

# BAM

## BALDWIN ACCESS MEDIA

### ORIGIN STORY

Baldwin Access Media began with a simple but powerful insight. While advertisers increasingly chased digital impressions, millions of Americans continued to gather every week in real-life settings that national media had completely overlooked. Farmers markets, art walks, festivals and community events offered trust, dwell time and genuine attention, yet remained untouched by modern ad platforms.

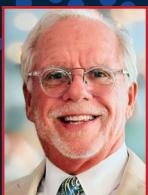
Sherman Baldwin recognized the gap. With experience spanning media, business and event development, he envisioned a system that could transform these community "Access Points" into scalable media inventory. From that vision came The BAMbord, a first-of-its-kind platform combining advanced interactive AI-driven LED displays, exclusive partnerships and immersive, event-based marketing on a national scale.

### MISSION AND VISION

**Mission:** To build a new national advertising channel rooted in community and powered by AI technology, delivering meaningful brand engagement where people live, laugh and play.

**Vision:** To unlock millions of overlooked impressions per month by connecting national brands with real audiences in real spaces through presence, participation and authentic interaction.

### LEADERSHIP TEAM



**Sherman Baldwin** · Founder and CEO

Veteran media strategist with two billion dollars in national media buys. Leads BAM's strategy to redefine out-of-home advertising through interactive and data-driven experiences.



**Jonathan Sisler** · Strategic Advisor

Former CEO of Coyote Logistics. Provides extensive experience in national scaling, infrastructure and operational growth.



**Beth Baldwin** · Co-Founder and COO

Former healthcare HR executive with deep expertise in operations and team scaling. Drives BAM's execution and organizational structure.



**Lang Liu, Esq.** · Legal Representation

Wilson Sonsini Goodrich & Rosati  
Partner  
Palo Alto, CA



## BAMBORD FACTS AND ADVANTAGES

- The U.S. advertising industry exceeds \$300 billion annually, with more than \$125 billion spent across out-of-home, broadcast, digital and experiential media.
- High-frequency community gatherings remain the most overlooked audience segment in national advertising.
- BAM unlocks these hometown, high-trust environments and transforms them into measurable and repeatable media access points.
- BAM creates trusted and memorable brand experiences at the moments when Americans are most engaged.
- Proprietary hardware and AI-driven software power immersive, trackable engagement at high-traffic community events.
- Portable 10' x 5' high-resolution LED screens placed inside secured events provide intelligent displays that merge visual storytelling, QR activation, and real-time analytics.
- Attendance at local and hometown events has reached record post-pandemic highs across all demographics.
- AI-driven crowd analytics and smart content sequencing adapt messages in real time.
- QR code activations convert dwell time into measurable digital engagement pathways.



## CONTACT

For partnerships, media inquiries and sponsorship opportunities, please reach out to Sherman Baldwin.

**Speak with the founder personally:**  
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