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**COLLEGE FOOTBALL
PLAYOFF**

P R E S E N T E D B Y T H E C O L L E G E F O O T B A L L P L A Y O F F



SUPPORT OF THE CFP CONTINUES TO REMAIN STEADY

Over the past seven years...

86%

Of fans overwhelmingly support the Playoff



76%

Of fans trust the Selection Committee



90%

Of fans agree the playoff adds to the fun and unpredictability of College Football



THE CFP DRIVES GREATER INTEREST FOR THE SPORT OVERALL



52%

More interested in all CFB
Regular Season Games

60%

More interested in CFB Regular
Season Games Between Highly
Ranked Teams

65%

More interested in Conference
Championship Games

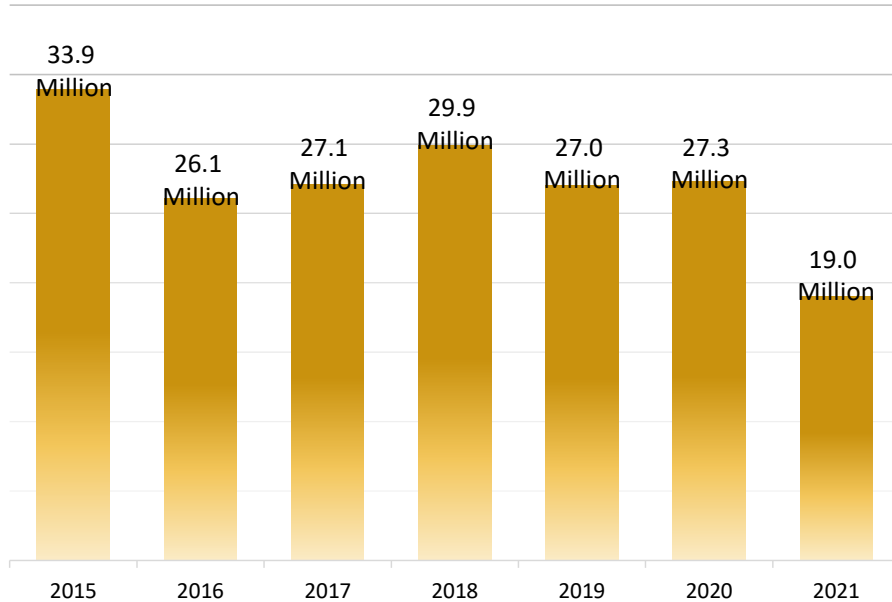
ALL WERE HIGHEST PERCENT OF CFP ERA

Source: CFP Tracker Study 2020 (ESPN)



NATIONAL CHAMPIONSHIP

CFP NATIONAL CHAMPIONSHIP (VIEWERSHIP)



Source: Nielsen Media Research

CFP HIGHLIGHTS

2015

- +21% increase from the 2014 BCS National Championship
- 2015 Sports Event of the Year by Sports Business Journal
- 2015 Sports Emmy for Outstanding Trans-Media Sports Coverage

2016

- 2nd most streamed event ever on WatchESPN (1.9M viewers)
- +32% total consumption and +38% unique viewers from 2015

2017

- 2.4M viewers on WatchESPN beating the previous year's record of 1.9M
- 2017 Best Collegiate Single-Sport Event by SportsTravel
- 2017 Sports Event of the Year by SportsTravel

2018

- +13% viewership from 2017 CFP National Championship
- Second most-watched cable presentation ever on ESPN and cable TV

2019

- Ranked No. 7 most-watched cable telecast ever and was the most watched of Clemson vs. Alabama head-to-head title matches in the CFP era

2020

- ESPN and CFP achieved year-over-year audience increases in all aspects of the college football season including the CFP National Championship, CFP Semifinals, Bowl Season, Regular Season and College GameDay

2021

- Despite ratings and viewership being down, CFP was the second most watched championship among all major U.S. sports properties

CFP era OWNS cable's most-watched telecasts, having the 4 biggest audiences all-time and 8 of the top 10 audiences in cable history.

