



2019-20 SPONSORSHIP OPPORTUNITIES

COLLEGE FOOTBALL
PLAYOFF

PRESENTED BY COLLEGE FOOTBALL PLAYOFF

2019 HIGHLIGHT VIDEO

2019

COLLEGE FOOTBALL PLAYOFF

QUICK FACTS | COLLEGE FOOTBALL PLAYOFF

EVERY GAME COUNTS

The College Football Playoff preserves the excitement and significance of college football's unique regular season where every game counts.

FOUR TEAMS

The College Football Playoff Selection Committee comprised of 13 members are tasked to select the best teams, rank the teams for inclusion in the playoff and selected other bowl games and then assign the teams to bowl sites. Among the many factors the committee members consider are strength of schedule, head-to-head results, comparison of results against conference opponents and conference championships won.

ONE GOAL

Two teams will compete for the College Football Playoff National Championship at the new Mercedes-Benz Stadium in Atlanta, Georgia, on January 8, 2018.

GOVERNANCE

CFP Administration, LLC, manages the administrative operations of the College Football Playoff. Members of the entity are the 10 FBS conferences and the University of Notre Dame.

NOTABLES |  **Street & Smith's SportsBusiness DAILY | GLOBAL | JOURNAL**





2015 Sports Event of the Year by Sports Business Journal

2015 Sports Emmy for Outstanding Trans-Media Sports Coverage

2017 Best Collegiate Single-Sport Event by SportsTravel

2017 Sports Event of the Year by SportsTravel

HIGHLIGHTS | ESPN

2015

- Highest-rated broadcast in the history of both ESPN and cable TV (34.1M viewers)
- +21% increase from the 2014 BCS National Championship
- ESPN's College Football Megacast won Outstanding Trans-Media Sports Coverage Emmy for the presentation of the 2016 College Football Playoff National Championship

2016

- 26.1M broadcast viewers and 2nd most streamed event ever on WatchESPN (1.9M viewers)
- +32% total consumption and +38% unique viewers from 2015

2017

- 25.3M broadcast viewers with 2.4M viewers on WatchESPN
- Eighth most-watched cable telecast equaling the most-watched event on cable TV since the 2016 CFP National Championship

2018

- 28.4M broadcast viewers, +13% from 2017
- Second most-watched cable presentation ever on ESPN and cable TV

2019

- 26.9M broadcast viewers,
- 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

OTHER HIGHLIGHTS

- CFP era now owns cable's most-watched telecasts, having the 4 biggest audiences all-time and 7 of the top 10 audiences in cable history.
- New Year's Six games along with the CFP National Championship averaged over 17M viewers in 2018, +10% from 2017 and +25% from 2015, making it the most-watched in the CFP era for all seven games.

LOCKER ROOM TALK | COLLEGE FOOTBALL PLAYOFF

Jim Trebilcock, Dr Pepper Chief Commercial Officer

“Dr Pepper is synonymous with college football. Since signing on, we’ve strengthened that connection exponentially, tapping into the extraordinary passions of fans of both football and Dr Pepper. We are looking forward to giving our fans more of what they crave in the coming years.”

Andrew Katz, Dos Equis Vice President of Marketing

“Dos Equis drinkers really do put game day over everything, and they like to enjoy a cold beer while doing so. With sales growth in all channels, over 1 million total units of national and localized POS placed in stores, and over \$12 million in media throughout the September – January season, we’ll build on this success as we continue to strengthen our partnership with college football and offer exciting experiences to Dos Equis drinkers.”

2018-2019 NATIONAL SPONSORS



EVENT SPONSORS



SPONSORSHIP OPPORTUNITIES

2020



2020 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP
SPONSORSHIP OPPORTUNITIES FOR:

