

# Sports Sponsorship RFP

**RingCentral**  

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**ONE SIXTY/NINETY**



# Before We Get Started

On behalf of 160over90, thank you for the opportunity to think about RingCentral's business and objectives, and to put forth some ideas. We believe in delivering results by placing brands at the center of culture and bringing to life brand campaigns and activations through our integrated capabilities.

Our response includes several ideas that can deliver on your objectives of effectively engaging your Dual Primary audiences, garnering brand awareness and influencing behaviors that lead to business building. Through our experience with big brands and challenger brands alike, I am confident you will find our offering and the multi-market team well-suited to further enhance RingCentral's "best of breed" positioning on your behalf.

We understand that finding the right agency partner is an important decision. We take pride in our long-standing client partnerships, many of which continue for more than 10+ years due to our approach of dedicating integrated teams highly focused your business. If given the opportunity to work together, you will find us dedicated, transparent, objective and collaborative.

We look forward to continuing the conversation about collaborating in ways that are most impactful for RingCentral.

Sincerely,



Ed Horne  
President, 160over90

# What You Asked Us to Do

1

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Tell your whole brand story through your partnerships to build awareness of RingCentral, Inc and drive additional revenue

2

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Provide preliminary strategic thinking around what we should do to achieve and/or exceed goals at the local, national and global levels

3

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Outline a framework to help RingCentral better measure and evaluate sports sponsorships with a focus on improving impact, efficiency and ROI of the partnership portfolio

# We Covered A Lot In Our Response

- Slide 05** — A Bit About Us
- Slide 11** — 160over90 Partnership Philosophy
- Slide 21** — RingCentral Brand Story
- Slide 32** — Bringing the Strategy to Life
- Slide 34** — Storytelling in the Existing Landscape
- Slide 47** — Delivering Breakthrough with New Partners
- Slide 84** — Measurement Capabilities
- Slide 87** — Measurement Plan
- Slide 97** — Our Approach to RingCentral's Dedicated Team
- Slide 109** — Here's Some Additional Examples of Our Work

You're a conversational company, so we're going to keep this informal, chatty, relaxed, colloquial, friendly, and idiomatic.

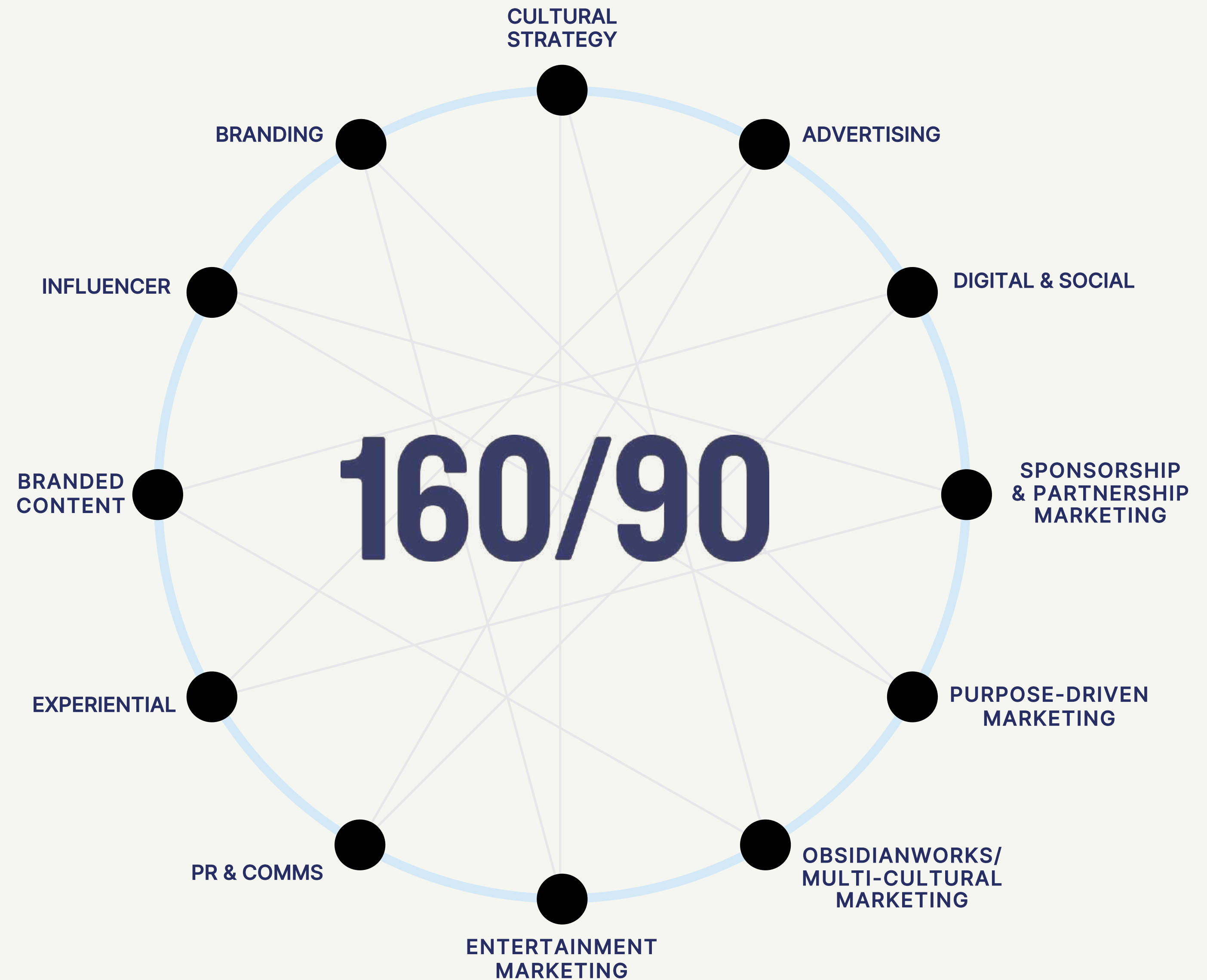
Which we know might be a little different.

Why we are the right  
partner agency for you

We create customized cultural partnership marketing solutions that foster meaningful connections with consumers & decision makers

We're a  
full-service  
cultural  
marketing agency.

Leveraging our expertise within one vertical or seamlessly across many.





# With a Global Footprint



160/90 has offices and employees worldwide; we work at the intersection of culture and creativity, operating in 9 major market US cities and another 9 globally.

# Adopting a culture first approach to all of our clients

Big or small, irrespective of category or country, the 'lens of culture' is the first we apply.

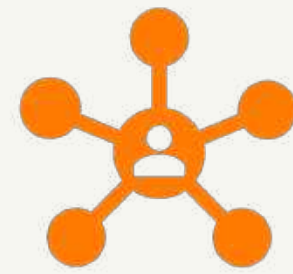


Let's talk about how we can  
do this for RingCentral.

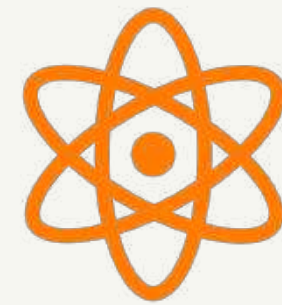
# We Have a Unique Partnership Philosophy



Establish a Data-led Foundation by Leveraging Analytics, Insights and Trends



Optimize the Assets and Investments



Integrate 360 Degrees, Act Across 365 Days



Treat Consumers and Audience Segments as Multihyphenates



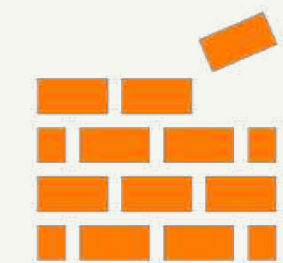
Blur the Line Between Sports and Culture



Create Ownable Platforms



Maximize Earned Exposure



Build Multiyear Action Plans Across the Partnership Lifecycle



Establish Success Metrics and Roadmap to Achieve

# We do partnerships differently:

## What Others Do

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Sponsorships

Measurement

Association

Audiences

Logo Placements

Treat Sports Like Sports

## What We Do

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**Partnerships & Alliances**

**Insights & Analytics**

**Ownership & Positioning**

**Communities & Credible Voices**

**Reach & Relevance**

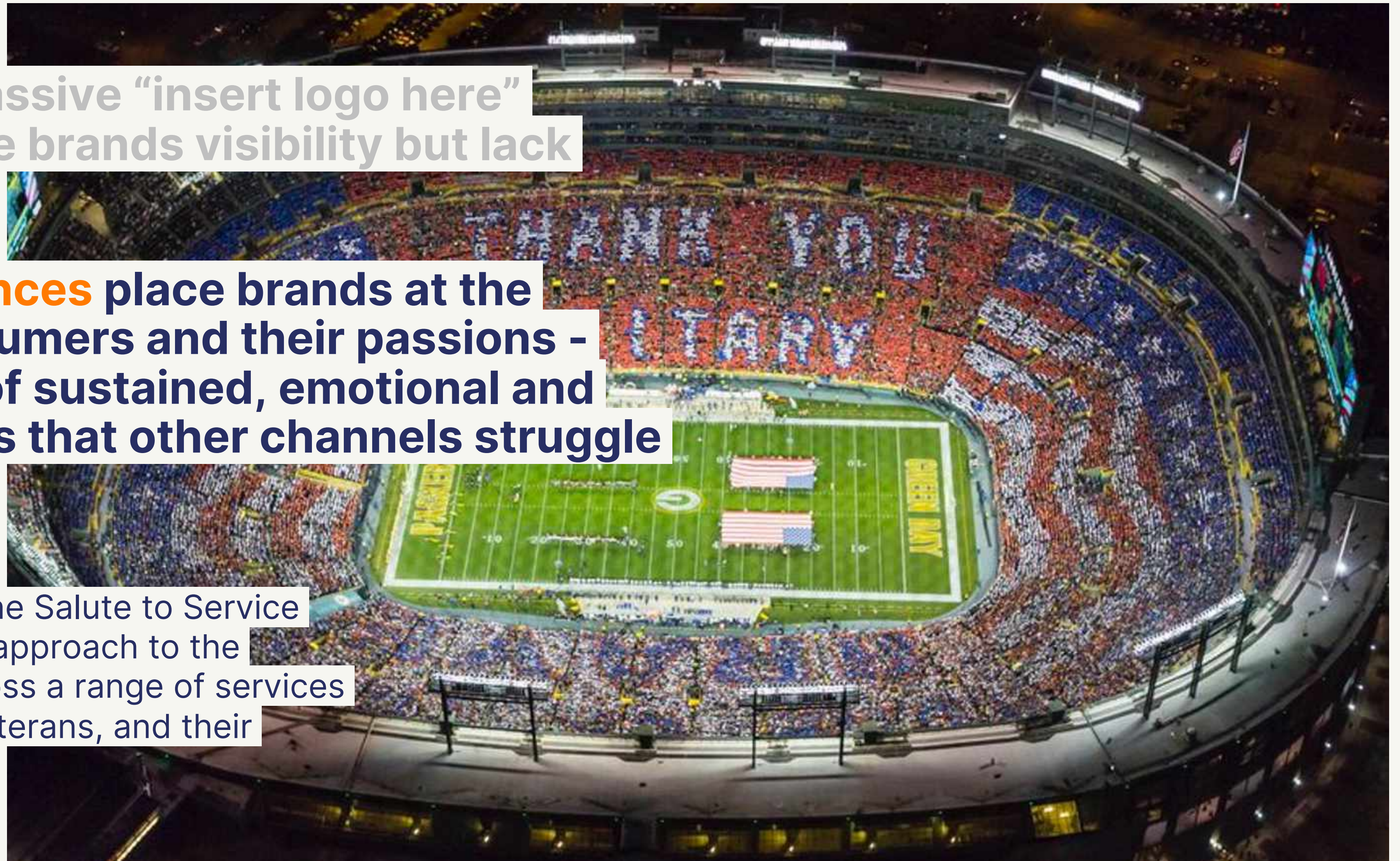
**Treat Sports Like Culture**

Sponsorships are passive “insert logo here” placements that give brands visibility but lack long-term impact.

**Partnerships & Alliances** place brands at the intersection of consumers and their passions - delivering the type of sustained, emotional and valuable interactions that other channels struggle to provide.

**HOW WE DO IT:**

We helped [USAA](#) establish the Salute to Service platform - a comprehensive approach to the brand’s NFL partnership across a range of services leveraging active military, veterans, and their families’ passion for football.



Measurement is reactive, simply telling you what happened after the event.

**Insights & Analytics** is proactive, telling you what will happen, what is happening, and why – with an eye towards maximizing efficiencies and effectiveness.

**HOW WE DO IT:**

When it came time for [Reliant Energy](#) to renew their partnership with the Dallas Cowboys, our analytics team created an Asset-Based Valuation system to show what facets of the partnership were worth renewing, adding, and dropping for optimize brand & business impact.



Association is dispensable – having your brand help tell another property’s story.

**Ownership & Positioning** are indispensable - finding organic, customized ways to tell your story through the prism of the sports and entertainment occasion.

**HOW WE DO IT:**

Courtyard by Marriott’s Super Bowl sleepover has become an annual tradition, delivering billions of impressions worldwide and driving affinity to the point where the concept has been rolled out into other properties across the Marriott portfolio, including Manchester United.





An audience is a group with whom your brand has a passive, one-way monologue.

A **community** is a two-way conversation where both parties communicate directly with each other and creates brand loyalists who become **credible voices**.

**HOW WE DO IT:**

T-Mobile's Club Magenta has become a staple of the music festival scene, customizing and curating unique fan experiences tailored to the artists and aesthetics of the event – and all built on our understanding of how brands who speak to and understand their audience can add value – not hassle – to an event.

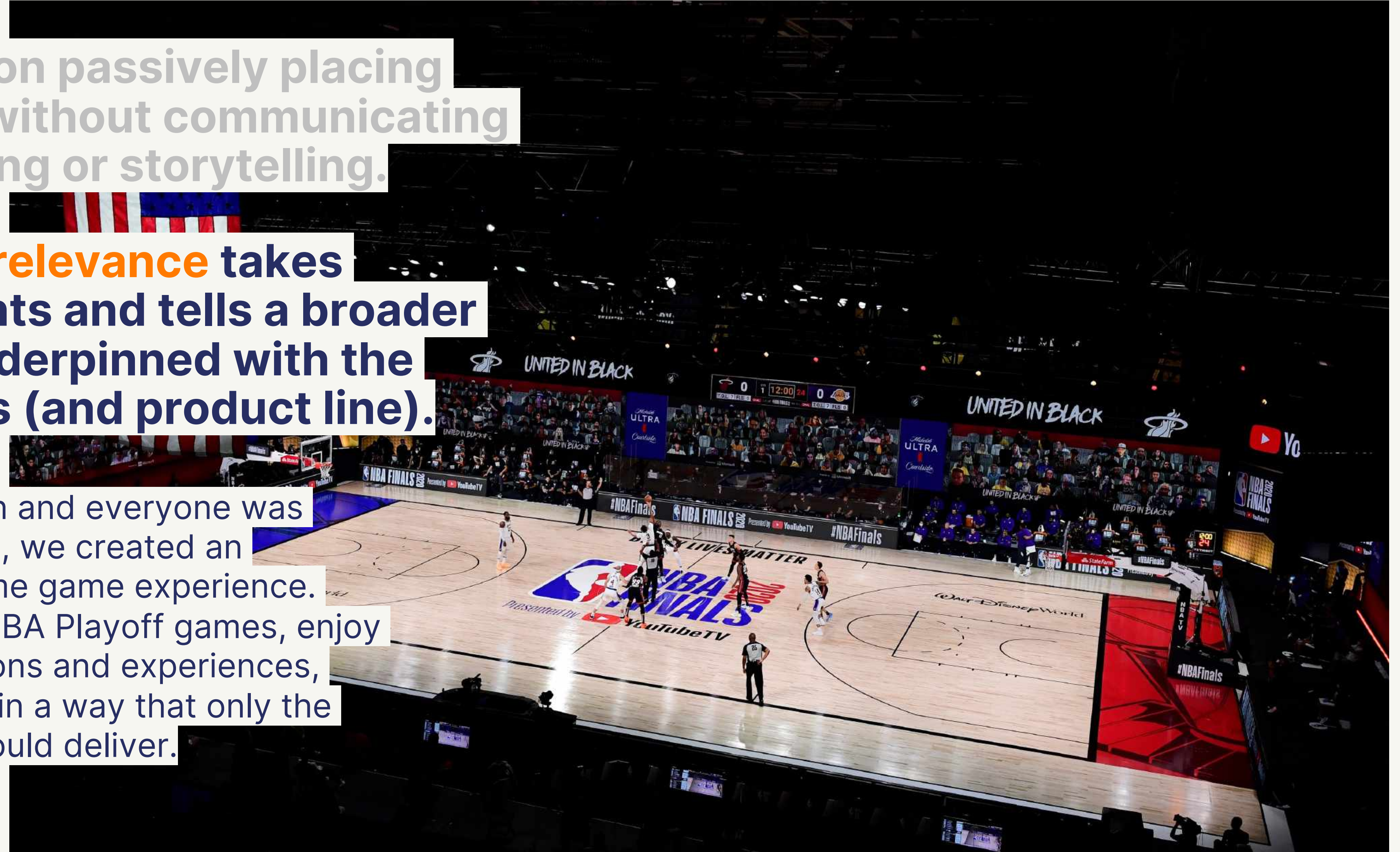


Many brands focus on passively placing logos for exposure without communicating purposeful messaging or storytelling.

