

Sports Sponsorship RFP

RingCentral

ONE SIXTY/NINETY



Who's in the Room

Plans on paper are a good start, but it takes great talent to bring a vision to life.

A TEAM IS ONLY AS STRONG AS THE PEOPLE WHO POWER IT.



The Ask:

Assist RingCentral in the ongoing evolution and optimization of its U.S. sports marketing efforts and potential International expansion via measurement and strategic capabilities.

Why 160/90

We do partnerships differently:

What Others Do

Sponsorships

Measurement

Association

Audiences

Logo Placements

Treat Sports Like Sports

What We Do

Partnerships & Alliances

Insights & Analytics

Ownership & Positioning

Communities & Credible Voices

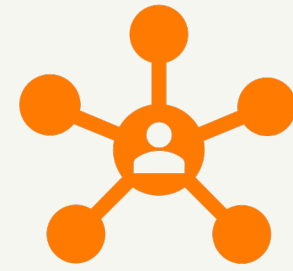
Reach & Relevance

Treat Sports Like Culture

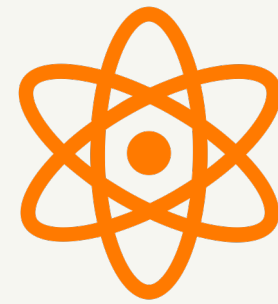
We Have a Unique & Effective Partnership Philosophy



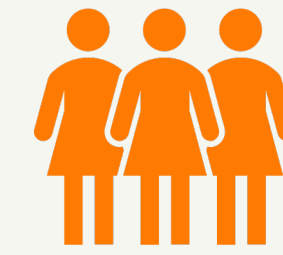
Establish a Data-led Foundation by Leveraging Analytics, Insights and Trends



Optimize the Assets and Investments



Integrate 360 Degrees, Act Across 365 Days



Treat Consumers and Audience Segments as Multihyphenates



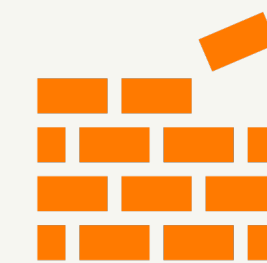
Blur the Line Between Sports and Culture



Create Ownable Platforms



Maximize Earned Exposure



Build Multiyear Action Plans Across the Partnership Lifecycle



Establish Success Metrics and Roadmap to Achieve



Our work in the core 5 sports



MEDIA RIGHTSHOLDERS





Our work in B2B & Tech

Our Work in Tech

T MobileTM

Nintendo[®]



UBISOFT

amazon

Klarna.[®]

**DRAFT
KINGS**

 **paloalto**[®]
NETWORKS

2K

EATM

Our Work in B2B





SITUATION

B2B Marketing is undergoing a profound shift from being a simple enabler of sales, to playing a central role in boosting market share, disrupting industries and moving brands into new geographies.

ACTIONS

We identified breakthrough partnerships that would elevate PANW's "We've Got Next" brand positioning, generate unique content, and provide one-of-a-kind experiences to connect with their C-Suite customers in service of growing their business.

IMPACT

- Increased brand exposure and awareness as Formula E boasts "fastest growing motorsport" in the world (+30% Globally, +156% in UK, +336% in Germany).
- Provided hosting for over 50 Clients & Guests in 2022, delivering strong NPS and increase in positive perception of PANW.
- Viral "Machine & Mortal" activation, pairing Trent Alexander-Arnold and Envision Racing's Nick Cassidy





SITUATION

Caterpillar has been in the sponsorship space for many years. As a B-to-B brand, CAT used sponsorships to acquire unique hospitality assets that they could pass through to their dealer network and end user clients. After working with 160over90 to identify and secure a relationship with the Chinese Basketball League, CAT decided to rethink their entire portfolio.

ACTIONS

160over90 created a strategy to pair partnerships with two critical CAT segments – owners and operators. Based on data and insights, 18 potential properties were identified and these sponsorships opportunities were narrowed down to 5 proven partners.

IMPACT

We evolved the B2B sponsorship program to encompass more than just VIP hospitality, creating new ways for Caterpillar to work with other businesses



Enough about us,
let's talk about you...

The Plan

1

Landscape Review

2

Brand & Business
Objective Alignment

3

Execute, Evaluate,
Evolve

Measurement Schema



Landscape Review



Partner Analysis

Evaluating the Existing Partnership Portfolio

A

Partnership Valuation

B

Bespoke “Brand Health” study

Measurement Schema

A. Valuation

The analytics team will run holistic partnership valuations on RingCentral's current sponsorship portfolio. The analyses will be 'Moment in Time' retroactive look backs on the last full season of data to guide any immediate re-negotiations and establish a baseline for future analyses

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.

Deliverable: Dynamic excel + repot (for larger partnerships)

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. Please note this can only be run with the appropriate # of similar deal values

Deliverable: Report

A. Valuation – Asset-Based Valuation

QUANTITATIVE VALUE

WHAT

Assigns a dollar value to each of the partnership's assets: Signage, Tickets, Hospitality, Activations

HOW

Bottom-up approach primarily built upon tracking exposure (mentions and logo occurrences) through impressions (owned and earned) and CPMs (cost per thousand).

Impressions are tracked domestically and internationally across all verticals within the project scope (on-site, TV, social, print, online, etc.).

WHY

Identifies where the value lies in the package and allows price tailoring by dialing up / down package components

QUALITATIVE VALUE

WHAT

Quantifies the intangible "halo effect" of a partnership

HOW

A number of drivers are objectively scored:

- Fulfillment & Exclusivity
- Sponsorship Philosophy
- Business Potential
- Reach Events
- Prestige
- Market Appeal
- Demographics
- Economic Strength
- Sponsorship Industry Strength

WHY

Factors in dynamics missing in the asset pricing such as brand clutter, sophistication of the rights holder and economic market drivers

ASSET-BASED VALUE

WHAT

Endeavor Analytics then determines the Asset-Based value based on the output of the quantitative and qualitative analyses

Output will include:

- Impressions
- Social engagements (if needed)
- Media value for each asset
- Market price for each asset

Analysis will also allow for scenario testing and the ability to adjust:

- Packaging of assets
- Playoff values
- Year-over-year growth
- Any other custom factors that may be impacting a partnership (e.g. shift in media rights, etc.)

A. Valuation – Asset-Based Valuation

ENDEAVOR ANALYTICS

- SUMMARY
- ASSUMPTIONS
- VALUATION
- METHODOLOGY

<BRAND> x <PROPERTY>
PROPOSAL VALUATION
MARCH 2022

SAMPLE

How to Use the Excel:

- Click the buttons on the left-hand column to navigate between the tabs
- Use the "Assumptions" tab to set the baseline scenarios for the analysis
- The "Valuation" tab shows a breakout of the value for each asset included in the package.
- On the "Valuation" tab, the "Quantity" column can be adjusted to reflect updated asset quantities, if desired for negotiations

Notes:

- All values are in \$USD
- Endeavor Analytics leveraged its Asset-Based Valuation approach, comprised of a Quantitative Value and Qualitative Value, additive to a Total Value
- All Assumptions are listed in the "Assumptions" column on the "Valuation" tab, and can be updated if necessary
- The Asset-Based Valuation can be analyzed in two formats:
 - Endeavor's Asset-Based Value: Reflects market price (the \$ value a brand should feel comfortable paying and property receiving) based on the inclusion of a few additional discounts
 - Quality-Adjusted Media Equivalency: What the sponsor would have spent to get the same media exposure via classical advertising methods (e.g. broadcast, print, online, etc.) - inclusive of a Quality Adjustment (for size, clarity, clutter, etc.)

Partnership Start Values:

Partnership Tier	Season	Quantitative Value	Qualitative Value	Total Value
Global Partner	2022-23	\$4,567,110	\$574,200	\$5,160,210
Principal Partner	2023-24	\$47,897,486	\$11,179,400	\$59,076,886

Principal Partner Value Over Time:

Season	Global Partner	Principal Partner
2022-23	\$5,160,210	N/A
2023-24	N/A	\$59,076,886
2024-25	N/A	\$60,898,293
2025-26	N/A	\$64,298,740
2026-27	N/A	\$69,307,703
2027-28	N/A	\$76,227,807
2028-29	N/A	\$85,792,127
2029-30	N/A	\$99,355,528
Avg. Annual	\$5,160,210	\$73,365,312
Total Value	\$5,160,210	\$14,957,184

QUANTITATIVE VALUE

JERSEY FRONT - SUMMARY

BREAKOUT BY SUB-CATEGORY

CATEGORY	VALUE	%
Game Related Exposure	€XXXXXXXX	X
VIP Ticketing	€XXXXXXXX	X
Website / App	€XXXXXX	X
Non-Game Related Exposure	€XXXXXX	X
Player Access	€XXXXXX	X
Social Media	€XXXXXX	X
Promo	€XXXXXX	X
Direct Marketing	€XXXXXX	X
Events	€XXXXXX	X
Parking	€XXXXXX	X
Onsite	€XXXXXX	X
General Admission	€XXXXXX	X
Inter-TV	€XXXXXX	X
Merchandise	€XXXXXX	X
Co-Branding	€XXXXXX	X
Marketing Benefits	€XXXXXX	X
TOTAL	€XX,XXX,XXX	100%

*Hospitality is included in on-site. Based on 2018-19 season data. Includes the following inter-streaming viewership: China - PPTV, Italy - DAZN, UK - Eleven, US - ESPN+ PPTV included in TV exposure type

BREAKOUT BY EXPOSURE TYPE*

● ON-SITE ● TV ● SOCIAL GAMING ● STREAMING MOBILE
● DIGITAL ● PRINT

tion results will be immediately impacted

ASSET	ASSUMPTIONS	PACKAGING NOTES	QUANTITY	ON-SITE	TV	SOCIAL	DIGITAL	PRINT
Right to Hold a Launch Event	facility rental at Training Center	annually	1	\$13,900	\$0	\$0	\$0	\$0
<PROPERTY> Support in Launch Video	post across all social channels	annually	1	\$0	\$0	\$346,933	\$0	\$0
Press Release		annually	1	\$0	\$0	\$62,325	\$420,306	\$113,249
LED Signage		per minute	2	\$162,749	\$382,387	\$1,996	\$0	\$0
Pitch-Side Mats		per game	5	\$1,848	\$128,569	\$0	\$0	\$0
<PROPERTY> Executive Team Appearance		per appearance	1	\$10,300	\$0	\$0	\$0	\$0
First Team Players Appearance		per appearance	2	\$109,600	\$0	\$0	\$0	\$0
First Team Player Endorsement	assume mix of appearance, social posts, and oth	per appearance	1	\$684,800	\$0	\$0	\$0	\$0
<PROPERTY> Legend Player Appearance		per appearance	3	\$16,400	\$0	\$0	\$0	\$0
Legend Player Endorsement	assume mix of appearance, social posts, and oth	per appearance	1	\$205,400	\$0	\$0	\$0	\$0
<PROPERTY> Partner Footer Branding		annually	1	\$0	\$0	\$0	\$159,458	\$0
<PROPERTY> Club Partners Page Branding		annually	1	\$0	\$0	\$0	\$31,892	\$0
Data Capture Promotion - Facebook Post		per promotional post	2	\$0	\$0	\$25,917	\$0	\$0
Data Capture Promotion - Instagram Post		per promotional post	2	\$0	\$0	\$306,265	\$0	\$0
Data Capture Promotion - Instagram Story		per promotional post	0	\$0	\$0	\$0	\$0	\$0
Data Capture Promotion - Twitter Post		per promotional post	2	\$0	\$0	\$18,313	\$0	\$0
Data Capture Promotion - YouTube Post		per promotional post	0	\$0	\$0	\$0	\$0	\$0
Data Capture Promotion - TikTok Post		per promotional post	0	\$0	\$0	\$0	\$0	\$0
10 Million Advertising Impressions	split evenly across web, app, and social	per impression	2,000,000	\$0	\$0	\$6,307	\$15,407	\$0
Social Media Branded Content - Facebook Post		per post	3	\$0	\$0	\$38,875	\$0	\$0
Social Media Branded Content - Instagram Post		per post	0	\$0	\$0	\$0	\$0	\$0
Social Media Branded Content - Instagram Story		per post	3	\$0	\$0	\$32,158	\$0	\$0
Social Media Branded Content - Twitter Post		per post	3	\$0	\$0	\$27,470	\$0	\$0
Social Media Branded Content - YouTube Post		per post	3	\$0	\$0	\$5,155	\$0	\$0
Social Media Branded Content - TikTok Post		per post	0	\$0	\$0	\$0	\$0	\$0
Paid Media Campaigns	can't value without more information	per campaign	0	\$0	\$0	\$0	\$0	\$0
Email Database Campaigns	assume dedicated emails to full database	per email	2	\$0	\$0	\$0	\$182,967	\$0
Archive Footage	don't typically value	N/A	0	\$0	\$0	\$0	\$0	\$0
Long-Form Content	assume monthly feature, on homepage for 24hrs	per piece	12	\$0	\$0	\$0	\$85,044	\$0
Autographed <PROPERTY> Shirts		per shirt	10	\$10,100	\$0	\$0	\$0	\$0
Co-Branded Premiums	assume gate giveaway item	per premium item	10,000	\$10,200	\$0	\$0	\$0	\$0
In-Stadium Giveaways	not valued as it doesn't seem feasible based on	per giveaway	0	\$0	\$0	\$0	\$0	\$0
Merchandise Discount		per dollar spent	50,000	\$10,000	\$0	\$0	\$0	\$0
General Admission Tickets		per ticket, per event	5	\$400	\$0	\$0	\$0	\$0

SCENARIO TESTING

2021-22 SEASON UEFA SLEEVE IMPACT

Approach

- UEFA will allow jersey sleeve branding starting in the 2021-22 season, therefore a projection around the potential incremental value was conducted (based on 2018-19 season UCL data)
- TV and Social media (owned/earned) were the primary drivers of the projection
- Granular game by game data was pulled around Juventus' 2018-19 UCL games to develop average global spot rates per game
- The spot rates were then coupled with the projected sleeve avg. Duration/game and QI score to project the TV value
- Social followed a similar approach where jersey front UEFA exposure was isolated and then adjusted based on the relative exposure (# posts) and quality (size, clarity, location, etc.) of exposure that the sleeve is projected to receive (utilized sleeve proxy data from the competitive set of clubs)

Impact

TOTAL IMPACT

+€X,XXX,XXX

A. Valuation – Marketplace Valuation

WHAT

The Marketplace Valuation is a top-down analysis utilized to capture unpredictable market factors such as emotion, demand/supply, willingness to pay. The analysis is typically conducted and analyzed in conjunction with the Asset-Based Valuation.

