



PACKAGE

\$250,000

Brand Activation

Achieve total brand saturation with OwnersBox's most expansive activation. This premium package includes a 9-event fantasy contest series capped by a \$50K finale, supported by influencer talent, branded content, paid media amplification, and full digital platform integration.

INCLUDES

REACH

Satellite Contest Sponsorship

- Exclusive branded full screen 'swipe' advertisement
- Sponsorship of 8 Satellite Salary Cap Contests over a multi-week schedule
- Each winner (or top X finishers) qualifies for the \$50,000 Championship Contest, fully branded to your company (e.g., "The [Brand] Finale")
- Ad on our dashboard carousel | Brand Takeover of Website
- **Logo and branding on:** All 8 satellite contest pages | The \$50K final contest page Leaderboards and entry screens | In-app and web promo banners



70,000+

Engaged Fantasy Sports Users

Email & Push Promotion

- 8 Dedicated Emails promoting the contest series and finale (100,000+ Subscribers List)
- Inclusion in OwnersBox newsletters during the contest period
- Branded Push Notifications for each satellite contest + \$50K finale

12,500  
Push Notifications

75,000+  
Email Contacts

Social Media Promotion

- 10 Dedicated Social Posts across Instagram, X (Twitter), TikTok and both YouTube channels
- **Coverage for:** Satellite contest announcements | \$50K finale promo | Winner reveals
- 4 Dedicated Posts on all major channels
- 6 Instagram Story Sets with entry CTAs and prize teases
- Influencer Integration: 3+ Influencer Partners (21+) entering contests, enjoying Real American Beer, and sharing content
- Finale social celebration featuring winners and brand shoutouts
- 4 Sponsored spots on OwnersBox YouTube Podcast

500,000  
Followers

Paid Media Creative

- Up to 8+ Ad Creatives (image + motion graphics or video) custom-designed for your brand
- Custom Ad Creative: 3 static asset designed by OwnersBox with your branding
- Custom Ad Creative: 5 video asset designed by OwnersBox with your branding
- 5-6 Instagram Story Sets with entry CTAs and prize teases
- 3+ Influencer Partners (21+) entering contests, enjoying Real American Beer, and sharing content

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Paid Media Spend

- **\$50,000 Paid Ad Spend** across Facebook, Instagram, X, and Google Display (audience targeting included)
- Dynamic targeting toward Kroger shoppers, 21+ beverage audiences
- Retargeting Ads served to engaged users during contest window
- Pixel tracking or UTM link support for performance tracking

10,000,000  
Impressions - \$5 - \$6 CPM

Prize Pool Integration

- Branded prizes in satellite contests (e.g., merch, gift cards)
- Optional discount code or gift for all contest entrants (automated via email or post-entry page)
- Winner spotlight with custom brand shout-out in newsletter
- Real American Beer Ultimate Fan Pack for finalists
- Branded coolers, fold-out chairs, grills, and more
- Coupons, codes, and giveaways tied to entry and contest performance

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Branded Content & Storytelling

- Sponsored Blog Article Series (2 pieces): "Meet the Finalists" | "How to Win the [Brand] \$50K Showdown"
- **Branded Video Content:** 1 video asset promoting the series | 1 finale hype or recap video | Option to embed brand message or spokesperson in content

Campaign Reporting

- **Full digital performance dashboard:** impressions, entries, engagement, CPC/CPM, conversions
- Screenshots, creative asset library, and social media metrics
- Strategic post-campaign recap and optimization suggestions



# Brand Activation Package

CONTINUED

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## Kroger Retail Integration – Tier 1 Channels Only

### Kroger Single Subject Email (SSE)



Highlight contest + offer  
Drive to entry page or coupon



### Catalina Coupon Integration

Triggered beer-related offers tied to checkout behavior

### Kroger.com & App Digital Ads

Red, White & Brew banner ads  
Contest CTA with click-through

### Pin-Pad Toppers

Branded screen takeover during checkout

### Trash Can Signs

Placed in high-traffic areas

### Shelf Talkers

Contest QR codes and quick-sell beer CTAs

### In-Store Shippers/Displays

Patriotic Real American Beer displays with contest QR codes – Placement near beverages, snacks, and grilling categories



OWNERSBOX.COM  
OB - Gift Card

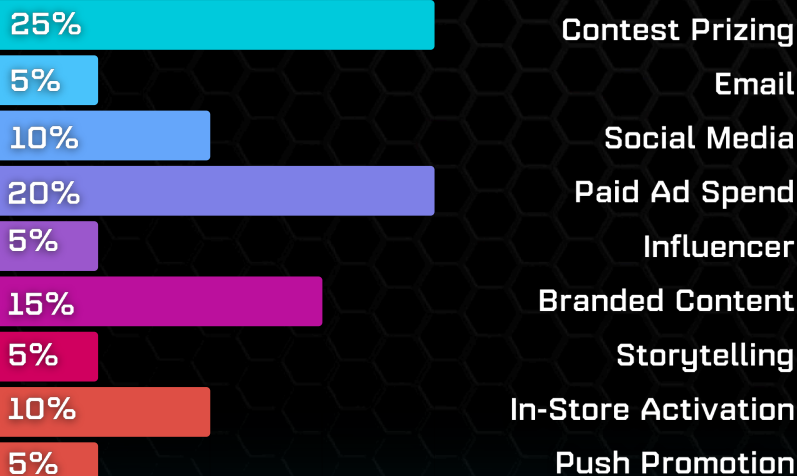


With a fully integrated strategy designed to capture attention at every touchpoint, this activation blends performance-driven marketing with immersive fan experiences. From in-app takeovers and creator-led content to precision-targeted ads and branded contest moments, your brand will be embedded throughout the user journey, driving awareness, engagement, and conversions at scale.

Campaign  
Duration

# 20 Weeks

### Budget Breakdown



### 2024 - OWNERSBOX METRICS

**400M+**  
OVERALL  
VIEWS

**70M+**  
IMPRESSIONS

**20M+**  
LIKES &  
SHARES

**650K+**  
WATCH  
HOURS

**500K+**  
FOLLOWERS

**100K+**  
SIGN UPS