Creating **reach and relevance** takes basic logo placements and tells a broader compelling story underpinned with the brand's core tenants (and product line).

#### HOW WE DO IT:

When the world locked down and everyone was looking for a positive escape, we created an immersive virtual and at-home game experience. Fans were able to “attend” NBA Playoff games, enjoy some of the in-venue traditions and experiences, and share in the excitement in a way that only the NBA and Michelob ULTRA could deliver.



Treating sports like sports happens exclusively between the lines.

**Treating sports like culture** puts the game and its players into a broader conversation and extends the sports occasion by engaging audiences through their direct passions.

**HOW WE DO IT:**

MLB's All-Star House brought the worlds of baseball and pop culture together at this year's All-Star Game in Los Angeles – with the influencer hangout culminating in the first ever Latin Verzuz battle to celebrate reggaeton's heritage within MLB.



**BOTTOM LINE:**

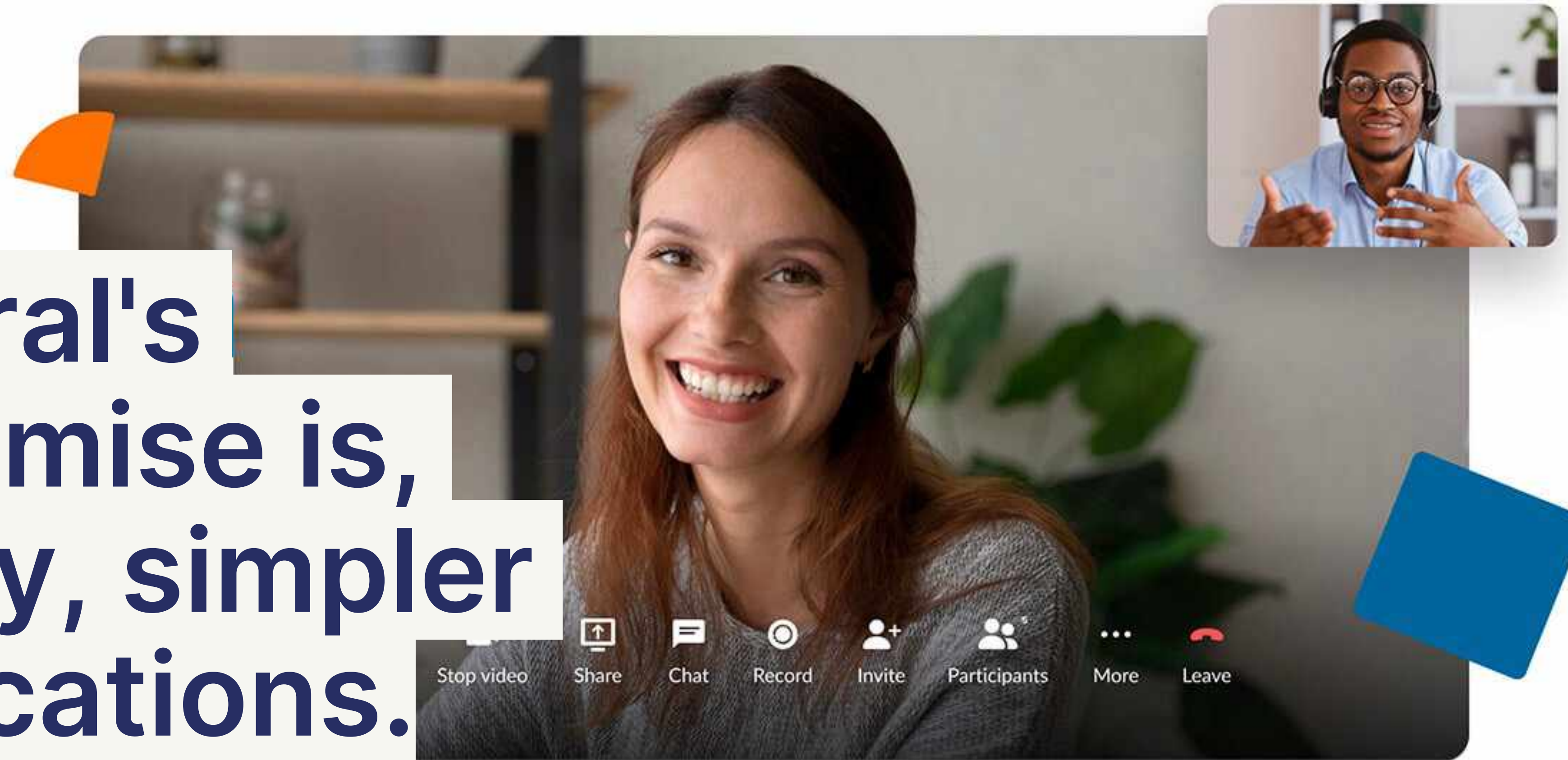
We speak fan and bring brands into the conversation to drive engagement.

Now let's show you how our partnership approach will deliver for RingCentral.



We're going to keep  
this simple.

**Because  
RingCentral's  
brand promise is,  
essentially, simpler  
communications.**



*Why simpler communications matter:*

*36% of execs say the loss of corporate culture is the biggest challenge to hybrid work*

*26% of execs say loss of innovation opportunities is the biggest challenge*

RingCentral is a linchpin to the future of work, bringing clarity to the chaos and uncertainty.

## The Word of the Year is 'Uncertainty'

On Tuesday, Google executives said the word "uncertainty" or a variation of it 13 times in a conference call with investors

**The New York Times**

July 28<sup>th</sup>, 2022

**Q:** How do we find opportunities for RingCentral to bring that simple clarity to life in a way that matters?

**A:** You need a long-term sponsorship portfolio and strategy that builds global brand awareness and puts the brand into the consideration set with companies big (1000+) and small (1) by simply showing people how and why RingCentral brings people together.



**YOUR BRAND STORY STARTS WITH COMMUNICATION:**

What RingCentral does is communication.  
But so do a lot of people.

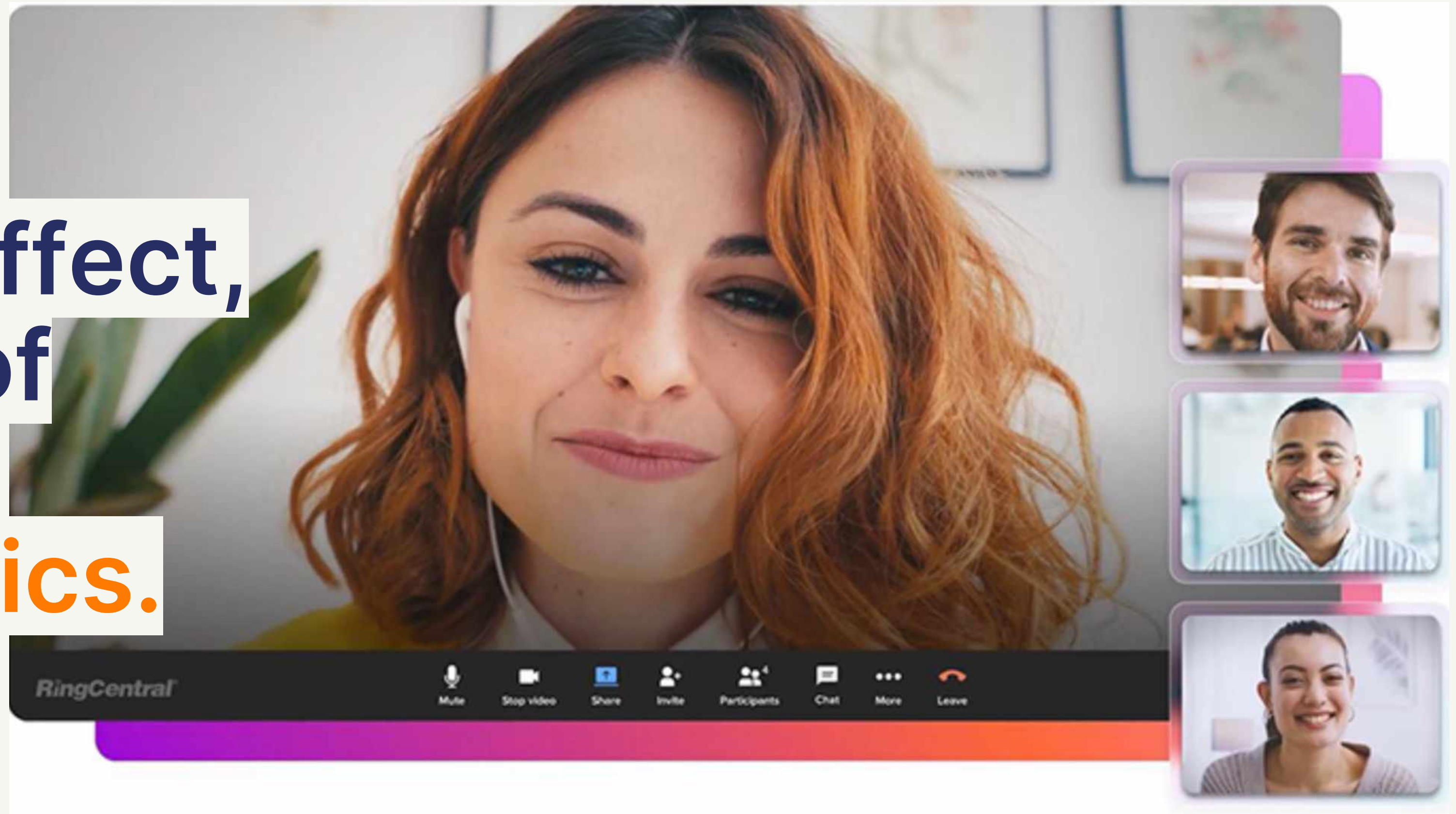
RingCentral's point of difference is giving  
their customers the confidence to  
communicate in their own way.

**And right now,  
your target  
audience is  
feeling confident.  
And tested.**



**Small businesses feel tested, confident (69% confident in their business)  
and less stressed (47% basically pre-COVID levels)**

# Confidence is, in effect, an amalgamation of RingCentral's brand characteristics.



## **BOLD**

Because RingCentral is an innovator that has led the industry for over 20 years – and in their words, they're just getting started

## **EMPOWERING**

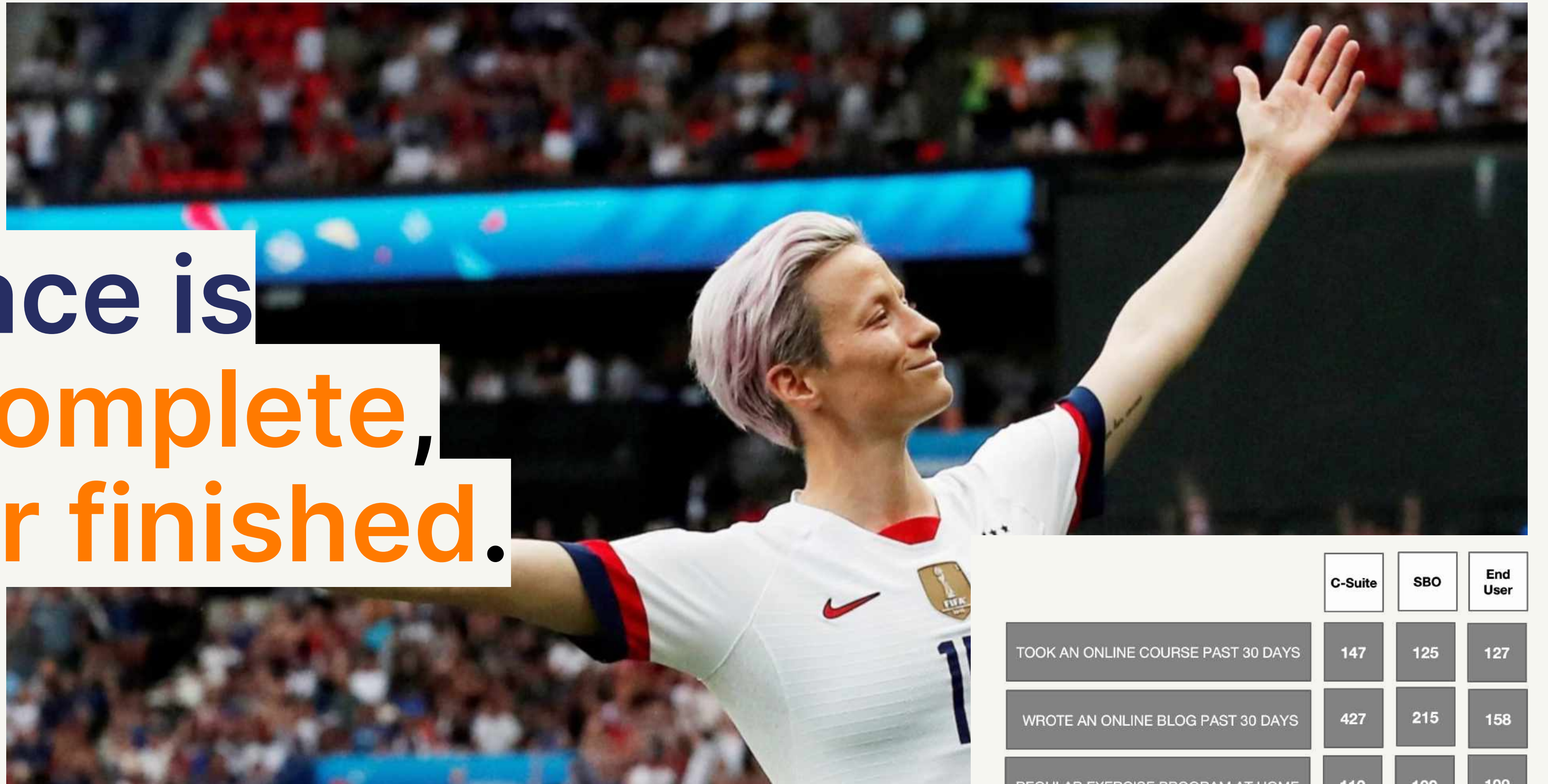
Because they support teams big and small – their global platform makes collaboration simple and powerful.

## **DEPENDABLE**

Because RingCentral is the industry's trusted platform – from their enterprise grade security to carrier-grade reliability

## **FRIENDLY**

Because RingCentral brings people together – after all, they are a conversational company first



Confidence is feeling complete, but never finished.

	C-Suite	SBO	End User
TOOK AN ONLINE COURSE PAST 30 DAYS	147	125	127
WROTE AN ONLINE BLOG PAST 30 DAYS	427	215	158
REGULAR EXERCISE PROGRAM AT HOME	110	109	109
MEDITATION/MINDFULNESS PAST 30 DAYS	99	123	124



**Confidence  
doesn't compete  
in an arms race.**



## Microsoft, NFL Sign Long-Term Sponsorship Extension

By Ben Fischer | 3.3.2020

Microsoft signed a long-term sponsorship extension with the NFL today, adding business collaboration software to its rights alongside the surface tablets now routinely seen on league sidelines. Microsoft Teams, a program that aims to be a comprehensive platform for projects collaboration, will now be used by the NFL and its 32 clubs. Two examples given are the Chiefs, which use MS Teams to coordinate scout travel, and the Jets, who use the platform for Draft planning.