CFP WAS THE 2ND MOST WATCHED SPORTS CHAMPIONSHIP IN 2020



Playoffs

35.6M



**NATIONAL
CHAMPIONSHIP**
MIAMI

Semifinals + Championship

19.1M



**WORLD
SERIES**
2020

9.8M



7.5M



2.1M

2020-2021 NATIONAL SPONSORS



2020-2021 EVENT SPONSORS



SPONSORSHIP OPPORTUNITIES

2022



2022 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP
SPONSORSHIP OPPORTUNITIES

COLLEGE FOOTBALL PLAYOFF

NATIONAL PROMOTIONAL RIGHTS

Sponsor will have the right to utilize official College Football Playoff National Championship marks in:

- External promotion and marketing
- Enter to win contests and sweepstakes
- Internal incentives and communication

**NOTE: Scope and uses of marks are subject to CFP approval*





ECKRICH | CFP CASE STUDY, 2017-2020 COLLEGE FOOTBALL SEASONS

Eckrich, Kirk Herbstreit and the College Football Playoff have partnered together the past four years to create a sweepstakes experience for the college football season. The sweepstakes provided one lucky winner the opportunity to throw for one million dollars at the 2017, 2018, 2019 and 2020 College Football Playoff National Championship.

Fans registered at eckrichfootball.com to enter for the chance to win one million dollars at the national championship game and also were automatically entered into additional sweepstakes based on location for the chance to win at one of 13 regular season games throughout the season. For more chances to win, fans were able to invite friends and play Kirk's QB Challenge in addition to bonus entry opportunities.

Eckrich will continue their partnership into the 2020-2021 football season with an expected in-market date around the middle of August. Details on their overall sweepstakes and activation are TBD.



\$1 MILLION CHALLENGE

ROAD TO THE NATIONAL CHAMPIONSHIP
14 GAMES - 14 CHANCES TO WIN \$1 MILLION

Select a game to view the available information for each.

Week	Game	Location	Time	Prize
Week 1	Alabama vs Clemson	Tuscaloosa, AL	7:00 PM ET	\$1,000,000
Week 2	Alabama vs Georgia Tech	Atlanta, GA	7:00 PM ET	\$1,000,000
Week 3	Alabama vs Florida State	Tallahassee, FL	7:00 PM ET	\$1,000,000
Week 4	Alabama vs Auburn	Auburn, AL	7:00 PM ET	\$1,000,000
Week 5	Alabama vs LSU	Baton Rouge, LA	7:00 PM ET	\$1,000,000
Week 6	Alabama vs Texas A&M	Texas A&M, TX	7:00 PM ET	\$1,000,000
Week 7	Alabama vs Oklahoma	Norman, OK	7:00 PM ET	\$1,000,000
Week 8	Alabama vs Michigan State	Lansing, MI	7:00 PM ET	\$1,000,000
Week 9	Alabama vs Ohio State	Columbus, OH	7:00 PM ET	\$1,000,000
Week 10	Alabama vs Wisconsin	Madison, WI	7:00 PM ET	\$1,000,000
Week 11	Alabama vs Oregon	Eugene, OR	7:00 PM ET	\$1,000,000
Week 12	Alabama vs Stanford	Stanford, CA	7:00 PM ET	\$1,000,000
Week 13	Alabama vs USC	Los Angeles, CA	7:00 PM ET	\$1,000,000
Week 14	Alabama vs Texas Tech	Lubbock, TX	7:00 PM ET	\$1,000,000

BONUS ENTRIES

Get a chance to win an additional \$1 million at the National Championship game by participating in the \$1 Million Challenge at one of 13 regular season games.

Play Kirk's QB Challenge at one of 13 regular season games.

Share with your friends. Register online for each game.

18+ only. See rules.

KIRK'S QB CHALLENGE

Play Kirk's QB Challenge at one of 13 regular season games.

Share with your friends. Register online for each game.

18+ only. See rules.

