

THE CONCRETE GROUP · ISSUING AGENCY

A RESPONSE TO THE BOARDROOM RFP

BOARDROOM



PREPARED BY THE CONCRETE GROUP · CONFIDENTIAL



THE THESIS

Boardroom stops asking to be recognized.

Every media brand at Boardroom's stage meets the same ceiling. It can pursue coverage, or it can become the thing coverage is about. Pursuit is a treadmill, it resets every quarter and the return decays. Authority compounds.

Boardroom has already built the harder half. A network reaching over 52 million unique visitors a month. A sports holdings portfolio across three leagues. An Academy Award, an Emmy nomination and a scripted series. A members club, a print magazine and a summit carrying CNBC's name. That is not a media brand chasing relevance. That is the infrastructure of an institution that has not yet declared itself.

Our recommendation is that it declares itself.

The position: Boardroom becomes the institution that identifies, convenes and celebrates modern influence. Not a participant in the conversation about who is shaping business, entertainment, culture and sport, the standard setter for it.

Everything that follows is built to make that true.

ROLE HE ALREADY OWNS.

The recognized get covered.
The recognizer gets cited.

Rich Kleiman is known today as a builder, the operator behind Kevin Durant and the architect of Boardroom. That reputation is accurate, well earned and largely confined to people who already follow the business of sport.

Twelve months from now he should be known as the person whose judgment confers status.

Three shifts, in order.

SHIFT 01

FROM SUBJECT TO SOURCE.

Rich is currently written about. He should be quoted, the voice reporters call when the story is about how talent becomes ownership, how modern media companies get built, and where influence moves next. A point of view is more durable than a profile.

SHIFT 02

FROM HOST TO INSTITUTION BUILDER.

Rich already hosts rooms that matter. The next move is to make those rooms Boardroom owned institutions with clear editorial authority, repeatable formats and cultural gravity.

SHIFT 03

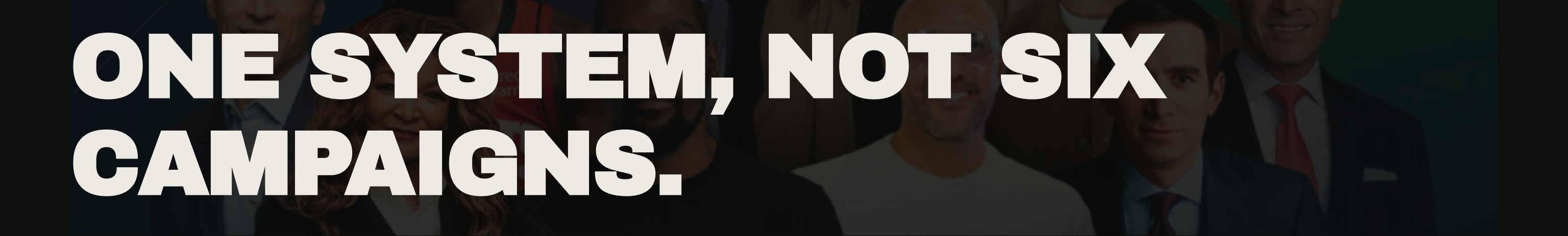
FROM SPORTS ADJACENT TO CATEGORY AGNOSTIC.

Visibility beyond sport does not come from pitching Rich to non sports outlets. It comes from giving those outlets a reason, a list, a franchise and a perspective that belong to fashion, technology, finance and design as much as they belong to sport.

ON THE MICHAEL RUBIN REFERENCE

Rubin's model is proximity: be in the room, own the room. It worked, and it is now widely imitated. Every founder has a podcast and every room has a step and repeat. Proximity has inflated.

Rich's advantage is that he does not need to buy his way into culture. He has spent a decade building the architecture that lets talent convert fame into equity. That is a thesis



ONE SYSTEM, NOT SIX CAMPAIGNS.

Each platform operates at a different altitude, but all six work together to build Boardroom's institutional authority.

A SEAT AT THE TABLE

The always on conversation

Depth, trust and executive voice

10 MINUTES IN THE BOARDROOM

The public discovery engine

Executive visibility and emerging relationships

INCUBATION WEEK

The member benefit

Retention, utility and owned IP

THE BOARDROOM 100

The authority

Global relevance and editorial power

THE BOARDROOM AWARDS

The stage

Live spectacle, partnerships and cultural visibility

THE CLASSROOM

The impact platform

Access, opportunity and future talent pipeline

SEQUENCING

SIX PLATFORMS. ONE YEAR. ONE SYSTEM.

