THE COMMERCIAL FLAGSHIP / NOVEMBER 2026

WELCOME TO GOATVILLE



Five Games. One Connected Universe.

Sports become stories. Stories become culture.
A year-round world of media, commerce and original IP.

MEET YOUR HOST

VINCENT VAN BAA.



“Gentlemen, welcome to Goatville. Five games, a city full of stories, and several exceptionally good reasons to stay. Let me show you around.”

Vincent is a fictional character. Adam Brown is the founder.

ONE WORLD. FIVE WAYS TO BUILD.

Original sports properties. Five distinct commercial opportunities.

01 COMPETITIONS & LICENSING

Five original GOAT Games, BAAs and GPI concepts. Competition formats, hosted events, technology integrations, co-development and licensing opportunities.

02 MEDIA & PUBLICATIONS

Sports storytelling, league coverage, magazines and DSN. Editorial sponsorships, branded content, commissioned publishing and year-round distribution partnerships.

03 LIFESTYLE, APPAREL & ORIGINAL IP

Goatville, Vincent Van Baa and an original character universe. Apparel, accessories, collectibles, entertainment formats and licensing opportunities across consumer categories.

04 MARKET ADVISORY & CREATIVE

Van Baa Creative brings sports-media strategy, visual storytelling, original design and commissioned content production to sports, entertainment and commercial partners.

05 STRATEGIC VENTURES & PARTNERSHIPS

One connected portfolio for media, technology and operating alliances, joint ventures, investment, selected-asset deals and acquisition conversations.

WORLD BUILDING 2.0

WE BUILT SOMEWHERE FOR IT ALL TO LIVE.



THE CITY IS THE CANVAS.

Games, magazines, storefronts, billboards and character stories share one city. Its streets turn advertising into part of the experience.

Goatville is fictional. The creative artwork and publication assets exist.

ORIGINAL CHARACTER IP

VINCENT VAN BAA. SERIOUSLY UNFORGETTABLE.



Once Vinny from the Hood. Now a billionaire with impeccable tailoring, improbable acquisitions and a city to introduce.

“I didn’t invent the wheel. I acquired the rights to turning.”

A recurring host for film, publishing, advertising and character licensing. The joke travels. So does the identity.

Original fictional persona, distinct from founder Adam Brown.

THE 99TH FLOOR

THE VIEW FROM VINCENT’S OFFICE.



The 100th floor glows by candlelight. The 99th is Vincent’s corner office. Floors 97-98 are lit; 94-96 stay dark. In this city, even a window tells a story.



Fictional city-screen ad concept.

CITY HALL / MAYOR BILLY GOAT

THE BAA STOPS HERE.



GOATVILLE CITY HALL / GOATVILLE LAW

Mayor Billy Goat gives the city a civic personality: tradition, ceremony and a distinguished place to complain about parking. He is a separate character from Vincent.

Fictional civic institution and signage concept.

A DESTINATION MADE OF STORIES

THE CITY NEVER RUNS OUT OF STORIES.





MOUNTAIN GOAT



GOAT MARINA



THE BAAKERY

Mountains, waterfront, hospitality and city life: destinations that can become editorial, advertising and collectible creative.

Fictional destinations and advertising concepts.

GOATVILLE STANDARD TIME

THE WORLD RUNS ON GOATVILLE TIME.



GST

A shared sports-time identity, aligned to the New York local clock. A fictional convention, not a separate time zone.

Time to Win Is Now.

Schedules. City screens. Publications. A luxury design language that connects them all.

Timepiece and licensing concept. No watches manufactured or sold.

THE FIVE GOAT GAMES

FIVE GAMES.
ONE CONNECTED UNIVERSE.



JANUARY-FEBRUARY

NFL PLAYOFF LEAGUE

Football postseason



MARCH

HORNS & HOOPS

College basketball



APRIL-JUNE

GOAT CROSSOVER

Basketball + hockey



SEPT-DEC

LEAGUE OF GREATNESS

Private fantasy football



OCTOBER

GOAT CLASSIC

Baseball postseason

One entry per person per Game is the intended principle. Independent formats; no professional-league or NCAA endorsement is implied.

