

College NIL | OpenSponsorship Marketing Opportunities



Part I: Why use athletes

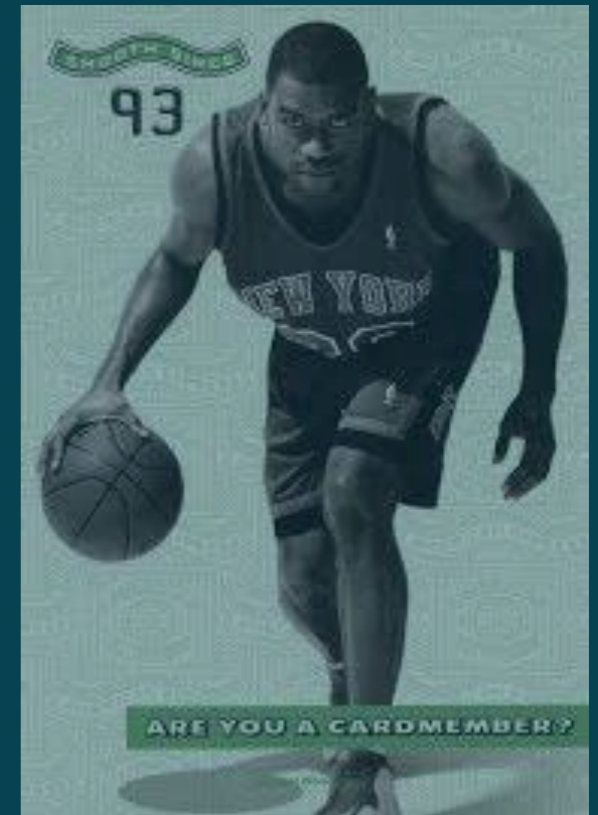
Part II: How use athletes

Part III: Example Campaign

Part IV: Reporting Capabilities

Part V: The Team

Part VI: Benefits to Official Partners





Reach passionate, local audiences using college athletes

Open Sponsorship's network will soon include thousands of student athletes. Our platform is the one-stop shop for doing deals including: match, negotiation, contracts, payments, deal management, ROI tracking

- Athletes are the most diverse set of influencers in the world
- NCAA athletes are 50% male, 50% female
- The followers of NCAA athletes are loyal, engaged and a cover many different demographics





A Brand Awareness & Engagement

OpenSponsorship campaigns are proven to get 100% greater engagement rates than industry averages