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ECKRICH | CFP CASE STUDY – POS COLLATERAL



ECKRICH | CFP CASE STUDY – WEB/MOBILE & MOBILE TOUR ASSETS

\$1 MILLION CHALLENGE

WEEK 2
TEXAS TECH @ ARIZONA STATE
SEPTEMBER 10, 2016
SUN DEVIL STADIUM | TEMPE, AZ

ENTER NOW

← WEEK 1 | WEEK 3 →

TEXAS TECH @ ARIZONA STATE

23% WHO WILL WIN? 73%

← VOTE →

BONUS ENTRIES

KIRK'S QB CHALLENGE

\$1 MILLION CHALLENGE

WEEK 2
NATIONAL CHAMPIONSHIP
2017

ENTER FOR YOUR CHANCE AT
\$1 MILLION
AT ONE OF 34 GAMES THIS SEASON



Kirk's QB Challenge



CHAMPIONSHIP CAMPUS

CHAMPIONSHIP CAMPUS

ONSITE ACTIVATION OPPORTUNITIES AT CFP PUBLIC & PRIVATE EVENTS

COLLEGE FOOTBALL PLAYOFF

ON-SITE ACTIVATION EXAMPLES



COLLEGE FOOTBALL PLAYOFF

PLAYOFF FAN CENTRAL ASSETS INDIANAPOLIS CONVENTION CENTER

- Display space (sponsor is responsible for all activation costs)
- Logo inclusion on collective sponsor recognition signage placed throughout the venue
- PA announcements – recognition as event sponsor
- Inclusion in sponsor banner signage within PFC
- (:30) spots on event video board to run throughout the day, each day of the event
- Sponsor recognition/logo in select event advertising, exact local media breakdown TBD



January 8 - 10, 2022 • Sat/Sun (10am – 5pm) Mon (10am – 3pm)

Three days of family-friendly entertainment, featuring interactive activities and giveaways, youth sports clinics, school pep rallies and more.



AT&T PLAYOFF PLAYLIST LIVE! ASSETS

MONUMENT CIRCLE

- Display space (sponsor is responsible for all activation costs)
- Logo inclusion on event signage throughout venue
- PA announcements – recognition as event sponsor
- Spots on event video board to run throughout the day; logo on video board
- Sponsor recognition/logo in select event advertising, exact local media breakdown TBD



January 8 - 9, 2022 • Times TBD

Three nights of major concerts featuring national performing artists, interactive programming, sponsor activations and more.

Notable past artists include: Jason Derulo, Usher, The Chainsmokers, Lizzo and Meghan Trainor



ALLSTATE CHAMPIONSHIP TAILGATE ASSETS

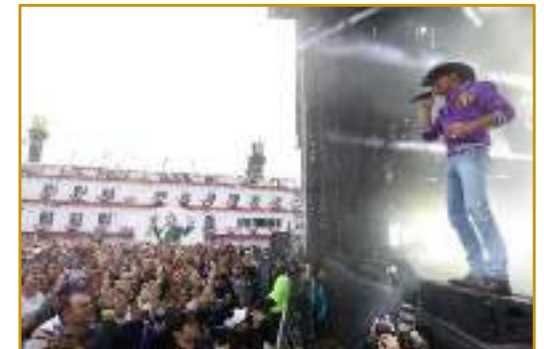
MONUMENT CIRCLE

- Display space (sponsor is responsible for all activation costs)
- Logo inclusion on event signage throughout venue
- PA announcements – recognition as event sponsor
- Spots on event videoboard to run throughout the day; logo on videoboard
- Sponsor recognition/logo in select event advertising, exact local media breakdown TBD



January 10, 2022 • Time TBD

An extreme tailgate over championship weekend culminating on game day which will consist of sponsor activations, concession areas and other interactive entertainment elements.





EXTRA YARD 5K OVERVIEW

The Extra Yard 5K is the official road race of the College Football Playoff. The family-friendly 3.1-mile run/walk takes participants through the streets of downtown Indianapolis. The post-race tailgate party will feature live entertainment, activities with race sponsors, an awards ceremony and more. Proceeds benefit the CFP Foundation's Extra Yard for Teachers initiative.