HOW

A custom ranking of comparable properties is created utilizing a series of objective metrics. Then a regression analysis of the properties' rankings is run against know/reported deal values to ascertain where on the value spectrum the client lies. The analysis will be run on other RingCentral deals, as well as similar competitive deals

WHY

Places a marketplace perspective on the opportunity by factoring in sale / negotiation dynamics that are difficult to capture in the Asset-Based Valuation.

Market

- Fans in Country
- Population Size
- Global 500 Companies
- Per Capita Income
- TV Households

Performance

- Championships
- Playoff Win %
- Playoff Berths
- Winning %
- Home Attendance

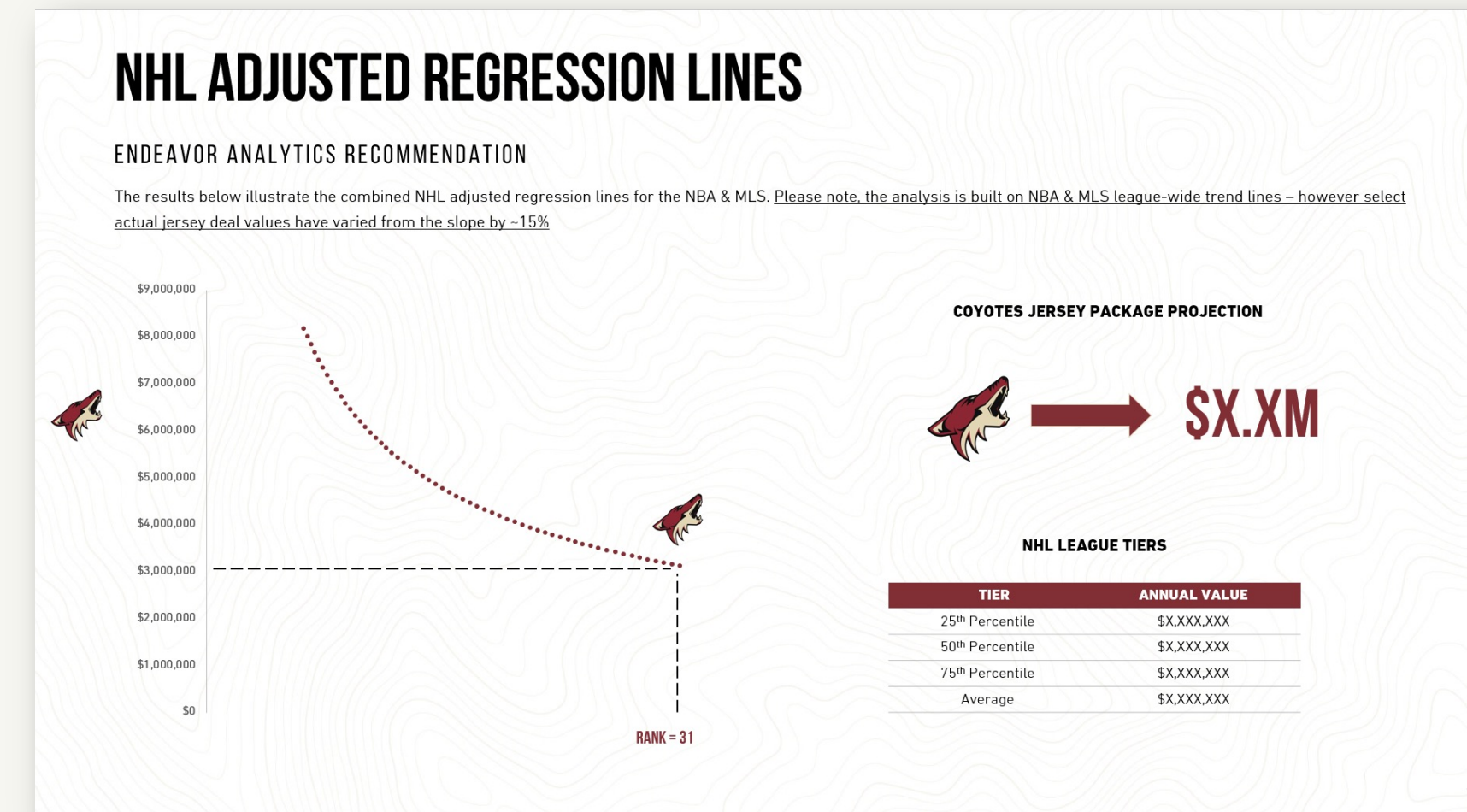
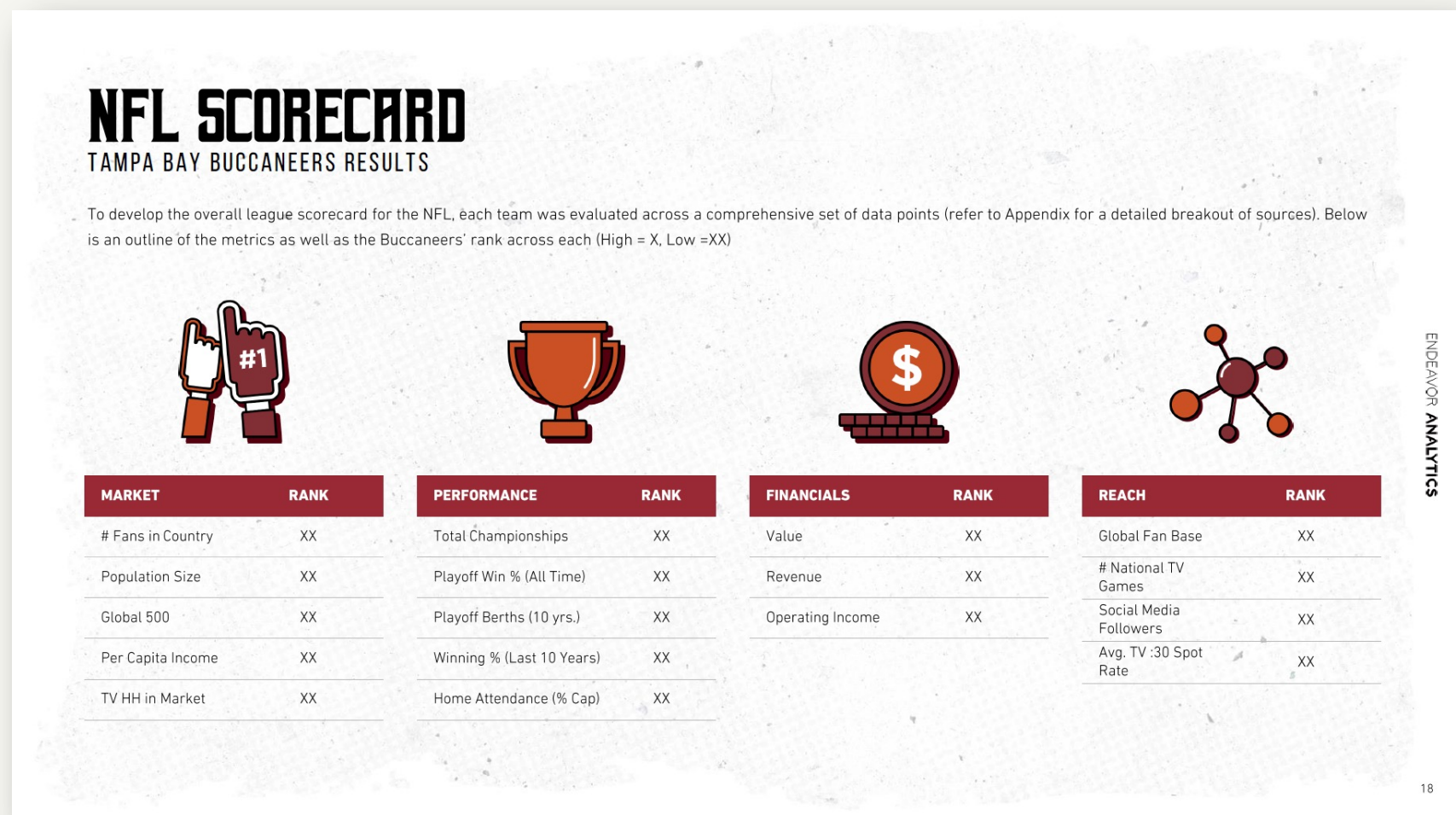
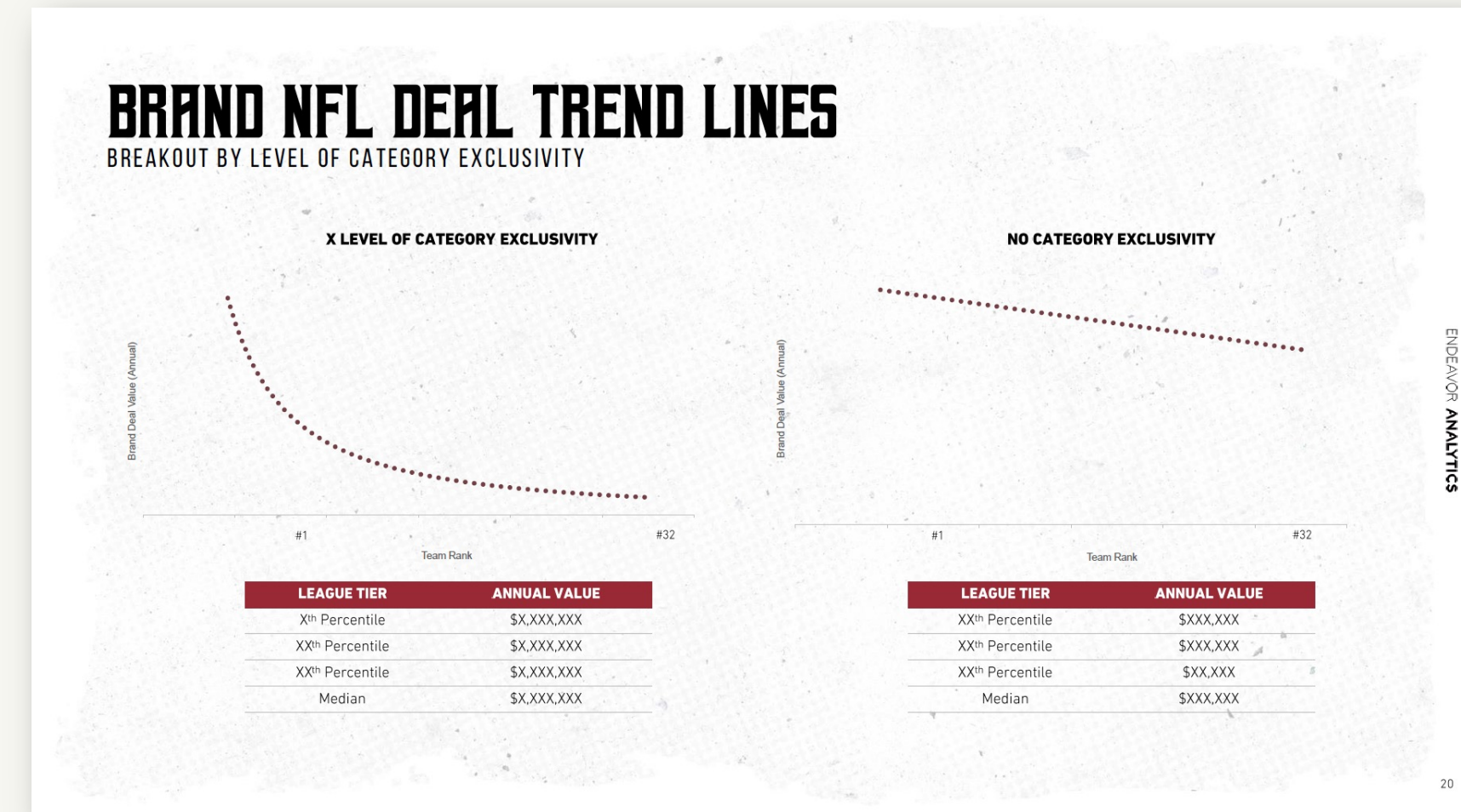
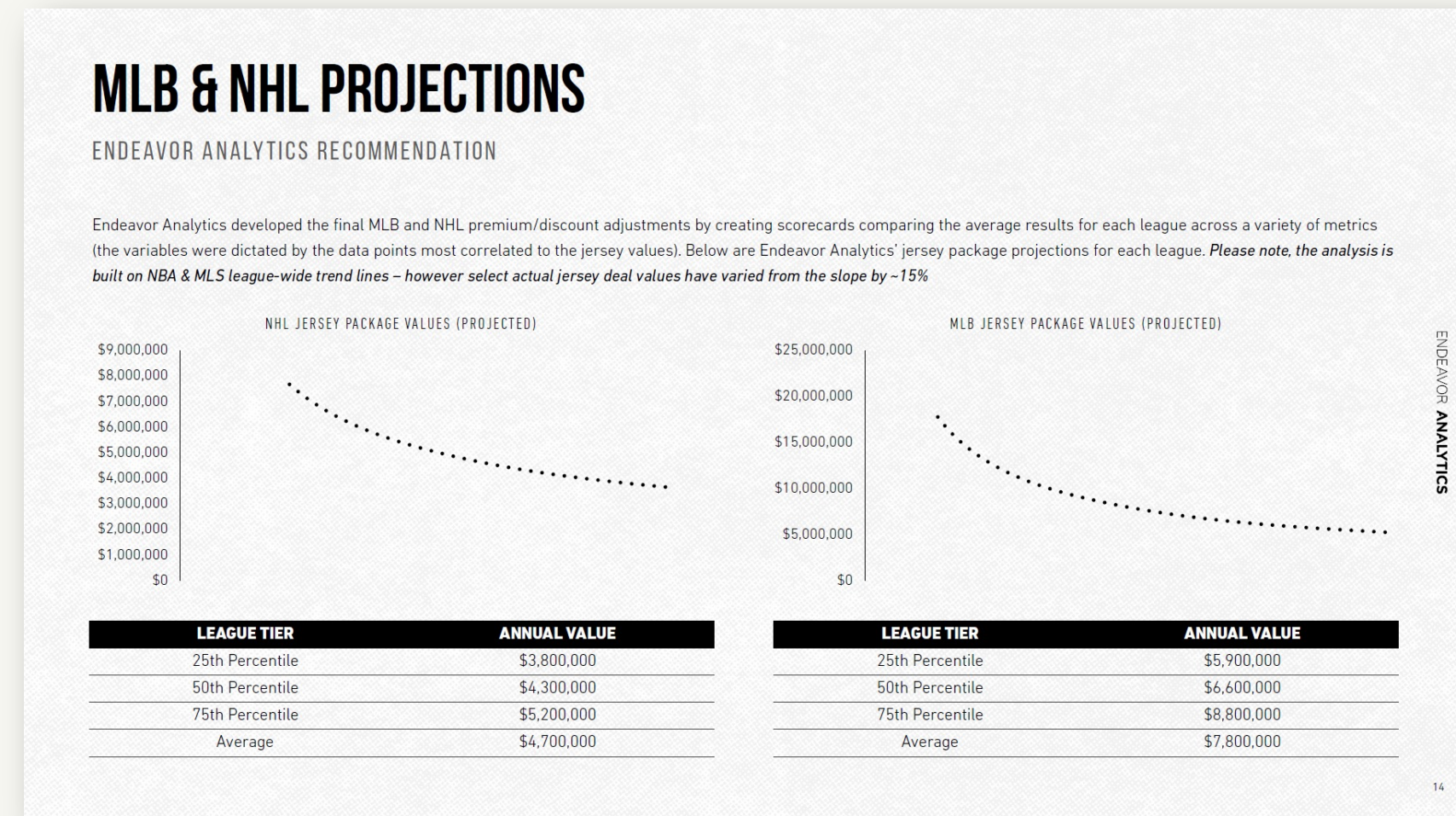
Reach