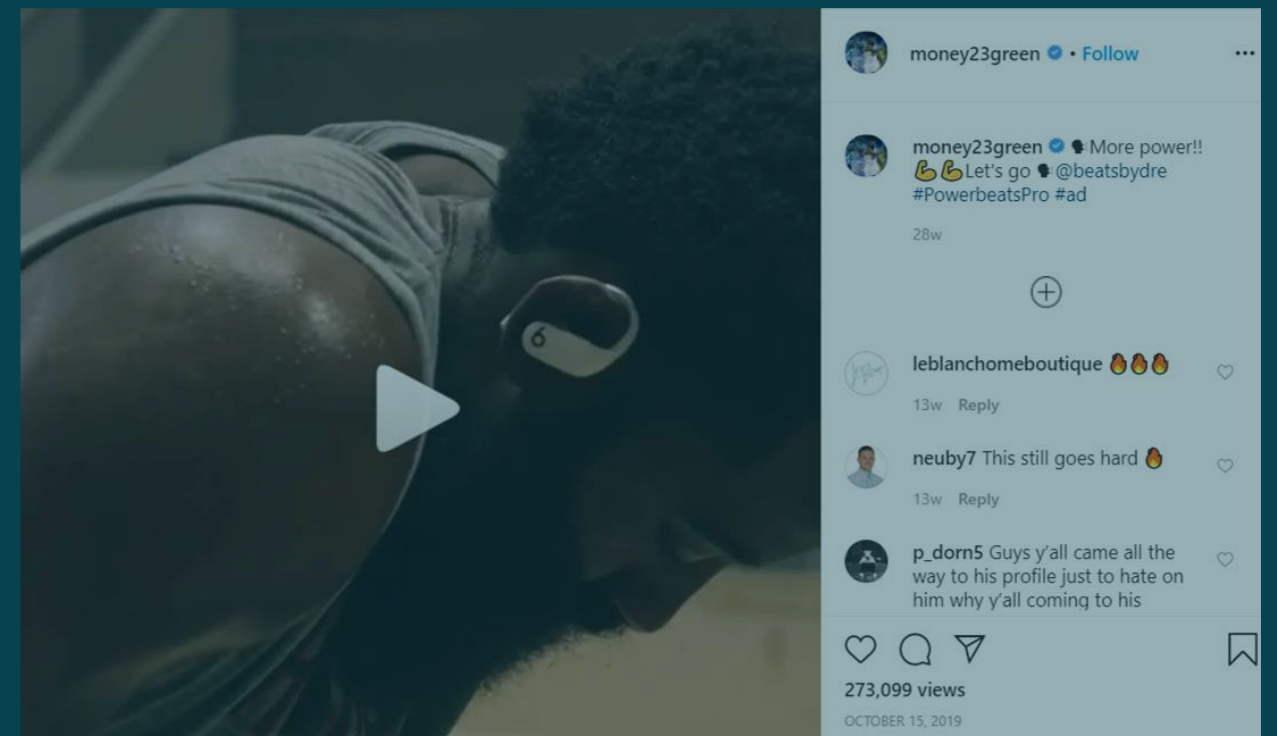
Partner with athletes to drive brand awareness and engagement through relevant, authentic and engaging campaigns which speak to customers

Examples

- Giveaways & competitions that require fans to comment, tag and follow
- Unique and compelling content for brand blogs and email marketing campaigns
- Brand Instagram takeover days by the athletes
- TikTok challenges that can go viral

Recommended Budget

Athlete with 50K followers = \$2K minimum
Athlete with 200K followers = \$6K minimum
Athlete with 1M+ followers = \$20K minimum





B Ecommerce Sales

Customers are 164% more likely to purchase a product if an athlete they follow mentions it on social media

(i) Organic

Drive sales to your website, a 3rd party site such as Amazon or Target.com. Track results using UTM links and unique coupon codes.

(ii) Boosting & Whitelisting

Boost the organic content to 7x the potential ROI by using it in paid social media ads on the brand's channel and via whitelisting the athlete's channel.

Examples

- Instagram swipe-up stories with a UTM link to an ecommerce site
- Athlete made YouTube video testimonials on the benefits of product
- Giveaways and competitions that rely on purchase being made
- Facebook Lives showing off a product with a verbal CTA to shop

Recommended Budget

Athlete Cost (see previous page)

+ For brand awareness = \$500 minimum ad spend

+ For conversions = \$2,500 minimum ad spend





C Drive Store Traffic

73% of children ranked athletes amongst the most admired people in their lives, second only to their parents.

(i) Retailtainment

Athletes are local heroes, by partnering with them to open stores, promote big sales days, foot traffic is guaranteed to increase as well as the opportunity for UGC and increase in PR.