JANUARY / FOOTBALL PLAYOFFS

JANUARY.
EVERY PICK MATTERS.



NFL PLAYOFF LEAGUE

Postseason picks, confidence and MVP selections make every round matter. A focused format supports previews, leaderboards and a championship story.

Rules developed. Public accounts and automated live scoring remain planned.

MARCH / COLLEGE BASKETBALL

MARCH BELONGS TO THE GOATS.



Tournament choices. Bracket drama. The championship chase. Horns & Hoops gives every upset a place in the story.

Tournament format developed; public automated play remains planned.



Fictional lifestyle ad concept.

SPRING / BASKETBALL + HOCKEY

TWO PLAYOFFS.
ONE GOAT GAME.



BASKETBALL.
HOCKEY.
ONE GOAT GAME.

Two postseason races. One cross-sport competition. One participation identity that connects the drama on hardwood and ice.

Two sports. One participation identity.

Competition artwork and format concept. Integrated public accounts and automated scoring remain proposed.

ACTUAL PUBLISHING PROOF

WE PUBLISHED THE WORLD.



ACTUAL WEEK 10 COVER



GOATVILLE TIMES — WEEK 10 / 2026

THE PLAYOFF RACE / STANDINGS

Seven places. No velvet rope.

ENTERING WEEK 10 / NINE GAMES COMPLETE

#	FRANCHISE	W-L	PF/W	PA/W
1	**Phoenix Flash**	**9-0**	124	98
2	Poolman	**7-2**	105	93
3	Bamboozlers	**6-3**	105	90
4	Romanators	**5-4**	107	101
5	Gruden Grinders	**5-4**	105	106
6	Team USA	**4-5**	91	89
7	**TDMB**	**4-5**	93	104
	PLAYOFF CUTOFF / TOP SEVEN QUALIFY			
8	**Champ Returns**	**4-5**	102	95
9	**Goatville Baa**	**3-6**	99	105
10	Stray Bullets	**3-6**	95	105
11	Untouchables	**3-6**	92	112
12	Yaakaballers	**1-8**	77	96

PF/W = points scored per week. PA/W = points allowed per week. Averages are the founder's published whole-point figures. All twelve ranks and records match League Loom's ESPN snapshot of November 10, 2026.

GOATVERSE PUBLISHING / LEAGUE OF GREATNESS 13

ACTUAL WEEK 10 STANDINGS

Finished covers, results, reporting and designed interiors. A private league has already become a recurring publication with a recognizable voice.

Shown: checked Week 10 PDF, cover and page 13.