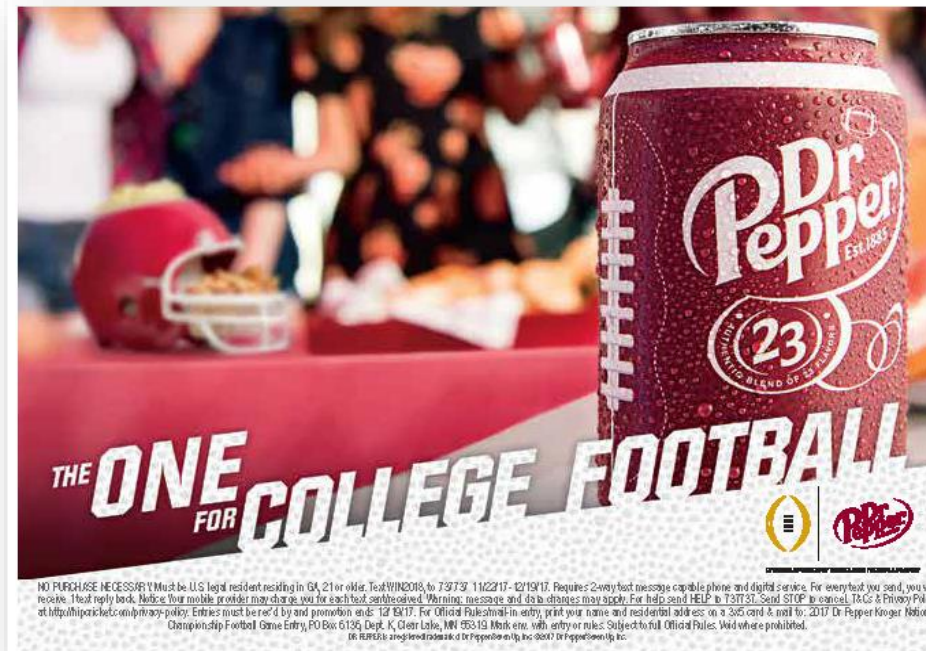
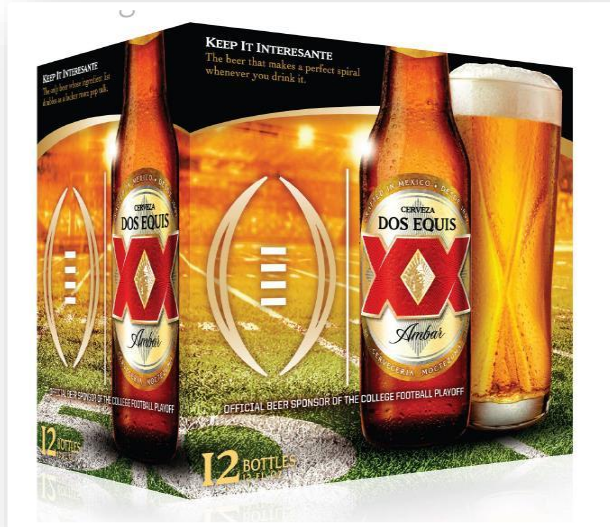
COLLEGE FOOTBALL PLAYOFF

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*



**YOU COULD
WIN A TRIP TO THE
2018 COLLEGE FOOTBALL PLAYOFF
NATIONAL CHAMPIONSHIP
IN ATLANTA**

**TEXT WIN2018 TO
737737 TO ENTER**



SPONSORSHIP CREATIVE | EXAMPLES OF CFP MARK USAGE

CHAMPIONS
OVER EVERYTHING.
Stay Thirsty, Atlanta.

ENJOY DOS EQUIS RESPONSIBLY. © 2017 DOS EQUIS "XX Special Lager, Imported by Cruzcampo Mexico, White Plains, NY.

 NATIONAL CHAMPIONSHIP ATLANTA
 CERVEZA DOS EQUIS
 OFFICIAL BEER SPONSOR OF THE COLLEGE FOOTBALL PLAYOFF

Allstate®

OFFICIAL SPONSOR OF THE COLLEGE FOOTBALL PLAYOFF



OFFICIAL SPONSOR OF THE COLLEGE FOOTBALL PLAYOFF

THE ONE FANS CRAVE

ECKRICH | CFP CASE STUDY, 2017/2018 COLLEGE FOOTBALL SEASON

Eckrich, Kirk Herbstreit and the College Football Playoff have partnered together the past two 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 and 2018 College Football Playoff National Championship in Tampa, FL and Atlanta, GA.