- Global Fan Base
- National TV Games
- Social Media Followers
- :30 Spot Rate
- Online News Articles

Financials

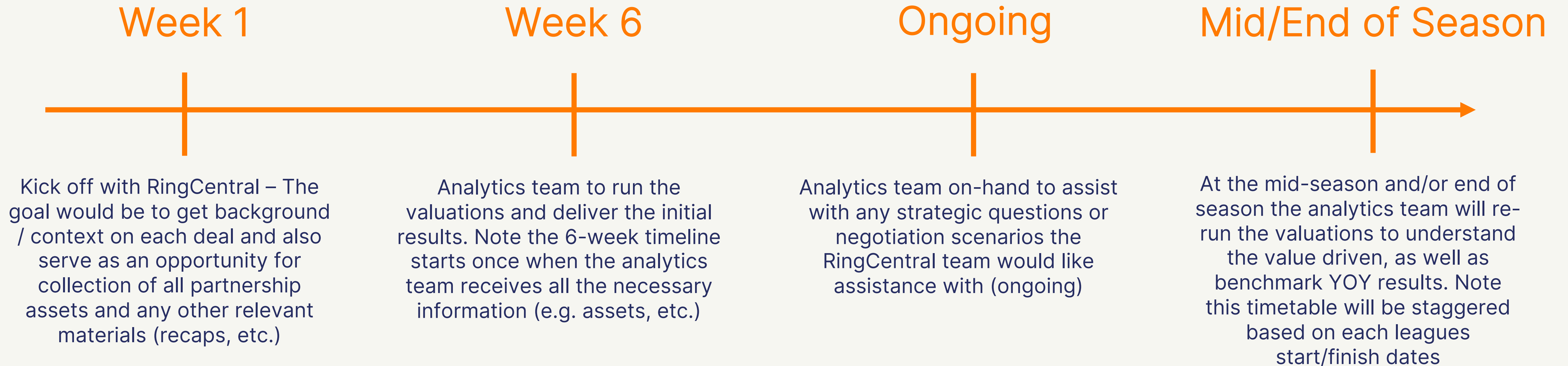
- Franchise Value
- Revenue
- Operating Income

A. Valuation – Marketplace Valuation



A. Valuation – Timeline

A working team of valuation specialists would be dedicated to the RingCentral project.



B. Bespoke “Brand Health” Study

Analytics would design and deploy the “Brand Health” survey to assess the performance of the partnership over its term. 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

END USERS:

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.)

B. Bespoke “Brand Health” Study (CONTINUED)

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

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



Competitive Analysis

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.

	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
Totals	146	157	209	230	230

And the technology category has helped lead that charge – representing six percent of dollars spent across Major Pro Sports sponsorships this past year, edging out auto and insurance



Amazon Web Services (2019)
Exclusive Cloud Computing

Cisco (2021)
Official Technology Partner

Extreme Networks (2014)
Official Wi-Fi Network Solutions

Intel (2017)
Official Technology Partner

Microsoft (2013)
Multiple (e.g., Official Tablet)

Verizon (2018)
Official 5G Network

AT&T (2019)
Official 5G Innovation Partner

Beats by Dre (2018)
Official Audio Partner

Microsoft (2020)
Multiple (e.g., Official AI Partner)

Oculus (2020)
Official VR Headset Partner

SAP (2012)
Multiple (e.g., Official Cloud)

ServiceNow (2020)
Official Workflow Partner

Adobe (2021)
Official Creativity Partner

Citrix (2021)
Official Workspace and App Delivery

Extreme Networks (2021)
Official Wi-Fi Solutions

Google (2020)
Official Cloud and Data Analytics

Mitel (2018)
Official Business Technology

NTT (2019)
Official Fan Experience Partner

Apple (2017)
Multiple (e.g., Tablet)

SAP (2015)
Official Cloud Software

Verizon (2020)
Official 5G and Wireless

AT&T (2009)
Multiple (e.g., Tablet)

JLab Audio (2020)
Official Audio

Within the broader tech landscape, the unified communications category is very much in its infancy, with most major deals and/or integrations originating in the past three years...



Zoom lands Manchester City as latest Premier League partner

SportBusiness Sponsorship staff

March 5, 2019

Formula 1 announces multi-year partnership with Zoom following Virtual Paddock Club success

25 March 2021

Cisco Webex named Official Collaboration Partner of McLaren Formula 1 team

15 February 2021

NBA Taps Microsoft to Place Fans Virtually Into Basketball Arenas

No physical fans, no problem. Microsoft is helping the NBA to beam in fans virtually into the basketball arenas when the season restarts next week.

By Michael Kan July 24, 2020

BUSINESS

European Tour Names Zoom Its Official Unified Comms Partner

By Kevin Reid - MAY 13, 2021

The NFL Huddles with Microsoft Teams to Digitize Collaboration for Game Day

January 10, 2022



CLOUD

Zoom And Oracle Red Bull Racing Partnering Up On Technology And Marketing

Patrick Moorhead Senior Contributor @ I write about disruptive companies, technologies and usage models.

Follow

Sep 1, 2022, 03:00am EDT

Meaning the rules and roles are yet to be fully defined,
even for the dominant players in the market



zoom

“Reaching Across the Fan Diaspora”

CULTURAL SHIFT

Near-universal access to broadcasts and social media have unlocked billions of potential fans. The next ten years will be a gold rush, as professional teams and leagues race to claim this emerging audience:

- The NFL now claims to have more fans outside the U.S. (202M) than inside the U.S. (177M)
- In the U.S. F1 has seen +39% increase in TV viewership 2022 vs. 2021

BRAND ROLE

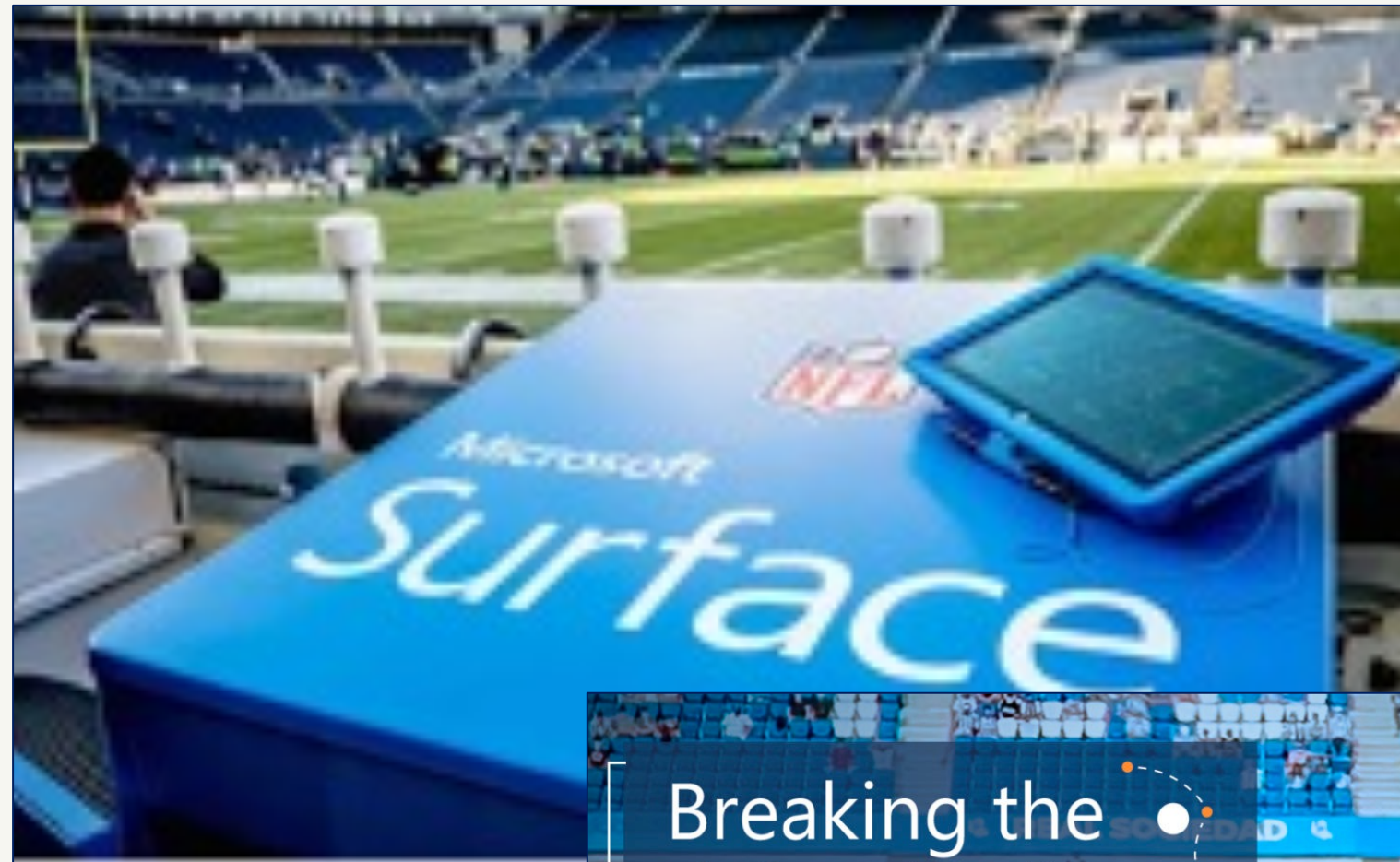
With the proliferation of new technology remote fandom has evolved from a monologue to a dialogue – it’s not just about watching the game, it’s being part of the event.