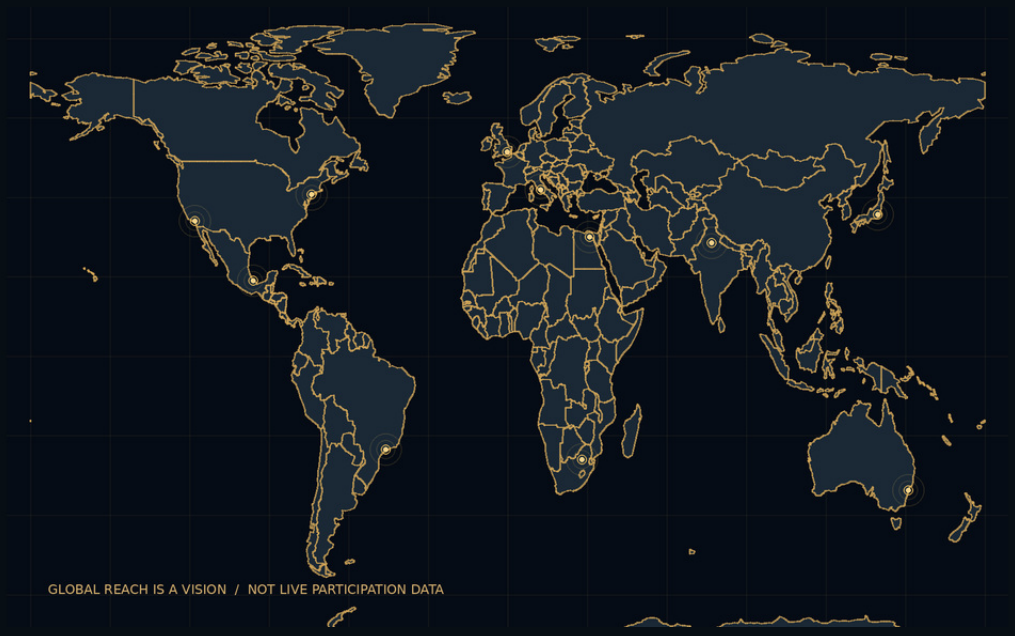
THE SPORTS-PLATFORM ENGAGEMENT ENGINE

GPI

GOAT POWER INDEX

BAAs

ACHIEVEMENT POINTS



PARTICIPANT RANKING VISION / WORLD-MAP DESIGN CONCEPT

EARN BAAs

Achievement across Games.

BUILD YOUR GPI

A lasting competitive identity.

RETURN

A new season. A new chase.

A potential driver of repeat participation: BAAs reward achievement, while GPI gives players a standing to improve, a history to build and a reason to enter the next GOAT Game.

Participant GPI is separate from college-football editorial GPI. The scoring formula, accounts and live global leaderboards require development.

A CAMPAIGN PEOPLE REMEMBER

CAN’T STOP THE BAA.





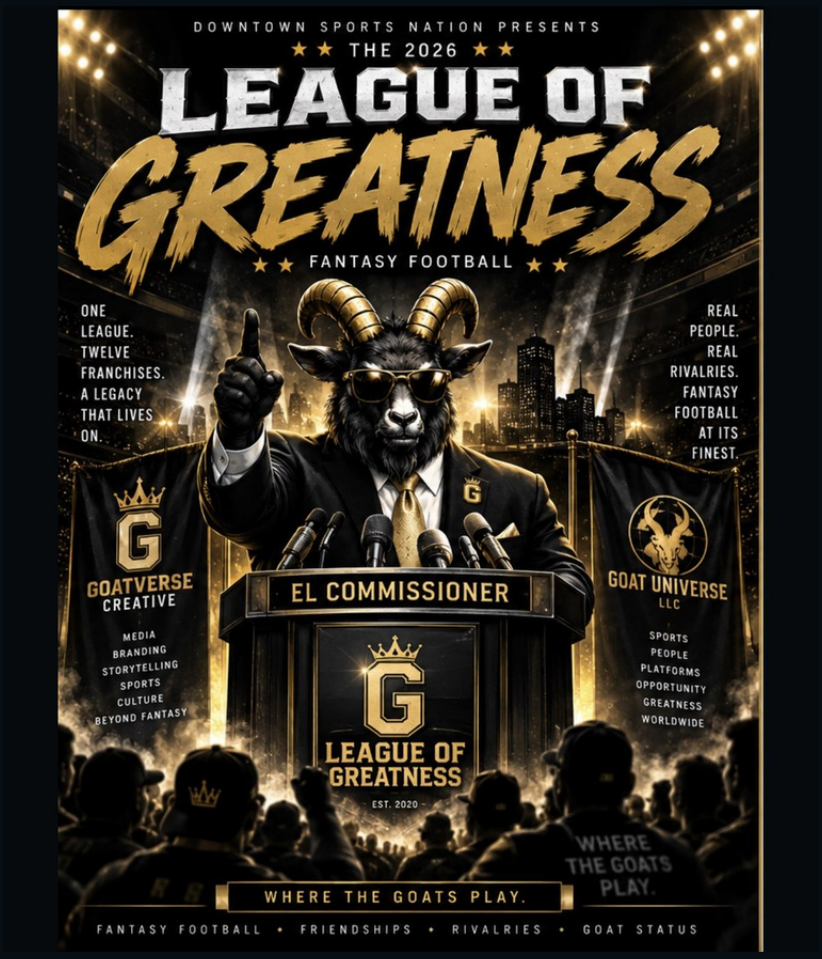


One signature moves from the street to arena banners, apparel, fictional city billboards and editorial. The world carries the campaign.