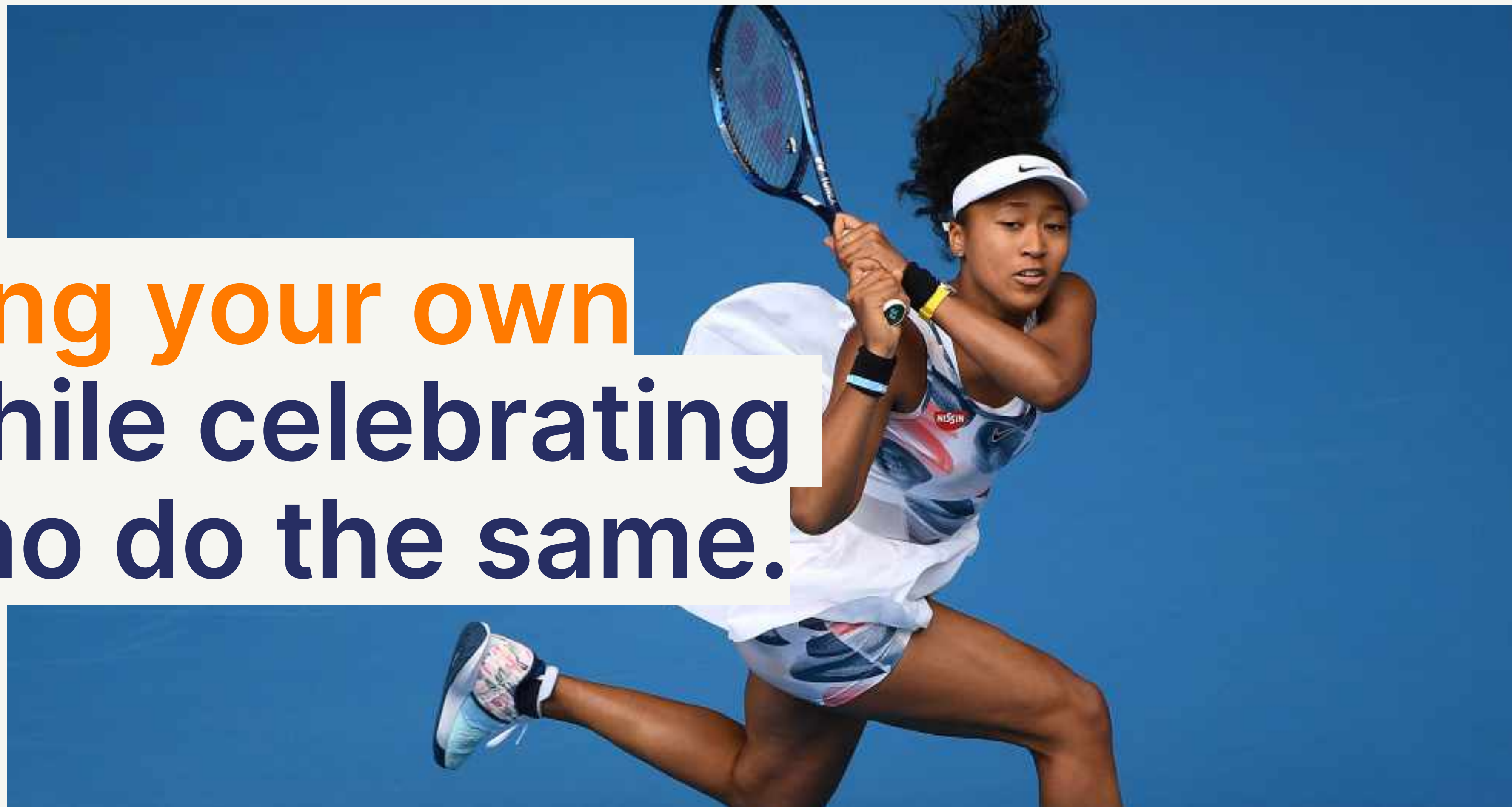
### **\$400 Million**

The deal, worth a reported \$400 million over five years.

Confidence is  
about **owning your**  
**own space.**



And **playing your own game** - while celebrating others who do the same.



# Here is Our Partnerships Ambition for RingCentral

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RingCentral will be the brand that brings people together through the power of confidence and celebrates those who play their own game.



# RingCentral Partnerships Strategy Snapshot

Our priority is to ensure the RingCentral brand story is shared, in full. Optimize value and impact from your existing portfolio relationships, capture key learnings and create a path for efficient future growth.

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**Objective** — Leveraging the power of sports to tell people who we are and what we stand for.

**Partnerships Ambition** — The brand that brings people together through the power of confidence and celebrates those who play their own game.

**Brand Challenge** — Best-in-class tech with single digit awareness in competitive category.

**Mindset** — How can we be a bigger company that acts like a smaller company?

**Role of the Brand** — Connect — Innovate — Elevate

**Partnership KPIs** — Awareness — Sentiment — Hospitality ROI — Site Visits — Drive Revenue

Brand Goals ←————→ Business Goals



Now, let's look at how we will bring RingCentral's story to life with current partners

We'll build on initial successes with your regional investments by increasing their reach and relevance



# Creative Approach

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You know what takes confidence?  
Asking “how do we do this differently?”

Our target audience is confident – but they’re not resting on their laurels.

They’re bringing that challenger mentality every day.

They’re striving to keep growing.  
To keep moving forward. To keep taking on seemingly impossible challenges.

But taking on the impossible takes guts.

Because only the confident can look at a situation and think. "I can simplify, focus, and reshape something to make it better."

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But there's no roadmap for doing what's never been done. There’s no manual in the glove compartment.

You need a dependable partner.

The kind who’s been playing the game for a while (like 20 years).

And can help you figure out how to use your skills and their knowhow to make your dreams real.

That's what it takes to redefine the landscape.

What makes it possible for you to play your own game whatever you're playing.

**MAKING**

"Anything's Possible"

**POSSIBLE**

Within our creative approach, we will create consistency and accountability with a measure of flexibility.

We will deliver consistent, reliable, ownable, impactful brand messaging to your partners regardless of sport, with the ability to authentically customize by property.

# Property / Sport Agnostic Creative Ideas

We've developed the following creative concepts that can be leveraged with your existing partners.

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## **RINGCENTRAL PRESENTS...**

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Pass-through rights enable RingCentral to add value to the small businesses they support.

## **THE CALL THAT MADE IT POSSIBLE**

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RingCentral social media content series.

## **SMALL BUSINESS COMBINE**

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RingCentral Small Business Initiative.

## **MEANINGFUL CONNECTIONS**

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RingCentral facilitates meaningful connections among teams and community leaders, tackling key topics including Diversity, Equity & Inclusion.

## **RINGCENTRAL STAGE**

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RingCentral's exclusive, in-arena moment driving fan engagement.

## **FRONT & CENTRAL**

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A moment of in-arena exclusivity, driving fan engagement.



# RingCentral Presents Your Business

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## IDEA

If you're a small, local business, marketing your business on a large stage – like a pro sports sponsorship – can feel impossible. RingCentral, however, is going to make it happen by handing over some of the marketing assets they receive to local small businesses.

## HOW IT WORKS

Businesses who sign up with RingCentral will have this as part of their package as a sign-up incentive.

- Placements could include an outfield billboard, an in-program announcement, or a call-out over the PA system.

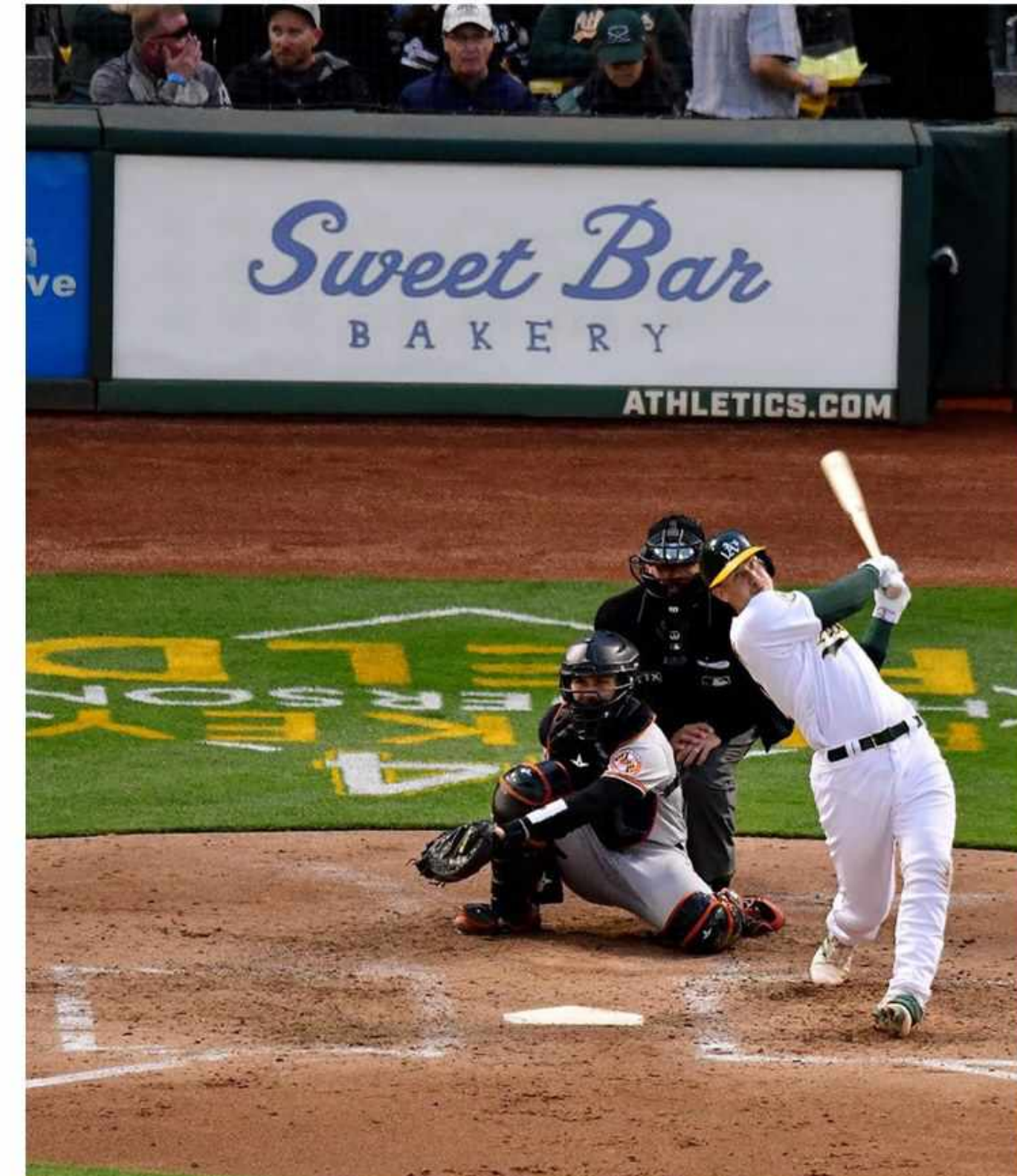
## WHY IT WORKS

- Makes “anything’s possible” possible for small businesses by affording them the opportunity to deliver a level of visibility and profile that they wouldn’t be able to generate themselves.



**Sweet Bar Oakland** @sweetbarbakery · 1h

Hey #Oakland! Look for us behind the plate – and at 2355 Broadway. Thanks again for helping us feel bigtime, @RingCentral. Go @Athletics!



450

2,442

6,405

# The Call That Made It Possible

## IDEA

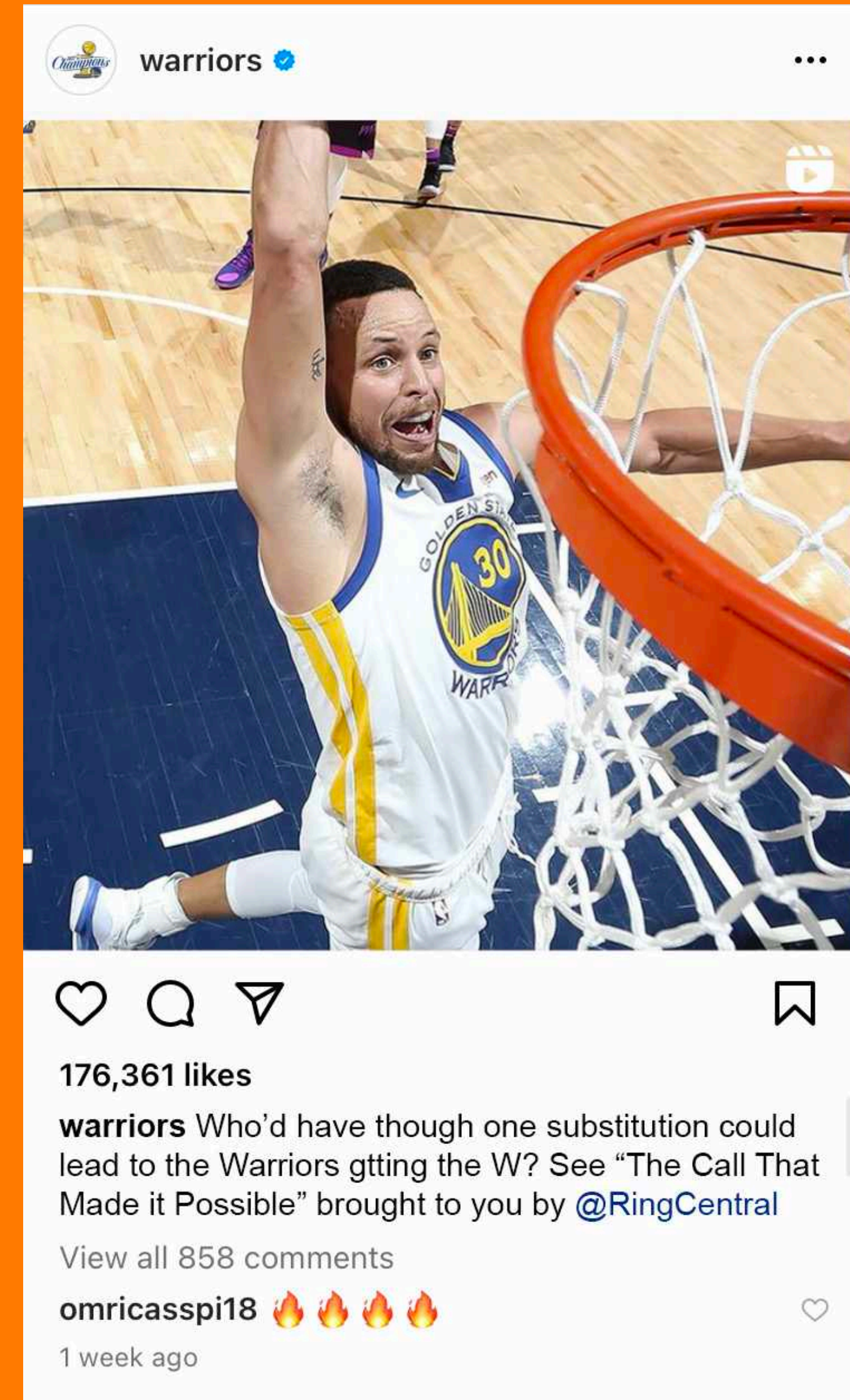
The outcome of a game isn't something that just "happens" – it's the result of lots of small decisions and moments of communication. And amongst these, you can find a turning point that made it possible, whether it's a smart in-game substitution, the choice to take the outside shot rather than drive inside, or the choice to pass instead of shoot. So we'll identify a unique turning point in each game and show how that moment led to the game's eventual result.

## HOW IT WORKS

- Via brand and partner social, RingCentral will have an expert provide a breakdown of why the moment defined the game and made outcome possible.
- RingCentral and select partners will develop social media content series (weekly or per game) to highlight the "Call of the Game" and push out via social handles, enabling RingCentral to amplify via paid media.

## WHY IT WORKS

- Pays off our creative approach by showing how seemingly impossible moments on the field were made possible.



# The RingCentral Small Business Combine

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## IDEA

The pro sports combine, where aspiring athletes get a chance to show their skills, with the hopes of realizing their impossible dream of being drafted. In that spirit, RingCentral will create a special event where small and medium businesses can come and pitch their businesses on the field or court for a chance at mentorship, connecting them to other businesses, industry executives, executives and clients, etc. It's a win-win.

## HOW IT WORKS

- RingCentral will work with partners to identify well-known athletes from RingCentral-sponsored teams who side-hustle as entrepreneurs to invite people to participate and host at partner stadiums/arenas.
- These invitations will extend to the entire local business community, with messaging to be amplified via earned media.
- RingCentral can then partner with these businesses, furthering the RingCentral story.

## WHY IT WORKS

- Highlights the confident challenger mentality required for small business owners to realize their seemingly impossible dreams.



# Meaningful Connections

## IDEA

Communication is the most meaningful tool out there to help people understand each other and overcome challenges, no matter how impossible they may seem. Leveraging their partnerships to bring small and medium business owners together with key team/league personnel to network, RingCentral will facilitate forums for meaningful conversations on key issues impacting communities and businesses, such as Diversity, Equity and Inclusion.

## HOW IT WORKS

- During the season, RingCentral will host community roundtables, facilitating key connections between team partners, business owners and other community leaders to discuss key topics including Diversity, Equity & Inclusion, in partnership with its own Cause initiative.
- RingCentral will also partner with team partners on local days of service, driving earned media – but more importantly, driving positive impact in the communities they serve.

## WHY IT WORKS

- Positions RingCentral as a dependable and trusted partner confidently supporting small business owners who are striving to play their own game.



**RCause**<sup>TM</sup>  
A RingCentral Initiative

# RingCentral Stage

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## IDEA

Think hyping up the crowd, communicating with them so they are revved up and excited might seem like an unrealistic dream job for most people. But RingCentral is using their HD sound to host an in-person American Idol-style competition, where anyone has a chance to become the announcer.