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 2018-19 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

WATCH INTRO VIDEO WITH KIRK HERBSTREIT

ROAD TO THE NATIONAL CHAMPIONSHIP

14 GAMES - 14 CHANCES TO WIN \$1 MILLION!

Select a game to view the matchup information and enter.

Week 1	9/3/16	Southern Cal @ Alabama	Arlington, TX	View Results >
Week 2	9/10/16	Texas Tech @ Arizona State	Tempe, AZ	View Matchup >
Week 3	9/17/16	Southern Cal @ Stanford	Palo Alto, CA	View Matchup >
Week 4	9/24/16	Georgia @ Ole Miss	Oxford, MS	View Matchup >
Week 5	10/1/16	Louisville @ Clemson	Clemson, SC	Enter Now >
Week 6	10/8/16	LSU @ Florida	Gainesville, FL	Enter Now >
Week 7	10/15/16	North Carolina @ Miami (FL)	Miami, FL	Enter Now >
Week 8	10/22/16	Texas A&M @ Alabama	Tuscaloosa, AL	Notify Me >
Week 9	10/29/16	Michigan @ Michigan State	East Lansing, MI	Notify Me >
Week 10	11/5/16	TCU @ Baylor	Waco, TX	Notify Me >
Week 11	11/12/16	Stanford @ Oregon	Eugene, OR	Notify Me >
Week 12	11/19/16	Oregon @ Utah	Salt Lake City, UT	Notify Me >
Week 13	11/26/16	Notre Dame @ Southern Cal	Los Angeles, CA	Notify Me >
1/9/17	NATIONAL CHAMPIONSHIP	Tampa, FL	Enter Now >	

BONUS ENTRIES

Log in each day for an additional entry into the National Championship Challenge and your chance at \$1 Million.

Play Kirk's QB Challenge score big and earn a daily entry. Share with your friends. Earn an entry for each sign up. Up to 25 total.

Share
Tweet

KIRK'S QB CHALLENGE

Earn Daily Bonus Entries

Follow Us!

Official Rules (Required PDF reader. Need one?)

Privacy Policy | FAQ

No Purchase Necessary. A purchase of any kind will not increase your chances of winning.

Ametan eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cras mattis consectetur purus sit amet fermentum. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

All logos and brands contained in this site were used with permission onsectetur. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Etiam porta sem malesuada magna mollis euismod.

ECKRICH | CFP CASE STUDY - POS COLLATERAL



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

\$1 MILLION CHALLENGE

WATCH INTRO VIDEO WITH KIRK HERBSTREIT

Return to Map

WEEK 2
TEXAS TECH
@ ARIZONA STATE

SEPTEMBER 10, 2016
SUN DEVIL STADIUM | TEMPE, AZ

Enter Now >

Share with Friends

TEXAS TECH @ ARIZONA STATE

All-Time Series Tied 4-1
Last Meeting: 2013 Holiday Bowl (TT 37 - ASU 23)
Teams Combined to Avg. 80 points per game in 2015

The scoreboard operator better be ready as these two high-powered offenses square off in the desert. This is an intriguing non-conference match-up between the Big 12 and the Pac 12 with two schools looking to break into the top of their respective leagues. A win in this game will jump-start one of these team's seasons and give them some bragging rights in the Southwest.

27%

TEXAS TECH

WHO WILL WIN?

← VOTE →

73%

ARIZONA STATE

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Play Kirk's QB Challenge score big and earn a daily entry.

Share with your friends. Earn an entry for each sign up. Up to 25 total.

[Share](#)
[Tweet](#)

KIRK'S QB CHALLENGE

Earn Daily Bonus Entries

Follow Us! [f](#) [t](#)

Official Rules (Required PDF reader. Need one?)

Privacy Policy | FAQ

\$1 MILLION CHALLENGE

ROAD TO THE NATIONAL CHAMPIONSHIP 2017

ENTER FOR YOUR CHANCE AT \$1 MILLION AT ONE OF 14 GAMES THIS SEASON

ENTER NOW!