KEY ASSETS

- | | | |
|-------------------|-------------------|-----------------------|
| • F1 | • Man City | • Cleveland Cavaliers |
| • Red Bull Racing | • Arsenal | |
| • DP World Tour | • San Jose Sharks | |

ESTIMATED ANNUAL SPEND

\$60-80M



“The Rise of the New Endemics”

CULTURAL SHIFT

For decades, endemic sponsors (e.g., Gatorade) have built authentic brands by weaving themselves into the fabric of the game. Firmly planting themselves in the top-tier of purchase consideration for their category by elevating on field performance in front of 17M viewers. Now, companies like Microsoft are seen as just as vital to the future of sport.

- The NFL once again saw strong improvements across key attributes including “innovative” +10%
- Technology has played a key role in MLB’s efforts to speed up game, expecting to shave 29 minutes in 2023

BRAND ROLE

Become a vital tool on and off the field, transforming the game through innovative solutions.

KEY ASSETS

- NFL
- NBA
- WNBA
- Big3 Basketball
- La Liga
- Fed Cup Tennis
- Cloud9 Esports
- South Africa Rugby

ESTIMATED ANNUAL SPEND

\$100+ M

So while the competition are taking some big swings, their post-pandemic purpose is still a work in progress.

We think RingCentral can work smarter not harder with their sponsorships to stand out from the crowd – going beyond product integration and building brand love.

We don't just want sports fans to know your name.
We want them to know **who you are.**



Your Target Audience



MEET LISA C-SUITE EXECUTIVE (KEY DECISION MAKER)

I actually missed my daily commute the past couple of years. I am so glad we're all going into the office again. Catching up on my podcasts like Men in Blazers and The Ringer NBA Show. Will definitely grab a "Dirty Soda" before I get on the highway. If I'm going to sit in traffic I owe myself a treat!

You know what else I missed? Coming into the office on Monday morning after my quarterback seals another win with 20-plus points (hint, my team name Cobra Kyler, ha). Winning has nothing to do with the prize money (although it's not bad). It's all about hallway bragging rights.

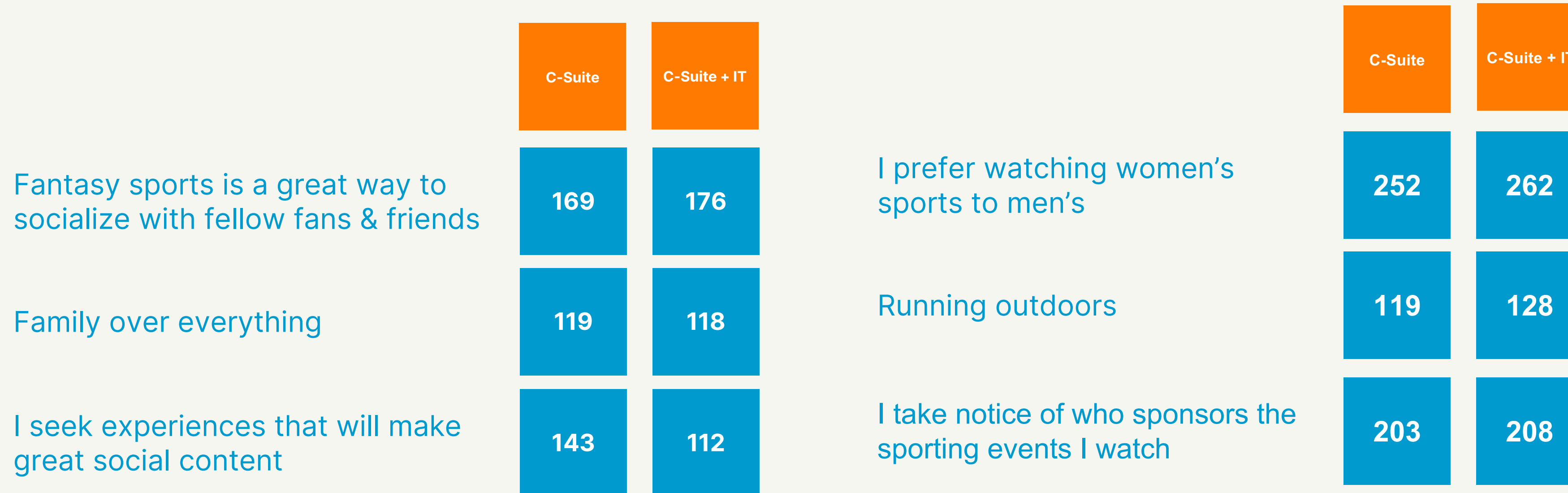
Thank gosh I had a chance to destress this weekend. Didn't even open my laptop. Watched the Women's US Open final on Saturday with my daughter Olivia. That Iga Swiatek is Gen Z to the core...texting before the trophy ceremony! PS had no idea Asics made such cute tennis outfits. Then, I woke up early Sunday and competed in a trail race in Berkeley with my running partner Sarah. Already thinking about our strategies for Dipsea 2023. We both set PRs because our new running playlist is fire (also there were like no hills)!

Going to NYC with my better half later this month to celebrate our anniversary. Two things on agenda; watch the Bears (became a fan because of Sweetness during the 1980's) beat the Jets and eat at Rezdora (Mark Canha's tortellini, very insta-worthy, I mean, Michelin star, right).



“Sports are an important part of Lisa’s daily life, and how she connects with friends & family.”

We’re talking to passionate people who actively engage seven days a week and see sports and fandom as anything but a solitary experience...





MEET JASON SMALL BUSINESS OWNER (UNDER 20 EMPLOYEES)

I am feeling confident these days. Business is good (we celebrated two years last month) but work-life balance...not so good. Sitting on the couch all day watching football is just not going to happen, but sports are an escape for me so I make time when I can.

Soccer was my favorite sport growing up (believe it or not, I played a little bit in college) and the new co-ed adult league is competitive (in a good way) so Wednesday night is now one of my favorite nights of the week. Some of the other players own small businesses too so good to network a bit (and it's not easy making new friends in your forties). My other favorite night is Friday night when I get to see my son's HS football team play. I really love living in a smaller town and get a great sense of community seeing familiar faces at the games.

Most other nights I just come home and play a little Madden before dinner. Some of the new features on Madden 23 are tricky but I've got to protect Danny Dimes. My son won't teach me anything but give me another month and I'll be dominating again.

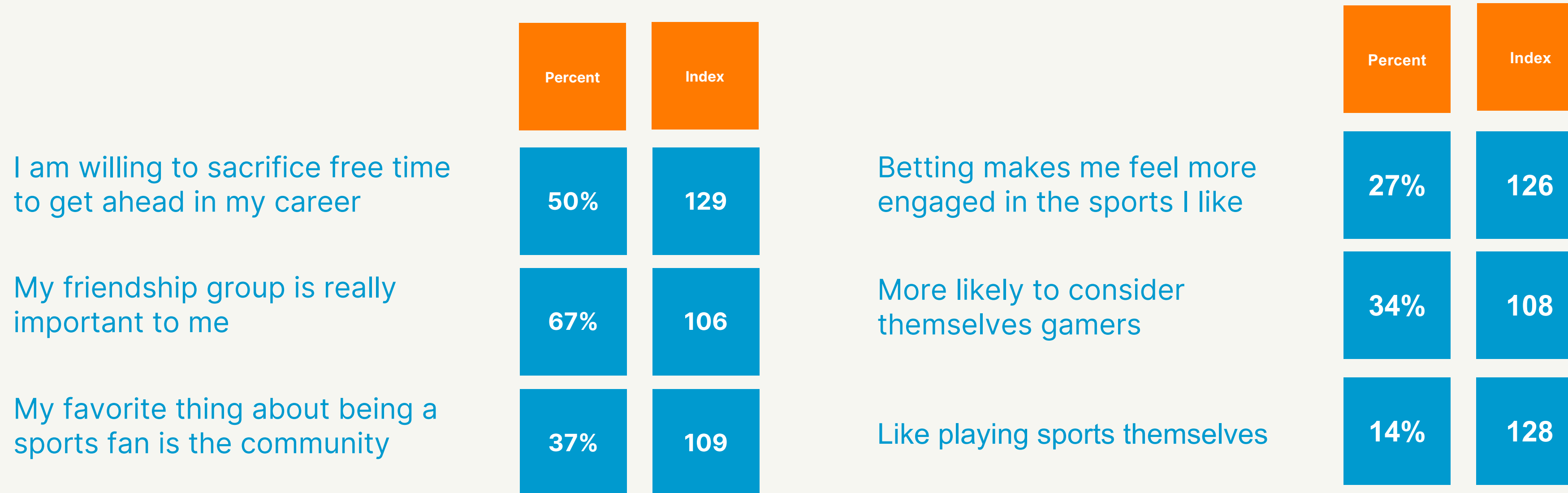
I'll usually pick one college football game on Saturday night and bet maybe \$100 against the spread. I went to a Division III school in the Northeast so didn't grow up watching college football so having a little money at stake helps me feel more engaged. A lot of times I end up watching the first half on my phone while I'm wrapping up things at work but then meet my friends somewhere for the second half.

My new routine, waking up super early (read as : early for a Sunday morning) so I can watch F1 race and text with my brother in Chicago. We both became huge F1 fans after binging all four seasons of Drive to Survive on Netflix. We are talking about meeting in Vegas for the race next year.



“Sports allow Jason to feel part of his community and create moments to escape the daily pressures of small business ownership.”

We're talking to people with a connection to sport that is deeply rooted in lifelong traditions and rituals while discovering new ways to fuel their fandom...





MEET TYLER END USER (KNOWLEDGE WORKER)

I've got my head down these days. Crushing it at work. Just got my first promotion and finally got my own place (it's a fifth-floor walk-up but so what).

My old roommates and I are HUGE NBA fans, so we are all saving up to go to Summer League in Vegas next July. Catch Nick Smith putting on a Pistons jersey for the first time. Trust the process. The question is, do we drive?

You know what I really love about the NBA? They let the players say what's on their mind. Let the players to use their platforms for positive change. Saw the NBA is not playing on election day this year. No excuse not to vote. I don't think any other league would do that.