## HOW IT WORKS

- Fans at the stadium/arena can step into a booth and record themselves auditioning by recreating iconic calls from team / league broadcast personnel.
- This content will be played on the big screen at the stadium, giving fans their big moment in the sun.
- RingCentral and the teams will amplify the content by sharing on social and showcasing the fun.
- Select, talent fans may even get the chance to get “called up” and actually give live play-by-play in the booth.

## WHY IT WORKS

- Makes “anything’s possible” possible for potential customers by allowing them to live their lifelong announcing dreams.



# Front and Central

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## IDEA

While attending the game as a guest of RingCentral, fans will be able to do more than just enjoy hot dogs and beer. They'll be able to have experiences that redefine what it is to go to a game – ones they didn't think were possible.

## HOW IT WORKS

- Via video call, select fans will have the opportunity to join the manager or coach during a timeout or trip to the mound.
- They'll have the chance to go out and shoot the t-shirt cannon / throw shirts into the crowd.
- And lead the crowd in an honored tradition like singing "Take Me Out to the Ballgame".

## WHY IT WORKS

- Makes "anything's possible" possible by positioning RingCentral as the brand who has looked at the fan experience and thought, "here's how we can do that better".





In addition to elevating your existing portfolio, we'll deliver brand and business impact by breaking through with new partners

# At first glance, your customers' affinity for pro sports seems rather ordinary



	C-Suite	Small Business Owner	End User
NFL (Top 3)	107	100	101
NBA (Top 3)	102	99	106
NASCAR (Top 3)	106	101	90

**KEY**  
 Medium Correlation  
 Strong Correlation  
 Very Strong Correlation



# But your customers passion goes beyond the U.S. mainstream



	C-Suite	Small Business Owner	End User
Household Subscribers to ESPN+	136	102	124
Household Subscribers to Peacock	121	109	111

**KEY**  
 Medium Correlation  
 Strong Correlation  
 Very Strong Correlation

# Their fandom is active (vs. passive) and woven into their daily lives



	C-Suite	Small Business Owner	End User
Gambling Online (Past 30 Days)	154	137	127
Obtained Sports News Online	127	111	121
Coached / Attended Youth Sports	90	127	121

**KEY**  
 Medium Correlation  
 Strong Correlation  
 Very Strong Correlation

# And their interest in emerging women's sports is noteworthy



	C-Suite	Small Business Owner	End User
Men's National Soccer Team	23.6%	20.1%	21.2%
Women's National Soccer Team	23.1%	20.4%	22.8%

**KEY**  
 Medium Correlation  
 Strong Correlation  
 Very Strong Correlation

But for now, as a challenger brand RingCentral needs to find unique swim lanes devoid of clutter. We need to partner with other up-and-comers who are taking on the world. Our ceiling for impact is higher if...

...we're an inch wide and a mile deep

...we're confident

...we own our space

...we're a big fish in a medium pond.

“Big Five” Pro Sports Leagues Total Sponsors 2017 - 2021

	2017	2018	2019	2020	2021
NFL	26	31	46	52	56
NBA	34	38	54	53	54
MLB	38	40	41	45	39
NHL	32	28	46	57	61
MLS	16	20	22	23	20
<b>Totals</b>	<b>146</b>	<b>157</b>	<b>209</b>	<b>230</b>	<b>230</b>

There has been a 60% growth in the number of sponsors in the big five pro sports league in the past five years – with the ‘big pond’ landscape becoming ever-more cluttered.

## SO WHAT DOES ALL THIS MEAN?

To meet RingCentral's target audiences in the places and spaces they consume their sports and passions, we need to look for properties beyond the mainstream 'big five' men's pro leagues that elicit a deeper sense of fandom and connectivity.

# Why Did We Focus on These Properties?

We established a set of criteria and filters to ensure the most relevant opportunities are presented including:

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Aligns with and can embody RingCentral's brand positioning and offers a strong product showcase.



Provides RingCentral with ownable position(s) of relevance and significance.



Ecosystem is not already cluttered with the competition (within and outside category) fighting for share of voice.



Includes a real opportunity for a challenger brand to stand out and make waves within its core audiences and beyond.



Has established marketing/communication engines and channels that will work for RingCentral to drive visibility and talkability.

# Proposed Partnership

**#1**

What if brands stopped thinking about women's sports as simply a 'feel-good' decision and started thinking about women's sports as a strategic business investment?



Fans of women's sports are more likely to recall, consider, recommend, and purchase from brand partners than fans of men's sports...



**1.6X**

More likely to **recall** brands that sponsor sports

**1.6X**

More likely to **consider** buying a brand that sponsors sports

**1.7X**

More likely to have **talked** about sponsors

**1.8X**

More likely to **recommend** a sponsor

**1.9X**

More likely to **engage** with a sponsor of their favorite team / league

**1.6X**

More likely to **purchase** a product from a sponsor of their favorite team / league



# Women's soccer drives greater awareness than its male counterpart in the US...

**56%**

Of sports fans can name a USWNT player (vs. 45% for USMNT)

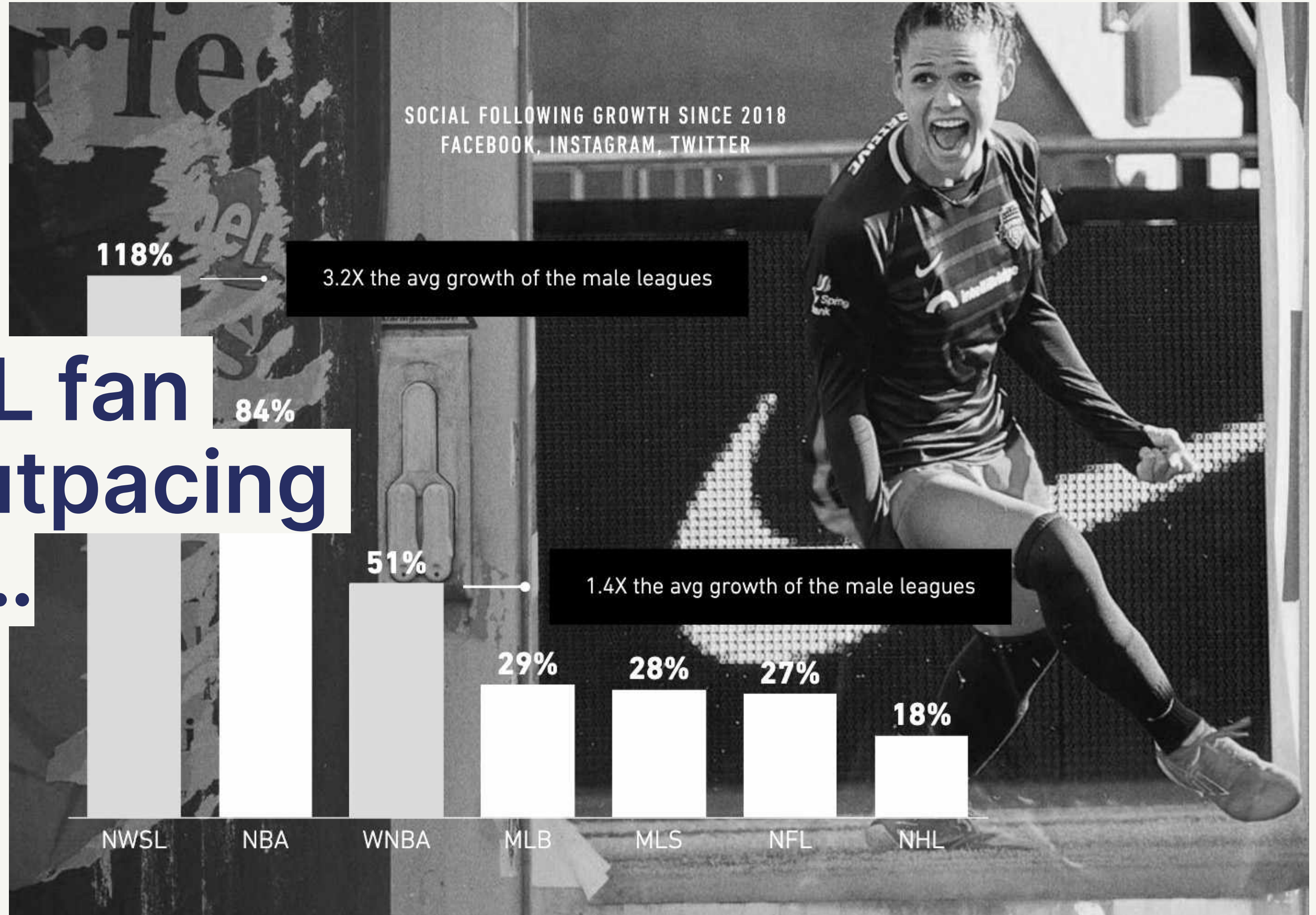
**37%**

Of men can name a USWNT player (vs. 29% for USMNT)

**12.7M**

Total social followers for top three USWNT players vs. 7.7M for top three USMNT players)

# Since 2018, NWSL fan engagement is outpacing the "the big five"...



And the game is attracting record numbers of fans through the turnstiles around the globe...

The top three highest attended soccer matches in Europe this year have all been women's games, with the recent Euro 2022 Final the most attended UEFA finals match of all time – men's or women's.





**MAKING “ANYTHING’S POSSIBLE” POSSIBLE FOR**

**NWSL**

# Why This Works for RingCentral

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## AWARENESS

- Soccer has roughly 3.5 billion fans worldwide and 250 million players across 200 countries around the world
- In the U.S. soccer continues to take on an increasingly prominent role punctuated by the 2026 World Cup and 2028 Olympics
- Support for women's soccer is growing globally, and in the U.S. – in major part due to the success of USWNT
- This has helped grow support for the NWSL, which is increasingly in the mainstream and sports media
- League expansion expected – as soon as 2024
- High-profile ownership is accelerating – with private equity firms and celebrity laden ownership groups (e.g., Natalie Portman, Patrick Mahomes, Sue Bird, Naomi Osaka, etc.)

## STORYTELLING

- Small/Medium size businesses (teams)
- SMO's – athletes and ownership groups are entrepreneurs
- Partnership structure may include 'Athlete Fund' for seamless talent integrations
- Meaningful impact potential with women & minority owned businesses

## BUSINESSBACK OPPORTUNITIES

- Clubs
- Local sponsors
- Owners' business ventures outside of NWSL

## SCALABLE PLATFORM

- Geographically: Local, National & International
- League: NWSL--> MLS--> US Soccer



In a 2020 report, Deloitte spotlighted women's sports as "ripe for greater monetization," predicting that it will become a \$1 billion industry in the coming years.

# Some Key Assets We Would Integrate Into an NWSL Partnership



## Awareness Driving Assets



- National use of NWSL IP, including league marks
- Collective use of the NWSL team logos (12)
- Designation as official partner
- Category exclusivity
- Access to and inclusion in NWSL events (e.g., Challenge Cup, Playoffs, Championship, Monthly/Annual Awards, DE&I Summit)
- Presenting sponsorship of Championship
- In-stadium and in-game integration
- Social and Digital media assets
- Exclusive digital integrations showcasing the RingCentral brand, capabilities and storytelling
- National broadcast exposure with storytelling opportunities and integrations
- Ability to use active players in marketing

## Client Engagement Assets



- Bank of tickets that can be used across all NWSL teams
- Access to VIP hospitality and unique hosting assets:
  - Suites/tickets
  - Meet & greets with players/owners
  - Fantasy training camps
  - Access to NWSL hospitality events (e.g., Challenge Cup, Playoffs, Championship)
- With Championship presenting sponsorship, opportunity for activation pass through for partner SBO's
- Ability to leverage NWSL marks and access to create national programs and custom experiences
- Custom content development and amplification in coordination with NWSL and its team, players and owners

# Scout Central

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## IDEA

Scouting can be a challenge for women's soccer – which means it's a challenge to find the next great set of players who will show the world that anything's possible. So RingCentral is going to help teams field scouts – one for each team – focused on finding the next stars of the NWSL.

## HOW IT WORKS

- As part of Ring Central's sponsorship fee, the brand will dedicate funds to create a team of scouts for each NWSL team.
- Scouts will use RingCentral video/voice technology to record and evaluate talent from all over the country (and possibly the world).
- RingCentral will ensure that any woman or girl who wants to show their talents to NWSL teams can sign use RingCentral technology to seamlessly share their workout and soccer skills with one of the scouts.
- The entire process will be documented, showcasing how RingCentral was the instrumental piece in finding and nurturing the talents of the next generation of great soccer players.





# Put a “Ring” on It

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## IDEA

Winning the NWSL championship can feel like an impossible dream – until the moment it happens. Which is why RingCentral, will own that moment.

## HOW IT WORKS

- As a presenting sponsor, RingCentral's name will be affixed to the championship moment for NWSL.
- RingCentral will host virtual watch parties for fans nationwide with RingCentral branding and broadcast live look-ins during the game.
- NWSL will create RingCentral-branded locations for athletes from the winning team to call friends/family not at the game and celebrate their win with them, capturing content and pushing via social media.
- Connect small businesses in the market with a cool pass-through opportunity for activating onsite at championship.



# Cam Central

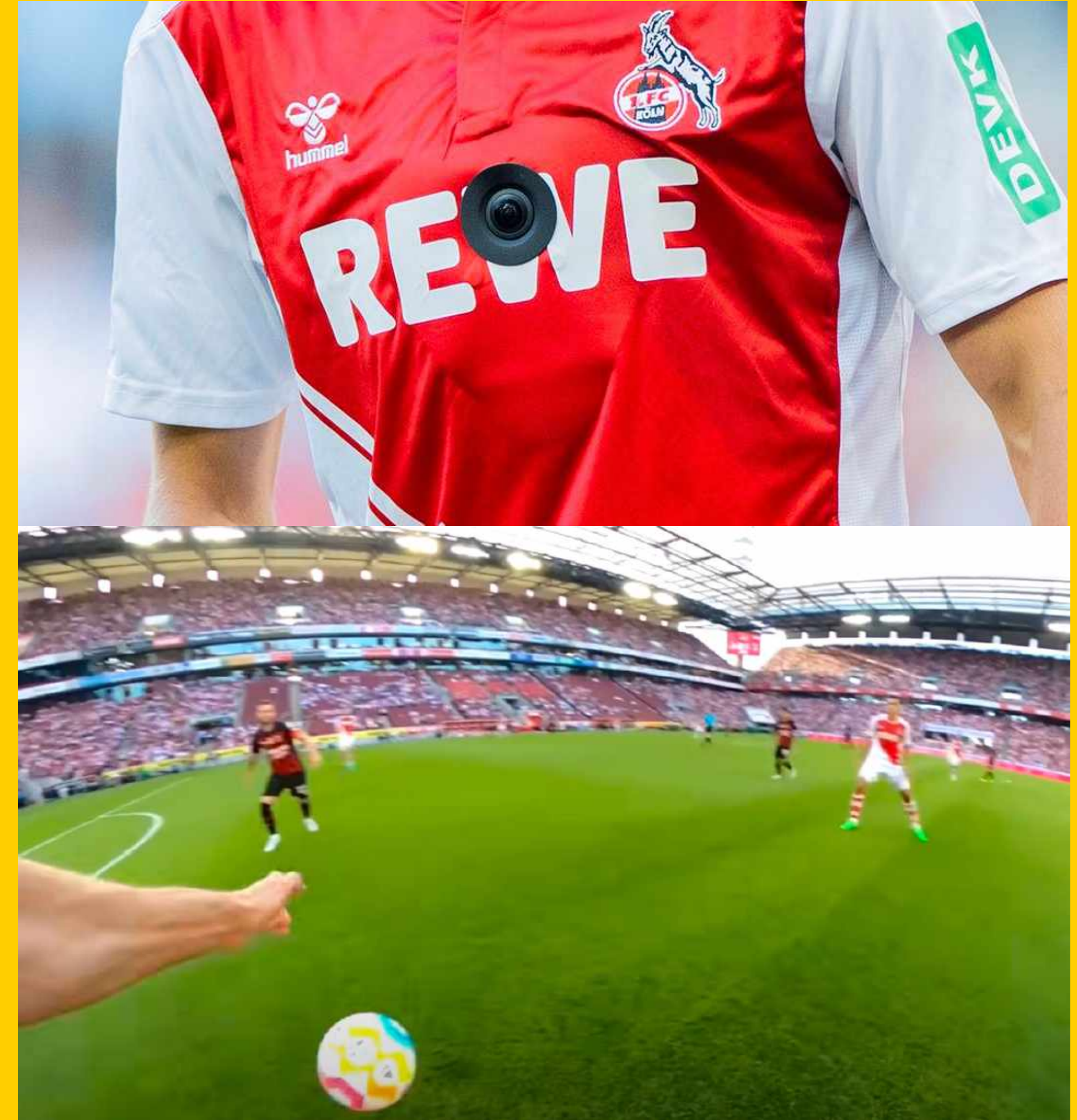
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## IDEA

For most people, seeing the game as a professional athlete does just isn't possible. But RingCentral will connect fans to the action like never before by giving them a unique perspective on the game – that comes straight from the players during the game.

