



PACKAGE

\$125,000

Brand Activation

Elevate your brand with a fully integrated sponsorship spanning a six-event fantasy contest series on OwnersBox. This package combines premium contest branding, influencer content, targeted paid media, email and push campaigns, and high-visibility in-app features. Built to drive sustained engagement and measurable results.

INCLUDES

REACH



Satellite Contest Sponsorship

- Exclusive branded full screen 'swipe' advertisement
- Sponsorship of 5 Satellite Salary Cap Contests over a multi-week schedule
- Each winner (or top X finishers) qualifies for the \$25,000 Championship Contest, fully branded to your company (e.g., "The [Brand] Finale")
- Ad on our dashboard carousel | Dedicated Landing Page
- **Logo and branding on:** All 5 satellite contest pages | The \$25K final contest page
- Leaderboards and entry screens | In-app and web promo banners

60,000

Engaged Fantasy Sports Users



Email & Push Promotion

- 6 Dedicated Emails promoting the contest series and finale
- Inclusion in OwnersBox newsletters during the contest period
- Branded Push Notifications for each satellite contest + \$25K finale
- 2 Branded Articles (e.g., "5 Fantasy Picks to Pair with a Cold One")
- 1 Launch Video + 1 Recap Highlight Reel
- Patriotic, lighthearted storytelling in every asset

12,500

Push Notifications

75,000+

Email Contacts



Social Media Promotion

- 8 Dedicated Social Posts across Instagram, X (Twitter), TikTok and both YouTube channels
- **Coverage for:** Satellite contest announcements | \$25K finale promo | Winner reveals
- 3-4 Instagram Story Sets including final contest countdown, entries & highlights
- Influencer Integration: 2 Influencer/Talent Integrations showcasing Real American Beer and contest tie-ins
- Social amplification around finale winners and Independence Day
- 2 Sponsored spots on OwnersBox NFL Podcast

500,000

Followers



Paid Media Creative

- **Up to 6 Ad Creatives** (image + motion graphics or video) custom-designed for your brand
- **Custom Ad Creative:** 2 static asset designed by OwnersBox with your branding
- **Custom Ad Creative:** 4 video asset designed by OwnersBox with your branding



Paid Media Spend

- **\$20,000 Paid Ad Spend** across Facebook, Instagram, X, and Google Display (audience targeting included)
- Pixel tracking or UTM link support for performance tracking
- Retargeting Ads served to engaged users during contest window
- Targeting sports fans, 21+ beverage buyers, and Kroger shoppers

4,000,000

Impressions - \$5 - \$6 CPM



Prize Pool Integration

- Branded prizes in satellite contests (e.g., merch, gift cards)
- \$25K Finale co-branded prize structure (e.g., "[Brand] Grand Prize Package")
- 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 prize bundles (swag, coolers, branded gear)
- Discount/coupon code available to entrants (21+ only)
- Optional "beer for a year" giveaway as part of finale



Branded Content & Storytelling

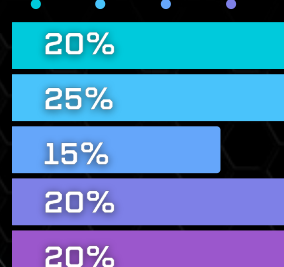
- Sponsored Blog Article Series (2 pieces): "Meet the Finalists" | "How to Win the [Brand] \$25K Showdown"
- **Branded Video Content:** 1 video asset promoting the series | 1 finale hype or recap video | Option to embed brand message or spokesperson in content



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

Budget Breakdown



Contest Prizing

Social & Influencer

Email & Push

Paid Ad Spend

Paid Media Creative

Campaign
Duration

14 Weeks