



PACKAGE

\$50,000

Brand Activation

At the \$50K level, your brand becomes the headline sponsor of a major OwnersBox contest campaign, combining large-scale visibility, platform integration, influencer support, and full-funnel media amplification. This partnership gives your brand dominant exposure to tens of thousands of high-intent sports fans across multiple platforms and touchpoints.

INCLUDES

REACH

Satellite Contest Sponsorship

- Exclusive branded full screen 'swipe' advertisement
- Sponsorship of 3 Satellite Salary Cap Contests over a week period
- Each winner (or top X finishers) qualifies for the \$15,000 Championship Contest, fully branded to your company (e.g., "The [Brand] Finale")
- **Logo and branding on:** All 3 satellite contest pages | The \$15K final contest page | Leaderboards and entry screens | In-app and web promo banners

35,000

Engaged Fantasy Sports Users

Email & Push Promotion

- 4 Dedicated Emails promoting the contest series and finale
- Inclusion in OwnersBox newsletters during the contest period
- Branded Push Notifications for each satellite contest + \$15K finale

10,000

Push Notifications

50,000+

Email Contacts

Social Media Promotion

- 5 Dedicated Social Posts across Instagram, X (Twitter), TikTok and one YouTube channel
- **Coverage for:** Satellite contest announcements | \$15K finale promo | Winner reveals
- 4+ Instagram Story Sets including final contest countdown
- Influencer Integration: Up to 2 creators/influencers participate & promote the series
- Sponsored spot on OwnersBox YouTube NFL Podcast

450,000

Followers

Paid Media Creative

- Up to 4 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:** 2 video asset designed by OwnersBox with your branding

Paid Media Spend

- **\$10,000 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

2,000,000

Impressions - \$5 - \$6 CPM

Prize Pool Integration

- Branded prizes in satellite contests (e.g., merch, gift cards)
- \$15K 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

Branded Content & Storytelling

- Sponsored Blog Article Series (2 pieces): "Miller Lite: Fantasy Football Losers" | "How to Win the [Brand] \$15K 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 Media
Email & Push
Paid Ad Spend
Paid Media Creative

Campaign Duration

8 Weeks

20%

25%

15%

20%

20%



2024 - OWNERSBOX METRICS

400M+

OVERALL
VIEWS

70M+

IMPRESSIONS

20M+

LIKES &
SHARES

650K+

WATCH
HOURS

500K+

FOLLOWERS

100K+

SIGN UPS