## HOW IT WORKS

- To showcase this unique perspective, players wear small body cameras during the game.
- Fans can see the close-up action from their phones, switching from player to player as they experience breakaways, slide tackles, and more game changing moments from the players' perspective.
- A compilation reel of highlights will be shared on social after each game to extend the reach.



# Halftime Pep Talk

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## IDEA

We're constantly telling young athletes that anything's possible. Now, thanks to RingCentral, it's time for them to tell us.

## HOW IT WORKS

- RingCentral will go to youth soccer teams and get them to share inspirational messages for their local NWSL teams via RingCentral technology.
- These can be used to pump up fans during games, played for teams in the locker room, and generally used as social content for the teams.
- This can be expanded out to include special guest pep-talkers (celebrities, business leaders, players' moms, etc.).



# Earned Media Coverage Opportunities

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## TRADE MEDIA

“Cam Central’ has earned media potential on trade level, with the most interested outlets likely being sports business trades, along with outlets that cover sports broadcasting.

## SAMPLE HEADLINES

"RingCentral Leads a Revolution in Soccer Broadcast Camera Angles"

## TARGET OUTLETS



FRONT OFFICE SPORTS

Sportico



The Athletic



NEW YORK

BUSINESS INSIDER

FAST COMPANY

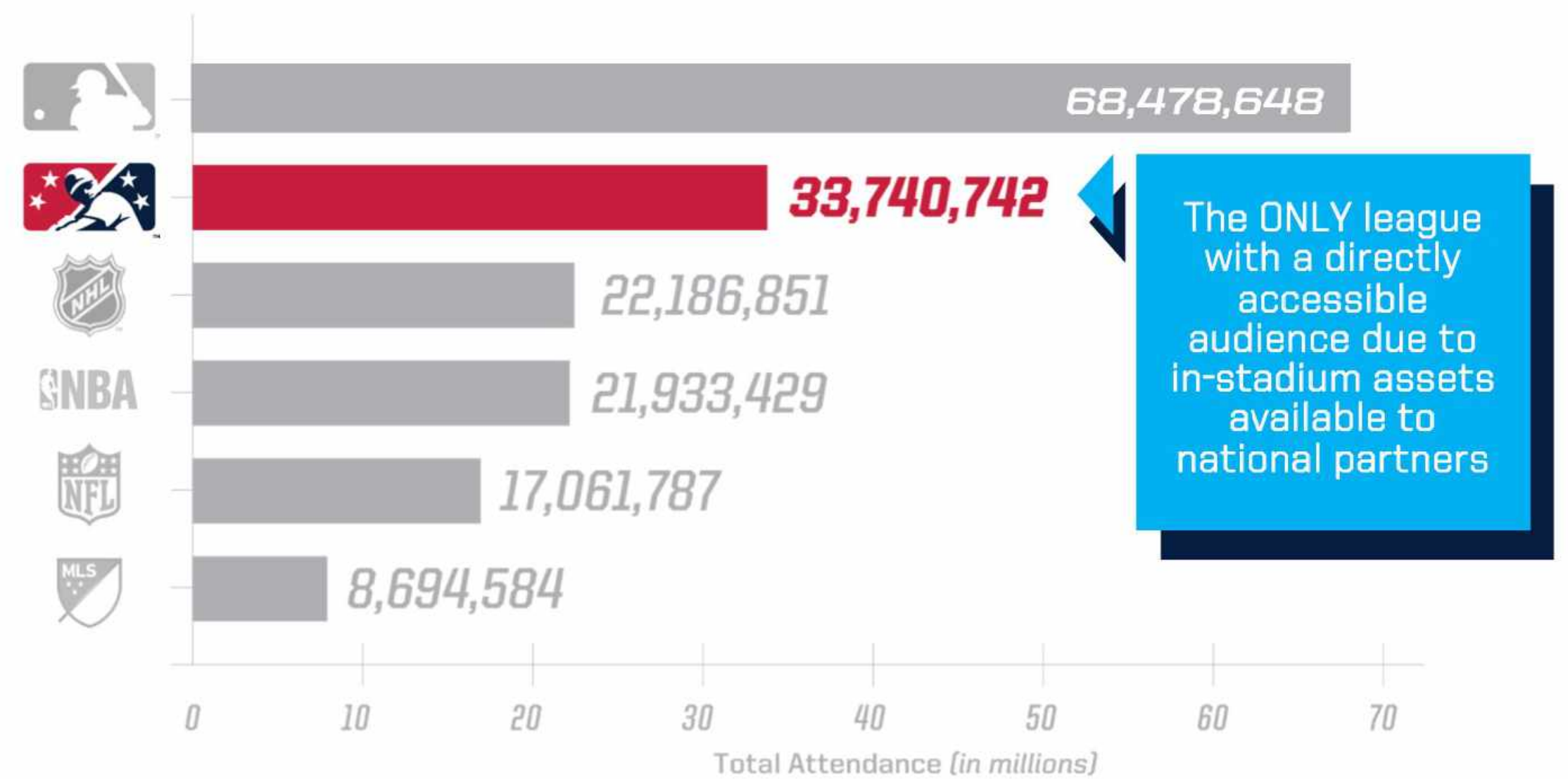
# Proposed Partnership

**#2**

What if RingCentral could achieve a true "partnership first"?

A "first" that gives you access to 33M annual business leads...

## 2ND MOST ATTENDED SPORTS LEAGUE IN THE US



With 33 million annual turnstile clicks, minor league baseball gives direct access to more fans than the NFL, NBA, NHL or MLS.)

**That inserts you  
into conversation about  
the future of sport...**




MLB is building the future of baseball and using MiLB as the innovation lab to test and iterate on future changes to the sport and the fan experience at large



**That gives you  
national reach, with  
local resonance...**



**There are 115 minor league clubs in the top 150 DMAs in the United States (over 70% of population lives in city with minor league team.)**



**And that (literally)  
stitches you into the  
fabric of the game...**

For the first time in MiLB's 120-year history, a brand can be showcased alone on player and umpire uniforms providing national exposure



**MAKING “ANYTHING’S POSSIBLE” POSSIBLE FOR**

# Minor League Baseball

# A True First – Entitlement of a Pro Sports League

---

- RingCentral can be prominently featured in a leadership position with a groundbreaking new national partnership initiative
- One that features RingCentral as a primary brand leading the reimagination of what used to be "minor" league baseball
- MLB has taken a significant ownership position across the league, and it will now evolve into a cohesive national platform - repositioned, refreshed and renamed after a consolidation and MLB will allocate its significant resources behind the "new major league"
- "Major will no longer be minor" as the league will launch with a newly positioned name – with the potential for one brand to integrate itself as the primary entitlement partner
- Entitlement that leverages fans in 37 states and 120 cities and creates a significant national footprint with strong geographic anchors
- As the **only** pro league in the U.S. allowing an entitlement partner, RingCentral would become the **only** brand with this level of league integration and visibility
- A league known for innovation and openness to new ideas – where new rules, strategies and theories are welcomed and tested – and where partners are able to innovate in a similar environment
- Planned cross-coverage and increased integration of MiLB and MLB to continue to grow league's mainstream and sports media presence and increase reach

# Why This Works for RingCentral

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## AWARENESS

- Major, national scale coupled with local market opportunities to impactfully reach SBO's
- Planned cross-coverage and increased integration of MiLB and MLB to continue to grow league's mainstream and sports media presence and increase reach
- Operates in more cities and states than any other property

## STORYTELLING

- First-of-its-kind league entitlement with potential for significant earned media
- Ability to leverage 120 teams with centralized decision making and assets to bring partnerships to life seamlessly across the country
- Potential to showcase community support and create local impact at larger scale

## BUSINESSBACK OPPORTUNITIES

- Clubs & Owners
- Local sponsors
- Owners' business ventures outside of MiLB

## SCALABLE PLATFORM

- Poised for large-scale initiatives (league, team, player, owner)
- Additional national extensions through other baseball platforms (MLB teams, players, etc.)
- International scale through World Baseball Classic and leveraging of International talent



Source: Nielsen DMA data, 2019-20; Scarborough Research, 2019-20; Simmons Research, 2019-20; SRSI SportsPoll 2019 Annual Report.

# Some Key Assets We Would Integrate Into an MiLB Partnership



## Awareness Driving Assets



- Entitlement of MiLB and use of IP, including league marks
- Inclusion in league marks
- Patch inclusion opportunities (jersey/ump patch, helmet decal)
- Entitlement of co-branded launch campaign (Oct. 2022)
- Designation as official partner
- Category exclusivity
- Access to and inclusion in MiLB events (Opening Day, All-Star, Championship Weekend)
- High impact media with national exposure through MLB channels (MLB Network, Apple TV, MLB.tv, etc.)
- Media mix (club digital, Radio, Club social, etc.)
- Ability to use active players in marketing (incremental fees may apply)
- In-Ballpark exposure and integration (videoboards, activations, contests, etc.)

## Client Engagement Assets



- Bank of tickets with the greatest local market reach of any league (120 markets)
- Access to VIP hospitality and unique hosting assets:
  - Tickets
  - Meet & greets with players/legends
  - Fantasy training camps
  - Small-business themed ballpark nights
- Ability to leverage MiLB marks to scale national programs across 37 states and 120 markets
- Custom content development and amplification in coordination with MiLB

# “The Call”

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## IDEA

Every minor leaguer hopes for “the call” – that call up to the Majors that lets them know they’re going to the pros. When all their hard work, sacrifice, and dedication – their impossible dream – is finally rewarded. It's charged with emotion, potential, and joy. Through this content series, RingCentral will show us all the magic moment when a minor leaguer gets to make their impossible dream a reality.

## HOW IT WORKS

- Each story will focus on an emotional moment when someone is able to make the impossible task of becoming a major leaguer possible, whether they were drafted at a young age or sent down to work their way back up.
- Pieces will air on MiLB social and a partner like ESPN+.
- RingCentral can also create content to show small business owners getting “the call” –those who hear their product will be on the shelves of a major retailer, that they've gotten a big order on which they've been waiting, that they're ready to IPO, etc. These small businesses can then be rewarded by RingCentral with some of the cloud-based communication they need to handle their new opportunity.



# The RingCentral Ride

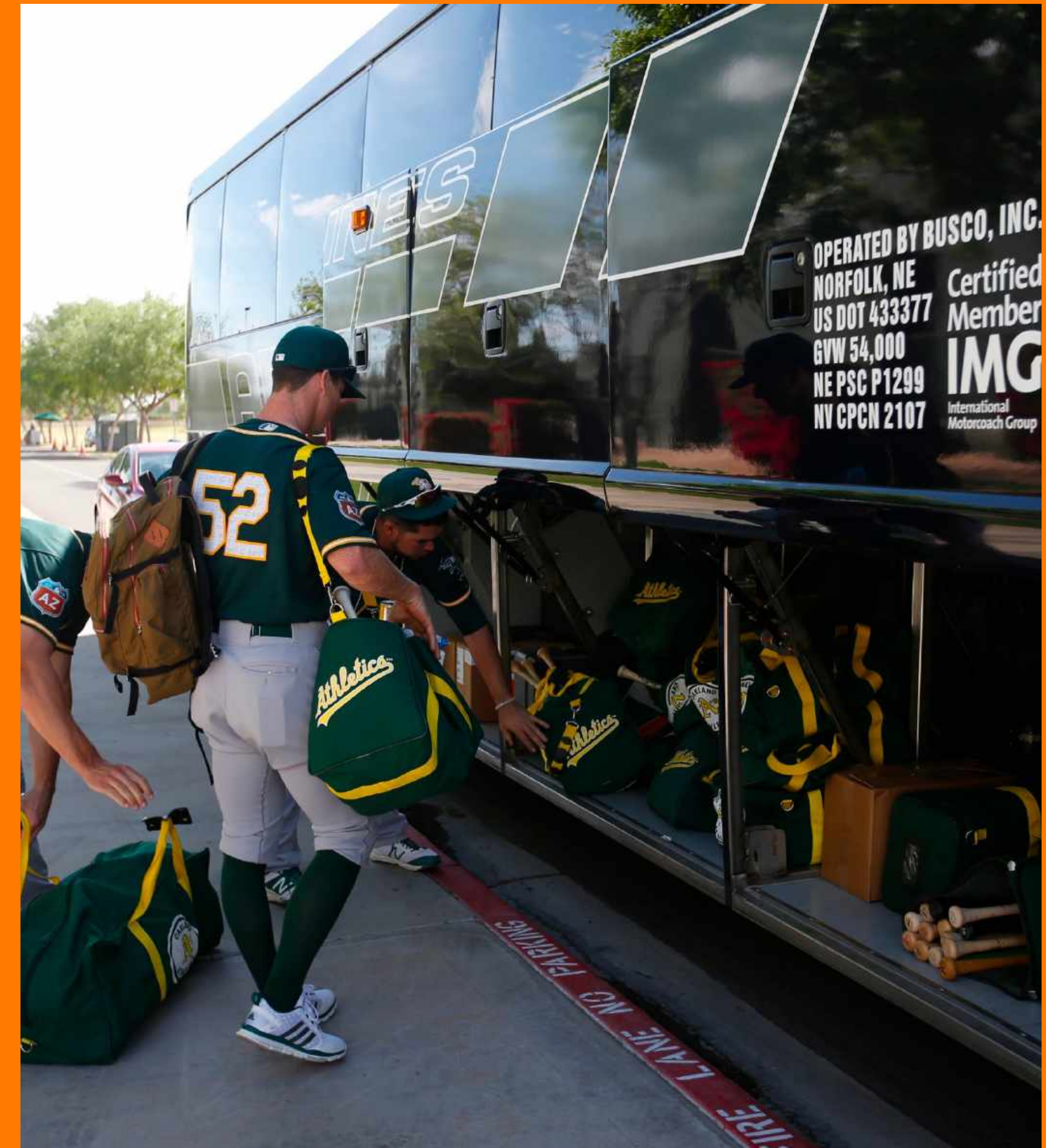
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## IDEA

The experience of being minor league player, spending a significant portion of every summer night on the bus, far away from their families, can be really difficult – borderline impossible. So RingCentral will help them feel closer to home by creating the RingCentral Ride, the most technology-forward and sophisticated way to ride the road.

## HOW IT WORKS

- RingCentral will outfit six buses – one for each of the teams competing in the Minor League World Series for each of the divisions.
- These buses will include video-call-capable screens behind each seat.
- Headsets with noise canceling headphones and mics designed to only pickup the person who's immediately talking will be an additional key feature.
- Each bus will also be wrapped with RingCentral and team branding on the outside to serve as traveling OOH.





# RingCentral: Connected from the Beginning

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## IDEA

The first pitch of the season is the moment where anything's possible. And RingCentral is going to own that moment, making it the biggest shared experience in Minor League Baseball history.

## HOW IT WORKS

- On opening day of the 2023 Minor League Baseball season, we'll have one dedicated moment where every single game starts at the exact same time.
- This simultaneous first pitch will be called by all of the announcers – and heard as one large chorus throughout each stadium via RingCentral HD. We'll also broadcast all of the pitches on the jumbotron (Brady Bunch style), letting everyone understand it's happening in real time.
- We'll create content about the first pitch – the beginning of so many players' dreams for the season – and air the content across social and ESPN.