Kirk's QB Challenge



CHAMPIONSHIP CAMPUS



**NATIONAL
CHAMPIONSHIP**
NEW ORLEANS 2020

CHAMPIONSHIP CAMPUS

COLLEGE FOOTBALL PLAYOFF

PLAYOFF FAN CENTRAL ASSETS

- 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
- Turnkey Interactive Sponsorship – Prominent logo placement incorporated into sponsored interactive, including, but not limited to: Identifying overhead marker and perimeter branding as well as two (2) sponsor logos on interactive (min. logo size=30"x30"). Customized signage opportunities available at additional cost.
- Inclusion in TBD # of all sponsor banners (5'x10') 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 (may include newspaper, television, radio, digital, rack cards and event posters)



January 10 - 12, 2020 • TBD

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

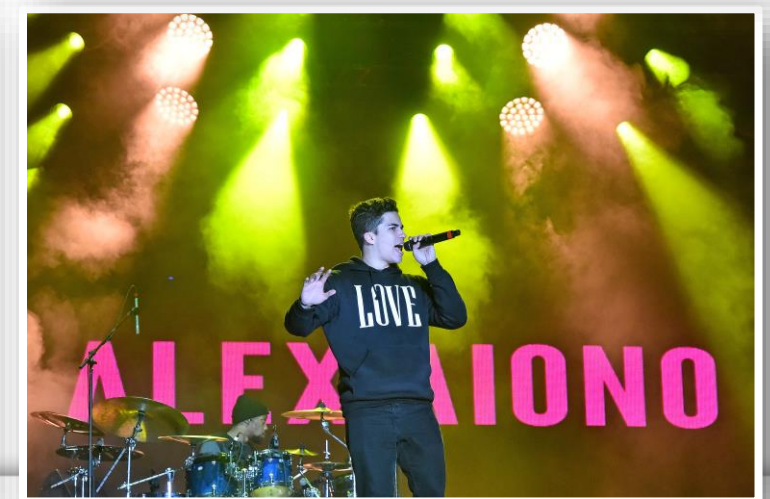
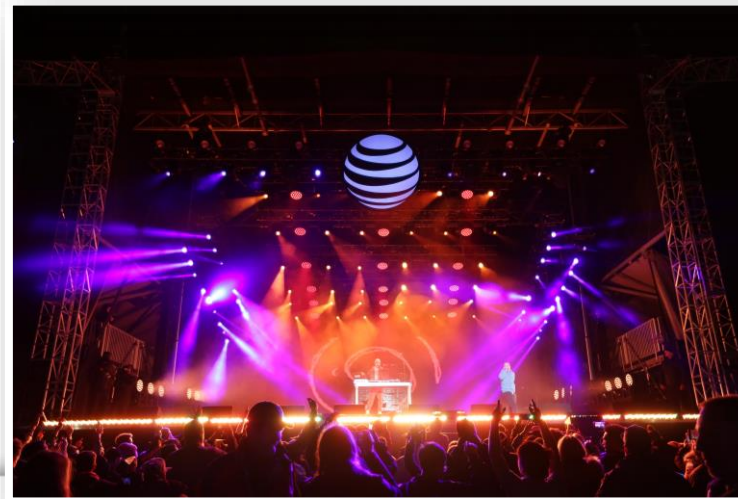
- Display space (sponsor is responsible for all activation costs)
- Logo inclusion on event signage throughout venue
- PA announcements – recognition as event sponsor
- Spots on event video board to run throughout the day; logo on video board
- Sponsor recognition/logo in select event advertising (may include newspaper, television, radio, digital, rack cards and event posters)



