



PACKAGE

\$10,000

## Brand Activation

Take your brand to the next level with enhanced exposure and deeper integration in a custom-branded Salary Cap Contest on OwnersBox. This package delivers a robust multi-channel campaign—including contest sponsorship, social media, email, paid ads, and content creation—designed to maximize engagement and measurable ROI.

### INCLUDES

### REACH

#### Branded Contest Sponsorship

- Official sponsor of a satellite & finale Contest on OwnersBox (Web + App)
- Satellite & Final Contest Name Co-Branded (e.g. "The \$5K [Brand Name] Showdown")
- Logo + Link Integration on contest entry page and details page
- Call-to-action button or banner in contest interface (e.g. "Check Out [Brand]")
- Dedicated Landing Page featuring brand & Ad on our dashboard carousel

10,000

Engaged Fantasy Sports Users

#### Email & Push Promotion

- Feature Placement in 1 Email Campaigns
- Branded Push Notification sent to app users driving contest entries

5,000

Push Notifications

20,000

Email Contacts

#### Social Media Promotion

- 3 Dedicated Social Posts (1 Instagram, 1 YouTube 30-second ad and 1 Twitter/X)
- 2 Instagram Story Posts (with contest swipe-up link)
- Option for content to be co-posted @ownerbox account

85,000

Followers

#### Paid Media Creative

- **Custom Ad Creative:** 1 static asset designed by OwnersBox with your branding
- **Custom Ad Creative:** 1 video asset designed by OwnersBox with your branding

#### Paid Media Spend

- **\$1,500 Paid Ad Spend** managed by OwnersBox to promote your contest across social and digital channels **Performance targeting to key demographics (age, location, sports interest)**

300,000

Impressions - \$5 - \$6 CPM

#### Prize Pool Integration

- Your brand's products, services, or gift cards included in contest prizing (if applicable)
- Optional branded merch or coupon in contest follow-up email to participants

#### Campaign Reporting

- **Full metrics report:** Impressions, clicks, entries, CPC, CTR, conversions (if applicable)
- Screenshots & visuals of all placements + social engagement stats

Campaign  
Duration

2 Weeks

### Budget Breakdown

20%

25%

15%

20%

20%

Contest Prizing

Social Media

Email & Push

Paid Ad Spend

Paid Media Creative



### 2024 - OWNERSBOX METRICS

400M+

OVERALL  
VIEWS

70M+

IMPRESSIONS

20M+

LIKES &  
SHARES

650K+

WATCH  
HOURS

500K+

FOLLOWERS

100K+

SIGN UPS