



WIT X PSIP MARKETING CHALLENGE

PREPARED FOR 2024 PSIP COHORT
DECEMBER 27, 2023

WIT

CHALLENGE OVERVIEW

Objective: Choose any college or professional sports team and put together an activation plan that will help them exceed their goals for the upcoming season

YOUR GOAL

- Create a brief season plan for your chosen team
 - Slide 1: Include a high-level activation calendar with proposed activation ideas, partners, and major games/events to activate around
 - Use Slides 4-8 of this deck for concepts/ ideas
 - Slide 2: Spotlight one major activation you're looking to launch with an existing partner; explain its benefits and how it will be promoted
 - Slide 3: Propose one major activation idea for a new partner pitch, that will help the Corporate Partnerships Team drive incremental revenue

GUIDELINES

- We will primarily be evaluating your submission for organization, effective communication, creativity, and how well you utilize the WIT activations available in the following slides
- We encourage you to do a bit of research on your team of choice, to include relevant partner examples
- We expect you to spend no more than 2-3 hours on completing this
- You will be asked to briefly present your work to a few members of our Partnerships team (5-10 mins) with an additional 5 mins of Q & A

CURRENT PRODUCTS

INSTANT WIN

INSTANT WIN GAME

Fans play in venue or from home to instantly win a variety of prizes.

VIRTUAL T-SHIRT TOSS

Fans play in venue or from home to instantly win a team or partner product.

PRIZE WHEEL

Fans play in-venue or from home to instantly win from a wheel of prizes.

SLOT MACHINE

Fans play the slots in venue or from home to instantly win one of the slot prizes.

SCRATCH-N-WIN

Fans virtually scratch off the image to instantly win the prize shown.

SCRATCH-OFF

Fans virtually scratch off to match numbers and instantly win or be entered into a drawing.

USER GENERATED CONTENT

PHOTO CONTEST

Fans submit photos and competitively earn votes to keep the top rank and win prizes.

VIDEO CONTEST

Fans submit videos and competitively earn votes to keep the top rank and win prizes.

FAN ART/PHOTO WALL

Fans submit selfies from designated locations to complete the hunt and win prizes.

PHOTO SCAVENGER HUNT

Fans submit selfies or fan art to contribute to a larger mural.

SCORE BASED

BINGO

Fans clear a 5x5 randomized scorecard including a sponsored free square for a chance to win a prize.

LIVE TRIVIA

Fans answer trivia questions to flex their knowledge on the leaderboard and win prizes.

PICK'EM PREDICTIONS

Fans predict outcomes of a single game or longer series to win prizes.

SCHEDULE PREDICTOR

Fans predict the upcoming season schedule to win prizes.

RANKER

Fans drag and drop given prompts to rank them and win prizes.

SHELL SHUFFLE

A customizable pocket version of the classic helmet shuffle.

SWEEPSTAKES

VOTE-TO-WIN

Fans vote on embedded images, videos, or Spotify tracks to share opinions and win prizes.

SWEEPSTAKES + SHARING

Fans enter to win a prize at a later date with extra chances earned by sharing with friends.

PLAY(ER) OF THE GAME

Fans vote to celebrate a play(er) and win prizes on a game-by-game basis.

CLUE SCAVENGER HUNT

Fans seek the answers to set clues to complete the hunt and win prizes.

QR CODE SCAVENGER HUNT

Fans seek and scan QR codes to complete the hunt and win prizes.

PERSONALITY QUIZ

Fans answer fun questions to receive a personalized result.

PREMIUM

BRACKET CHALLENGE

Fans view head-to-head videos and vote for their favorites in a full bracket to win prizes.

ULTIMATE TEAM

Fans create their own fantasy teams from a set roster of past / present greats.

FAN MAP

Fans virtually check in to fill the map with the colors of their team.

ARCADE GAME

Fans play a runner or maze arcade-style game including team and partner branding.