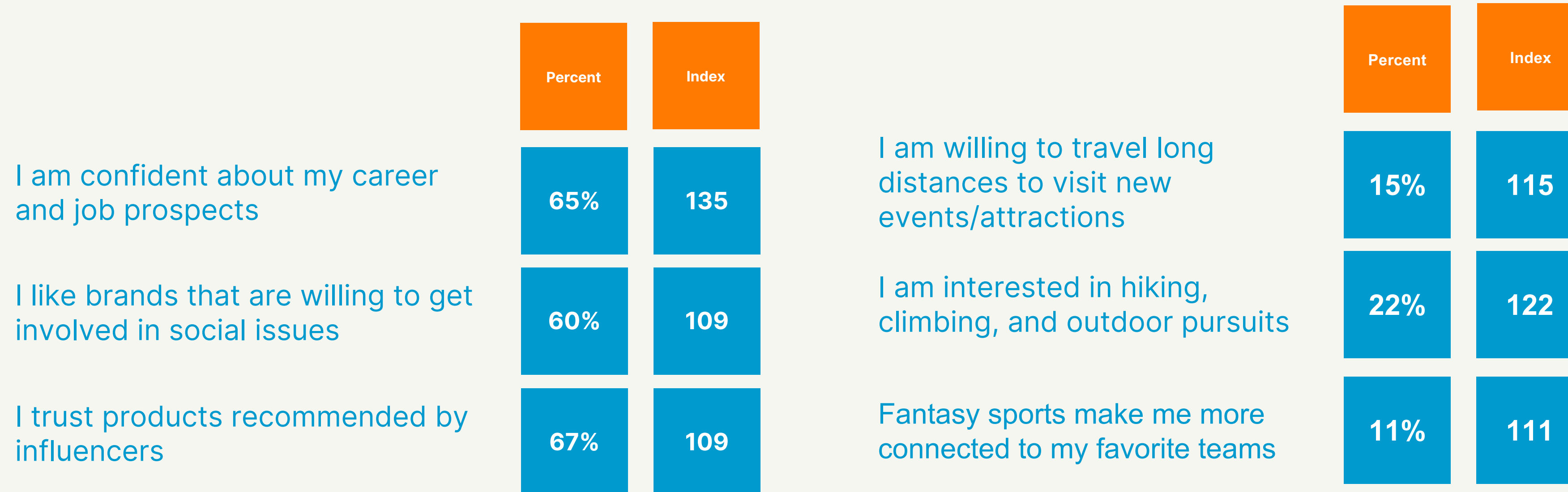
Guess I am a typical twenty-five-year-old dude. I literally get food delivery five nights a week. Chandler Style and Beast Style Fries from the MrBeastBurger app is my go-to. Eat standing up watching whatever game is streaming for free on MLB.tv (Tigers are terrible)... cabs are here.

Even though I love my new apartment it is....small. I love getting out of the city on the weekends and hiking, camping (okay, glamping). The outdoors lets me disconnect to reconnect. Then back to the grind on Monday morning!



“Tyler’s fandom is big part of his evolving identity, rooting for specific players/individuals and what they stand for.”

We're talking to people whose sense of discovery is influenced by multiple touchpoints – giving them a diverse cultural smorgasbord of interests.



SO WHAT DOES THIS ALL MEAN?

We've introduced you to three distinct personas that engage with sports and culture in different ways and for different reasons.

But there are common threads. Each of these personas seek human connections through sports, define themselves through their passions, and are a little bit fan promiscuous.

This is what led us to our initial recommendations.



2

Brand & Business Objective Alignment

Here is Our Partnerships Ambition for RingCentral

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, optimizing value and impact from your existing portfolio relationships, capturing key learnings and creating a path for efficient future growth.

Objective — Leveraging the power of sports to tell people who you are and what you 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 you 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



3

Execute,
Evaluate, Evolve

We'll optimize your partnership portfolio by increasing reach and relevance, as well as, transitioning away from unproductive assets.



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.

RINGCENTRAL PRESENTS...

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

THE CALL THAT MADE IT POSSIBLE

RingCentral social media content series.

SMALL BUSINESS COMBINE

RingCentral Small Business Initiative.

MEANINGFUL CONNECTIONS

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

RINGCENTRAL STAGE

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

FRONT & CENTRAL

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



x

RingCentral



MAKING "ANYTHING'S POSSIBLE" POSSIBLE FOR

Golden State Warriors

RingCentral Presents Your Business

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 LED signage, 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 on the Jumbotron - and at 2355 Broadway. Thanks again for helping us feel big time, @RingCentral. Go @Warriors!



450

2,442

6,405

The Call That Made It Possible

IDEA

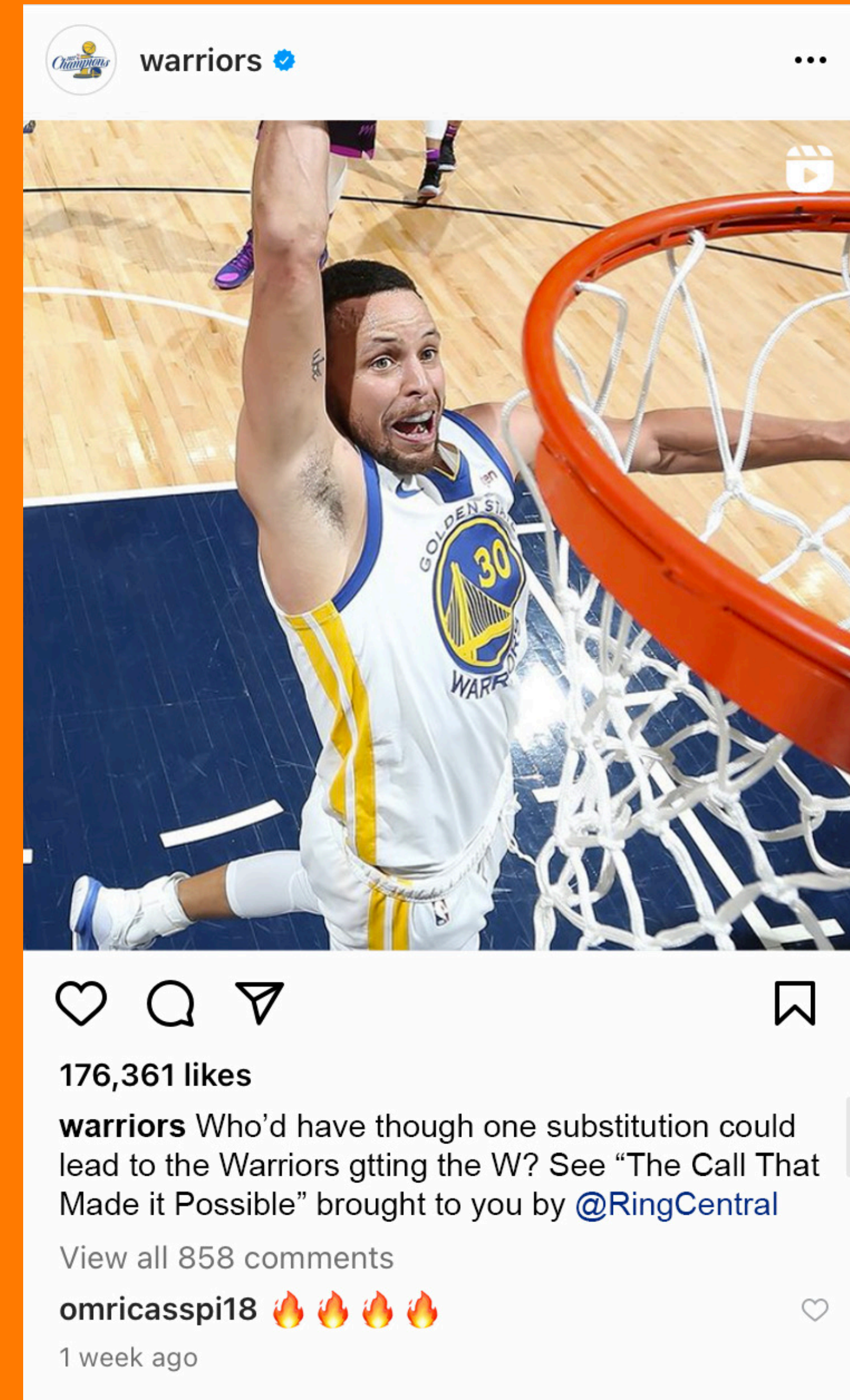
The outcome of a game isn't something that just "happens" – it's the result of lots of small decisions and moments of communication. And amongst these, you can find a turning point that made it possible, whether it's a smart in-game substitution, the choice to take the outside shot rather than drive 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

IDEA

The pro sports combine is an event 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 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 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

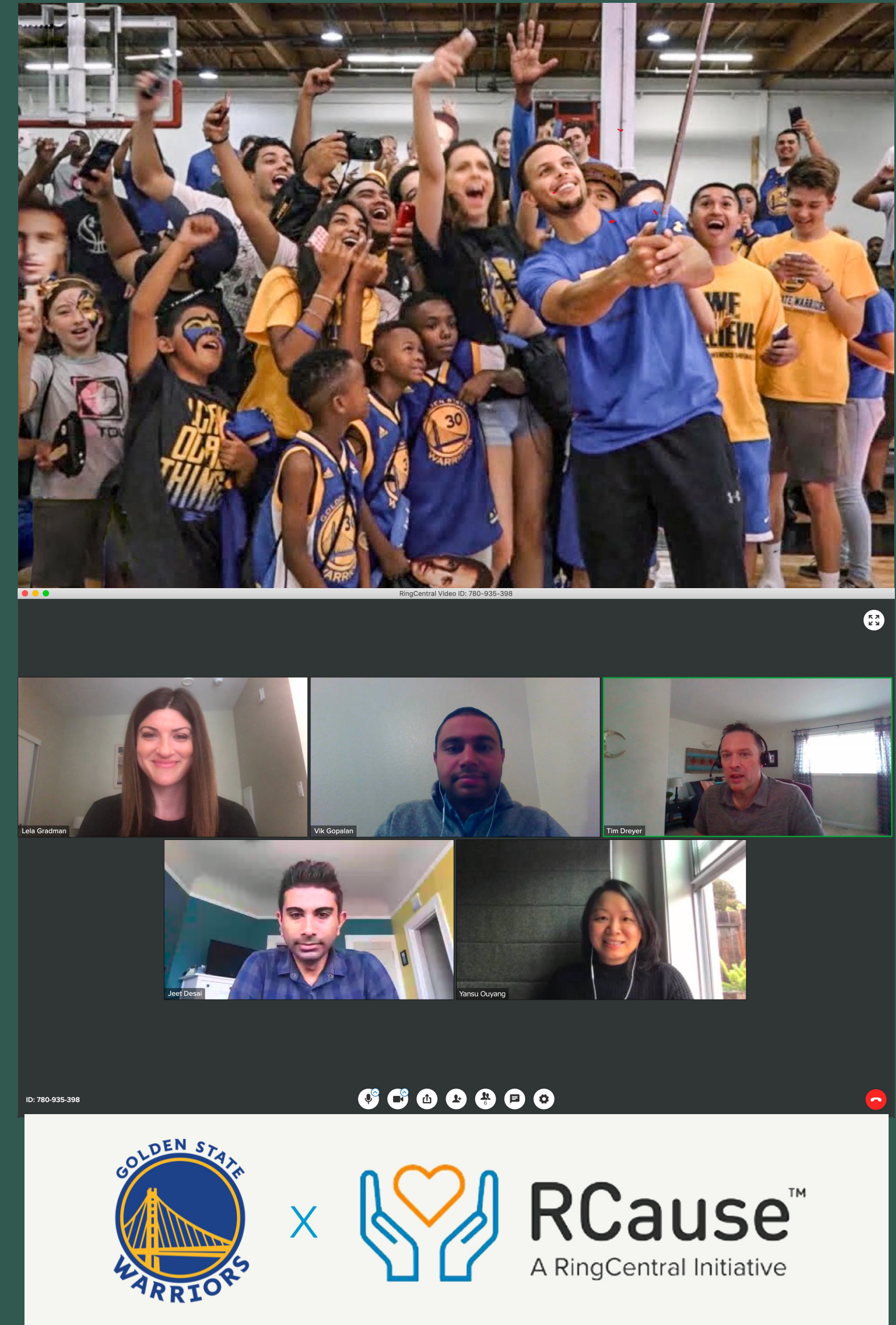
Communication is the most meaningful tool out there to help people understand each other and overcome challenges, no matter how impossible they may seem. Leveraging their partnerships to bring small and medium business owners together with key team/league personnel to network, RingCentral will facilitate 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.



RingCentral Stage

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 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 in the arena, 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 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

IDEA

While attending the game as a guest of RingCentral, fans will be able to do more than just enjoy chicken fingers 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 team huddle.
- 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 leading the offensive/defensive chants.

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



x

RingCentral



MAKING “ANYTHING’S POSSIBLE” POSSIBLE FOR

NWSL

Why This Works for RingCentral

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.

Creative Ideas Tailored to NWSL

We've developed the following creative concepts from our agnostic ideas to match the NWSL, as we would do for other potential partners.

RINGCENTRAL PRESENTS...



THE CALL THAT MADE IT POSSIBLE



PITCH ON THE PITCH



MEANINGFUL CONNECTIONS



RINGCENTRAL STAGE



FRONT & CENTRAL



Scout Central

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.