EXTRA YARD 5K ASSETS & OPPORTUNITIES

- Designation as the title/presenting sponsor
- Logo recognition included on all on-site materials as title sponsor of the Extra Yard 5K
- Master of Ceremonies recognition at event
- Information/directional signage logo integration
- Rights to sponsor entertainment before, during and/or after event (emcee, live band, etc.)
- Local & national press releases
- Email marketing campaign inclusion
- CFP website & social platforms integrations
- Rights to sponsor Extra Yard 5K swag bags
- Integration into stage/start/finish line structure
- Race bibs integration
- Participant and/or volunteer t-shirts integration
- Finish line ribbon integration
- Chute leading to the finish line (typically bike rack covers) integration
- Other assets TBD





TASTE OF THE CHAMPIONSHIP OVERVIEW

Taste of the Championship was crafted from the very popular Taste of the NFL held in conjunction with the Super Bowl. Many of the country's top chefs prepare delectable food in an atmosphere mixed with former college football players, fans and local guests for an evening of sampling gourmet food and beverages representing geographic regions from around the country prepared by renowned chefs. Proceeds benefit the College Football Playoff Foundation and local food banks.

TASTE OF THE CHAMPIONSHIP ASSETS & OPPORTUNITIES

- Rights to title/presenting sponsor of event
- Rights to use Taste of the Championship marks in marketing/promotional materials
- Recognition on all materials related to event including program, on-site materials, tickets, press releases, email marketing campaigns, etc.
- CFP website and social platforms integrations
- VIP experience including early admittance, designated area, and guest interactions with chefs
- Opportunity to sponsor chef stations and integrate custom branding, subject to CFP approval
- Opportunity to integrate TBD programming into event, subject to CFP approval
- Other assets TBD





PLAYOFF GREEN OVERVIEW

- Playoff Green (powered by Green Sports Alliance) is the official sustainability platform of the College Football Playoff National Championship. Through this platform, the CFP practices a number of unique sustainability projects to “green” the national championship game and encourage others in the college football family to do the same. In 2022, Playoff Green will work with key partners to *Leave No Trace*, *Energize Fans*, and *Activate Youth* for a more sustainable Indianapolis.

PLAYOFF GREEN PILLARS for 2022

- **Leave No Trace**
 - Objective is to drive innovative operational processes and policies that will leave no trace and establish a new status quo for host cities
- **Energize Fans**
 - Objective is to inspire fans to act on climate and other critical socio-environmental challenges in their communities
- **Activate the Youth**
 - Objective is to educate young fans and athletes to become stewards for their communities by making sustainability personal and fun

SPONSORSHIP OPPORTUNITIES

- Opportunity to partner with Playoff Green and the Green Sports Alliance to customize a program around one of Playoff Green’s pillars that best fit the sponsors sustainability goals and objectives



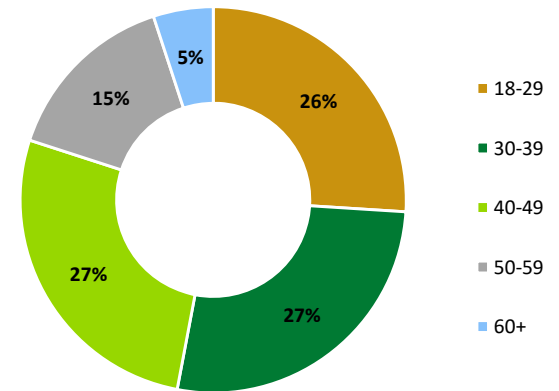
2020 PUBLIC EVENT ATTENDANCE (NEW ORLEANS)

- **Playoff Fan Central** 38,000+ attendees
- **AT&T Playoff Playlist Live!** 31,000+ attendees
- **Championship Tailgate** 40,000+ attendees
- **Extra Yard 5K** 1,000+ racers
- **Taste of the Championship** 600+ attendees