FAN CUSTOMIZER

Fans select from given options to create a customized asset with built-in social sharing.

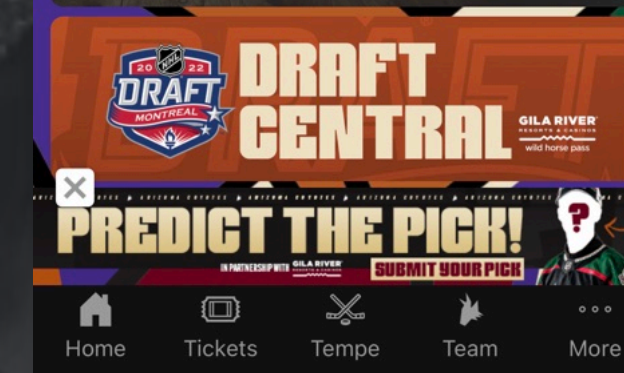
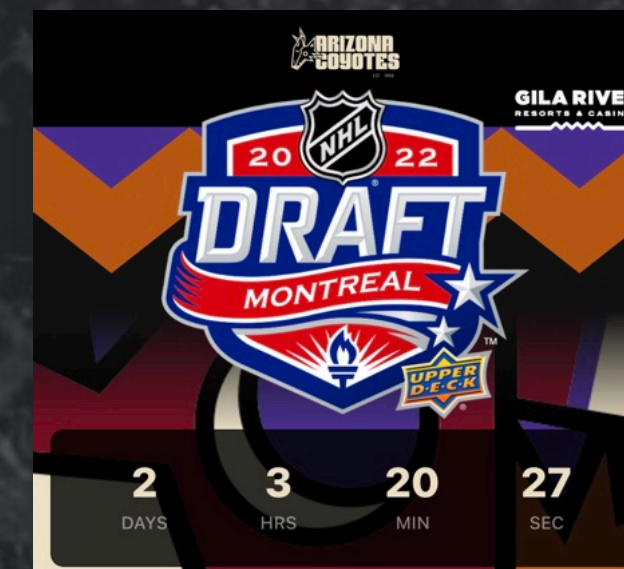