# The .999 Connector

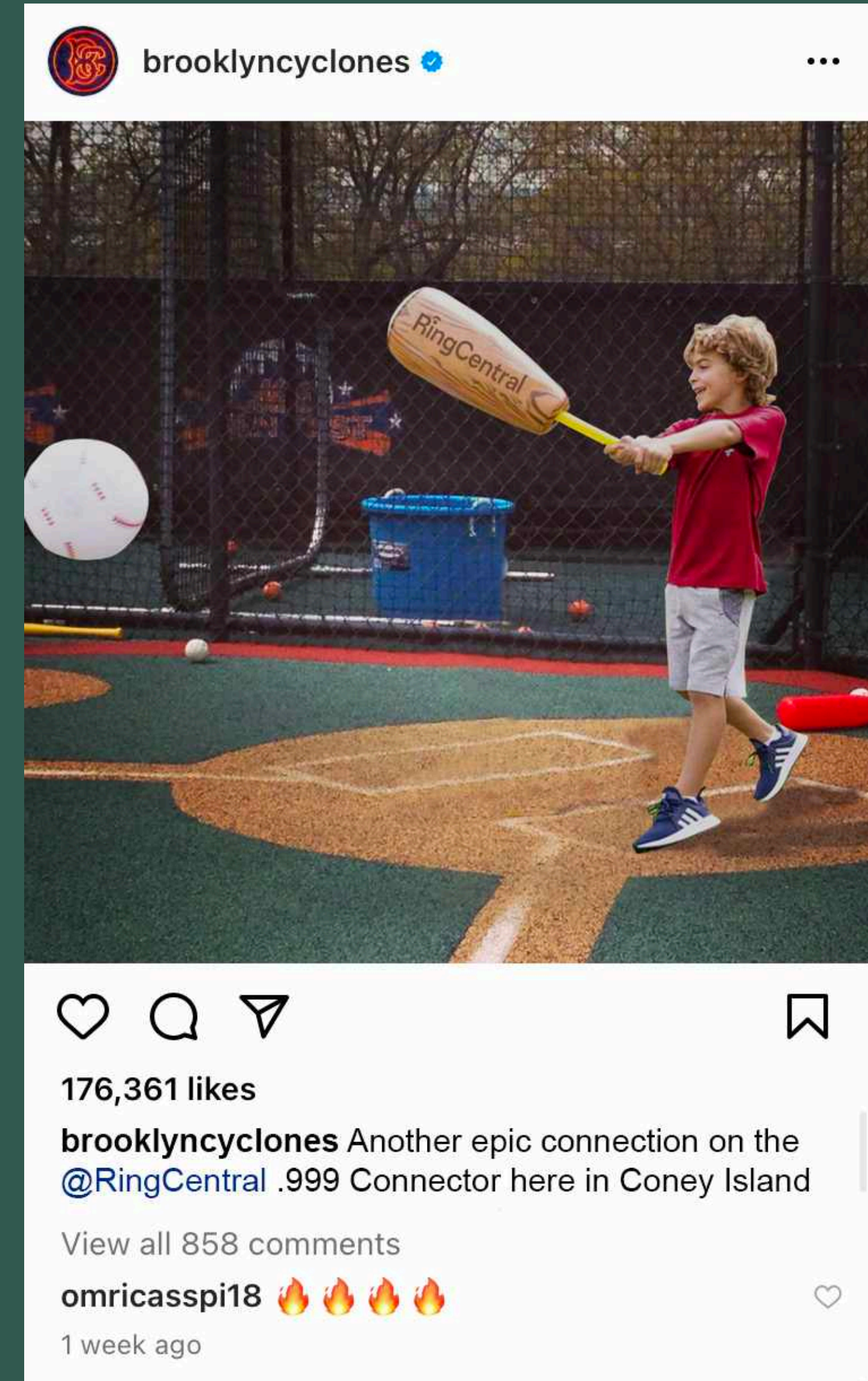
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## IDEA

In baseball, connecting is hitting. But even for the pros, hitting is really hard. RingCentral is making the impossible task much easier for fans – with a giant bat and a super lightweight ball they can hit a mile every time.

## HOW IT WORKS

- Fans will step into a RingCentral-branded batting cage and be handed the giant RingCentral bat – the “.999 Connector”.
- Fans will be pitched a “can’t miss” beachball sized ball to hit as hard as they can.
- When fans hit it, they win – simple as that – and receive get cool RingCentral swag.
- RingCentral will capture content from this experience and share it on their own and the team's social channels to show how much fun people can have at the game.



# Earned Media Coverage Opportunities

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## NATIONAL SPORTS MEDIA

Leveraging content from “The Call,” we will target national sports media for earned coverage. Coverage potential will be exponentially enhanced by executing a media tour with the athlete featured in the content.

## SAMPLE HEADLINES

RingCentral Documents “The Call” for Giants Top Prospect

## TARGET OUTLETS



# You Can't Manage What You Don't Measure

Our specialized analytics team plays a substantive role in architecting the strategic approach and tactical execution that drives our success...and that of our clients.

This dedicated team of 60+ professionals provide expertise across 3 key disciplines:

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**ANALYTICS**

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Unprecedented institutional knowledge that spans prevailing consumer, brand, and marketplace analytics.

Extensive knowledge of 85+ analytic systems from vendors including GWI, Nielsen, Simmons, comScore, MVPindex, etc.

**DATA SCIENCE**

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Expertise in “big data” analytics that includes:

- Predictive analytics
- Yield management
- Demand optimization
- Forecast modelling

**TECHNOLOGY**

---

Information Technology professionals skilled at software development, data architecture, automation and optimization, and UI/UX design.

# Maximizing efficiencies & effectiveness through analytics

Our analytics team provides industry leading insight. Answering questions that drive success.



## PARTNERSHIP

With an array of bespoke service offerings, Our analytics team can develop and support customized solutions across all phases of the sponsorship lifecycle.

Leveraging experience on both the property and brand side of the business, our analytics team focuses on translating unique partnership insights into actionable takeaways.

Our team has a proven track record of assisting properties in maximizing commercial revenue and working with brands to create and maintain efficient and impactful sponsorship portfolios.



## MEDIA

Our analytics team has an unparalleled suite of tools that powers our analysis of the global media landscape.

The explosion in SVOD adoption, the importance of sports rights, the pressures on linear broadcasters, the impact of gaming and the influence of influencers highlight a marketplace in transition. What macro trend is next?

It is imperative our analytics team provides clients with the marketplace intelligence they need to assess, measure and optimize their place in an ever-evolving media eco-system.



## BRAND & MARKETING

From Fortune 500 to seed round startups, our analytics team works with today's most intriguing brands.

Brands eager to launch new products, amplify the consumer journey and differentiate themselves in a competitive landscape.

Leveraging syndicated data, primary research methodologies and personally identifiable information (PII), Analytics provides the metrics that matter, driving awareness, consideration and purchase intent.

Helping brands build better.



## FAN DEVELOPMENT & ENGAGEMENT

Analytics focuses on what makes consumers tick. We uncover fan demography, attitudinal & behavioral profiles, brand usage, media consumption habits, and engagement across entertainment, sport & cultural events.

In addition to understanding "who the fan is," we have a proprietary model that identifies fan growth opportunities for a property across new markets and regions.

We unearth strategic methods to accelerate fan engagement, while driving successful activation, IP development and brand resonance.



## EVENT STRATEGY

Our analytics team has the expertise to create a holistic solution for all phases of the event lifecycle. We take a two-pronged approach: 'Design & Development' and 'Experience & Impact'.

With our 'Design & Development' approach we provide location assessments, concept testing, price & demand forecasting, audience illumination, tourism insights, and sponsorship opportunities.

For 'Experience & Impact' we measure the customer experience, tourism impact, social media buzz, and sponsorship impact.



## TALENT

Our analytics team represents all manner of talent, from storytellers to headline makers, from actors and influencers to athletes and musicians.

Analytics leverages industry-leading data to provide contextualized insights covering all areas of entertainment, sport and fashion.

Our work illuminates the nexus between talent and brand. We provide brands with actionable insights, including talent reach and resonance, fan profiles and purchase behavior, brand alignment, and talent partnership recommendations.

Numbers don't lie, check the scoreboard... (but first, build it)

# Points of Consideration

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RingCentral will need to track and provide data on the ROI focused goal metrics (lift in – site visits and leads/opportunities, Hospitality ROI, etc.).

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To determine the ROI of RingCentral’s partnerships/activations, it will be critical that our teams collaborate with one another on sharing the appropriate internal RingCentral data points needed to derive at the ROI of a partnership/activation. Moreover, additional primary research may be needed in order to account for the likelihood that an activation was responsible for a “sale.”



# What's The Plan

---

1

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Consumer profiling via syndicated platforms

2

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Valuation of existing partnerships

3

---

Bespoke “Brand Health” study

*Measurement Schema*

# 1. Consumer Profiling Via Syndicated Platforms

---

Analytics will utilize our wide array of data resources to create a foundational framework for understanding the RingCentral target consumer segment(s), and their alignment with current and prospective partners.

In addition to general demographic profiling, we will also explore more behavioral insights and passion points to better guide or strategic approach and execution of activations.

## Data Sources

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**YouGov**<sup>®</sup> **MRI** | SIMMONS **GWI.** **infegy**

## 2. Valuation

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Valuation analyses are effective for guiding a brand on the:

### UPFRONT:

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Appropriate price point for a partnership, as well as determining the approximate asset mix and serving as leverage during negotiations with rights holders

### BACKEND:

---

Actual value received across the assets

Analytics can collaborate with RingCentral to integrate internal business metrics and customize our valuation methodologies based on the RingCentral's goals.

## 2. Valuation (CONTINUED)

---

Analytics leverages multiple valuation approaches to provide a comprehensive evaluation of a sponsorship opportunity:

### ASSET-BASED VALUATION

---

Bottom-up analysis of every asset based on our proprietary methodology rooted in a quantitative and qualitative approach.

#### **BENEFIT**

Provides an understanding of underlying intrinsic “value” as well as price per asset to support package design and revenue optimization.

#### **USE CASES**

Upfront to guide negotiations (flexible model and effective for scenario testing); on the back-end to evaluate partnership performance and drive renewal strategy

### MARKETPLACE VALUATION

---

Projection of the potential market value of the sponsorship opportunity based on a custom scorecard and regression analysis run on publicly released comparable deal values.

#### **BENEFIT**

Captures unpredictable market factors such as: emotion, demand for the opportunity, scarcity of the opportunity, sponsors’ willingness to pay, etc.

#### **USE CASES**

Upfront and on the back-end to understand the brand agnostic price of an opportunity

### REVENUE IMPACT VALUATION

---

A projection of the incremental revenue a partnership drives for a brand should RingCentral be tracking the ROI related metrics outlined in the RFP. Please note the assumption would be that the RingCentral data already linked the ROI metrics directly to each partnership.

#### **BENEFIT**

Directionally quantifies the bottom funnel impact / true return on investment (ROI) of a partnership irrespective of impressions.

#### **USE CASES**

Upfront to guide negotiations; on the back-end to drive renewal strategy and partnership performance

### 3. Bespoke “Brand Health” Study

---

Analytics would design and deploy the “Brand Health” survey, with the intent of fielding twice a year (January and July). Note, fielding dates/pattern is subject to further discuss. The target audiences we would recruit are:

**C-SUITES:**

200 respondents

**SMALL BUSINESS OWNERS:**

1,000 respondents

**WHITE COLLAR:**

1,000 respondents

Note, given the challenge to recruit C-Suites, we plan to open this segment up to: C-Suites and Executive Presidents.

**INSIGHTS**

The RingCentral team will have the opportunity to contribute/collaborate with our analytics team on the questionnaire design, with these KPI’s suggested as initial thought-starters:

- Awareness
- Consideration
- Sentiment
- Current Customer

Other topics could include statements around the perception of RingCentral (i.e. leader in its industry, forefront of technology, etc.)

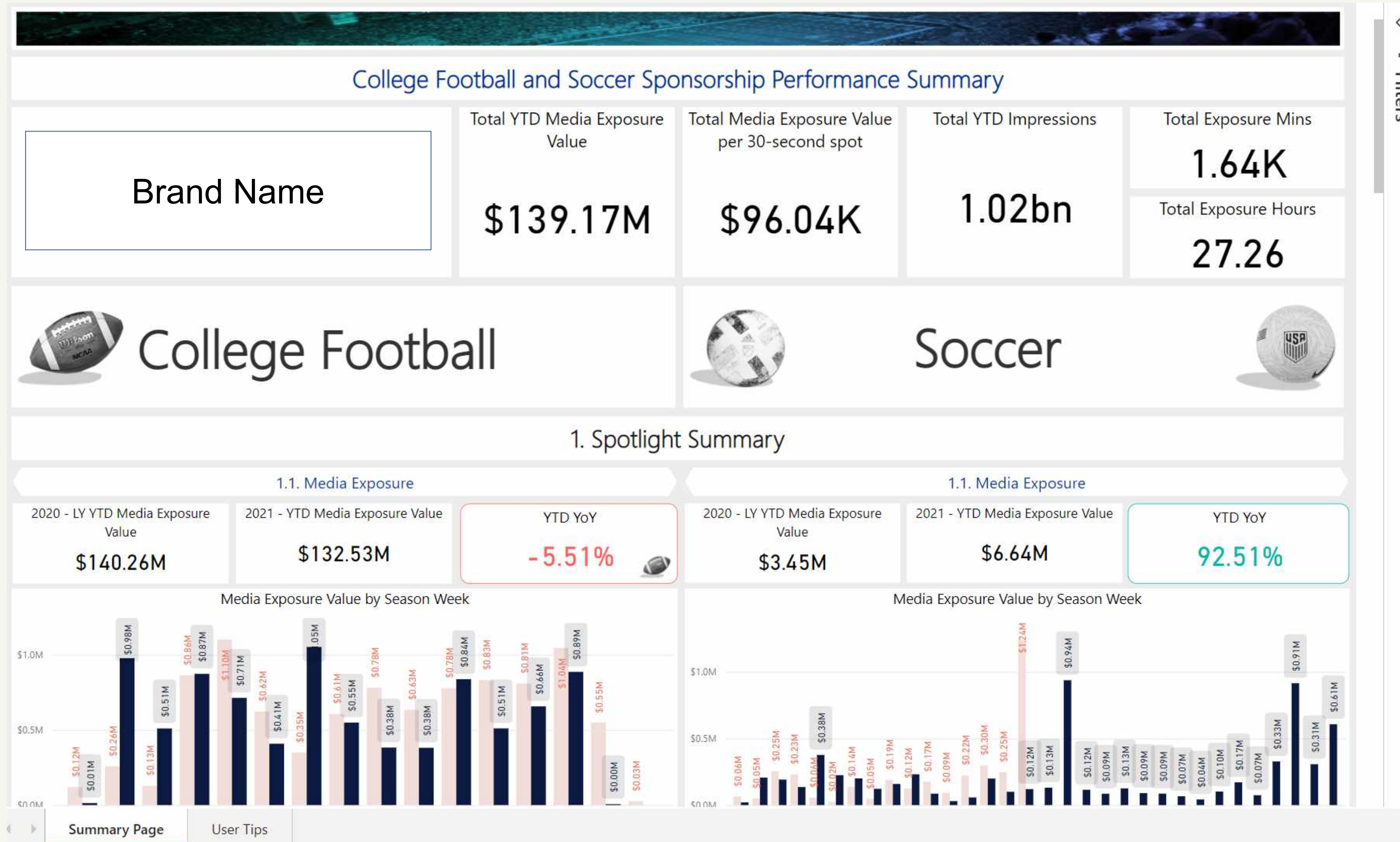
### 3. Bespoke “Brand Health” Study (CONTINUED)

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Analytics leverages multiple valuation approaches to provide a comprehensive evaluation of a sponsorship opportunity:

<b>WEEK #</b>	<b>DESCRIPTION</b>
Week 1	<ul style="list-style-type: none"><li>• Draft questionnaire</li></ul>
Week 2	<ul style="list-style-type: none"><li>• Finalize questionnaire</li></ul>
Week 3	<ul style="list-style-type: none"><li>• Deploy survey</li><li>• In-field</li></ul>
Week 4	<ul style="list-style-type: none"><li>• In-field (if needed)</li></ul>
Week 5	<ul style="list-style-type: none"><li>• Begin analysis</li></ul>
Week 6	<ul style="list-style-type: none"><li>• Review findings with client</li></ul>

# Sample Client Dashboard

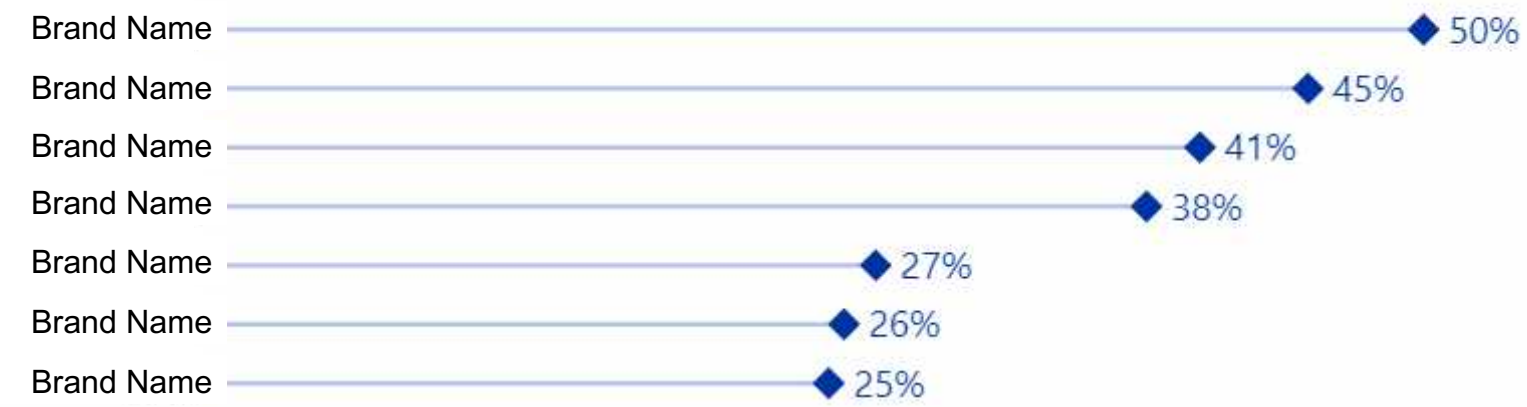


Filters

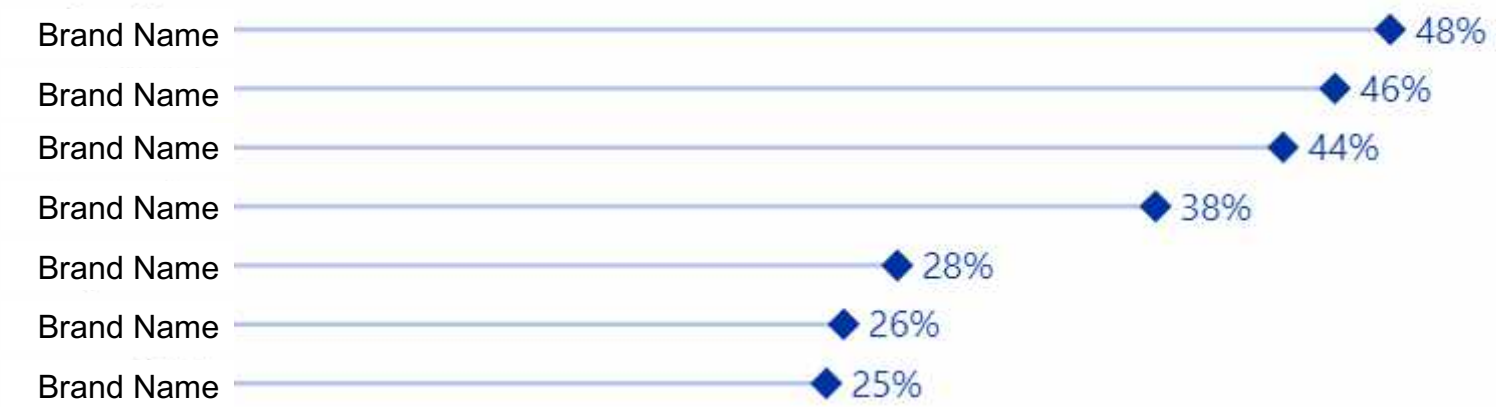
# Sample Client Dashboard

## 3. Brand Health Summary

Consideration for Brand and Key Competitors



Consideration for Brand and Key Competitors



How likely are you to recommend these brands to friends or family?