January 10 - 12, 2020 • TBD

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

Notable past artists include: Logic, Usher, The Chainsmokers, and Sting



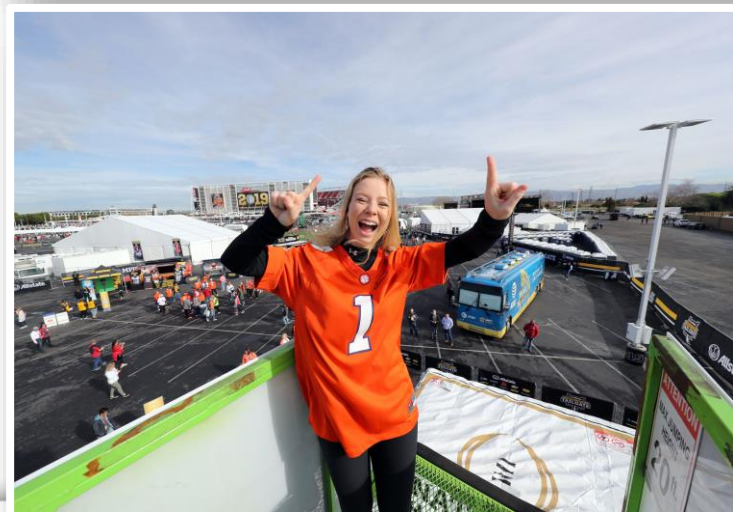
CHAMPIONSHIP TAILGATE ASSETS

- 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 (may include newspaper, television, radio, digital, rack cards and event posters)



January 13, 2020 • TBD

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



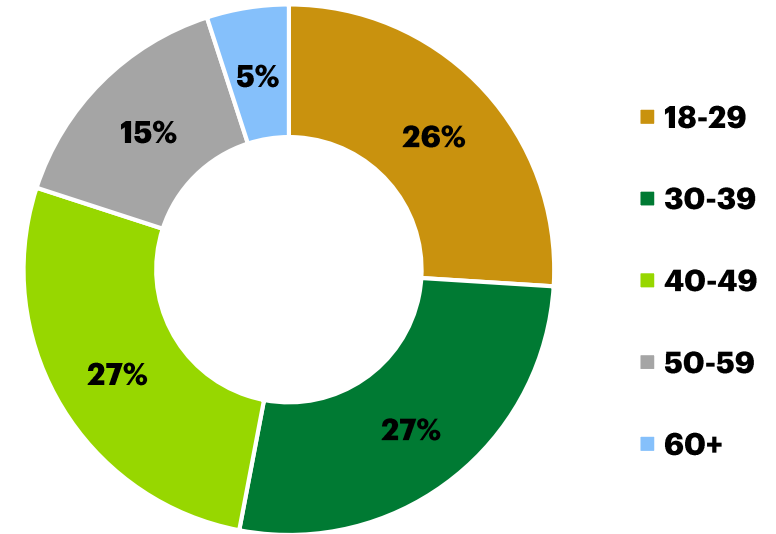
2019 PUBLIC EVENT ATTENDANCE

- Playoff Fan Central – 32,000+ attendees
- AT&T Playoff Playlist Live! – 39,000 + attendees
- Championship Tailgate - 46,000 + attendees

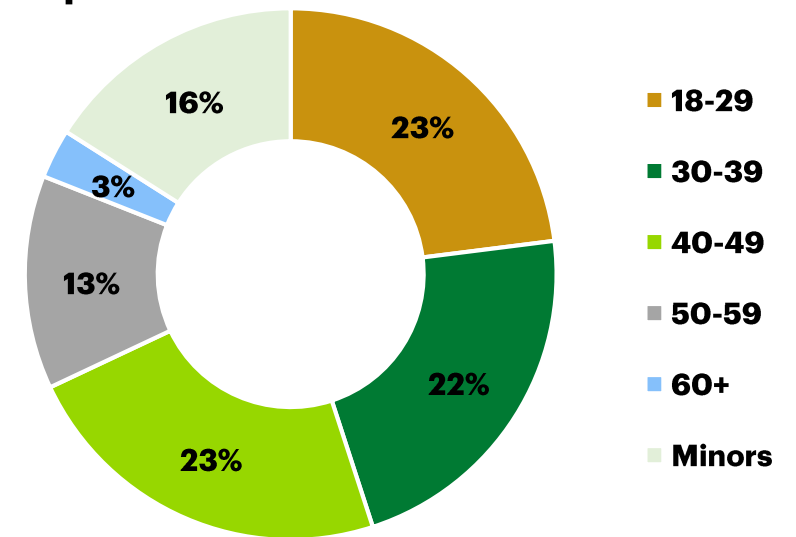


DEMOGRPAHICS

Ages Attending



Ages Engaging with Sponsors



DIGITAL OPPORTUNITIES

collegefootballplayoff.com

- Home page ad placement
- Rankings page ad placement
- Rankings page “presented by” opportunity
- 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