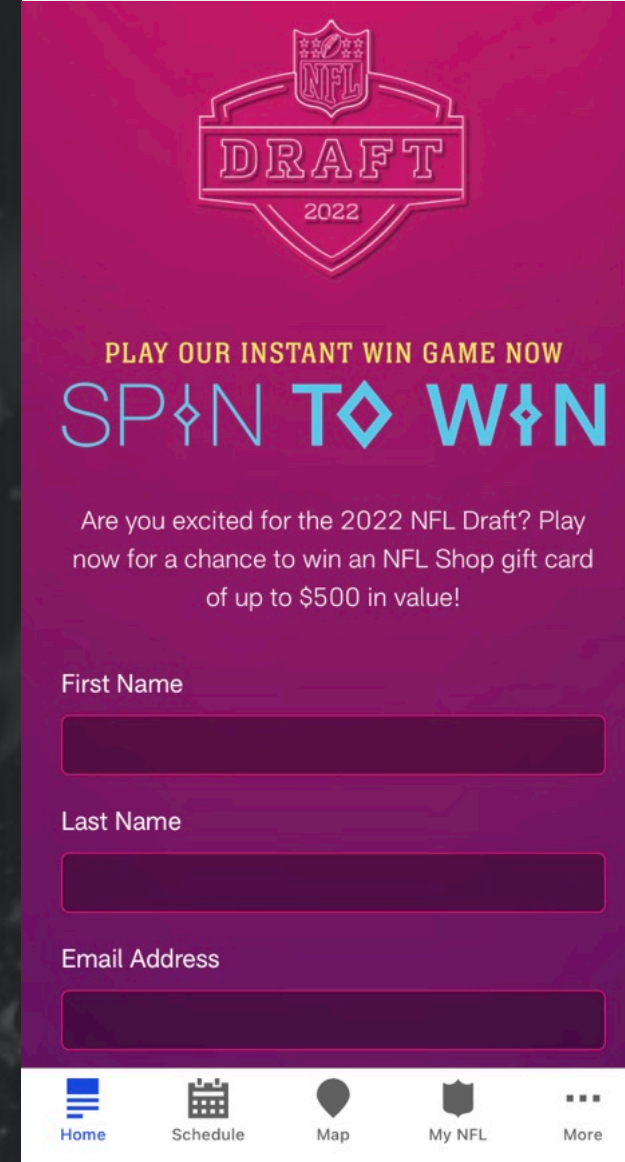
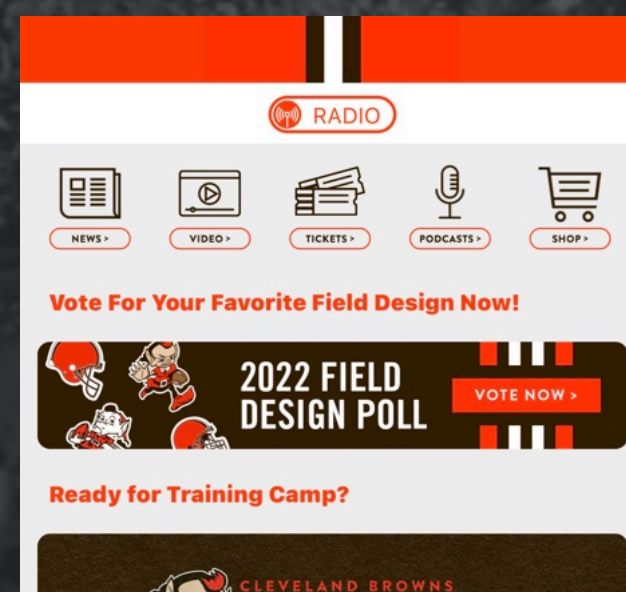
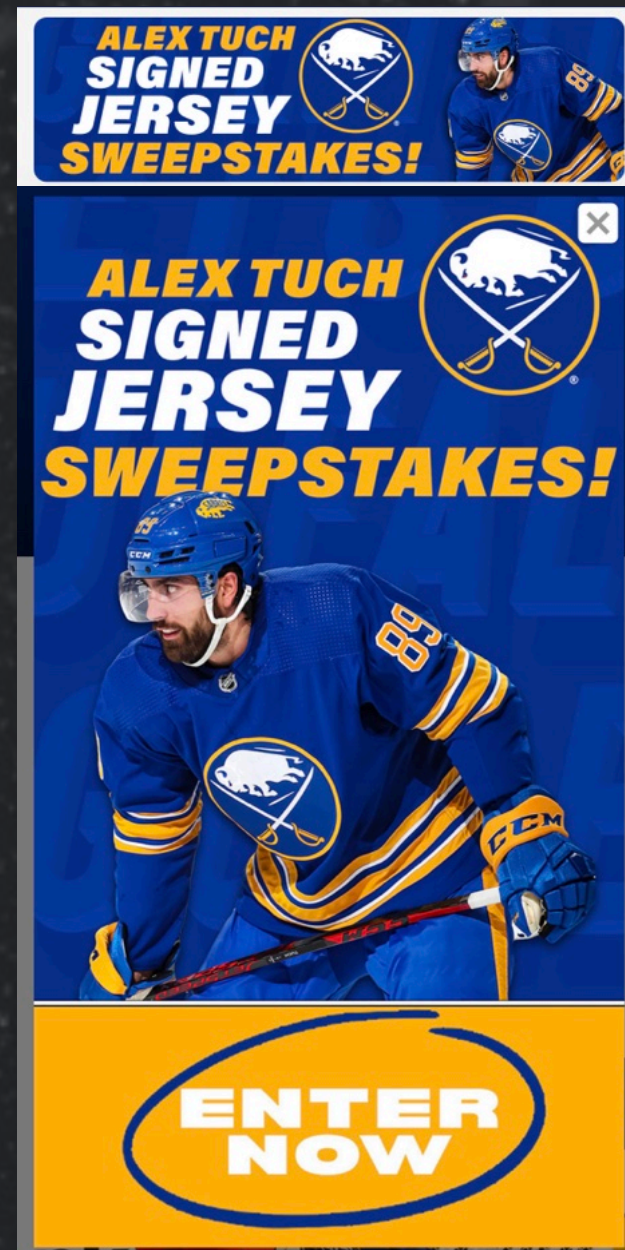
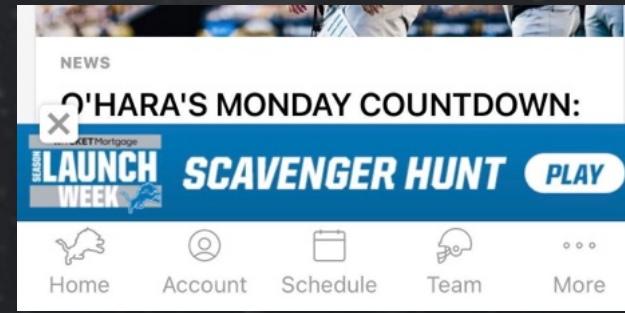
APP INSTALL

