

# OWN A MOMENT IN TIME:

A Roadmap for Athletic Departments  
During Unprecedented Times



# OUR COLLEGE ATHLETICS EXPERIENCE

At least 1 4FRONter has attended each of the NCAA Championship Events  
Almost 50% of 4FRONTers are former NCAA athletic department employees  
Universities represented by Team 4FRONT:



# WHERE WE EXCEL

We solve business challenges, create value and drive performance through creativity and forward thinking.



## ANALYTICS

Make client and prospect data insightful and actionable



## DIGITAL MEDIA

Full digital media services: strategy, planning, buying and optimization



## INNOVATION

Strategic problem solving through creative, big ideas



## PARTNERSHIPS

Integrated partnership sales and business development



**4FRONT**  
TECHNOLOGIES  
POWERED BY **AD-HQ**

## TECHNOLOGIES

Consulting, design and construction of in-house technology integration



# WORLD CLASS PARTNERS

## RIGHTSHOLDERS



## CONFERENCES



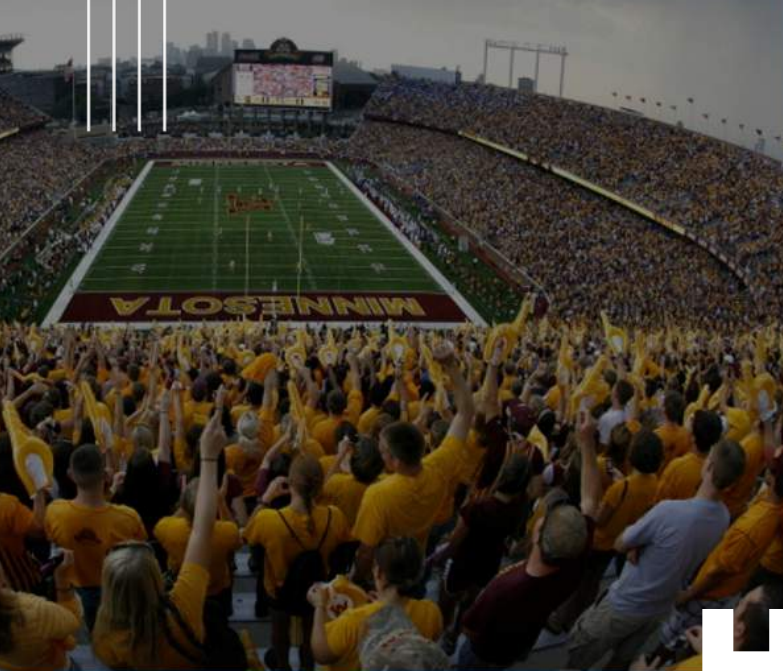
## PROPERTIES



## BOWL GAMES & MEDIA







# HOME OPENER



**NACDA**







# BUSINESS SPRING PRACTICE GAMEPLAN

1. Communication
2. Focus
3. Playbook
4. Make every down count



# SPRING PRACTICE

1. Communication
2. Brute Force
3. Transparency
4. Control what you can control
5. Compassion

*"You can learn  
more character  
on the two-yard line  
than anywhere else  
in life."*

***Paul Dietzel, LSU***



# CREATE NEW HABITS

*"If what you did yesterday seems big, you haven't done anything today." –Lou Holtz*

Growth  
Mindset

Fixed  
Mindset



**2<sup>nd</sup> DOWN:**  
**DO SOMETHING THATS**  
**NEVER BEEN DONE**  
**BEFORE**

# DO SOMETHING THAT'S NEVER BEEN DONE





# DISCIPLINED SPRINT

Today

April 1

Opening  
Weekend

**WHAT MOMENTS DO WE  
WANT TO CREATE & OWN?**





# INNOVATION MINDSET

STAND *for*  
**SOME  
THING**

**TAKE A  
RISK**

YOURSELF  
**UNCOMFORTABLE**

**OWN**  
*a moment in*  
**TIME**

*It's not the will to win that matters.  
It's the will to prepare to win that matters."*  
**Paul "Bear" Bryant**