Original campaign and in-world advertising concepts.

THE ESTABLISHED PRIVATE LEAGUE

TWELVE FRANCHISES. REAL HISTORY.



REAL OWNERS.

REAL RIVALRIES.

REAL HISTORY.

A long-running private fantasy-football league with twelve genuine franchises, recurring matchups and published archives.

A community-scale proof of concept: competition becomes an entertainment property.

Twelve private-league franchises, not twelve paying commercial teams.

OCTOBER / BASEBALL POSTSEASON

OCTOBER HAS A NEW CLASSIC.





BASEBALL.
OCTOBER.
GOAT CLASSIC.

A developed postseason baseball competition concept with previews, game stories and a championship edition. October is unmistakably baseball.

Public participation systems and automated scoring remain planned.

THE YEAR-ROUND ENGINE

THE STORIES NEVER STOP.



Five seasonal competition windows. Publishing and character stories are designed to continue across all twelve months.

PROPOSED DIGITAL RESIDENCY

FIVE GAMES.
ONE LIFETIME HOME.



Complete all five GOAT Games to earn lifetime digital residency under the proposed model. BAAs connect results. GPI builds status. Residency creates belonging.

Digital community concept, not physical property. Accounts and residency benefits have not been deployed.

THE GOATVILLE TIMES

REAL WEEKLY STORYTELLING.



WEEK 9 / NOVEMBER PLAYOFF CHASE



WEEK 7 / NOBODY IS DONE YET

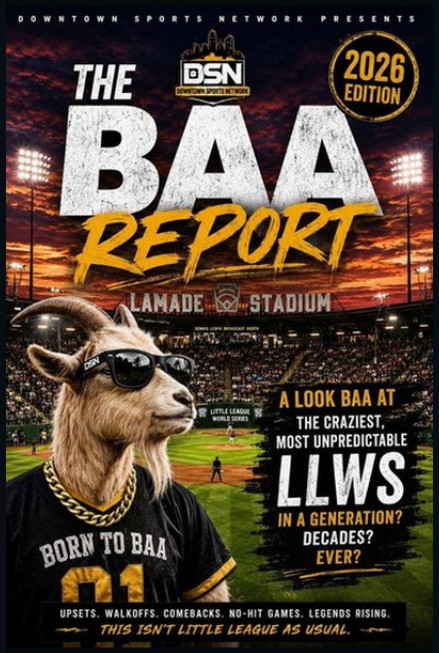


Recaps. Standings. Playoff races. Distinct covers turn each week into a new reason to return.

The Irresistible Baa / fictional magazine ad concept.

DOWNTOWN SPORTS NATION

REAL SPORTS. ORIGINAL JOURNALISM.







LITTLE LEAGUE

WORLD CUP

LOCAL SPORTS

The supplied Baa Report, World Cup Daily and Miracle Season creative show a reporting portfolio beyond fantasy sports. Original coverage can become commissioned editions and distribution packages.

Completed source cover artwork shown; no audience reach or clients claimed.

THE 54-PAGE BUSINESS & TOURISM GUIDE

THE ADVERTISEMENT IS PART OF THE WORLD.



Twelve real franchise identities become imagined venues, original advertisements and travel-style editorial in a finished 54-page collectible guide.

VAN BAA MOTORHOUSE / ACTUAL GUIDE ADVERTISEMENT

Shown: original advertisement from the Business & Tourism Guide, page 42.
Fictional destination and advertising creative.

THE GREATNESS FILES / EDITORIAL ARCHIVE

THE FINAL SCORE IS ONLY THE BEGINNING.





COLLECTOR EDITION

THE GREATNESS FILES

Record books. Collector stories. Rivalry archives. Results become an enduring media library, with history that can be revisited and republished.

Genuine completed cover artwork from the supplied source.

