



PARTNERSHIP SNAPSHOT – CREE | CLEVELAND BROWNS RECAP

OBJECTIVES | DIGITAL | IN-STADIUM | CREE LED LIGHTING GATE | 11/11 GATE ACTIVATION | MEDIA | 2019 OPPORTUNITIES



OFFICIAL LIGHTING PRODUCTS PARTNER OF THE CLEVELAND BROWNS



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Objectives

1. Brand Amplification
2. Differentiate from Competitors
3. Grow Commercial Business





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Digital

• 2018 Highlights

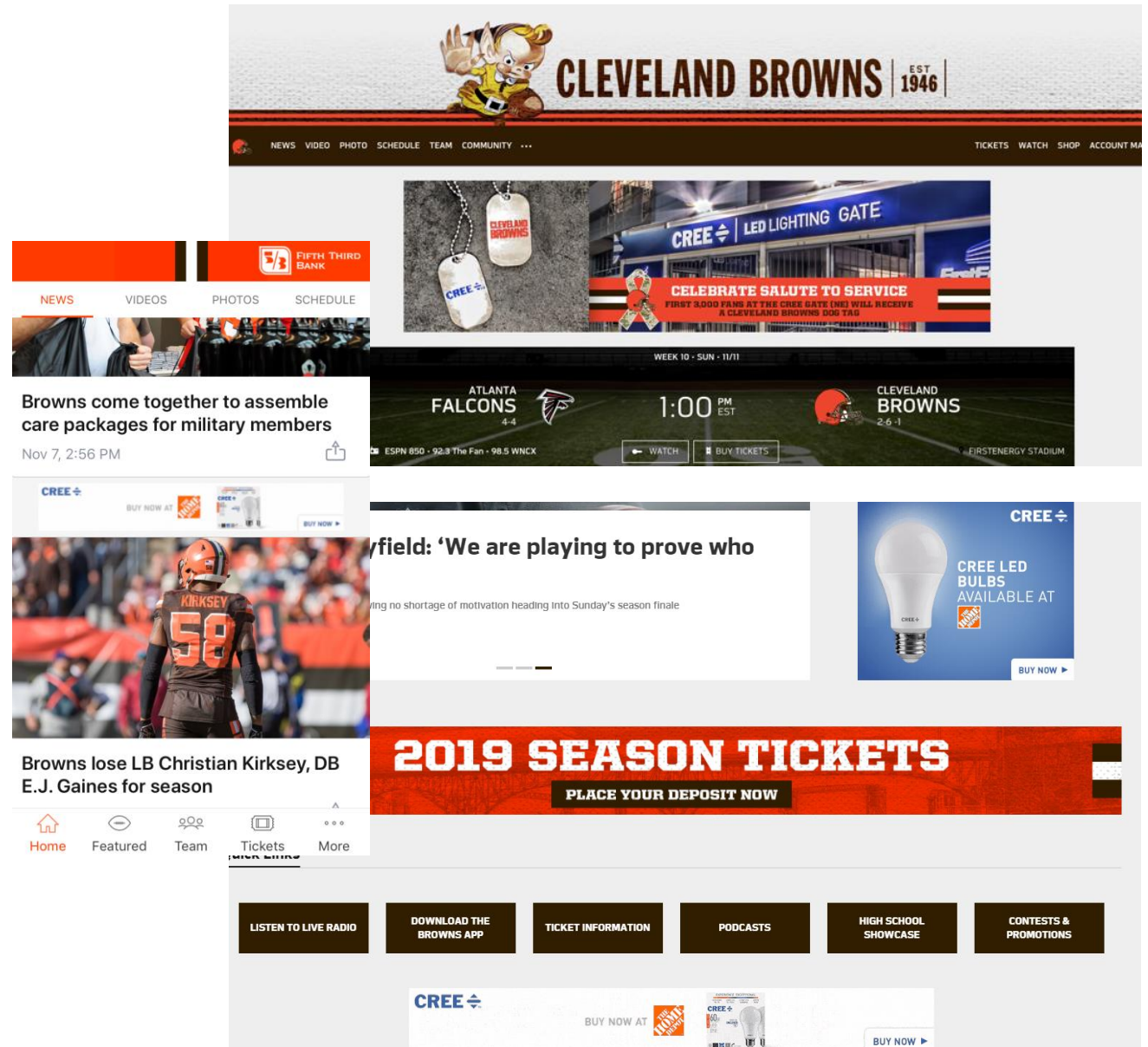
- **31.1 Million** website visits
- **6 Million** Video Views
- **16 Million** Article Views
- Browns fans are engaged: **.52 article views per visit** (#4 in NFL)
- Browns fans have reach: **7.6M article views in-season** (#7 in NFL)