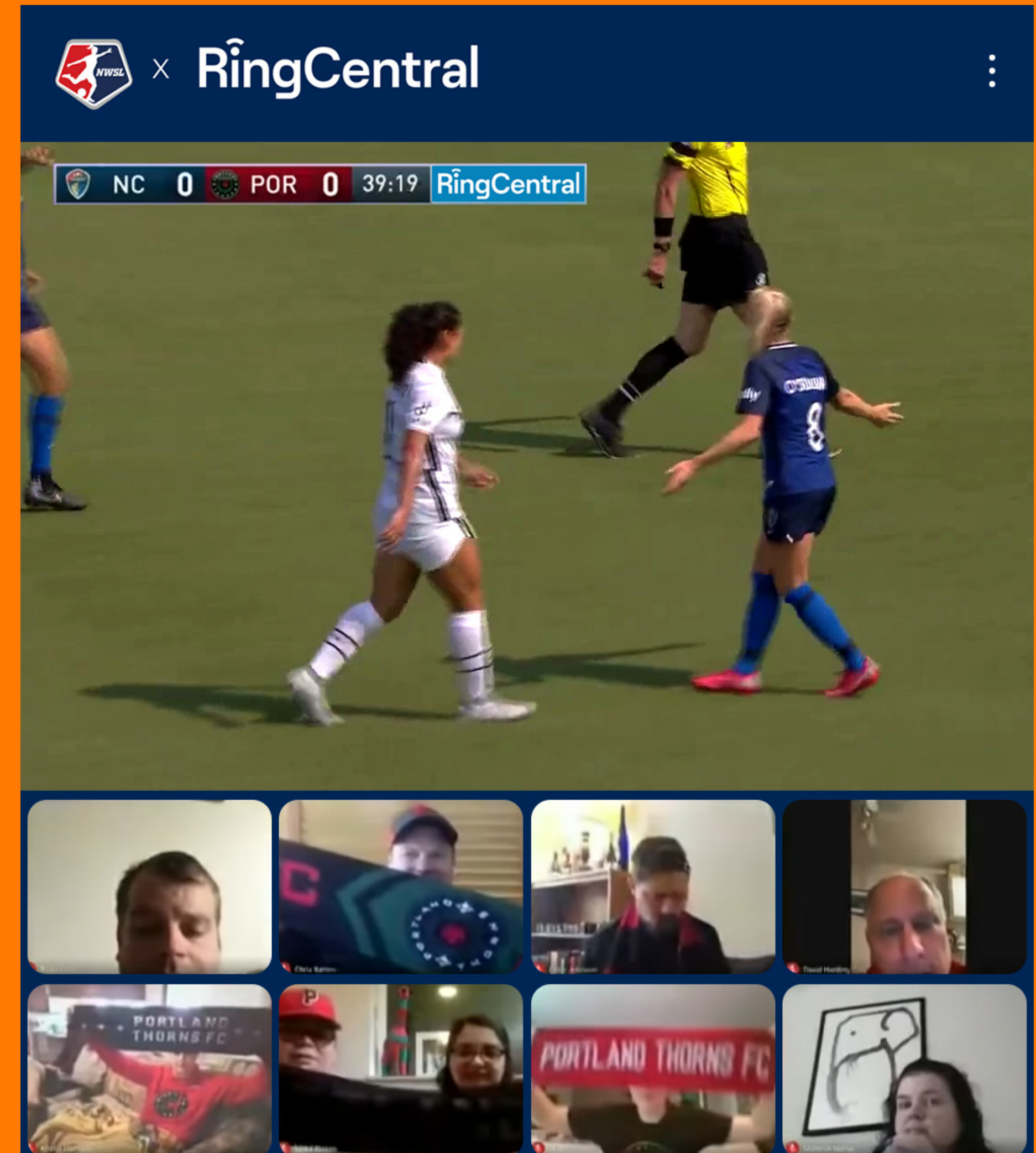
Put a “Ring” on It

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

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

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.).



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

Now for a little chalk talk...

Putting the plan in motion

160/90 will staff a partnership team to support an ambitious and aggressive implementation of our recommended approach, executing across all 3 phases of the plan in a coordinated effort to maximize value of existing and future partnerships.

	Oct '22	Nov	Dec	Jan '23	Feb	Mar	Apr	May	June
Phase 1 – Landscape Review	<ul style="list-style-type: none"> • Kickoff meeting and series of work sessions • Conduct existing partnership valuations to analyze existing rights, benefits, assets, activations & establish baseline success metrics/results • Further develop competitive review and analysis • Initiate Bespoke “Brand Health” Study • Ensure staffing plan adequately supports RingCentral’s business and partnership objectives 								
Phase 2 – Brand & Business Objective Alignment	<ul style="list-style-type: none"> • Kickoff meeting and series of work sessions • Deep dive into the RingCentral brand, business line(s) priorities and culture • Develop Analytics approach with agreed upon KPI and success metrics and reporting process <ul style="list-style-type: none"> • 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 360-degree activation playbooks for business lines across full portfolio 								
Phase 3 – Execute, Evaluate, Evolve	<ul style="list-style-type: none"> • Kickoff meeting and series of work sessions • Begin execution of existing Partnership Assets for '22-'23 Seasons (NFL, NBA) <ul style="list-style-type: none"> • Build partnership briefs for recommended (new) properties to respond to & begin planning for '23 MLB Partnerships <ul style="list-style-type: none"> • Finalize recommended property rights agreements and business terms • Where applicable, retool existing agreements to drive consistency across partnership executions • Implement results measurement tools & approach with agreed upon cadence for performance reviews 								

Teamwork makes
the dream work...

We will surround your RingCentral business with the full resources of the 160over90 organization



Getting Started

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 15-month scope, mutually agreed and dependent on RingCentral's business needs, timelines and KPI's. Our proposed agency fee is \$297,055 per month for the first three months to account for strategy work. For 2023, the proposed agency fee would be \$194,159 per month. This is not inclusive of any Production or Pass-Through costs.

This is what a sample account structure could look like*.

*Team members subject to change upon further discussion.



The Integrated Team

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. We are prepared to fully staff the RingCentral business from Day 1 and will be working simultaneously to hire new dedicated team members, as necessary.

PARTNERSHIPS

60% 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% Natasha Feiger, Account Director — Day to day management of all partnership elements including team assets, partnership communication, activation oversight, and client budgets.

100% Devon Boyce, 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% Lauren Crawford, 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% Max Grande and Jose Duran, Account Executives— Supports the larger team on the execution of client partnerships and manages all giveaways, activation staffing, and all communication related to these areas.

ANALYTICS

Inclusive of a VP (Caryn Rosoff), Director (Rebecca Hendel), Manager (Melanie Spaan) and Senior Analyst (Caroline Puma) who will work to build collaborative tools with RingCentral to deliver on ROI measurement tools, property valuations and ongoing needs.

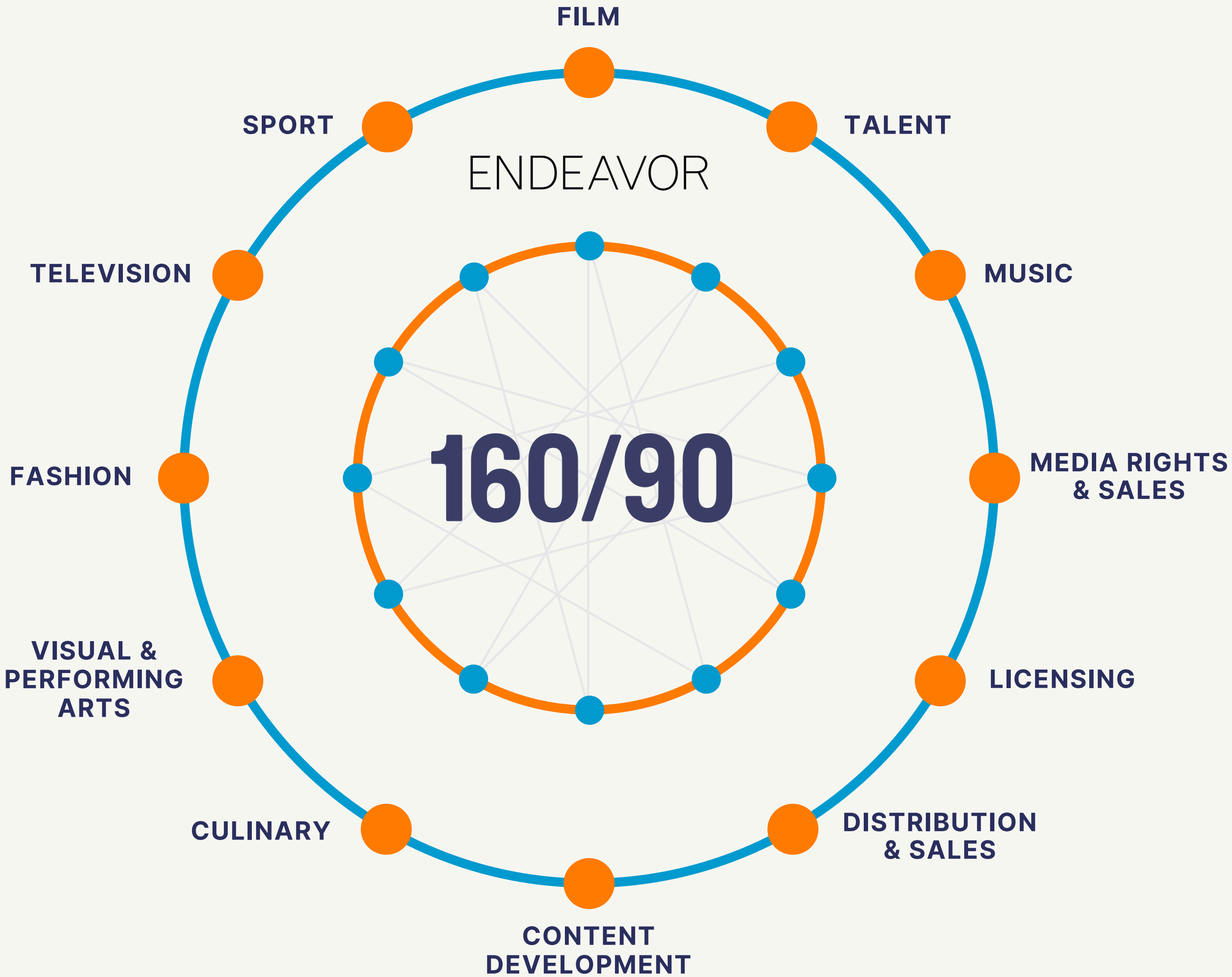
EXPERIENTIAL

Project based by need.

Additional Services

RINGCENTRAL X 160/90

Beyond the services seen above, 160/90 has a deep bench of capabilities, including access to the full Endeavor network. Should RingCentral wish to engage these services, we are happy to explore solutions with your team moving forward.



IMATE
LEDGE



For the safety of
and the plants,
touching or eati



Let's Do This

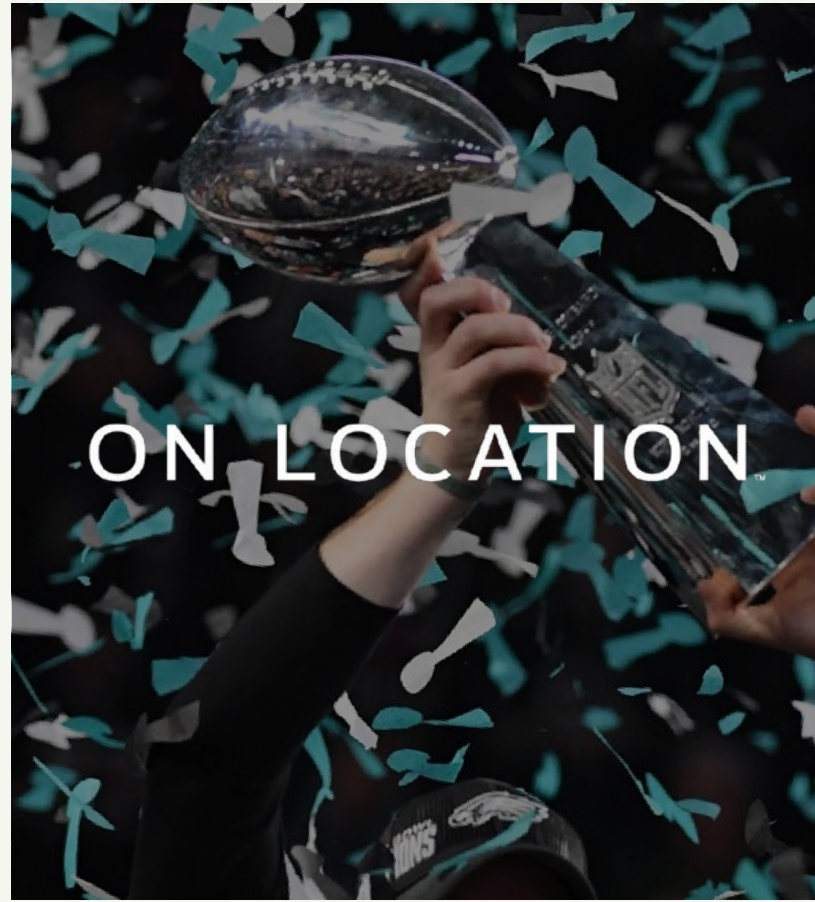
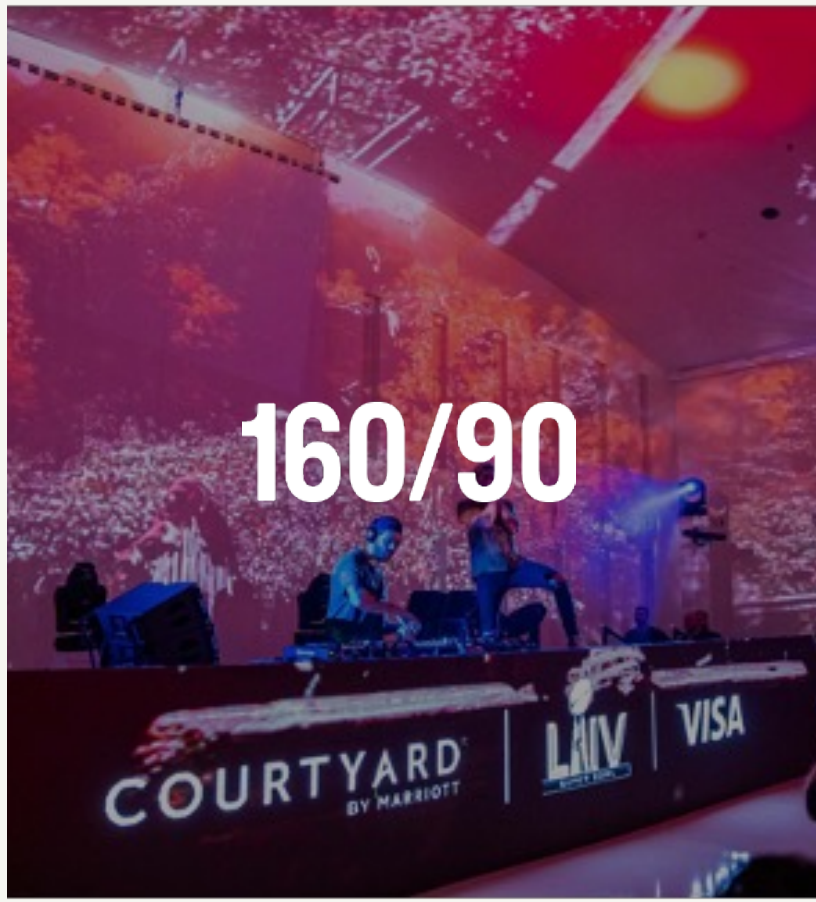