CHARACTERS / MUSIC / NIGHTLIFE

THE CITY HAS A SOUNDTRACK.



GOATVILLE AFTER DARK

DJ Goat and Lil Baa turn the city into character-led music, nightlife creative and short-form entertainment possibilities.

Fictional nightlife and entertainment IP; no operating nightclub is represented.

TWELVE FRANCHISES / TWELVE HOME GROUNDS

EVERY HOME HAS A STORY.







Phoenix Flash
Phoenix

Poolman
NY/PA border

Bamboozlers
Long Island

Romanators
Rome

Gruden Grinders
Clearwater

Team USA
Washington DC

TDMB
Bronx

The Champ Returns
Binghamton

Goatville BAA
Lake Placid

Stray Bullets
South Binghamton

Untouchables
Near Oneonta

Yaakaballers
Jerusalem

Actual private-league teams; imagined stadiums and founder-defined geography.

VINCENT EXECUTIVE COLLECTION

FROM STADIUM TO BOARDROOM.



Tailored black suits. Understated horn, V and G details. Scarves, timepieces and fine accessories. A premium collection with a distinctly goat-world personality.

A character becomes a wardrobe. A wardrobe becomes an IP opportunity.

Fashion and product design concepts for partners; no items on sale.

LIFESTYLE, APPAREL & IP

WEAR THE WORLD.

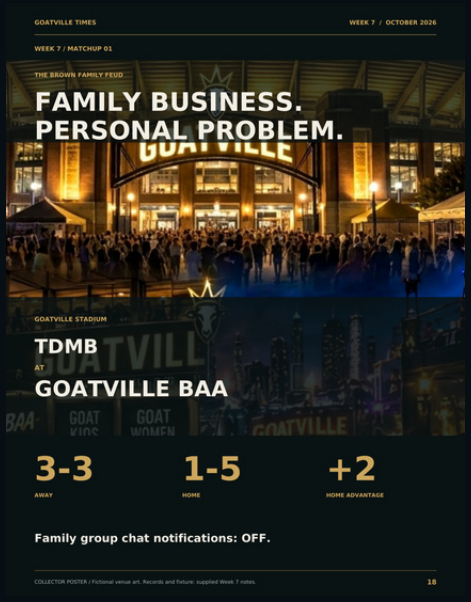


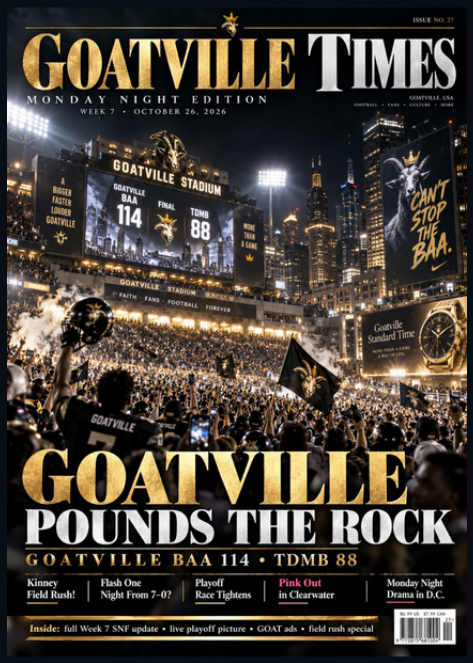
Caps. Hoodies. BAA down the leg. Varsity jackets, scarves, GOAT Tee golf apparel and youth “Unleash Your Inner Baa” designs. One coherent collection, many ways to belong.

Polished product mockups. No manufactured inventory, SKUs or orders claimed.

ONE MOMENT / MANY FORMATS

A UNIVERSE OF CONTENT.







01 / COMPETE

A result. A rivalry.
A story worth telling.

02 / PUBLISH

Cover. Recap.
Historical archive.

03 / EXTEND

Social. Characters.
Video. Merchandise.

The same sporting moment supplies multiple creative formats and new reasons to return.

THE CITY THAT BECOMES AN ECONOMY

ONE CITY.
ENDLESS CREATIVE INVENTORY.