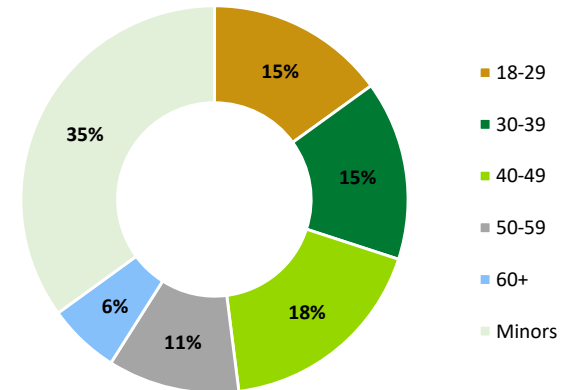


DEMOGRPAHICS

Ages Attending



Ages Engaging with Sponsors



DIGITAL OPPORTUNITIES

collegefootballplayoff.com

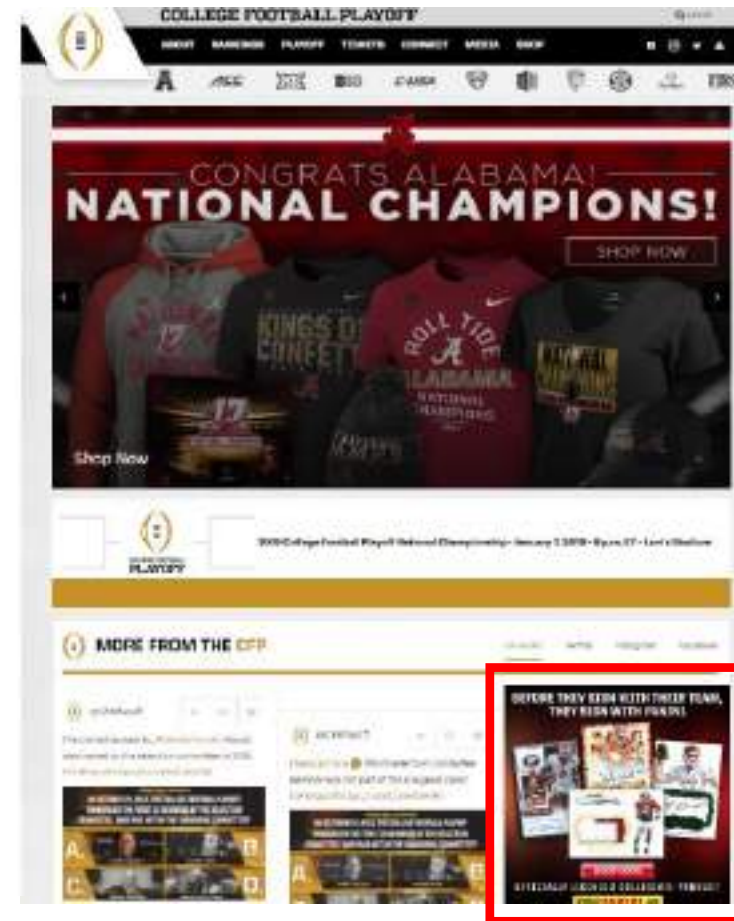
- Home page ad placements
- Secondary pages ad placements
- Logo recognition on sponsor page

Official Mobile App of the College Football Playoff

- Opportunities include: Splash screen, interstitial, banner and logo placement integration, as well as location enabled notifications throughout the app
- **NOTE: 50,000 downloads +**

Social Media Promotion

- Mentions/posts on Twitter and Facebook promoting sponsor initiatives, subject to CFP approval
- Instagram opportunities are available on a case-by-case basis and subject to CFP approval
- Opportunities to further explore integrated sponsor digital/social campaigns on CFP platforms (Twitter, Instagram, TikTok, Snapchat)





All-time CFP Website Views

39M + views

Viewed in 224 + countries

Selection Weekend (12/18/20-12/20/20)

432K + page views

Selection Weekend Through CFP National Championship

1.04M + views

CFP National Championship Weekend

(1/9/21-1/12/21)