(i) Co-branded Product Lines

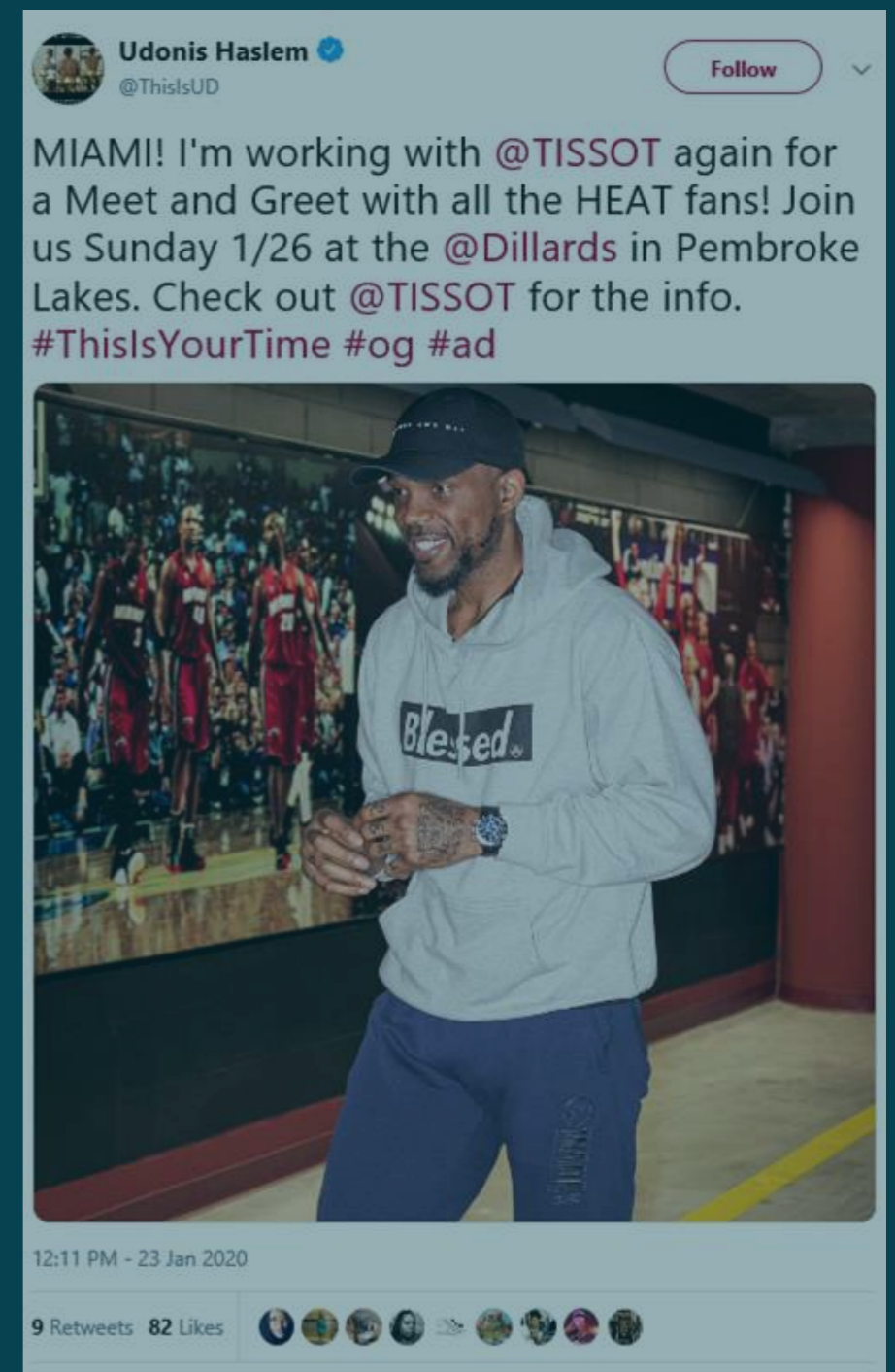
The right athletes can be the perfect new designer or partner for a product line. Further partnering with the athlete on the promotion of the collaboration will drive retail and on-line sales as well as increase brand hype with the consumer.

Recommended Budget

Athlete with 50K followers = \$10K minimum

Athlete with 200K followers = \$18K minimum

Athlete with 1M+ followers = \$45K minimum





D Support Product Launch

85% of consumers research a business before making a purchase, athlete testimonials will lead to sales.

