom impact.	1 2 3 4 5 6 7 8 9 10
	9	Our streaming telecast should consistently communicate our department's purpose.	1 2 3 4 5 6 7 8 9 10
	10	A communicated purpose will lead to greater viewership, sponsorships and Kingdom impact.	1 2 3 4 5 6 7 8 9 10
Total of all your scores			

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Pillar 3 - TARGET AUDIENCE

Circle Degree of Agreement
Scale 1 to 10
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 BIBLICAL GROWTH SOLUTIONS™ PILLAR 3 TARGETING Identify and engage audiences most ready to respond. - Understand Their Needs - Identify the Right Audiences - Know Their Motivations and Aspirations - Assess Readiness (The Soil) - Focus Resources Where Impact Is Greatest	1	Jesus intentionally invested more deeply in people who were receptive and ready to respond.	1 2 3 4 5 6 7 8 9 10
	2	We have clearly identified our primary streaming audience.	1 2 3 4 5 6 7 8 9 10
	3	We understand what motivates our audience to watch our games.	1 2 3 4 5 6 7 8 9 10
	4	Trying to reach everyone equally often leads to diluted results and wasted resources.	1 2 3 4 5 6 7 8 9 10
	5	We track new viewers versus returning viewers.	1 2 3 4 5 6 7 8 9 10
	6	We know what keeps viewers coming back game after game.	1 2 3 4 5 6 7 8 9 10
	7	Understanding the motivations and aspirations of audiences will help grow our organization.	1 2 3 4 5 6 7 8 9 10
	8	We should focus resources on audiences where the greatest Kingdom & financial impact can be achieved.	1 2 3 4 5 6 7 8 9 10
	9	Targeted communication and experiences produce better results than broad, one-size-fits-all marketing.	1 2 3 4 5 6 7 8 9 10
	10	A strategic priority for Christian college athletics should be engaging audiences most ready to respond to our message.	1 2 3 4 5 6 7 8 9 10
		Total of all your scores	

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Pillar 3 - TARGET AUDIENCE (Player Familiarity)

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	1	We intentionally help viewers get to know our student-athletes.	1 2 3 4 5 6 7 8 9 10
	2	Our broadcasts regularly feature player stories beyond game statistics.	1 2 3 4 5 6 7 8 9 10
	3	Coaches actively participate in helping tell the stories of their athletes.	1 2 3 4 5 6 7 8 9 10
	4	We believe player familiarity increases sponsorship value.	1 2 3 4 5 6 7 8 9 10
	5	One of the strongest predictors of viewership is whether viewers know our athletes.	1 2 3 4 5 6 7 8 9 10
	6	Fans know our athletes as people, not just players.	1 2 3 4 5 6 7 8 9 10
	7	We feature our player stories across all social media.	1 2 3 4 5 6 7 8 9 10
	8	We regularly have our players out in the community performing volunteer work.	1 2 3 4 5 6 7 8 9 10
	9	Player familiarity is one of the strongest drivers of viewership.	1 2 3 4 5 6 7 8 9 10
	10	We share player testimonies throughout the season on social media.	1 2 3 4 5 6 7 8 9 10
		Total of all your scores	

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Pillar 4 - MOTIVATION

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	1	Our athletic department has a written streaming marketing strategy.	1 2 3 4 5 6 7 8 9 10
	2	We market our broadcasts beyond Facebook and Instagram.	1 2 3 4 5 6 7 8 9 10
	3	Our marketing focuses on creating emotional investment rather than simply promoting game times.	1 2 3 4 5 6 7 8 9 10
	4	We consistently tell stories that inspire people to become fans.	1 2 3 4 5 6 7 8 9 10
	5	We advertise in our players home town to increase viewership.	1 2 3 4 5 6 7 8 9 10
	6	We know a key to increasing viewership is always growing new viewers.	1 2 3 4 5 6 7 8 9 10
	7	We know the keywords our audience uses when searching for Christian college athletics.	1 2 3 4 5 6 7 8 9 10
	8	We use retargeting advertising to motivate people who come to our school's website to watch our games.	1 2 3 4 5 6 7 8 9 10
	9	Our marketing motivates people to become long-term supporters of our athletic program.	1 2 3 4 5 6 7 8 9 10
	10	We create opportunities so our sponsors can participate in growing our audience.	1 2 3 4 5 6 7 8 9 10
		Total of all your scores	

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Pillar 5 - KINGDOM PERFORMANCE INDICATORS

Circle Degree of Agreement
Scale 1 to 10
10 = complete agreement

	1	We have a process to capture, measure, and celebrate stories of life transformation emerging from our athletic program.	1 2 3 4 5 6 7 8 9 10
	2	We measure how many viewers watch and engage with our faith-based streaming segments and commercials.	1 2 3 4 5 6 7 8 9 10
	3	We evaluate whether our athletic events are helping people become more connected to the college's mission.	1 2 3 4 5 6 7 8 9 10
	4	We intentionally recruit, equip, and retain volunteers who support both our athletic events and our ministry mission.	1 2 3 4 5 6 7 8 9 10
	5	We evaluate success by reviewing both Kingdom impact and business results (attendance, viewership, sponsorship, and revenue).	1 2 3 4 5 6 7 8 9 10
	6	We actively partner with local churches, ministries, and Christian organizations to expand the Kingdom impact of our athletic program.	1 2 3 4 5 6 7 8 9 10
	7	We intentionally pursue mission-aligned sponsorships that advance both our financial goals and our Christian mission.	1 2 3 4 5 6 7 8 9 10
	8	We seek feedback from sponsors and community partners to identify new ways our organization can increase its Kingdom impact.	1 2 3 4 5 6 7 8 9 10
	9	We intentionally ensure that the sponsors and advertising featured during our broadcasts align with our Christian values.	1 2 3 4 5 6 7 8 9 10
	10	Our post-game evaluation hold staff accountable to our spiritual standards just as strictly as we do to competitive performance.	1 2 3 4 5 6 7 8 9 10
Total of all your scores			

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YOUR TOTAL SCORE FROM EACH PAGE	SCORE
Pillar 1 - TRANSFORMATION	0
Pillar 2 - PURPOSE	0
Pillar 3 - TARGET AUDIENCE	0
Pillar 3 - TARGET AUDIENCE (Player Familiarity)	0
Pillar 4 - MOTIVATION	0
Pillar 5 - KINGDOM PERFORMANCE INDICATORS	0

Your lowest score isn't a weakness—it's your greatest opportunity for growth. Schedule a complimentary 30-minute Growth Strategy Session, and together we'll build a practical action plan to strengthen that pillar and accelerate your results.

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Identify hidden opportunities to increase streaming viewership, sponsorship revenue, fan engagement, and Kingdom impact.



READY TO DISCOVER WHAT'S POSSIBLE?

**Schedule a Complimentary
30-Minute Strategy Session**

We'll discuss:

- ✓ Your assessment results
- ✓ Your biggest growth opportunities
- ✓ Current barriers limiting growth
- ✓ How coaching and systems can accelerate impact

WHAT HAPPENS NEXT?



OUR CORE PROMISE:

Helping Christian college athletic departments grow sponsorship revenue, attendance, and streaming audiences—

WITHOUT ADDING STAFF. WITHOUT COMPROMISING THEIR MISSION.



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STRATEGY. | SYSTEMS. | STEWARDSHIP. | IMPACT.

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