This response describes a complete year one system. It launches in sequence rather than all at once.

Year one activates the always on press engine, The Boardroom 100, both recurring franchises, The Boardroom Awards, Incubation Week and The Classroom. Together, they create a globally credible list, peak earned media moments, weekly editorial habits, member utility, philanthropic access and a disciplined press office running beneath all of it.

The Awards, Incubation Week and The Classroom still move forward with committed partners and disciplined production gates, and those gates are part of the year one launch plan.

This is how the system stays credible: platforms launch in sequence, with commitments matched to the scale of each moment.

YEAR ONE, FOUNDATION

- The Always On Press Engine
- The Boardroom 100
- A Seat at the Table
- 10 Minutes in The Boardroom

YEAR ONE, PLATFORM ACTIVATIONS

- The Boardroom Awards
- Incubation Week
- The Classroom

THE ALWAYS ON PRESS ENGINE

The work between major announcements is what makes the major announcements land. This engine keeps Boardroom visible, quotable and strategically connected every week of the year.

Narrative development: Ongoing messaging for Rich, Boardroom and priority executives.

Executive profiling: Long form profiles, interviews, broadcast, podcasts, bylines and commentary.

Speaking and visibility: A list conferences, industry forums, awards, lists, red carpets and cultural calendar moments.

Corporate communications: Strategic initiatives, partnerships, executive appointments and new business lines.

Relationship building: Sustained engagement with influential journalists, producers, event organizers, founders and cultural leaders.

Channel amplification: Translate earned moments into newsletter, social, video, print and Members Club programming.

Issues counsel: Senior guidance on reputational opportunities, sensitivities and response strategy.

INCREMENTAL PROGRAM BUDGET

\$0

The Always On Press Engine is included in the monthly retainer and loads with earned opportunity. Only

**Boardroom's owned
annual recognition of the
people shaping the global
intersection of business,
entertainment, culture
and sport.**



An annual, globally minded list of 100 influential builders, operators, creators, innovators and investors,selected through credible editorial judgment, not membership or pay to play access.

● WHY IT MATTERS

Positions Boardroom as the recognizer, not just a brand being recognized.	Creates a scalable global platform without requiring immediate international event production.	Builds institutional authority that strengthens future profiles, speaking invitations and partnerships.	Creates a natural bridge into Boardroom’s print magazine, newsletter and digital ecosystem.
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● RICH’S ROLE

A senior editorial voice and connector for the institution,quoted on the purpose of the list, joined by credible selectors and outside voices so the authority is shared, not singular.

ESTIMATED INCREMENTAL BUDGET

\$0

When strategy, selection architecture, press launch and earned media use Boardroom’s existing editorial and design resources. Optional outside research, design or content production: \$15,000 to \$75,000.

Paid, earned, shared, owned.

PAID	Presenting sponsor; luxury, financial services, private banking, watches or premium automotive.
EARNED	Nominee and honoree profiles, power list coverage, inclusion discourse and global trade outreach.
SHARED	Honoree badges and social toolkits designed for self amplification at scale.
OWNED	Dedicated hub, print package, newsletter feature placement and selection editorial content.

CREDIBILITY GUARDRAILS

- Visible selection methodology and a credible committee beyond Rich alone.
- Global and cross industry representation from year one.
- No membership requirement and no sponsor influence over editorial inclusion.
- A first cohort prominent enough to establish immediate prestige.

voice of the franchise.	executive team host or co host based on their expertise and relationship to the guest.	giving each leader a distinct public lane rather than using rotation for rotation's sake.	conversation with an operator or founder, with the host acting as connector and moderator.
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01

EPIISODE
Rotate guests deliberately across business, entertainment, technology, culture and sport.

02

CLIPS
Use full episodes to build familiarity; use clips to create weekly press and social entry points.

03

NEWSLETTER
Create a recurring ‘Who deserves a seat?’ closing segment that feeds editorial texture into The Boardroom 100.

04

PRESS HOOK
Program executive hosted episodes around the company’s priority narratives and external speaking lanes.