• Website – ROS Banner Ads

- Impressions: visits **500,025**
- **CTR: .06%**

• Mobile – ROS Banner Ads

- Impressions: **250,015**
- **CTR: .15%**

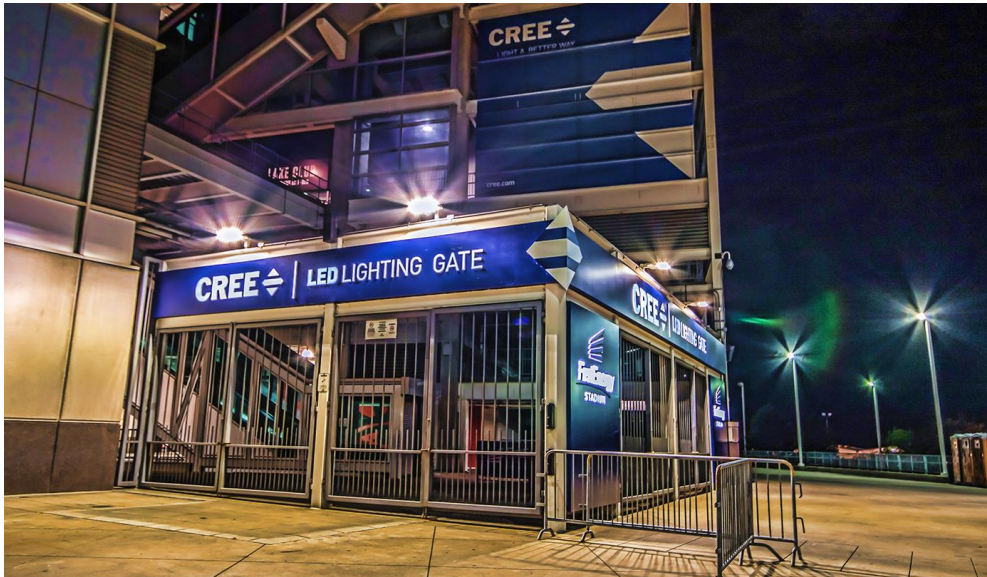




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OBJECTIVES | DIGITAL | IN-STADIUM | **CREE LED LIGHTING GATE** | 11/11 GATE ACTIVATION | MEDIA | 2019 OPPORTUNITIES

CREE LED Lighting Gate



YOY Traffic Lift of **29%**



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CREE LED Lighting 11/11 Gate Activation

CREE Gate Traffic

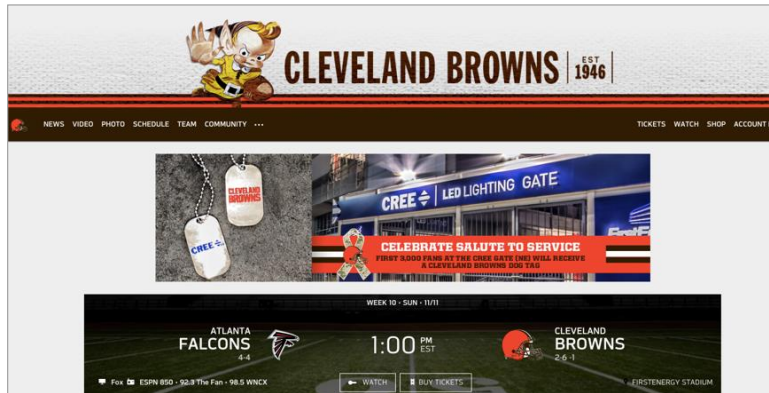


Traffic Through the CREE Gate **Increased 17%**
Traffic **Up Additional 5%** from 2017 Increase