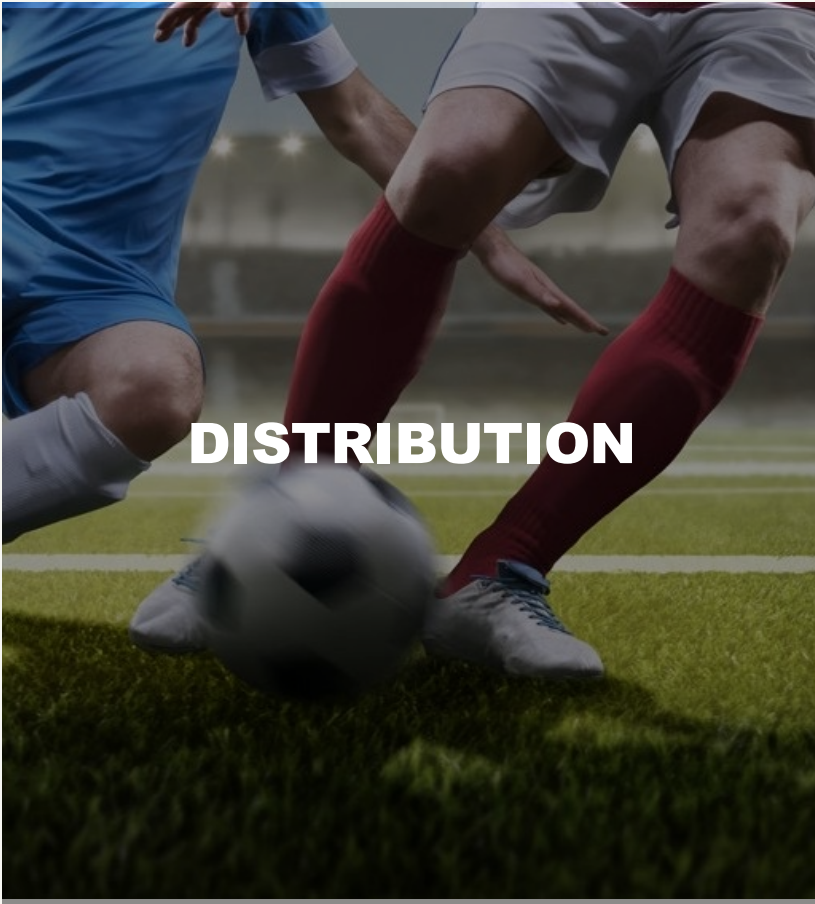
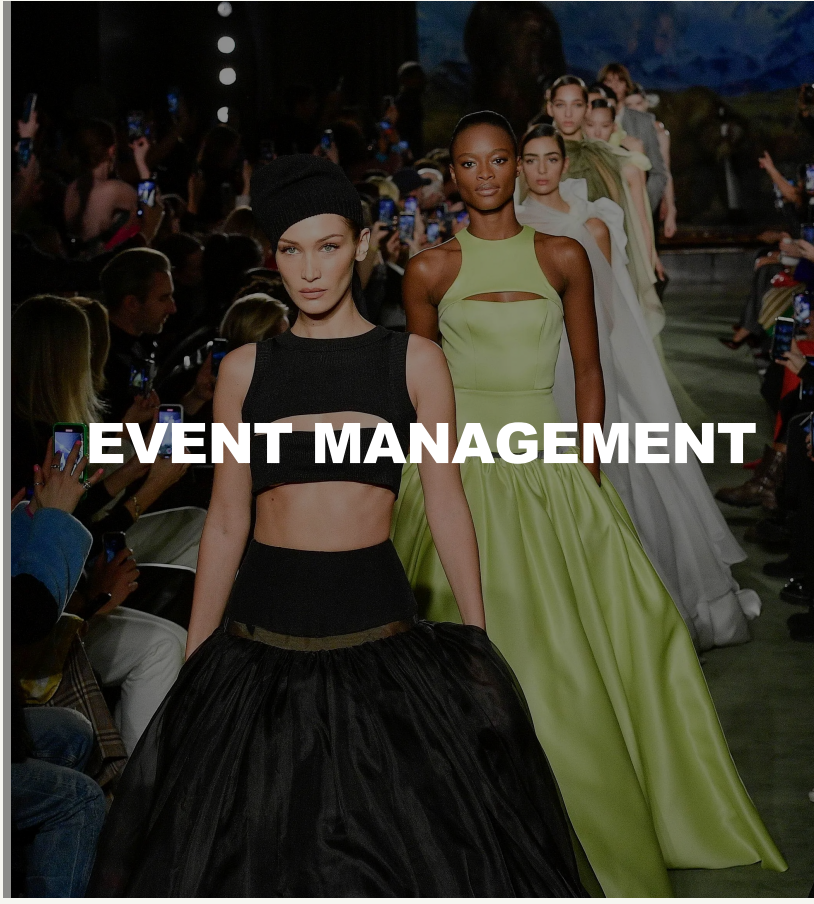
Appendix

The Endeavor Advantage

ENDEAVOR Companies

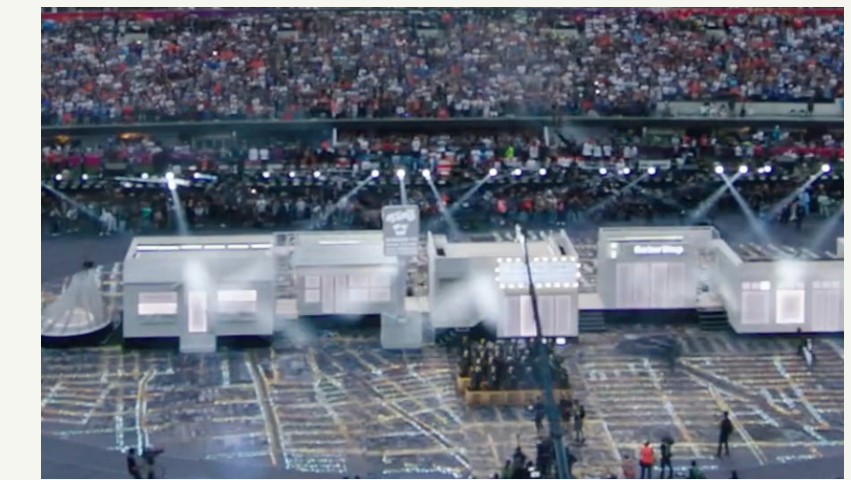
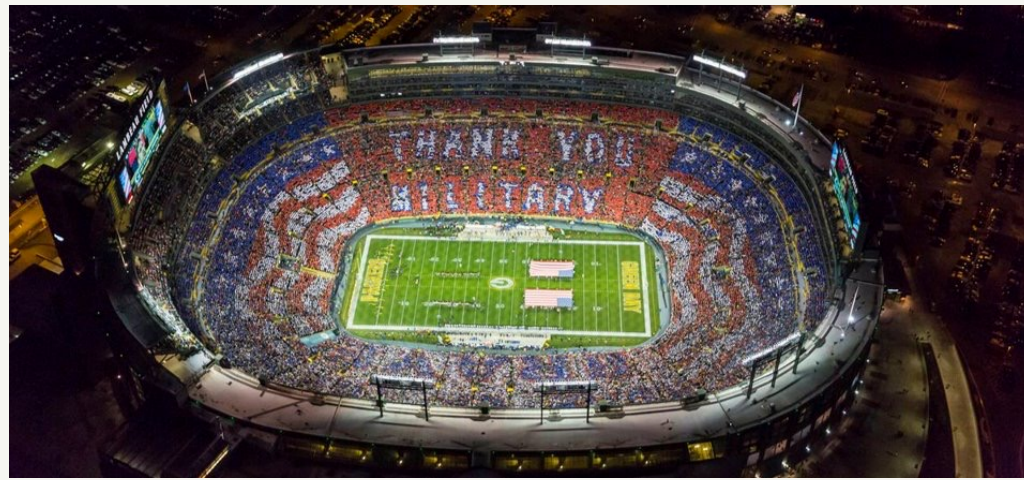


ENDEAVOR Expertise



CASE STUDY

NFL



Using Sport as Platform to Honor Those Who Served



CONTEXT

USAA has a precise target in a very competitive business category: active military, veterans, and their families. Once research found their target has a strong affinity for the NFL, USAA came to us to create a unique, purpose-driven identity within the sports partnership landscape.

CREATIVE

160/90 helped USAA establish the Salute to Service platform - a comprehensive approach to the brand's NFL partnership across a range of services. We created a series of initiatives to foster consideration and loyalty. These included the Salute to Service Award, on-site activations in-game, military bases and online. All the executions were designed to reach the audience where they are through content and experience. Through our partnership, we have created unique moments of access as a benefit of being a member of USAA.

CULTURAL IMPACT

- 3.6 billion+ UVPM Impressions (most recent NFL season)
- 1,700+ placements/pieces of coverage (2019-2020 NFL season)
- 10,000+ military, veterans and families directly engaged each year through USAA-Branded programming

Bringing Fans Closer to the Game than Any Other Brand



CONTEXT

As the official hotel of the NFL, Courtyard by Marriott International aimed to generate PR buzz, drive campaign engagement and stand out in an already crowded marketing field at Super Bowl LVI. Through the Sleepover Contest, Courtyard aimed to reach passionate travelers fueled by their love for football. The selected contest winner was treated to a week full of Super Bowl events, culminating in a stay in the Courtyard Sleepover Suite.

CREATIVE

In L.A. the lucky winner and their guest were given first class, hospitable Courtyard service from start to finish, leaving Los Angeles with memories they'd never forget. A stadium box suite was transformed into an inspired version of a Courtyard hotel room where they slept the night before Super Bowl. NFL Talent, from Jerry Rice to Travis Kelce, where there to host our guests throughout the weekend.

The suite was then used to host Marriott Bonvoy members during the biggest game in the world, celebrating an incredible season for Marriott and the NFL.

CULTURAL IMPACT

- 3 billion+ total impressions
- 44 million+ Marriott Bonvoy points
- 246 money can't buy experiences

CASE STUDY

MLB



Elevating Beyond the Game



CONTEXT

Budweiser challenged 160/90 to find ways to generate earned media exposure during pandemic where the games were going to occur absent of fans.

CREATIVE

160/90 helped to develop and execute a concept where Budweiser and MLB would secure HR balls for fans that weren't able to be in stadium to physically catch home runs. The concept generated significant social media engagement and brand exposure throughout the season. Coming out of this, 160/90 worked with Budweiser to continue the campaign going forward by developing a "Hit the Buds" promotion that included buildouts in venue during ASG and at key team partner venues delivering lucky fans free Buds for the season every time a player hit a Home Run into the branded target.