- Sponsor promotional opportunities in conjunction with sponsor initiatives include: Twitter mentions & Facebook posts
- Two (2) mentions/posts per month on each platform in November and December promoting sponsor initiatives

The image shows a screenshot of the College Football Playoff website and social media content. The website header includes the College Football Playoff logo, navigation links (ABOUT, RANKINGS, PLAYOFF, TICKETS, CONNECT, MEDIA, SHOP), and social media icons. Below the header is a banner for the 2019 College Football Playoff National Championship, featuring a red and white color scheme and the text "CONGRATS ALABAMA! NATIONAL CHAMPIONS!". The banner includes a "SHOP NOW" button and images of merchandise like hoodies and t-shirts. Below the banner is a section titled "2019 College Football Playoff National Championship • January 7, 2019 • 8 p.m. ET • Levi's Stadium".

The social media section is titled "MORE FROM THE CFP" and includes a "All Media" tab and social media icons for Twitter, Instagram, and Facebook. Two tweets from @CFBPlayoff are visible. The first tweet is a trivia question: "The correct answer is...A @kirbyhocutt! Hocutt was named to the selection committee in 2015. #CFBPlayoff https://t.co/e9z0vMIOGE". The second tweet is a trivia question: "#TuesdayTrivia 🤖 Which selection committee member was not part of the inaugural class? #CFBPlayoff https://t.co/TCOBhhMvHh".

A red-bordered box highlights a promotional graphic for Panini. The graphic features the text "BEFORE THEY SIGN WITH THEIR TEAM, THEY SIGN WITH PANINI." and "OFFICIALLY LICENSED COLLEGIATE PRODUCT". It includes images of Panini trading cards and a "SHOP NOW!" button.

All-time CFP Website Views

32M + views

Viewed in 228 + countries

Selection Weekend (11/30/18 - 12/2/18)

621K + page views

Selection Weekend Through National
Championship

1.9M + views

National Championship Game Weekend (1/4/19 -
1/8/19)