05

SOCIAL CONVERSATION
Guest distribution compounds reach into new non sports communities.

PAID Presenting and mid roll partners across financial services, travel, spirits, watches or technology.
EARNED

RICH KLEIMAN, CENTER

EXECUTIVES ROTATING BY EXPERTISE

EXECUTIVE TEAM EVOLUTION

Rich remains a marquee host, reinforcing his role as a connector and operator. Select episodes feature other Boardroom executives matched to the participant’s sector, challenge or ambition.

VISIBLE LANES

Each executive develops a visible lane of expertise and a library of concise, quotable perspectives.

PROOF POINTS

The franchise creates proof points that support external speaking pitches, panels, interviews and commentary opportunities.

FORMAT

10 to 15 minutes; intimate, lightly produced and optimized for YouTube and social cutdowns.

GUEST MIX

Founders, creatives, operators and periodic wildcard names across music, entertainment and sport.

MEMBERSHIP MECHANIC

Members receive nomination, voting or question submission privileges, making the club participatory and useful.

PAID

Presenting sponsor such as a bank, fintech or business platform.

EARNED

Founder profiles, standout advice roundups and trade/startup media coverage.

SHARED

Entrant promotion during voting creates built in distribution and discovery.

An annual live program celebrating the people and brands outside traditional sports that are reshaping the business and influence of sport. The live, sponsorable and camera ready stage where The Boardroom 100 is unveiled and Boardroom’s authority becomes a cultural spectacle.

● STARTER CATEGORIES

FASHION · TECHNOLOGY & INNOVATION · MOBILITY & TRAVEL · DESIGN & ARCHITECTURE

FASHION

Design houses, stylists, footwear and material innovation.

TECHNOLOGY & INNOVATION

AI, data, wearables and fan experience.

MOBILITY & TRAVEL

Automotive, aviation and hospitality.

DESIGN & ARCHITECTURE

Stadiums, training facilities and brand environments.

Rich’s Role. Host or co host, presenter of the flagship honor and the central executive voice across pre and post event coverage.

PAID

Title and category sponsorships, ticketed tables, hospitality and branded environments.

EARNED

Nominee coverage, trade storytelling, red carpet pickup and winner profiles.

SHARED

Nominee, presenter, winner and partner amplification across adjacent audiences.

OWNED

YouTube/site livestream, recap packages and Members Club pre event access.

A private, member only offsite where Boardroom’s community builds something real.

Not another summit where people simply talk. An invite only, multi day experience bringing together operators, creatives and technologists in small teams to develop a product, campaign or tool, with AI serving as the accelerant.

Creates a premium, high utility Members Club benefit.	Generates owned intellectual property and documentary style content.	Produces a tangible earned media hook: what was built, why it matters and where the idea can go.	Creates a natural presenting role for a technology, AI or software partner when the partner adds clear utility to the build.	Keeps membership value distinct from The Boardroom 100’s independent editorial recognition.
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GUARDRAIL

Membership is never a prerequisite for The Boardroom 100. A honoree may later be invited to join; the relationship runs one way to protect editorial credibility.

ESTIMATED INCREMENTAL BUDGET

\$250,000 to \$500,000

Depending on location, duration, participant travel and production. This should move forward only with a committed enterprise or presenting partner.

The teachers are not traditional professors. They are the people actually doing it.

● THE FORMAT

A selective annual cohort of 25 to 40 emerging entrepreneurs, creators and future executives, identified through university, community and nonprofit partners alongside an open application. The program culminates in an intensive one day Classroom experience presented by Boardroom and guided by Rich alongside a rotating annual collaborator.

01 THE BUSINESS

Rich Kleiman on entrepreneurship, relationships, building Boardroom and lessons from his career alongside Kevin Durant.

02 THE MONEY

A founder, investor and athlete on equity, negotiating, raising capital and building wealth.

03 THE IDEA

A creator, CMO and entrepreneur critique participant ideas for relevance, resonance and viability.

04 THE ROOM

How to network without being transactional, pitch yourself, follow up and know when to ask.

05 OFFICE HOURS

Each participant receives a focused mentorship conversation with one relevant person from the Boardroom network. The program ends not with a certificate, but with an introduction.

The content & relationship flywheel.