Global

- The NBA is relevant to 215 countries globally. Athletes mirror this popularity. Our data can help you find the perfect athlete for each region
- Have athletes create content in local languages and use paid ad campaigns to boost these campaigns to local or global audiences

Licensees

- Sample product at scale across NBA athletes, gaining valuable feedback, unique content, word-of-mouth marketing, and the ability to turn athletes into true brand ambassadors for the licensee
- Invite athletes to sales meeting with important retailers to show the effectiveness of the product





E Promote Community Initiatives

CSR Initiatives

- A majority of NBA athletes give to charity and support various causes. We can use our data to help you find the athletes that align with the CSR initiatives you care about
- Have athletes raise awareness on your initiatives or donate your CSR budget to the athlete's cause

Employee Engagement

- 85% of employees are not engaged at the workplace. Partner with an athlete to drive engagement via motivational speeches, rewards for the best performers and learnings on how to keep a winning mentality

Community Involvement

- 82% of US consumers say that CSR or community involvement factors into their decision making when buying a good of service. Build authentic brand relationships in the community by partnering with local hero's.



F Integrated Marketing Campaigns

1 of every 3 Instagram users follows a sports account, no other category of followers is more passionate than sports

Leverage the power of sports to improve the performance of all marketing channels – PR, email marketing, retargeting, affiliate marketing, paid social

Examples

- Include the athlete partner in PR outreach to secure an interview
- Add the name of the athlete and sport to newsletters to improve CTR
- Add the athlete name and image to the homepage to reduce bounce rates
- Include the athlete image in social media feeds to increase engagement

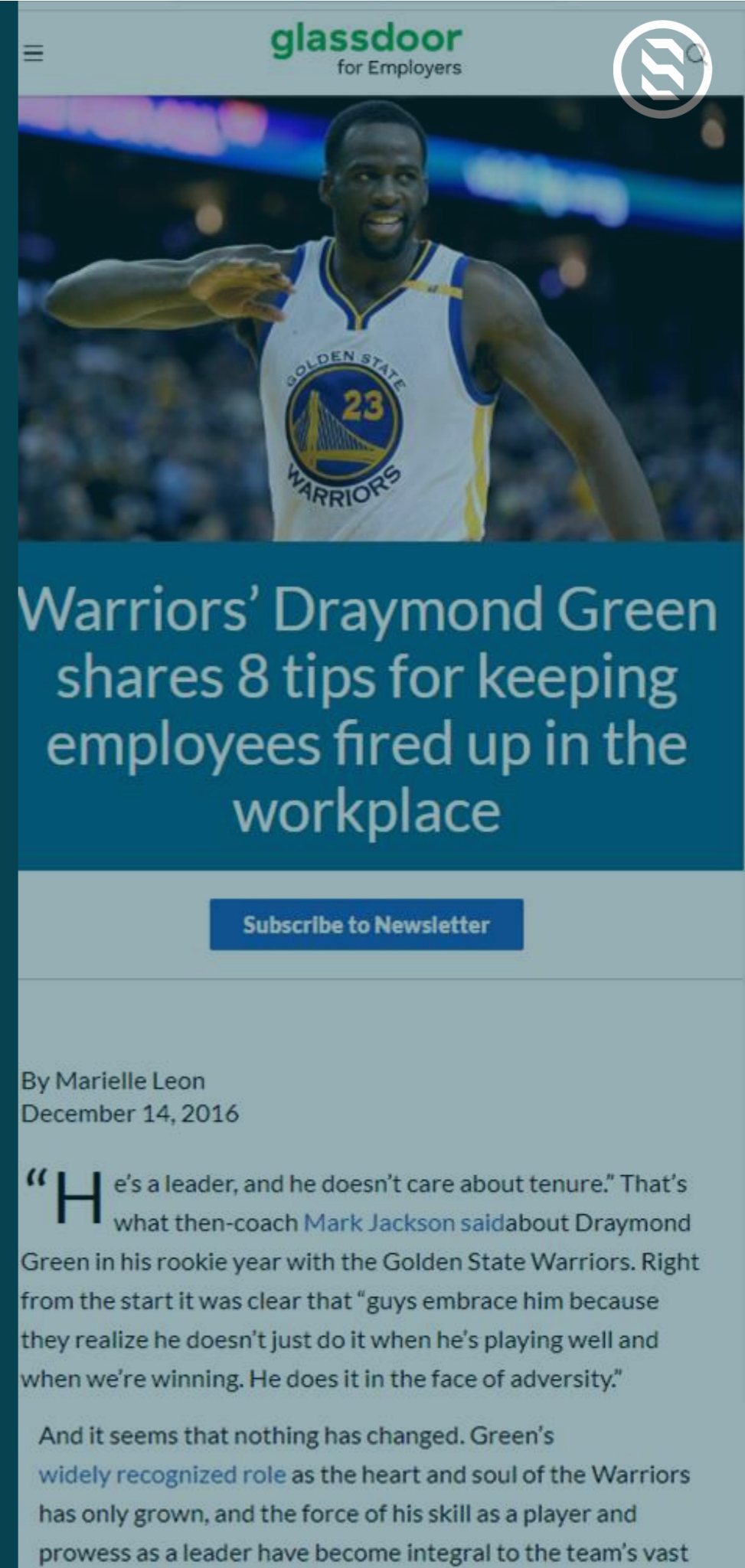
Budgets for long-term deals:

