



Our Mission

smashAdz is committed to nurturing the relationships that will help keep amateur sports available in your community. By bringing together local sport administrators with national brands looking to advertise in amateur venues, smashAdz nurtures a sophisticated collaboration which helps increase fundraising dollars while bringing awareness to products and services across the country.

We hope to instill a lifelong passion for athletics in today's youth through the fundraising support gained when large companies looking to target an audience within your community are introduced to opportunities at your venue.

Let smashAdz bridge the financial gap in the amateur sport community.

How smashAdz Works

We invite you, as a sport administrator, to become a part of our advertising network. This free service is easy-to-join and instantly gives you access to our growing database of advertisers looking for local venues. Working with sport venues in every state, both public and private, large and small, allows our network to have value for potential brand sponsors. This helps us connect you to large, sustainable sponsorship opportunities.

Benefits to joining our network include:

- Expanded reach and improved access to regional and national brands.
- Access to a free 3rd party sponsorship sales team.
- Opportunities of increased revenue to help sustain your sport programs.

smashAdz was established in 2018 and is located in Villa Rica, Georgia.

Available traditional and digital advertising services range from \$250-\$2000.

For more information, please contact Andre Murphy - Andre@smashAdz.com



Our Services

smashAdz is the only national sports advertising network that specializes in placing advertisers at all levels within amateur sporting venues. In addition to bringing together national brands looking for community-based advertising opportunities and local, amateur sporting venues, smashAdz can help you design, write, and purchase:

- Venue Field or Court Signage
- Venue Scoreboard Signage
- Online Banners
- Public Announcement Spots

Average costs for our services range from \$250-\$2000 based on the specific traditional and/or digital advertising needs required by any one client. Since we customize our services, each client receives a different combination services, allowing us to work with any budget.

Our Current Investors

Ask Inside

Mike Thorne, Managing Director askinside.net

Ask Inside is a business consulting and community development organization focused on supporting change agents looking to improve opportunity for youth, especially in high-performing, under-served communities.

Insert screen shots of website and web URL into this space when available

For more information, please contact Andre Murphy - Andre@smashAdz.com



Meet the smashAdz Executive Team

Andre Murphy, Chief Executive Officer

An award-winning sports marketing executive with repeated success guiding the design and delivery of integral business development and marketing solutions, Andre excels at cultivating business-to-business partnerships as well as launching sales, marketing, and product programs which generate substantial revenues and retention. His professional experience centers around management roles in marketing and business development for a variety of companies, including key marketing roles for Nike, Adidas, and Russell Athletic, three of the top sports brands in the U.S. Andre also spent time in the technology industry as an executive. His ability to forge impactful relationships with colleagues and customers through exceptional communication and interpersonal skills has helped him build a career spanning multiple decades.

With a M.A. in Business Administration and a B.S. in Sports Management, Andre has combined his two professional talents into a single role as CEO of smashAdz, working with local, amateur athletic venues and large, national advertisers at a company driven by technology.

Uniting his love of sports and his desire to instill a lifelong love of athletics in young people, Andre is an avid sports fan of both professional and amateur teams including Notre Dame, Nebraska, Golden State Warriors, New York Yankees, Chicago Cubs, LA Lakers, Dallas Cowboys, and Atlanta Falcons. Andre also played college football while earning his bachelor's degree at Valparaiso University.

In his spare time, Andre enjoys watching movies, listening to Christian music, and finding opportunities to give back to his community.

Dana Elmore, Chief Financial Officer

As a financial professional with over 12 years of experience in her field, Dana Elmore possesses a passion for problem solving and engineering pragmatic solutions that drive company growth while simultaneously promoting innovation that makes her a valuable addition to the smashAdz management team. Possessing a strong combination of formal education and hands-on experience, Dana earned her B.S. in mathematics before going to work at companies such as Equifax, Cox Communication, and Russell Athletic, among others. Currently, she is a Senior Manager in Business Finance at SITA.

Priding herself on being a results-driven professional, Dana strives to encourage

collaboration among her colleagues. She heavily prioritizes the importance of establishing strong and supportive relationships with management, strategic partners, clients and co-workers in order to be successful.

A native to Atlanta as well as a former Atlanta Falcon's cheerleader, her #1 sports team will forever be the Falcons. Utilizing her experience as a cheerleader, Dana currently spends her free time choreographing routines for local cheer and dance teams. She's also a self-proclaimed foodie who loves to try cooking new recipes and dining at new restaurants.

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Juanita Murphy, Chief Operations Officer

A highly-proficient, tech-savvy, operations professional, Juanita Murphy embraces her natural talent for operations process and organizational management as smashAdz's Chief Operations Officer. Citing adaptability as her greatest skill, Juanita has worked with numerous teams throughout the information technology services industry to create databases, streamline operating process, create operating procedures, and organize training strategies for clients. As a business analyst for Affiliated Computer Services (a subsidiary of the Xerox Corporation,) Juanita collaborated with government agencies on the implementation of an IBM business solution platform.

Juanita has also worked in the utilities industry, spending time as a business analyst for Cobb Energy. She successfully led IT projects for Gas South where she had her hands in all aspects of each project, from requirements gathering to analysis to design, development, testing, delivery, and post maintenance.

Since 2009, Juanita has focused her career within the mortgage industry, taking her skillset in business analysis and operations to major

operational roles including sales, compliance, customer service, accounting, and investor management.

Earning her B.S in Psychology and her M.S. in Business Management, Juanita also served eight years of active duty in the U.S. Navy. Her naval career was mostly devoted to operational roles.

Juanita is happy to serve as Chief Operations Officer for smashAdz because she believes in supporting local sports communities. An avid sports fan herself, Juanita's enjoys basketball, football, and baseball. Her favorite teams include the Golden State Warriors, Notre Dame, the Dallas Cowboys, the Yankees, and the Green Bay Packers. Some of her favorite athletes include Michael Jordan, Tom Brady, Brett Favre, and Derek Jeter.

When she's not hard at work, Juanita likes hiking and running, catching the latest Marvel movie, and volunteering with organizations that help the homeless. She's an avid lover of food and cooking, known to say, "a good meal is a good life!"

For more information, please contact Andre Murphy - Andre@smashAdz.com