The system discovers people, deepens relationships, confers authority and creates moments the market wants to amplify.

DISCOVER 10 MINUTES IN THE BOARDROOM Emerging voices, executive POV and public participation	DEEPEN A SEAT AT THE TABLE Long form trust, relationships and editorial texture	BUILD · PARALLEL MEMBER TRACK INCUBATION WEEK Member value, tangible output and owned IP	IMPACT · PARALLEL IMPACT TRACK THE CLASSROOM Philanthropic access, mentorship and emerging talent relationships	RECOGNIZE THE BOARDROOM 100 Global authority, discourse and honoree amplification	CELEBRATE THE BOARDROOM AWARDS Live spectacle, partnerships and cultural visibility
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● GLOBAL AUTHORITY WITHOUT GLOBAL OVERBUILD

The Boardroom 100 gives Boardroom a practical first move toward global authority: identify the people shaping the culture before producing international events around them.

A list can include a founder in Lagos, a designer in Milan or a technologist in Tokyo without requiring a physical event in each market.	Global selection broadens Boardroom’s relationships before international production costs are incurred.	Honoree amplification introduces Boardroom to high trust audiences across regions and industries.	Year one Awards, Incubation Week and partner activations can prioritize the markets where the strongest response emerges.
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EDITORIAL REQUIREMENT

Global cannot mean a U.S. first roster with a few international additions. Regional balance and credible outside voices must be built into selection from the beginning.

THE ANNUAL ARC

SIX PLATFORMS, ONE CALENDAR.

Q1 TO Q4 · YEAR ONE A SEAT AT THE TABLE Weekly depth, trust and executive voice	Q1 TO Q2 · YEAR ONE 10 MINUTES IN THE BOARDROOM Public discovery and recurring executive visibility	Q2 · YEAR ONE INCUBATION WEEK Private member utility and owned output
Q3 · YEAR ONE THE CLASSROOM One day cohort experience and year long fellowship	Q3 TO Q4 · YEAR ONE THE BOARDROOM 100 Global announcement and earned media peak	Q4 · YEAR ONE THE BOARDROOM AWARDS Live unveiling, red carpet and sponsorship moment
Always On, Across Every Quarter. Executive profiling, speaking, corporate communications, relationship building, cultural calendar visibility and channel amplification continue throughout the year.		

Every recommendation is designed to create earned credibility, owned authority, shared reach and paid scale.

PAID	Presenting sponsors; category partners; paid amplification; premium hospitality
EARNED	Profiles; broadcast; speaking; trade stories; winner and honoree coverage
SHARED	Guest, entrant, honoree, executive and partner amplification
OWNED	Newsletter; social; YouTube; podcast; print; site; Members Club; events

• THE COMMERCIAL OPPORTUNITY

The platforms create credible partnership inventory for non sports brands seeking access to Boardroom’s influence ecosystem, without forcing those brands into conventional sports sponsorship models.

• BRAND PARTNER ECOSYSTEM, BY CATEGORY

FINANCIAL SERVICES / FINTECH	TECHNOLOGY / ENTERPRISE AI	LUXURY / WATCHES / SPIRITS	MOBILITY / AUTO / AVIATION	HOSPITALITY / BUSINESS TRAVEL
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Success should be measured by the authority, recognition, access and commercial momentum the program creates.

DIMENSION

EARNED MEDIA

ILLUSTRATIVE MEASURES

Quality and volume of profiles, interviews, broadcast, commentary and corporate coverage; message pull through; sentiment

DIMENSION

EXECUTIVE VISIBILITY

ILLUSTRATIVE MEASURES

Speaking invitations, moderator roles, list and award recognition, red carpet and cultural calendar access

DIMENSION

AUDIENCE & REPUTATION

ILLUSTRATIVE MEASURES

Branded search, share of voice, executive name recognition, non sports audience growth and qualitative perception

DIMENSION

OWNED & SOCIAL

ILLUSTRATIVE MEASURES

Episode reach, completion, subscriptions, newsletter conversion, clip performance and partner/guest amplification

The ability to connect narrative strategy with earned media, talent, partnerships, events and owned channel amplification.

A point of view that treats relationship building and cultural access as strategic communications,not add ons.

• PROOF

We have done this before.