Fans are dynamically redirected to the app store of their device.

PROMO EXAMPLES: QR CODE



PROMO EXAMPLES: TEAM APP



PROMO EXAMPLES: SOCIAL

Brooklyn Nets @BrooklynNets

It's all about you in 2022, Nets fans! And because of that, we have over 1000 prizes to give away, including jerseys, tickets, a Nets-branded Xbox, \$100 gift card to Brooklyn Fanatics, and so much more. 🎁🏆 Spin the wheel now for your chance to win: [web.witcontests.com/nets/giveaway/...](http://web.witcontests.com/nets/giveaway/)

ALL ABOUT YOU IN 2022 PRIZE WHEEL

WITH PRIZE PARTNER **Fanatics**

Spin the prize wheel for your chance to win amazing prizes, including a Nets-branded Xbox, a James Harden jersey, Nets tickets, & more!

GRAND PRIZE: Two tickets to Nets vs. Lakers on Jan 25 with Qatar Club access!

SPIN NOW

Brooklyn Nets @BrooklynNets

Play the @NewYorkLottery scratch-off to instantly win prizes, including Nets tickets, autographed merch, and more!

BROOKLYN NETS NEW YORK LOTTERY

PLAY NOW FOR A CHANCE TO WIN NETS TICKETS, AUTOGRAPHED SWAG AND A NEW YORK LOTTERY PRIZE PACK.

New York Islanders @NYIslanders

Introducing the T-Shirt Toss Up presented by #NewCokeZero! 🍷

Vote for your favorite t-shirt to be given out to the first 10,000 fans at our game on Nov. 24th.

When you vote, you are entered for your chance to win 2 tickets to the game & more: bit.ly/CokeTshirtToss...

T-SHIRT TOSS UP PRESENTED BY **Coca-Cola ZERO SUGAR**

When you vote, you are entered for your chance to win 2 tickets to the game & more: bit.ly/CokeTshirtToss...

Coca-Cola

clevelandbrowns 23h

VOTE BEFORE THE FIELD DESIGN POLL ENDS ON SATURDAY

VOTE NOW

Reply to clevelandbrowns...

buffalobills 4h

SPIN TO WIN!

PRIZES INCLUDE AUTOGRAPHED FOOTBALLS, TICKETS, TRAINING CAMP GEAR, AND MORE.

SPIN TO WIN!