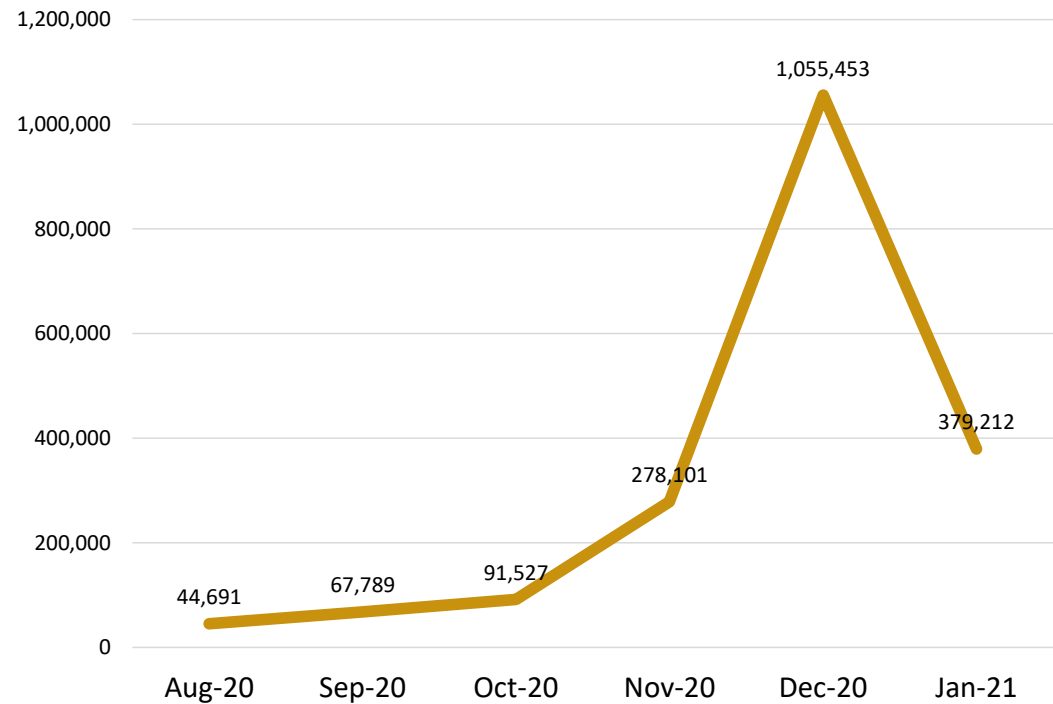
96K + views



MOBILE APP STATISTICS

- All time users: 160,000+
- Total app sessions in 2020-21: 135,000+
- Total screen views in 2020-21 : 318,000+

WEBSITE VIEWS BY MONTH



CFP SOCIAL MEDIA FOLLOWER GROWTH



2015

90,000+ FOLLOWERS

2021

428,000+ FOLLOWERS



2015

290,000+ FANS

2021

441,000+ FANS



2015

47,000+ FOLLOWERS

2021

410,000+ FOLLOWERS

GAME DAY OPPORTUNITIES

In-Stadium Promotion

- Shared sponsor mention, once per half, includes logo on video board and PA announcement

Game Program Advertisement

- Full-page ad in official College Football Playoff National Championship Program



HOSPITALITY ELEMENTS

- CFP National Championship game tickets
- Game day pregame party passes
- Game day parking passes
- VIP access passes to AT&T Playoff Playlist Live!, each night
- Taste of the Championship passes



PACKAGE INVESTMENT LEVELS

OPTION 1 | Starting at \$1M per year, length of agreement TBD

- Sponsorship package includes:
 - National promotional rights
 - On-site activations
 - Digital integration
 - Game day promotional inventory
 - Hospitality package

OPTION 2 | \$325K per year, length of agreement TBD

- Sponsorship package includes:
 - On-site activation at all three public events
 - Digital integration
 - Game day promotional inventory
 - Hospitality package

OPTION 3 | \$125K per year, length of agreement TBD

- Sponsorship package includes:
 - On-site activation at one public event
 - Digital integration
 - Game day promotional inventory
 - Hospitality package