328K +

CFP SOCIAL MEDIA STATS

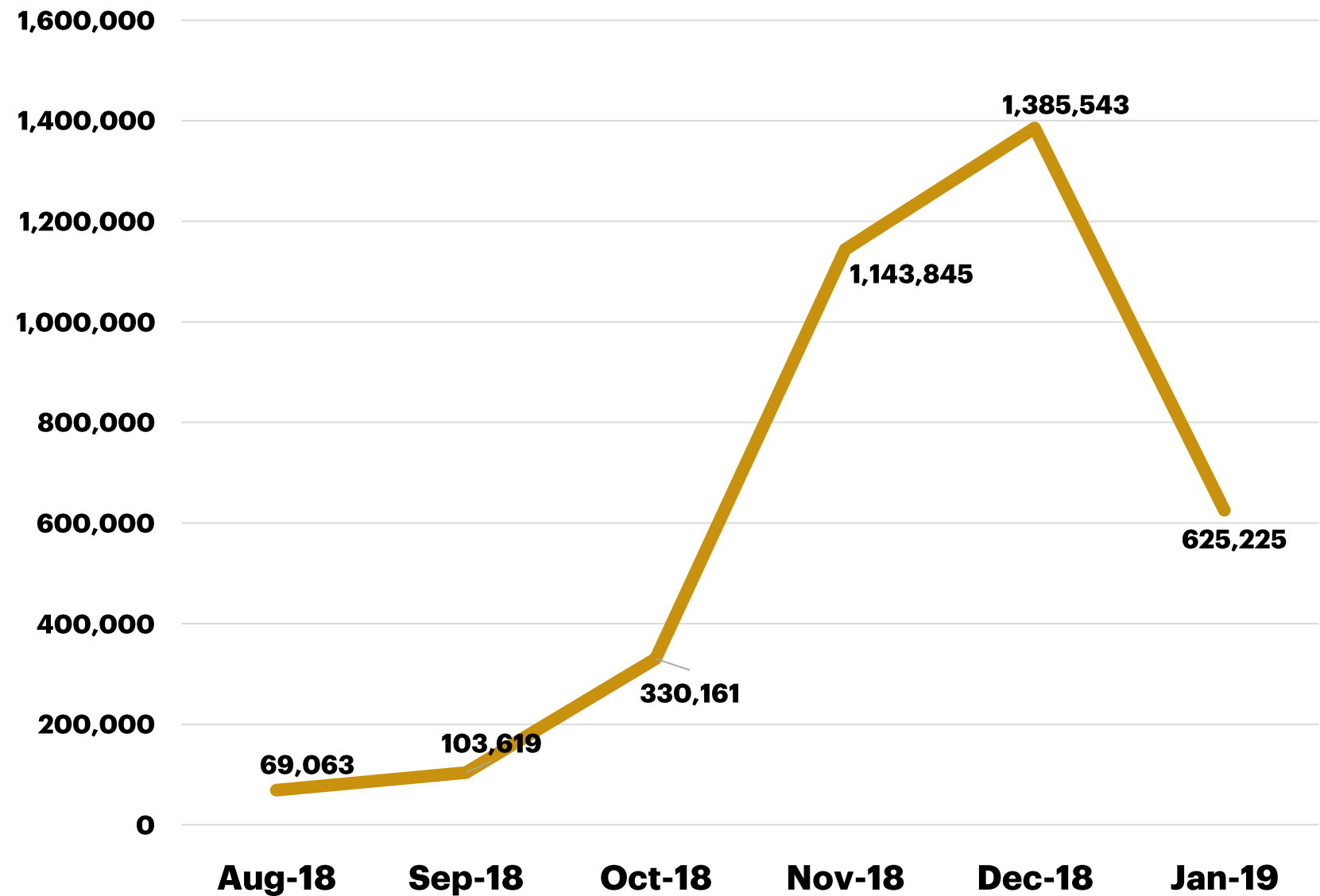


440K Likes
/CollegeFootballPlayoff



312K Followers
@cfbplayoff

WEBSITE VIEWS BY MONTH



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



**NATIONAL
CHAMPIONSHIP**
ATLANTA 2018

THANK YOU TO OUR COLLEGE FOOTBALL PLAYOFF
OFFICIAL EVENT SPONSORS



ECKRICH
Since 1894



W
BOUND FOR BIG THINGS.

**BUILT FOR THE
CHALLENGE**

COLLEGE FOOTBALL PLAYOFF

THE OFFICIAL BALL
Give your game next-level craftsmanship and innovation with the official College Football Playoff ball. Trusted by collegiate organizations and players across the country, Wilson footballs are ready for any challenge.

GET YOURS TODAY
WILSONFOOTBALL.COM

ADDITIONAL SPONSORSHIP OPPORTUNITIES

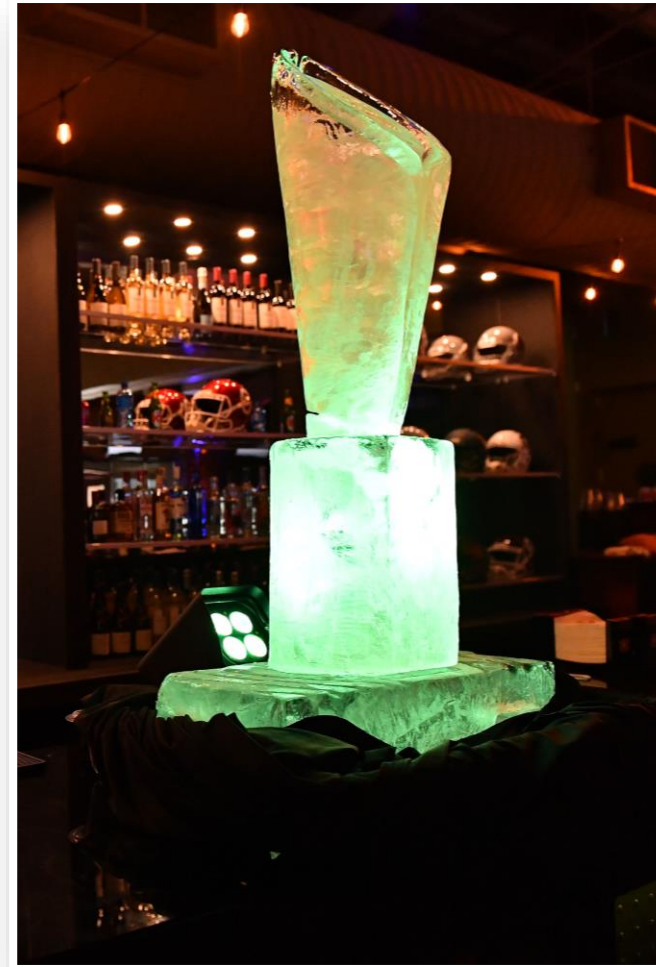
- Title Sponsorship of Playoff Fan Central
- Entitlement of Playoff Fan Central Field
- Title Sponsorship of Championship Tailgate
- Entitlement of Championship Grill at Championship Tailgate