Athlete with 50K followers = \$8K

Athlete with 200K followers = \$40K

Athlete with 1M+ followers = \$150K

**Can be achieved with short-term deals, but works best in a bigger partnership*





Example social media campaign

Objectives

- Brand Awareness & Engagement
- Drive Ecommerce Sales

Campaign Deliverables

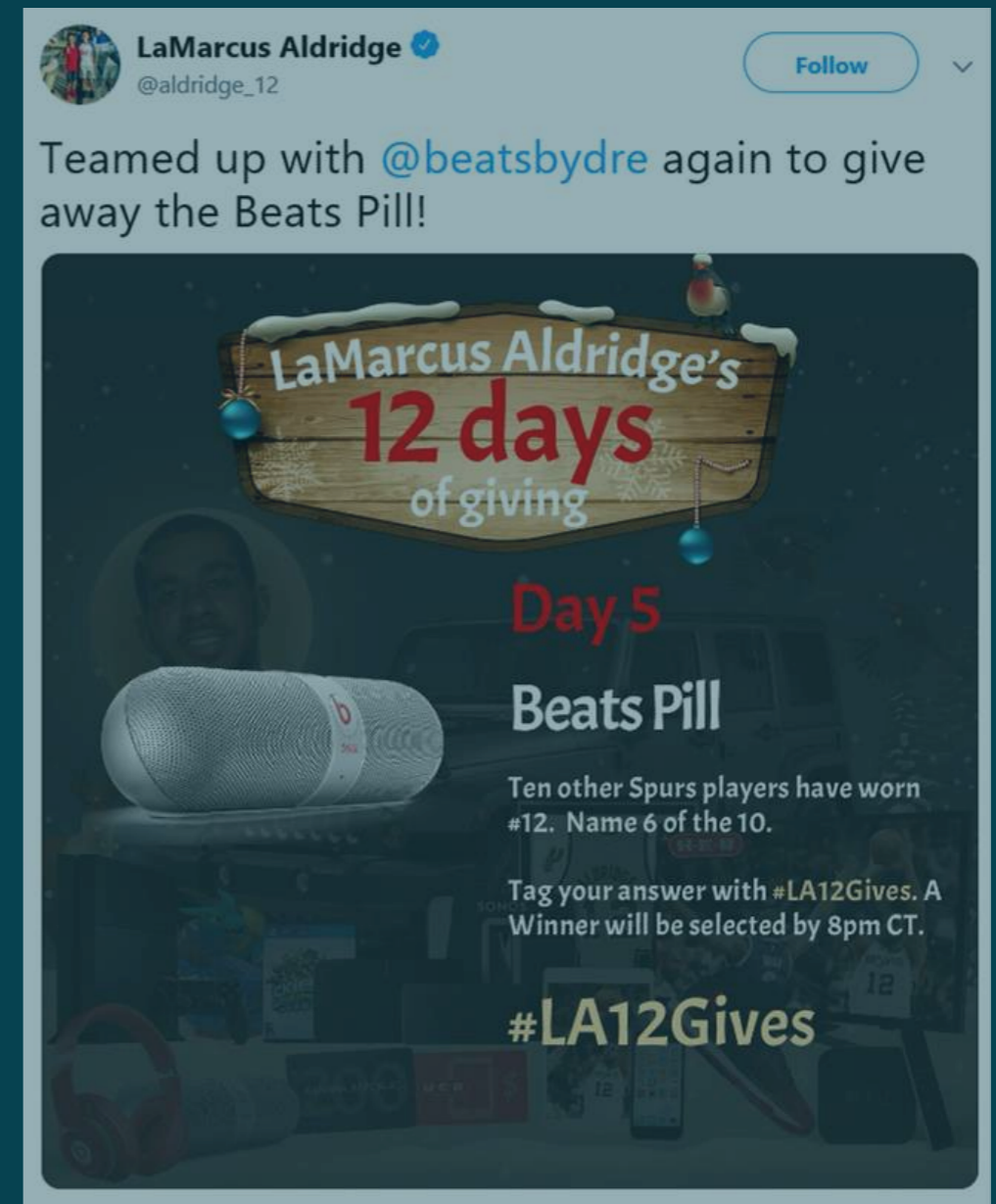
- Three month partnership with five college athletes
- One social media post in feed per month
- One social media story with UTM link to ecommerce per month
- Ability to repurpose content on organic and paid channels
- Ability to leverage athlete name and likeness across website, social & emails