Brand	1 Not at all likely	2	3	4	5	6	7 Very likely
Brand Name	7.44%	4.30%	7.65%	21.28%	19.65%	20.13%	17.87%
Brand Name	8.81%	5.24%	7.91%	21.80%	19.29%	18.50%	15.62%
Brand Name	8.07%	5.08%	7.97%	21.49%	18.66%	19.39%	17.61%
Brand Name	8.60%	7.02%	11.64%	26.68%	18.34%	14.62%	9.80%
Brand Name	7.23%	5.97%	13.52%	25.89%	19.03%	15.15%	8.65%
Brand Name	6.76%	3.83%	7.70%	19.18%	17.77%	20.39%	22.22%
Brand Name	9.12%	6.29%	12.00%	22.48%	15.36%	13.36%	13.94%
Brand Name	6.92%	6.71%	13.47%	23.85%	13.78%	8.12%	5.19%

How likely are you to recommend these brands to friends or family?

Brand	1 Not at all likely	2	3	4	5	6	7 Very likely
Brand Name	4.78%	4.65%	7.13%	19.57%	19.83%	21.60%	19.57%
Brand Name	6.54%	4.38%	7.46%	19.76%	20.29%	21.66%	15.97%
Brand Name	5.82%	3.93%	7.53%	18.85%	19.37%	22.91%	18.91%
Brand Name	6.02%	6.22%	10.34%	24.48%	21.34%	16.62%	10.47%
Brand Name	5.63%	4.91%	11.65%	24.74%	20.35%	17.08%	9.55%
Brand Name	4.45%	4.45%	7.66%	17.54%	17.87%	22.51%	22.71%
Brand Name	7.40%	5.43%	10.54%	21.47%	16.36%	15.05%	13.35%
Brand Name	5.63%	6.41%	12.04%	22.32%	15.77%	10.27%	5.96%

### College Football

### Soccer

## 4. Sponsorship Summary

Total YTD Impressions

No. of Properties

Total YTD Impressions

No. of Properties

Summary Page User Tips

Filters



# Our Approach to RingCentral's Dedicated Team

We Will Surround  
Our RingCentral  
Business With  
The Full Resources  
Of The 160over90  
Organization



# Agency Staffing And Expense Approach

---

Based on the expected work streams for RingCentral, 160over90 believes that an AOR partnership would be mutually beneficial. For such a relationship, 160over90 works to define deliverables based on client marketing objectives and develops a recommended team (i.e., strategy, creative and ideation, activation and experiential, communications, amplification, analytics and insights). The integrated team will provide turnkey management and execution of all deliverables within an agreed upon timeline.

We suggest the following AOR construct based on our experience:

- Core RingCentral Agency Team: a dedicated team of subject matter experts consisting of FTEs.
- Supporting RingCentral Agency Team: complementary services and staffing consisting of resources based on periodic need.
- Flex Fund: A dollar amount set aside providing access to additional resources (e.g., Creative, Research & Insights) at a predetermined hourly rate and drawn down at RingCentral discretion.

The final AOR fee will be derived from an hourly rate card and the total FTEs that 160over90 recommends (in agreement with RingCentral) to achieve the deliverables discussed. We will surround RingCentral with multiple levels of relevant experience and provide senior executive access and oversight as added value for which RingCentral will not be billed.

# The Integrated Team

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The integrated 160/90 team represents experts in all areas that RingCentral partnerships touch. In addition, our team works with the larger 160/90 and Endeavor network to ensure we always have the best solution for your brand and business, whatever that may be. This team also has experience working with all stakeholders within any partnership, including properties, agencies, internal RingCentral business units, etc.

## PARTNERSHIPS

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**20% Matt Grant**, Vice President — Leads overarching brand strategy for all partnership and community programs, initiatives and activations. Overall guidance on contract negotiations and implementation.

**100% TBD**, Account Director — Day to day management of all partnership elements including team assets, partnership communication, activation oversight, and client budgets.

**100% TBD**, Account Manager (NBA/NWSL) — Ensures all components of the partnership are being executed successfully and deadlines are continued to be met from the initial planning process to the final recap.

**100% TBD**, Account Manager (NFL/MLB/MiLB) — Ensures all components of the partnership are being executed successfully and deadlines are continued to be met from the initial planning process to the final recap.

**100% TBD**, Account Executive & Coordinator — Supports the larger team on the execution of client partnerships and manages all giveaways, activation staffing, and all communication related to these areas.

## CREATIVE

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**Executing asset creation of requested creative work**

- Creative Director
- Graphic Designer
- Copywriter

## EXPERIENTIAL

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**Project based by need.**

## ANALYTICS

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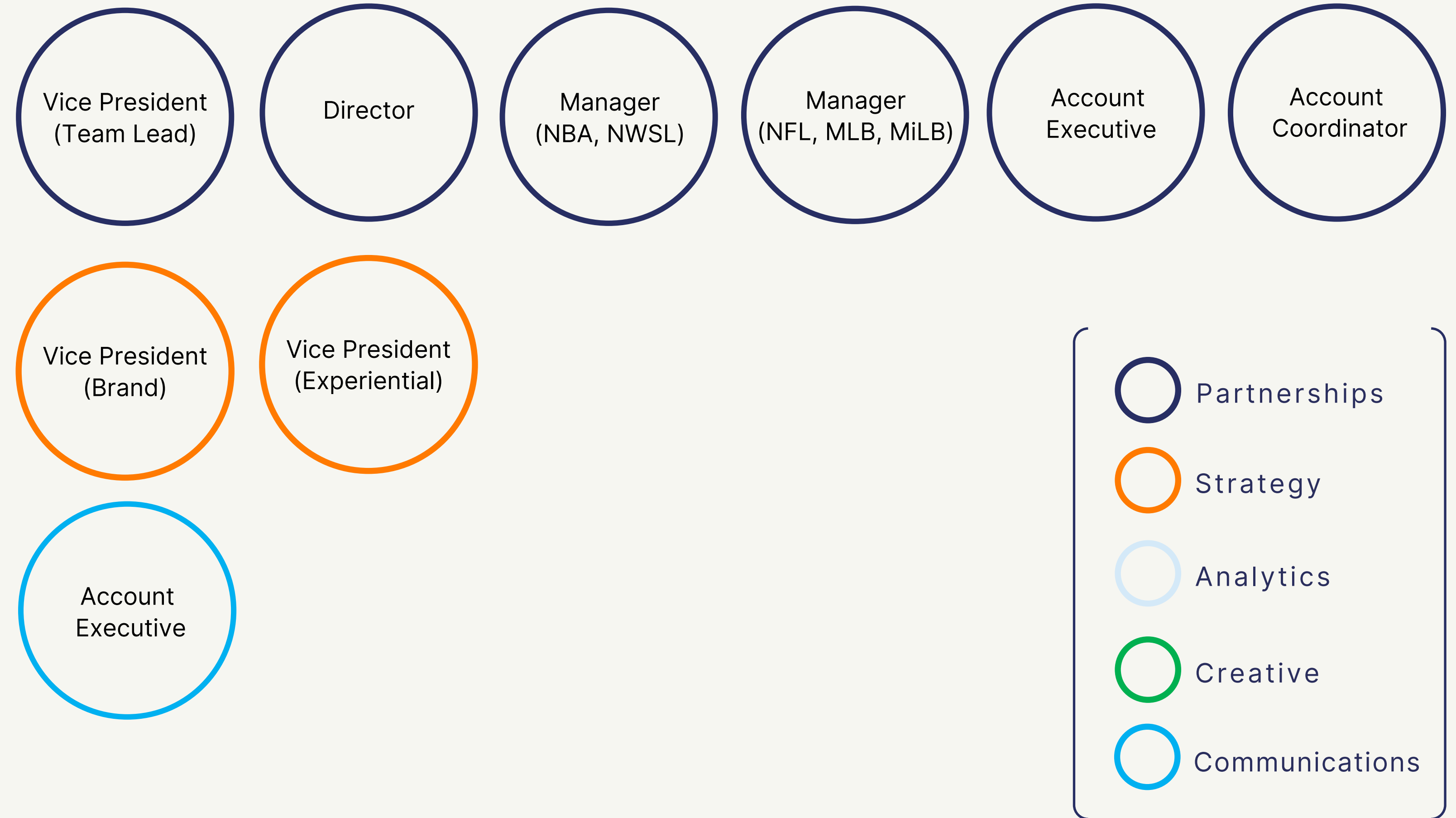
Inclusive of a VP, Director, Manager and Senior Analyst who will work to build collaborative tools with RingCentral to deliver on ROI measurement tools, property valuations and ongoing needs.

# Core Team

## RINGCENTRAL X 160/90

The integrated team will be designed to include partnership expertise and analytical thinking with human intelligence. All surrounded by unmatched, cultural connectivity and access. We will work against a 16-month scope, mutually agreed and dependent on RingCentral's business needs, timelines and KPI's. Our proposed agency fee is \$209,588 per month. Analytics study costs are outlined on slide 103. This is not inclusive of any Production or Pass-Through costs.

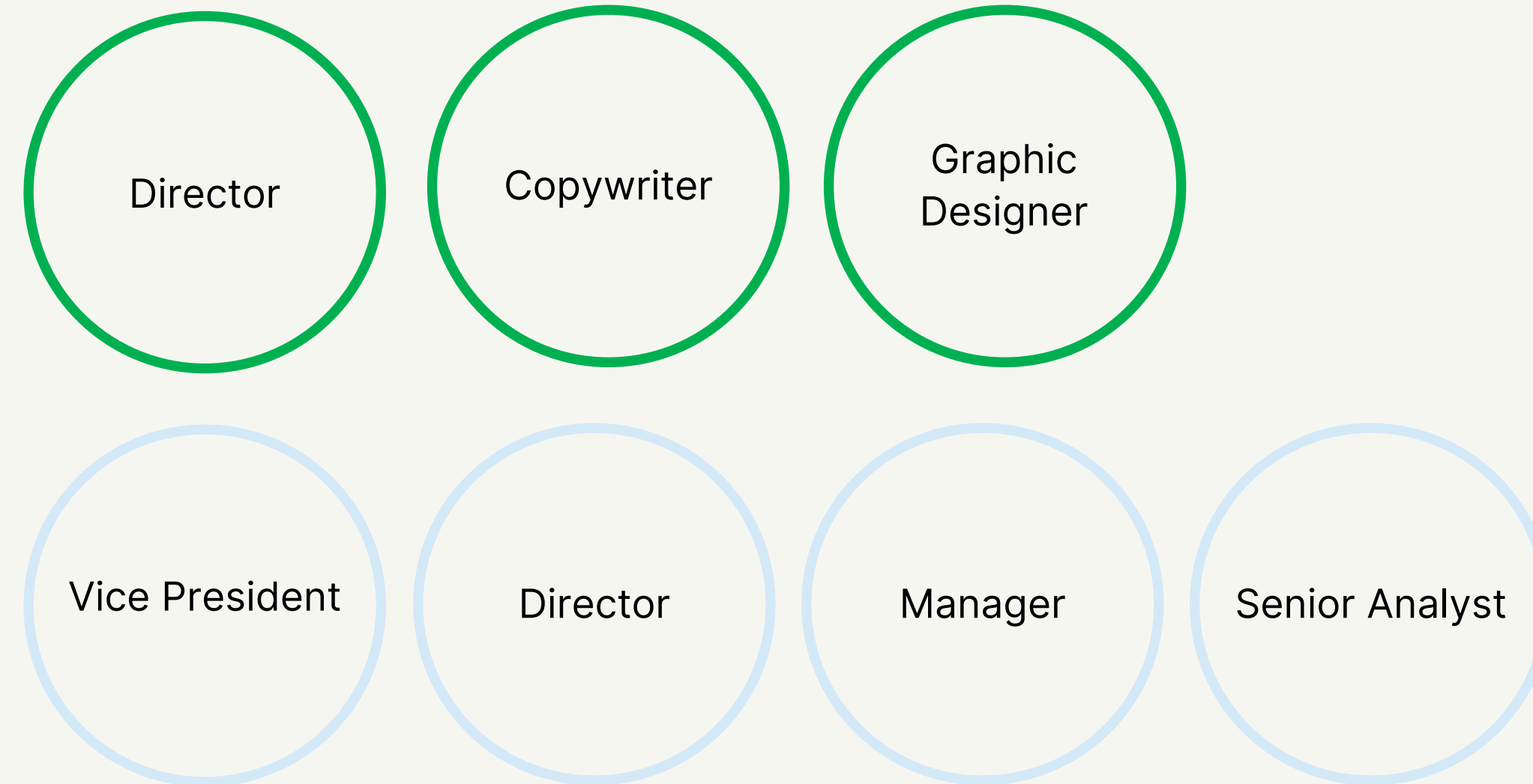
This is what a sample account structure could look like.



# Support Team

## RINGCENTRAL X 160/90

The support team will be designed to include expertise needed at key intervals to provide specific input and creating an efficiency for RingCentral by limiting incurring ongoing retainer staffing costs.



# Analytics Pricing

ITEM	DESCRIPTION	COSTS
Syndicated Analysis	Consumer profiling for each segment (i.e. demographics, behavioral insights, passion points, alignment with properties).	\$10,000
Valuation	Option #1: Excel only deliverables for all 10 current partnerships. Includes lookback and on-going tracking (mid-season and end of season).	\$150,000
	Option #2: Excel + Report deliverables for all 10 current partnerships. Includes lookback and on-going tracking (mid-season and end of season).	\$306,000
Brand Health	Online survey measuring the KPI's of partner properties among RingCentral's target segments: C-Suites, SBO's, and White Collar workers. We recommend two waves per year.	\$50,000 per wave

# Creative & Analytics Flex Fund

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## **RINGCENTRAL X 160/90**

In addition to the monthly retainer and because the needs for Creative and Analytics have not yet been defined, we're proposing the inclusion of a credit bank. This will take the form of a Creative & Analytics Flex Fund from which RingCentral can draw from based on project needs as they develop. The fund can be replenished at any time for projects including design, script writing, brand asset development, concept ideation, valuations, asset reviews, measurement/KPI's, recap reporting, etc.). Any unused credit will be refunded or credited back to RingCentral at the end of each term or rolled over to a renewal term.



# Senior Leaders Involved in RingCentral's Business

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## **PATRICK PIERCE**

**Senior Vice President, Partnerships**

Patrick is Senior Vice President and Head of Client Service for 160over90. Based in San Francisco, Patrick oversees an international team with expertise in advertising, branding, experiential, partnerships, PR and social media. Patrick joined Endeavor from Etihad Airways, based in Abu Dhabi, UAE, where he led the airline's global partnership efforts. Prior to Etihad, Patrick held international marketing roles at Aon, Allstate and McDonald's.