*** Note: The assets listed above can be traded or included into the customized package selected. Additional cost may be incurred.



HOSPITALITY ELEMENTS

- College Football Playoff National Championship game tickets
- Pregame party passes
- Parking passes
- Playoff Fan Central tickets
- VIP access passes to AT&T Playoff Playlist Live!, each night



PACKAGE INVESTMENT LEVELS

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

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

OPTION 2 | \$275K per year, length of agreement TBD

- Sponsorship package includes:
 - On-site activation
 - Digital integration
 - Game day promotional inventory
 - Hospitality package





COLLEGE FOOTBALL PLAYOFF
FOUNDATION

COLLEGE FOOTBALL PLAYOFF FOUNDATION EVENTS SPONSORSHIP OPPORTUNITIES





Extra Yard 5K Overview

- The Extra Yard 5K is the official road race of the College Football Playoff. The event includes live entertainment, activities with race sponsors and a post-race awards ceremony. All proceeds benefit Extra Yard for Teachers, the College Football Playoff Foundation's primary platform that elevates the teaching profession by inspiring and empowering quality teachers.

Extra Yard 5K Assets & Opportunities

- Rights for entitlement of event
- Rights to use Extra Yard 5K marks in marketing/promotional materials
- Recognition on all materials related to event packet folders, race bibs, volunteer/participant shirts, swag bags, water stations, signage, stage and start/finish line structure, mile markers, and finish line ribbon
- 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 for entitlement 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, CFP Foundation and CFP websites
- VIP experience including early admittance, designated area, and guest interactions with chefs
- Other assets TBD





Extra Yard for Teachers Overview

The CFP Foundation's primary platform, Extra Yard for Teachers, elevates the teaching profession by inspiring and empowering teachers through the implementation of programs in four focus areas: resources, recognition, recruitment, and professional development. The CFP Foundation utilizes multiple partnerships to execute its initiatives and support positive education outcomes.



152,000

Teachers Supported



4,600,000

Students Reached



20,500

Schools Benefited



Extra Yard for Teachers Assets & Opportunities

Extra Yard for Teachers Summit

- A free, half-day event that will bring together over a thousand teachers from across the local community for an engaging and energetic event that features inspiring speakers and passionate performances that underscore the impact teachers have on countless lives every day.

Extra Yard for Teachers Summit – Assets

- Entitlement rights and usage of CFP Foundation/Extra Yard for Teachers IP
- Logo recognition on CFP Foundation/Extra Yard for Teachers website
- Earned media inclusion
- Logo on event signage and on-site activation area as well as all materials produced for event
- Other assets TBD





**COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP
PLAYOFF GREEN SPONSORSHIP OPPORTUNITIES**





Playoff Green Overview

- Playoff Green 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. These projects include:
 - Solid Waste/Recycling
 - Prepared Food Recovery
 - Material Donation
 - Renewable Energy
 - Playoff Green Campus Challenge

Playoff Green Assets & Opportunities

- Rights to be the “Official Renewable Energy Sponsor of Playoff Green and the College Football Playoff National Championship” and utilize that designation in advertising and PR efforts, subject to CFP approval
- Logo recognition on the sponsor page of the College Football Playoff website
- Logo recognition at Playoff Green events throughout Championship Weekend
- Other assets TBD