This brief asks for two different disciplines. Executive thought leadership that travels beyond a home category. And fluency with founders, executives and talent at the altitude where culture is decided. Most agencies can evidence one of them.

Proof 01 · Executive Thought Leadership

Tensor, from category introduction to category authority.

Tensor launched in August 2025 as an ambitious challenger in personal autonomy. Within six months, strategic communications had repositioned the brand as a production ready leader in personal Level 4 autonomy,shifting the narrative from the promise of autonomous ownership to the proof of real world commercialization.

Coverage expanded well beyond automotive trade press,reaching business, technology, financial, luxury lifestyle and design media,and positioned Tensor executives as go to voices on AI, safety and the future of mobility.

1.8B+

EARNED MEDIA IMPRESSIONS

\$125M+

EARNED MEDIA VALUE

400+

EARNED MEDIA PLACEMENTS

REUTERS · BLOOMBERG · BUSINESS INSIDER · THE LOS ANGELES TIMES · BBC · AXIOS · CNET · MASHABLE · FAST COMPANY · HAUTE LIVING · COMPLEX

WHY IT MATTERS HERE

MARKET ALIGNED SENIOR TEAM.

The account is structured around five senior executives and specialists, supported by a dedicated project manager. Monthly allocations are planning assumptions and flex according to news cycles and priority moments.

PERSON / ROLE	STANDARD HOURLY RATE	PLANNED MONTHLY ALLOCATION
NICOLE MARZAN, SENIOR LEAD, PR + PARTNERSHIPS / ACCOUNT LEAD	\$400/hour	16 hours/month
KATE NELSON, SENIOR LEAD, PR	\$400/hour	12 hours/month
JESSE NICELY, CULTURAL STRATEGIST	\$300/hour	10 hours/month
LAUREN DRESCHER, SOCIAL MEDIA & INFLUENCER RELATIONS	\$300/hour	10 hours/month
LOUIS ROGER, CREATIVE DIRECTOR	\$325/hour	10 hours/month
WHITLEY NGO, PROJECT MANAGER	\$185/hour	25 hours/month

Modeled monthly total: 85 hours | Standard rate card value: \$25,175
Rates are agency billing rates reflecting senior expertise, agency overhead and the integrated nature of the assignment; they are not employee wage equivalents.

The retainer establishes the foundation.

A twelve month retained partnership centered on earned media, executive visibility and senior strategic counsel. Tier One creates the always on senior press office and strategic foundation for the full Boardroom platform.

TIER 01, FOUNDATION

\$25,000 / month

The always on press engine, executive positioning and media relations, plus development of The Boardroom 100. Modeled at 85 senior hours per month against a standard rate card value of approximately \$25,175. Annual agency fee: \$300,000.

• WHAT THE RETAINER COVERS

A senior press office for Boardroom’s biggest ideas,clear narratives, fast counsel and earned media execution

Executive visibility that puts leaders in the right rooms, from commentary and bylines to stages, lists and cultural calendar moments

Partnership counsel that connects communications strategy to sponsors, talent, creators and priority relationships

Hands on senior leadership across strategy, creative oversight, project management, reporting and moment by moment decision making

• SEPARATE, PRE APPROVED COSTS

Third party production, venue, fabrication, talent, creator and vendor fees

Travel and entertainment, newswire distribution, paid media and on site staffing beyond the agreed team allocation

Production budgets for proprietary platforms, approved individually and potentially offset through sponsorship or brand partnerships

Competitive Positioning: Direct access to five senior specialists plus dedicated project management,without the junior team dilution common in larger agency structures.

CLOSING

WE ARE NOT PROPOSING SIX DISCONNECTED CAMPAIGNS. WE ARE PROPOSING THE INSTITUTION BOARDROOM CAN OWN.

A globally credible annual list. A live stage that crowns it. A weekly podcast and short form franchise that build relationships and executive visibility all year. A private offsite that makes membership useful. A philanthropic platform that turns access into opportunity. And an always on press engine that turns every element into sustained authority.

• THE OUTCOME

Boardroom becomes the place that identifies, convenes and celebrates modern influence, and Rich Kleiman and the executive team become recognizable voices at the center of that system.

START THE MSA

The Concrete Group

nicole@theconcretegrp.com

Offered On Behalf Of Boardroom