Athlete Recommendations

- Minimum 50K Instagram followers per athlete
- Exact names TBC based on criteria from the brand

Budget

- \$40K



Extensive ROI Reporting

Social Media Metrics

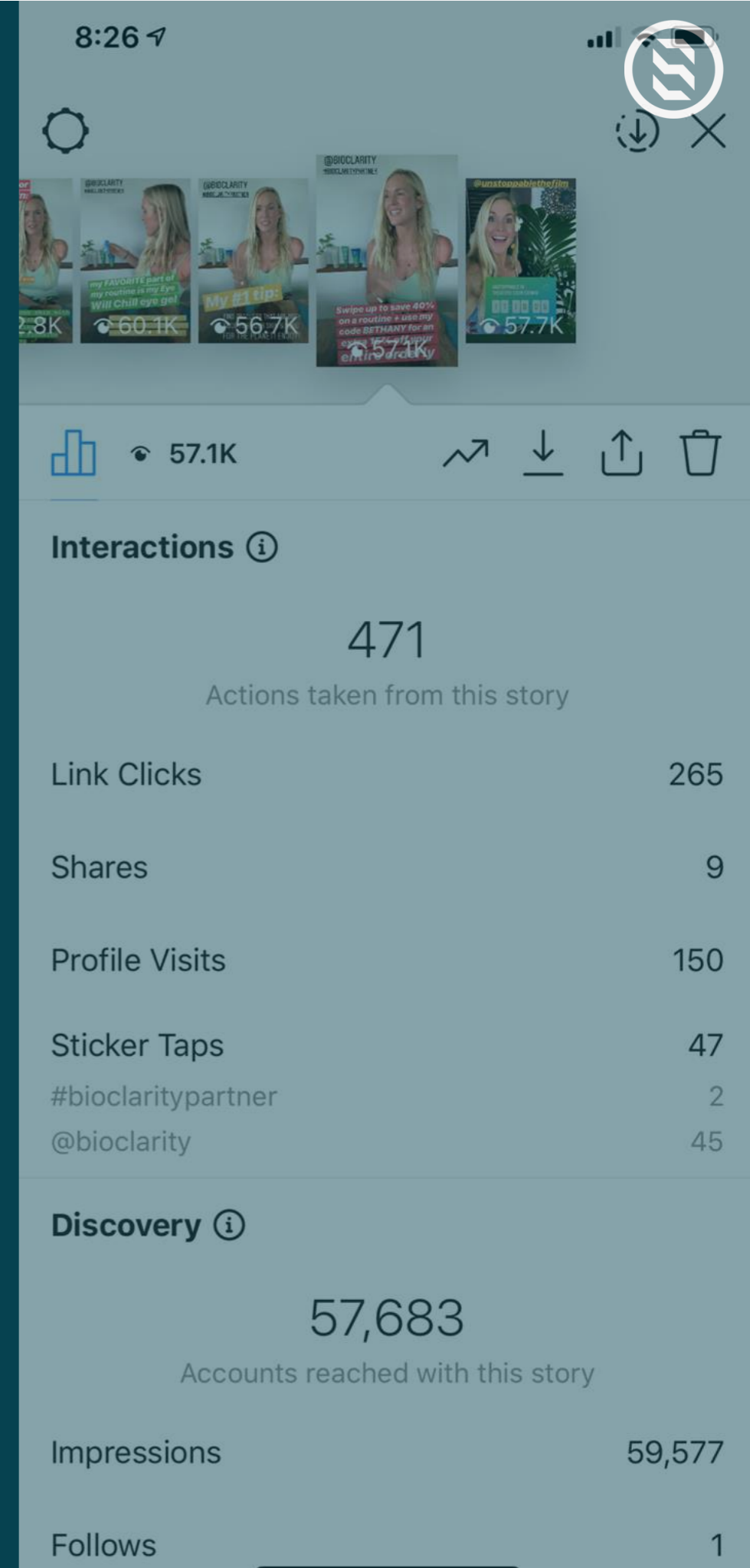
- Compatibility with Instagram, Facebook, Twitter, YouTube
- For all platforms: track likes, comments, CPE (Cost Per Engagement)
- Instagram Story posts: track impressions, reach, sticker taps, CTRs

Website Traffic

- Compatibility with Google Analytics enables tracking of all website traffic
- Compatibility with Shopify enables tracking of all Shopify store traffic

Sales Conversions

- Compatibility with Shopify enables tracking of sales generated from unique discount codes included in post caption
- Compatibility with Google Analytics allows tracking of any website's sales goals via previously created Google Analytics goals





OpenSponsorship All-Star Team to deliver you success



Ishveen Anand, *Founder + CEO*

- Inc Magazine's Top 100 Female Founders in 2019
- Forbes 30 Under 30 Sports List
- Former Sports Agent and Management Consultant
- Oxford University, BA and MA



Jenn Paonessa, *Sales Manager*

- IMG Learfield – Georgia Tech
- Manhattanville Field Hockey
- Manager at ANC Sports



Jeff DeRuiter, *Snr Account Executive*

- Director College Placement, IMG Academy
- Olivet Nazarene Varsity Football
- Sales Executive, PerformCB



Official Partners can leverage existing marks with athletes

Examples of rights amplification (your benefit vs. non-college partners):

- Official team marks: you can use college athletes in their official or training gear in all marketing
- Official environment: you can use college athletes in the official stadium, locker room, training facility etc.
- Official events: you can use athletes to promote your activations around the major College events such as March Madness or Rose Bowl e.g. athletes promoting on social media the ability to win tickets to Final Four.
- Official logos: you can use College or College x Brand lock up logos on athlete social media to increase authenticity
- Official category: the athlete can use your product / service, while promoting your official exclusive category partnership
- Unlimited players and rights: you can work with unlimited number of players across all the team, with official logos

**** exact benefits based on NCAA rules, by state, so the above is subject to change*





Looking Forward to Winning Together

Contact:

jeff@opensponsorship.com

708.828.8913

www.opensponsorship.com