CULTURAL IMPACT

- 15,000+ social mentions
- One lucky winner won beer for a year during Hit the Buds game 4



Today, People Expect Brands to Step-In and Help. We Did.



CONTEXT

After hurricanes devastated some of baseball's major hubs in Texas, Florida, and Puerto Rico, official MLB sponsor T-Mobile wanted to use its platform during the 2017 MLB Postseason to power relief efforts and unite baseball fans everywhere with purpose.

CREATIVE

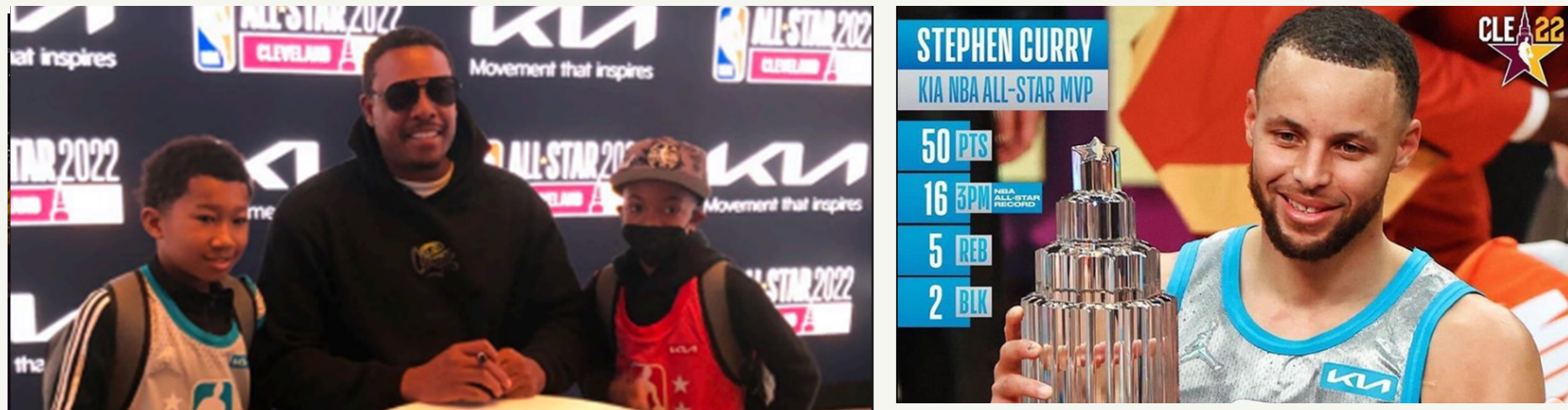
#HR4HR - Home Runs for Hurricane Recovery - was a social campaign committed to providing relief efforts for three major baseball homes - Florida, Texas, and Puerto Rico. For every home run hit in the 2017 postseason, T-Mobile announced they would donate \$10K to Team Rubicon to assist in rebuilding areas devastated by the storms. To get fans involved, T-Mobile committed an extra \$1 donated for every tweet featuring #HR4HR. During the World Series, we doubled up - \$20K per homer, \$2 per tweet - and pushed the campaign with in-stadium moments and in-broadcast spots. A record-breaking 104 home runs smashed during the postseason meant a lot of engagement, a lot of donations, and a lot of help to those in need.

CULTURAL IMPACT

- 2 billion social impressions
- 776,000+ #HR4HR tweets
- 2018 Bronze Clop Sports Social Good Award Winner
- \$2.76 million for hurricane recovery donated to Team Rubicon

CASE STUDY

NBA



Helping Kia Cut Through During NBA All-star



CONTEXT

NBA All-Star Weekend is one of the most exciting events in sports. In 2022, Cleveland welcomed fans from around the world with an enhanced experience unlike any other. Over the course of the weekend, 160over90 helped Kia showcase their NBA partnership through a combination of consumer-facing events, on-site branding, and legendary NBA talent appearances.

CREATIVE

160over90 brought Kia's NBA partnership to life at All-Star weekend with a focus on amplifying branded assets, consumer programs, and hospitality. Kia had a large presence at NBA Crossover, an interactive fan event that features unique activations where consumers can engage with their favorite brands. Throughout the weekend, 160over90 secured 8 NBA Legends & active stars to engage with fans participating in the Kia NBA All-Star Arcade. Additionally, branding was on display at the 71st NBA All-Star Game where the 160/90 team worked to bring Kia front and center through in-arena graphic displays, pole pad branding, and jersey patch integration within both All-Star teams. The weekend capped off with the presentation of the Kia NBA All-Star MVP award which was presented to Steph Curry by Vice President of Marketing for Kia America.



Launching Michelob ULTRA's NBA Partnership During The Pandemic



CONTEXT

In the pandemic-affected era of sports, brands needed new ways to interact with fans in a consistent and engaging way, even more so in the competitive beer space.

CREATIVE

Despite the limitations created by COVID-19, 160over90 developed new and innovative ways for Michelob ULTRA to engage with its NBA fans. 160over90 helped Michelob ULTRA launch its NBA partnership via a digital experience bringing fans "courtside" virtually. Consumers had the ability to attend games virtually, via a microsite and Michelob's social channels for details on how to win access to the digital experience and other NBA-related giveaways. Michelob ULTRA also released the first in series of TV spots starring five-time NBA All-Star Jimmy Butler of the Miami Heat.

CULTURAL IMPACT

- 2.2 billion impressions
- Surpassed NIKE to become the 2nd most talked about brand in the NBA space*
- 25% YOY sales lift
- 206K social mentions

CASE STUDY

NHL



Evolving a Partnership as Trends Develop



CONTEXT

With the league deal finalized in late 2019, 2020 was the first year with access to NHL league IP and events. We debuted the partnership at the NHL's most prominent events (Winter Classic and All Star Weekend), while planning to leverage Stanley Cup Playoff marks in-market to amplify team programming.

CREATIVE

The onset of the pandemic did not slow down our plans, as we welcomed hockey back after its hiatus with a stunt Zamboni e-commerce delivery in NYC and a custom TV spot running during the Stanley Cup Playoffs, and celebrated the Tampa Bay Lightning with championship packaging and in-market activation at retail and at the team parade.

For the 2021 season, our first full season as NHL partner, we prioritized e-commerce platforms and amplification of Bud Light's social campaigns, guiding our partners in activation throughout the season. As the playoffs kicked off, we launched Playoff Beerds, a rebate program offering discounted – and eventually free – beer to cities as their teams progressed through each round, with TVC, social content, player partnerships, and team amplification.

RESULTS:

- 12/18 teams activated 100% of our 2021 season asks (incremental from contractual assets)
- Bud Light Coolers giveaway #1 trending topic on Twitter

Developing a Go-To-Market Strategy for the Florida Panthers



CONTEXT

The Florida Panthers commissioned our analytics group to review the team's training facility commercial assets to assist in development of a go-to-market strategy

OUR ROLE

- Reviewed renderings, examined initial inventory provided by the Panthers, and provided suggestions on new value-adding inventory (predominantly brand/category agnostic assets) based on other Training Facility naming rights analyzed
- Leveraged our Asset-Based Valuation impression-based approach to develop a price per asset at the training facility. Then utilized the results to collaborate with the Panthers and develop a baseline rights and benefits package for the naming rights
- Leveraged our top-down Marketplace Valuation analysis to project the overall value of the training facility naming rights package

RESULTS

- Provided an overall go-to-market target price point for the training facility naming rights package through the Marketplace Valuation
- Provided a full naming rights facility package valuation utilizing the developed baseline rights and benefits and the results of the Asset-Based Valuation
- Provided a full training facility rate card (based on impressions) to support package design and revenue optimization for other facility partnerships
- Delivered defensible, third-party sourced reports to validate the team's asking prices when selling
- Was available to provide custom iterations of the valuation to support sales efforts (for specific brands or categories), walk prospects through the valuation methodology and serve as a resource for any follow-up data requests, etc.

CASE STUDY

MLS



Building Cultural Leadership and Consumption Occasions within Soccer for Coca-Cola



CONTEXT

160over90 will continue to grow the passion of Soccer with Coca-Cola's brand values to build cultural leadership and consumption occasions within the sport. By driving cultural relevancy and loyalty with millennial and multi-cultural audiences through compelling, always-on programming, our aim is to continue to meaningfully connect fans across Major League Soccer, MLS Next and eMLS gaming platforms as we further weave Coca-Cola into the North American soccer landscape.

CREATIVE

- Working across Coca-Cola, Coke Zero Sugar, POWERADE and Dasani brands to leverage assets and create ownership opportunities
- Build out the brand's Soccer Strategy for 2021 and beyond (Inclusive of Youth Soccer platform)
- Make Coca-Cola an indispensable part of soccer rituals by uplifting the community of today & meaningfully connecting fans of tomorrow
- Expanding Coke and Food moments tied to key soccer events during screen time and tailgating opportunities
- Delivering positive brand experiences through culture-first moments to drive brand love both in-venue, at retail and at home
- Refreshing market tools with unique, compelling creative to help drive volume and create excitement
- Continue to push the property and brand to evolve gaming platforms that engage and recruit new fans while building out a comprehensive gaming strategy



Launching Allstate's Inaugural MLS NEXT All-Star Game



CONTEXT

Allstate is part of the story of soccer growth in the U.S. by refining the brand's activation position to, 'protecting' the future of the game' and partnering with properties that offer talent ID & player development extensions creating succinct and consistent messaging. This activation position is executed through Allstate's larger league deal with the MLS and more specifically the brand's inclusion within MLS NEXT. MLS NEXT is a youth soccer league in the United States and Canada that is managed, organized and controlled by MLS.

CREATIVE

In 2022 MLS launched its inaugural MLS NEXT All-Star Game Presented by Allstate in Minneapolis, Minnesota. This showcase event was played before the MLS All-Star Game and streamed live on Twitter. It featured future pros / up-and-coming talent across the MLS academy system in an East vs. West matchup. 160over90 built out the MLS NEXT All-Star platform tailored towards Allstate's activation position. Allstate was fully integrated into the event with dominant event signage, front-of-jersey branding and kits, social/digital inclusion and acquired MLS + US Soccer legends to serve as honorary head coaches during the game. There was also a welcome dinner during the week that featured a surprise and delight visit from current MLS/USMNT star, DeAndre Yedlin. 160/90 managed the brand's strategy, activation, and contractual elements for MLS NEXT All-Star and MLS League deal, working closely with MLS and across the Allstate inter-agency/ cross-functional team.

Our Work in Tech



SITUATION

B2B Marketing is undergoing a profound shift from being a simple enabler of sales, to playing a central role in boosting market share, disrupting industries and moving brands into new geographies.

ACTIONS

The Partnerships team for PANW partnered with 160/90 to identify breakthrough partnerships that would elevate their “We’ve Got Next” brand positioning, generate unique content, and provide one-of-a-kind experiences to connect with their C-Suite customers in service of growing their business.

The team has been designed to combine global with local expertise, and analytical thinking with human intelligence. All surrounded by unmatched cultural connectivity and access from Endeavor.

IMPACT

- Increased brand exposure and awareness as Formula E boasts “fastest growing motorsport” in the world (+30% Globally, +156% in UK, +336% in Germany).
- Provided hosting opportunities for over 50 Clients & Guests in 2022, delivering strong NPS and increase in positive perception of PANW.
- Breakthrough content creation delivering viral success with “Machine & Mortal” activation, pairing Trent Alexander-Arnold and Envision Racing’s Nick Cassidy (107M online & print news, 1.6M views, +250K engagements)
- Consensus from PANW Executive team that Envision Racing Partnership is meeting or exceeding all brand objectives.





SITUATION

Caterpillar (CAT), one of the largest manufacturers and sellers of heavy construction equipment in the world, has been in the sponsorship space for many years. As a B-to-B brand, CAT used sponsorships in a very straightforward, expected way – acquiring unique hospitality assets that they could pass through to their dealer network and end user clients. After working with 160over90 on a project basis to identify and secure a relationship with the Chinese Basketball League, and seeing the rigorous process our agency implemented to complete that partnership, it became obvious to CAT executives that the time was right to rethink their entire portfolio.

ACTIONS

160over90 started the process with a deep dive into CAT's customer base and created a strategy to pair partnerships with two critical CAT segments – owners and operators. Data pulls revealed what those two groups were passionate about and how they consumed experiences differently. In addition to the data points on customers, criteria filters were developed that for the first time included items beyond hospitality experiences, including the ability for the brand to tell authentic stories and legitimate product integrations. All of that information combined led to 18 potential properties to consider, and further work, including dealer surveying, has narrowed that list to five, which are being considered today. A national partnership should be announced by the end of 2021.

IMPACT

- Using a data-driven analysis, we identified and vetted quality sponsorship opportunities, narrowing the field from 18 options to 5 proven partners
- We evolved the B2B sponsorship program to encompass more than just VIP hospitality, creating new ways for Caterpillar to work with other businesses