TRAINING CAMP

cavs 15h

Enter for a chance for you & a guest to join us in welcoming our newest Cavalier at the airport this Friday!

ENTER HERE

senators 2h

TSN 1200 OTTAWA PRESENTS FAN APPRECIATION NIGHT

ENTER NOW

THU APRIL 28 7 PM

Fresno State Athletics with Fresno Pet ER. Paid Partnership · 23 hrs ·

Pet Photo Contest: Submit & vote for the chance to win great prizes through this link >> <https://bit.ly/3yJ8CTk> 🐾 Don't submit in comments...

PET PHOTO CONTEST Submit & vote for the chance to win prizes from **petco chewy Lazy DOG**

14 12 Comments 3 Shares

Like Comment Share

Peter Robertson Victor E. Bulldog! 🐾 6h

View 7 more comments

Tampa Bay Lightning 29m ·

Get ready for the upcoming Lightning playoff run with a city-wide scavenger hunt!

Each day unlocks a new objective, which will culminate at Sunday's Playoff Pep Rally at Sparkman Wharf!

Complete this multi-day quest for the chance to win a playoff prize pack – including a pair of lower-level tickets for the first home playoff game.

Get all the info here tbl.co/scavengerhunt22

Rules: bit.ly/30Inmbc

STANLEY CUP PLAYOFFS 2022

LIGHTNING SCAVENGER HUNT

Join our first ever city-wide scavenger hunt for the chance to win a playoff prize pack that includes a pair of lower-level tickets for the first home playoff game!

3E THE THUNDER

SPONSOR INTEGRATION EXAMPLES

There are countless ways to authentically embed sponsors within experiences, and we do support serving up 3rd party ads/links inside an experience.

A dynamic banner ad for the Tampa Bay Lightning x Honda promotion. The top left features the Lightning logo and "LIGHTNING PICK 'EM" with "DRIVEN BY HONDA". Below this is a section titled "Honda Has Certified Pre-Owned" with icons for "7 Year 100,000 Mile Powertrain Warranty", "182 Point Inspection", and "24/7 Roadside Assistance". A "SHOP NOW" button is in the bottom right. The main text asks "What is your favorite part of the All-New 2023 Honda HRV?" and lists "Standard Honda Sensing® Safety Technologies".

Tampa Bay Lightning x Honda
Dynamic Banner Ad

A Celly Button for the San Francisco 49ers x Bud Light promotion. It features the 49ers and Bud Light logos at the top. The main text says "YOU'RE ENTERED TO WIN!" and "Thank you for playing! You will be notified if you are a winner for the 49ers vs. Commanders tickets on 12/24!". Below this is a "Celly Button" with a photo of a Bud Light can and the text "CELLY WITH US, 49ERS FANS! ENTER FOR YOUR CHANCE TO WIN EXCLUSIVE NFL PRIZES". An "ENTER NOW" button is at the bottom.

San Francisco 49ers x Bud Light
Celly Button

A digital gift card for the Tampa Bay Lightning x Dunkin' promotion. The top features the Dunkin' logo and "HOORAY!" with confetti. The main text says "Thursday – Run On Dunkin'" and "Take a selfie in your Bolts gear at any Tampa Bay area Dunkin' location to receive a \$2 gift card!". Below this is a photo upload area with a "SUBMIT PHOTO" button and a "Go back" link.

Tampa Bay Lightning x Dunkin'
\$2 Digital Gift Cards

A digital discount card for the Buffalo Sabres x Wegmans promotion. The top text says "YOU VOTED FOR 'WE ARE NOT WORTHY'". Below this is a "RJ'S LAST CALL" logo with a microphone icon and the Wegmans logo. The main text says "THANK YOU FOR VOTING!" and "Use code GOSABRES for \$5 off your \$25 Meals 2GO Purchase". An "ORDER NOW" button is at the bottom, along with social media share icons.

Buffalo Sabres x Wegmans
\$5 Meals 2GO Discount