THE BAAKERY



CITY LIFESTYLE



THE GOAT TEE

VINCENT VAN BAA INTERNATIONAL AIRPORT

A fictional Goatville airport and BAA Airways departures board extend the original world into cinematic stories, social campaigns and potential licensed creative. No real airport, airline, flights or revenue is represented.

WORLD BUILDING 2.0

WORLDS WORTH ADVERTISING IN.



“Gentlemen, most companies sell advertising space. We build entire worlds worth advertising in.”

VINCENT VAN BAA

Fictional commissioned-style activation demonstration, not a paid sponsorship.

GST TIMEPIECES

OWN EVERY SECOND.



GOATVILLE STANDARD TIME

Aligned to the New York local clock. Timepiece design and ad concept; no manufacture or sales represented.

THE PARTNER-LED OPERATING VISION

WE BUILT THE WORLD. LET'S BUILD THE BUSINESS.



VAN BAA CREATES

Five authored formats. Original characters and settings. Finished editorial and campaign artwork.

PARTNERS COULD BRING

Technology. Distribution. Sponsorship sales. Licensing, product production, commerce and scale.

A defined partnership can connect finished creative work with the operating capacity needed to reach a public market.

Operating vision proposed. No signed agreements or revenue claimed.

THE FULL BODY OF WORK

EXPLORE THE WORLD.



SEE THE WORK. DISCOVER THE WORLD. CHOOSE YOUR OPPORTUNITY.

Explore the original games, publications, characters and creative portfolio developed by Van Baa Sports & Entertainment.

VAN BAA SPORTS & ENTERTAINMENT

Corporate portfolio | Sports, media, creative & licensing

PUBLICATIONS

Van Baa Sports & Entertainment Publications

THE PROPOSED WORK CULTURE

WORK HARD.
LIVE BIGGER.



Four focused days of building. Three days for family, sport and life. Rotating schedules could support seven-day sports and media operations without making work the whole calendar.

Build a world worth working in.

Proposed workplace philosophy, not a current contractual employee benefit.

BRING YOUR LEAGUE

YOUR LEAGUE. YOUR LEGENDS. YOUR HEADLINES.



ACTUAL LEAGUE OF GREATNESS FAN GUIDE

01

PRESERVE THE HISTORY

Owners, records and rivalries.

02

BUILD THE FRANCHISES

Identity and imagined home grounds.

03

PUBLISH THE LEGENDS

Weekly magazine-quality stories.

04

CONNECT THE GAMES

Potential BAAs and hosted play.

Turn your league’s seasons into a library your owners will want to keep.

Data integrations and automated publishing are future development.

THE FOUNDER BEHIND THE CREATIVE

ADAM BROWN.



Experience in sports media, advertising, publishing and business development: Vista Media Group; Mediamax / Condé Nast; Gannett / USA TODAY; Townsquare Media; FOX 40.

Syracuse University
B.S. Communications
2004, honors

Elected Johnson City village trustee, 2021-2025.

Industry experience. A sports storyteller’s eye. A world built from the ground up.

A WORLD THAT CAN TRAVEL

GOATVILLE, EVERYWHERE.









NEW YORK **LONDON** **TOKYO** **ROME**

Retail. Media. Venues. Licensing. Apparel. A connected visual identity can adapt to different markets without losing the world that makes it distinctive.

Imagined future applications, not operating international locations.

THE NEXT CHAPTER

LET'S BUILD SOMETHING GREAT.



Five original competitions. A year-round publishing portfolio.
Original entertainment IP. Creative production. Partnership potential.

START THE CONVERSATION

Licensing / Media / Creative / Distribution / Strategic Partnerships

ADAM BROWN | FOUNDER

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VAN BAA SPORTS & ENTERTAINMENT

THE FINAL INVITATION

WHERE THE GOATS PLAY.



“Gentlemen, I’ve acquired fifteen submarines, three tectonic plates, and the weekend.

But the next great acquisition?
That might be yours.”

CAN’T STOP THE BAA. / TIME TO WIN IS NOW.