## **MATT GRANT**

**Vice President, Partnerships**

Matt is Vice President, Client Services, at 160over90. Based in San Francisco, Matt comes to the team with significant brand experience having previously led sponsorship marketing teams at DraftKings and The Clorox Company.

Matt's experience includes working with leagues and teams including NFL, NBA,, WNBA, NHL, NASCAR, Formula 1 and various other global properties.

Matt will be the senior day-to-day lead for RingCentral.



## **WILL SAUNDERS**

**Vice President, Strategy**

Will has 15 years' experience leading global partnership marketing initiatives across sports, entertainment, and gaming. With a background encompassing award-winning strategic activations on sporting properties including the Olympics, English Premier League, Formula One, MLB, and the Ryder Cup, Will brings a breadth of knowledge, insight, and expertise in helping brands leverage their rights, visibility, and media partnerships to extract maximum value.



## **JOHN MCMAHON**

**Director, Experiential Strategy & Insights**

John is an accomplished storyteller, creator, and dot connector with 20+ years of experience leading organizations through strategic shifts to new growth opportunities.

John's experience includes working with leagues including the NFL, NBA, NHL, NWSL and international brands such as Reebok, Foot Locker, and Keurig Dr Pepper.



## **CARYN ROSOFF**

**Vice President, Analytics**

Caryn joined 160/90 to lead the Sponsorship Valuation team. Operating within the company's centralized research and analytics department, her team is responsible for a broad portfolio of valuation work, touching on everything from WME talent, UFC, PBR, IMG College, Fashion, Golf and IMG Events, to clients like Visa, Kia, USAA, Ticketmaster and T-Mobile.

# Executive Advisors for RingCentral

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**ED HORNE**  
President, 160over90



**SAM STARK**  
Executive Vice President, 160over90



**JUSTIN ZAMBUTO**  
Senior Vice President, Partnerships



**KEITH FRIEDENBERG**  
Chief Analytics & Insights Officer



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Vice President, Experiential

# We Know What it Takes to Win Together and Winning The Game Includes...

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Surrounding your business with a dedicated, highly capable, integrated account team



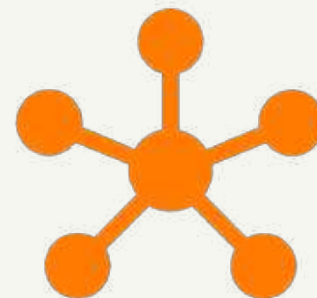
Defining success metrics and acting on structured, focused action plans



Optimizing the assets and opportunities across a full calendar



Bringing compelling activations to life through the most relevant channels



Successfully navigating a complex ecosystem where significant investments are always made



Creating an "owned position" for RingCentral in which equity is built season over season

# And We Have a Gameplan to Get Started

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- Kickoff meeting and series of work sessions
- Finalize integrated account team, scope and deliverables
- Deep dive into the RingCentral brand, business line(s) priorities and culture
- Analyze existing rights, benefits, assets, activations & success metrics/results
- Conduct cross-functional business line intelligence gathering sessions
- Build work plan for first wave of deliverables and milestone calendar
- Build partnership briefs for recommended properties to respond to
- Receive and evaluate first round of property proposals
- Provide POV and feedback to properties for proposal revisions
- Develop Analytics approach with agreed upon KPI and success metrics and reporting process
- Conduct competitive review and analysis

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- Conduct line-item valuations of “near final” proposals
- Provide written POV/recommendation sell in decks for senior management for all value propositions
- Finalize recommended property rights agreements and business terms
- Finalize results measurement tools & approach
- Align on Brand Story & Ownership positions for existing and future partnerships
- Develop and prioritize calendar to ensure partnerships compliment and/or supplement base marketing plans
- Develop overarching activation platform with supporting concepts and extensions
- Develop initial POV for reimagining customized partnership portfolio (multi-year showcase)
- Finalize Year 1 objectives, success factors and benchmarks
- Develop stakeholder engagement approach for cross-functional activation planning

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- Develop 360-degree activation playbooks for business lines across full portfolio
- Finalize and present activation strategy & budgets
- Build/present activation and budget rationale decks for executive sell-in
- Develop launch/announcement plan of reimagined portfolio
- Complete build and testing of results measurement digital dashboard (if desired)
- Where applicable, retool existing agreements to drive consistency across partnership executions.
- Adjust staffing model based on next phase of remit
- Provide a fully developed POV on how RingCentral will integrate into recommended property ecosystems throughout (multi-year approach)
- Finalize creative, earned and activation concepts with amplification and distribution pull-thru
- Develop Next 91-120-Day, Multi-Channel Plan

# Here's Some Additional Examples of Our Work

# On Behalf of Some of Our Partners

## Brands



## Leagues



## Teams & Events



## Media



## CASE STUDY

# AAA: Reshape Brand Perception

### SITUATION

Say “AAA” and people think “tow trucks.” For generations, AAA has been known for trusted roadside assistance, but decades of consistent marketing has failed to make 50 million members aware of the full extent of products and services available, such as car care, insurance, travel, discounts, and financial services—all designed to help members improve their lives.

Recent competition has commoditized the roadside assistance product; therefore, retaining current members and acquiring new ones has been stagnant.

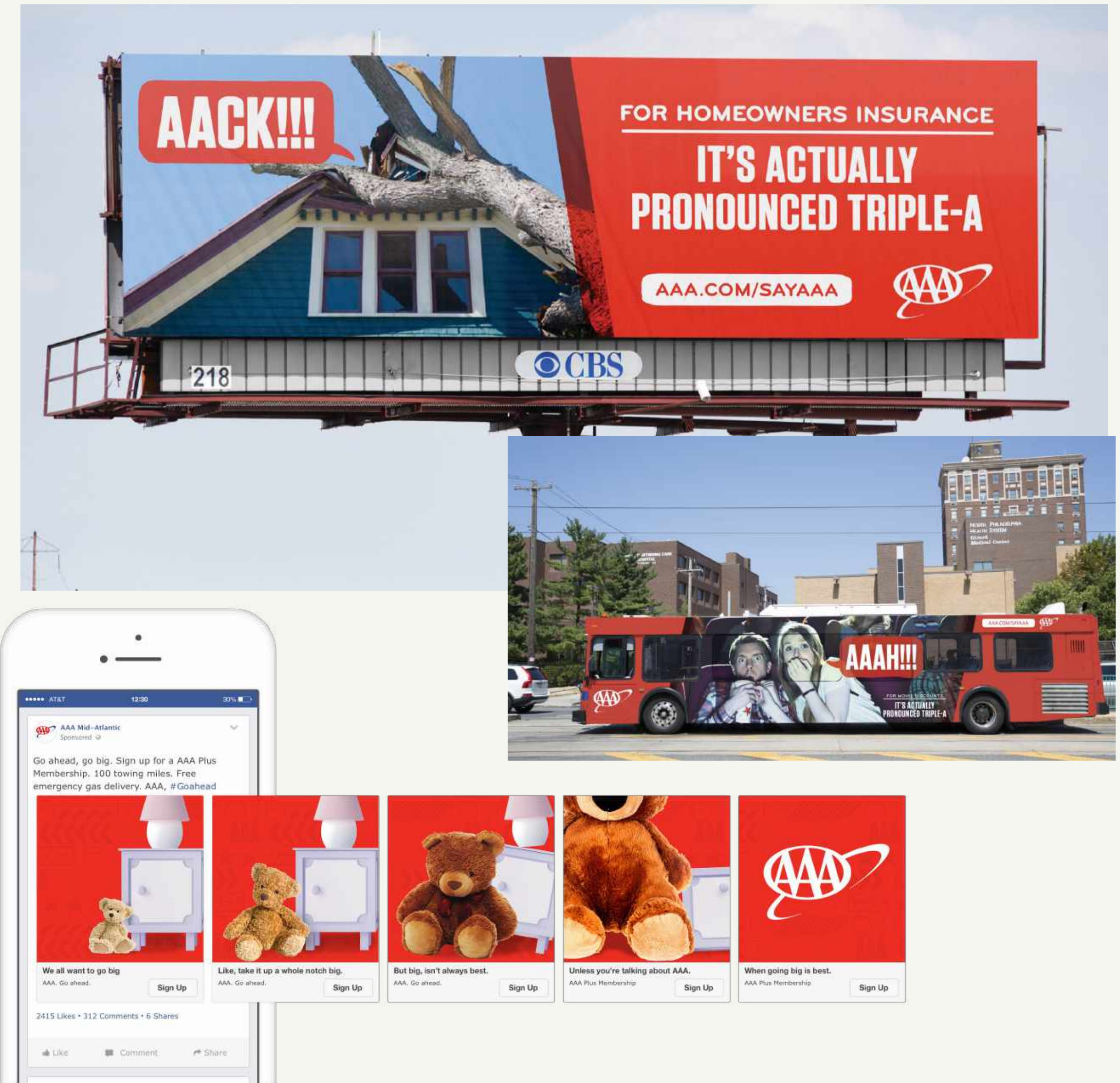
### SOLUTION

First up was a strategic overhaul involving all divisions of the AAA organization. We then orchestrated an overarching brand relaunch, first with internal audiences, then moving to broad consumer media, to reposition AAA from a commodity to a lifestyle brand.

To shift the perception, we launched an integrated paid media campaign, including TV and radio spots using comedian Jim Gaffigan as the voice of AAA, digital out-of-home, transit, social, and a website redesign. All to let the world know that life’s exclamations of frustration, of joy, of relief are “actually pronounced Triple-A.”

### RESULTS

- Approximately 140 million impressions, 17 million of those impressions are digital
- Campaign click-through rate was 0.36%, nearly triple the Google benchmark average
- Sales increased by 4% YOY
- Car counts total 13,378 (an increase of 346 cars or a 3% increase YOY) (2018)
- The Average Repair Order (ARO) was \$257.54, as compared to \$254.51 in 2017 (March 2018)



## CASE STUDY

# Driving Efficiency & Optimization: Re-architecting the Industry's Strongest Sports Partnership Portfolio

## CONTEXT

160/90 sits on top of a portfolio of 95+ partnership deals across leagues, teams and governing bodies with an additional portfolio of 20+ active talent endorsements. The role of the agency has been to maximize the breadth and efficacy of the portfolio, tap into the cultural moments and passions to create meaningful engagement, and activate in unique ways that drive affinity and create the next generation of fans and consumers.

## CREATIVE

### DRIVING EFFICIENCY

Using data, analytics and insights, 160/90 helped Anheuser-Busch evolve its portfolio and ways its assets are leveraged. Data-guided decisions have reduced redundancy and fan duplication, led to budget reallocations with increased "working dollars", and created a stronger focus on customized KPIs.

### ACHIEVING SCALE

We evolved Anheuser-Busch's overall approach to the use of its assets and opportunities to include increased and enhanced activations across sports and culture – connecting with the existing fanbases and driving fandom within growth audiences.

### INCREASED OPTIMIZATION

Our work positioned Anheuser-Busch to make strategic decisions that have increased the optimization of budgets, resources and opportunities to innovate and engage. We are elevating the sports occasion and making deeper connections through cultural touchpoints and passions inside sports and into culture – music, culinary, fashion, gaming and technology.



## CULTURAL IMPACT

160/90's thought-leadership and innovative contributions led to:

- Anheuser-Busch being named Sports Business Journal's prestigious Sponsor of the Year (2021)
- 160/90 being recognized as Anheuser-Busch's 2021 Agency of the Year at its annual CreativeX Awards



## CASE STUDY

# Leveraging Global Expertise & Insights: Activating Partnerships 'Everywhere' Visa Wants to Be

## CONTEXT

160over90 is trusted to provide strategic counsel and activation resources for Visa's Partnership portfolio across sports, entertainment, film, fashion, culinary and B2B marketing in all markets globally. The purpose is to shift from brand awareness to understanding, while delivering access to cardholders, and transactions for merchants and issuers.

## CREATIVE

### OLYMPICS

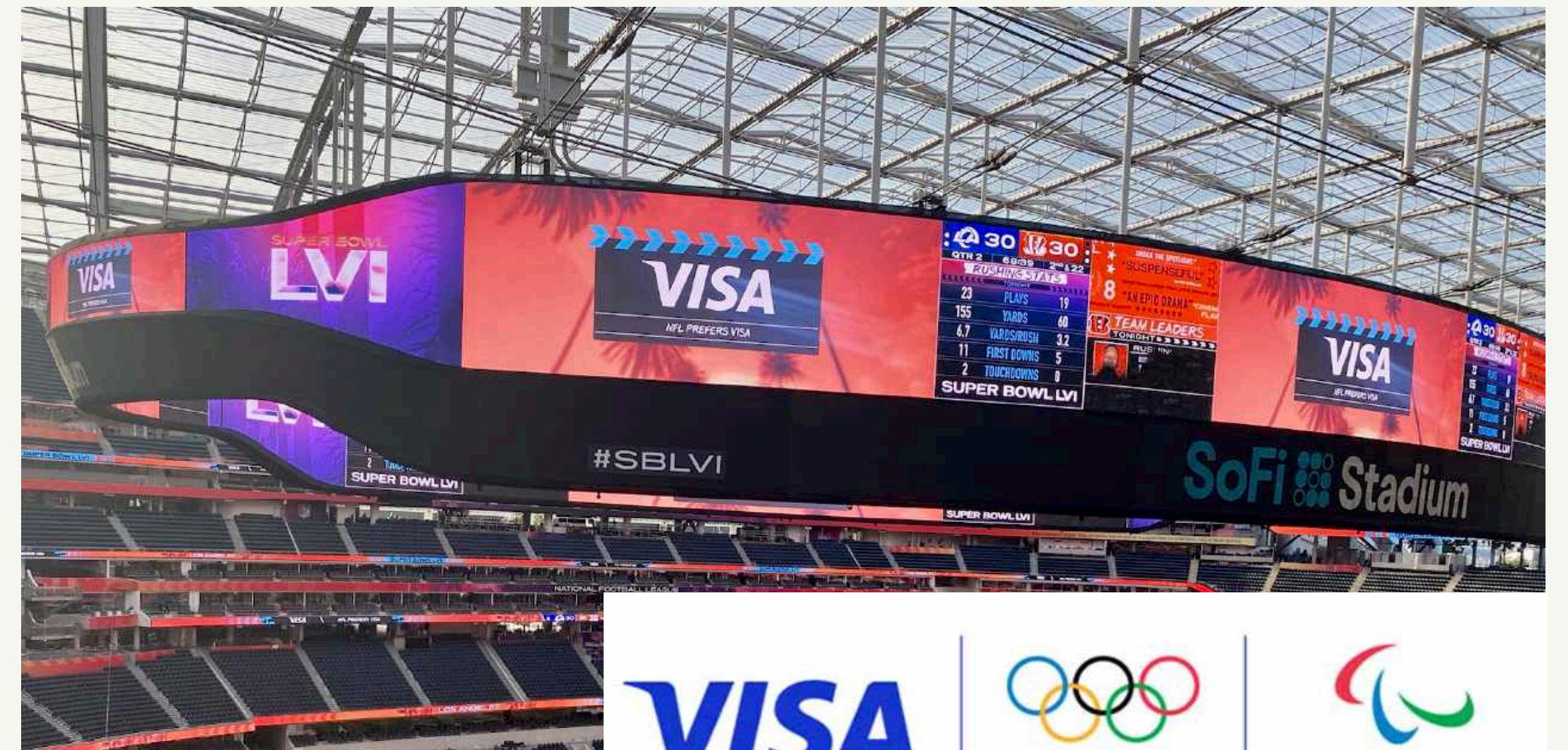
160over90 designed Visa's B2B2C Olympic Activation Playbook involving 900+ Clients across 100 markets for each Olympic and Paralympic Games and developed the Team Visa platform into a multi-year athlete marketing program involving over 250 athletes.

### MENS & WOMENS FOOTBALL

We oversee all facets of Visa's global football strategy with FIFA, UEFA, CAF, national teams and talent. At the moment, we are planning Visa's first UEFA Women's Euro 2022 Activation in 20 markets involving 36 clients, while preparing for the 2022 FIFA Men's World Cup in Qatar, and 2023 FIFA Women's World Cup in Australia / New Zealand. In addition, we lead Visa's partnership with the U.S. Women's National Soccer Team, which includes The SheBelieves Cup - an annual tournament focused on inspiring young girls and women to accomplish their goals and dreams.

## ENTERTAINMENT

We established Visa non-sports partnerships strategy to connect with female consumers and create signature programs. For this, 160/90 brokered brand partnerships with NYFW, Eurovision Song Contests, Sundance Film Festival. We also work on Visa's gaming strategy to enhance in game transaction experience and build key client programs to connect with millennial segment .



# You Don't Have to Take Our Word For it, Reach Out to Some of Our Partners

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# Thank You!

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