Provided lucky fans that passed through CREE Gate with an opportunity to be down on the sidelines for Pre-Game

Digital / Email / Social



Total Impressions Received **269,342**
Avg. CTR: **.55%**

Added Value – Digital Game Day Presenting Partner



Total Impressions Received **4,472,044**
Total Engagements: **193,049**





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In-Stadium - Total Media Valuation: \$1,515,536* Views: 34,881,863* (*IQ Media)



- **Exterior Videoboard**
 - **Run-Time: 14 Days, 4 Hours, 22 Min**
 - Added value of 5 days



- **Vomitory - Total 2018 Attendance: 628,711**
 - **Includes Taylor Swift & Jayz/Beyonce concerts**

• Added Value Signage



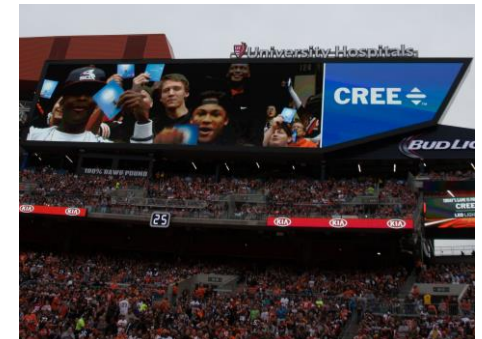
- **Replay Feature – 3rd Qtr, 11/11**
 - **Ran 38 times**



- **Corner LED**
 - **2 Hours**



- **Sideline LED**
 - **12 Min, 20 Sec**



- **Wingtip**
 - **1 Min during 11/11 game**

Media

Radio

Coach's Show – One (1) :30 spot per show

Airs Wednesday's from 7-8pm on UH Cleveland Browns Radio Network for a total of twenty (20) shows

Draft Special – One (1) :30 spot per show

Airs each day of the Draft on 92.3 The Fan for a total of three (3) shows

In Game Broadcast – two (2) :30 spots per broadcasts

Live triplecast on 92.3 The Fan, 98.5 WNCX, ESPN 850 and the Cleveland Browns Radio Network during the season for a total of twenty (20) broadcasts

2018 AQH Rating (A25-54)

Avg. 3.2; Up 0.6 YoY

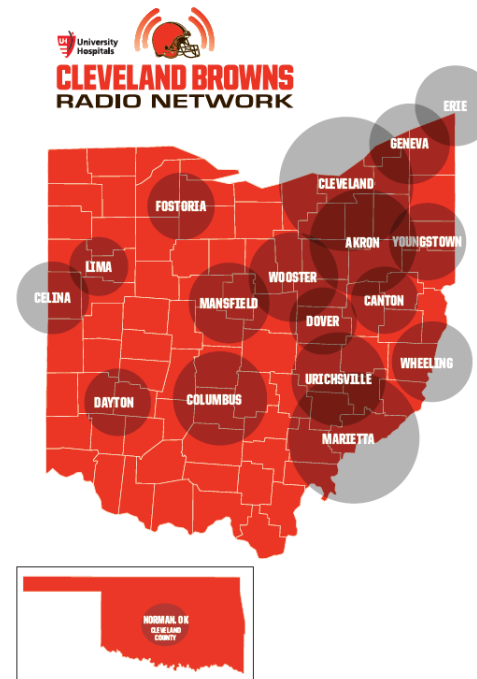
Post Game Show – One (1) :30 spot per show

Airs for two hours following each game on the Cleveland Browns Radio Network for a total of twenty (20) shows

2018 AQH Rating (A25-54)

Avg. 0.9; Up 0.3 YoY

RADIO AFFILIATES





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THANK YOU!