# LEFT BRAIN VS RIGHT BRAIN

**FACTS**

**LOGIC**

**LINEAR THINKING**

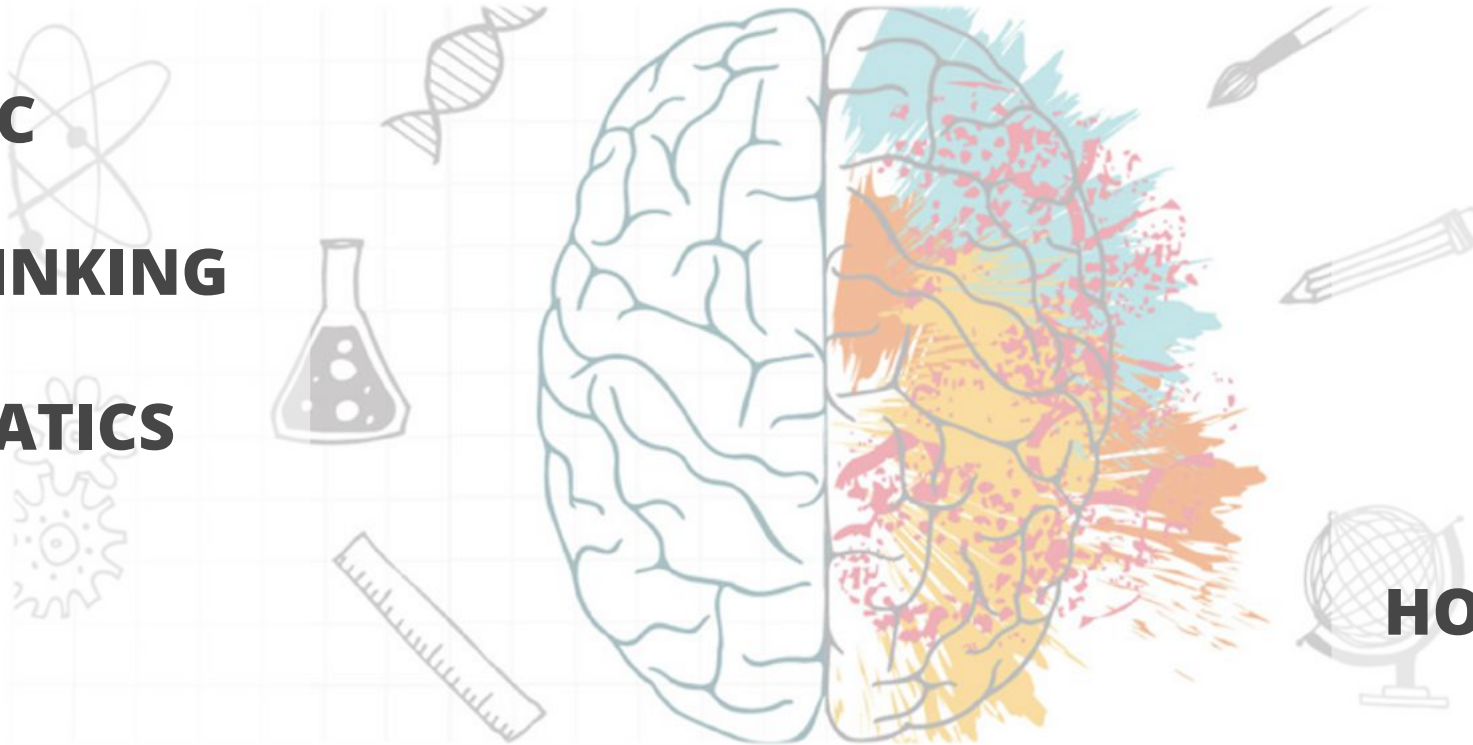
**MATHEMATICS**

**IMAGINATION**

**INTUITION**

**HOLISTIC THINKING**

**ARTS**





# **3<sup>rd</sup> DOWN:** **OFFENSIVE** **GAMEPLAN**

# OFFENSIVE GAMEPLAN

1. Unite the Community, Inspire Philanthropy
2. Create Smiles, Remove Fear (Through Surprise & Delight Experiences)
3. Create New, Valuable Digital Inventory
4. Embrace New Media & Technology to Connect with Fans Beyond Sports (Real, Relatable Access)
5. Prepare for the Return

Today I will do  
what others won't,  
so tomorrow I can  
accomplish what  
others can't."

*Jerry Rice*



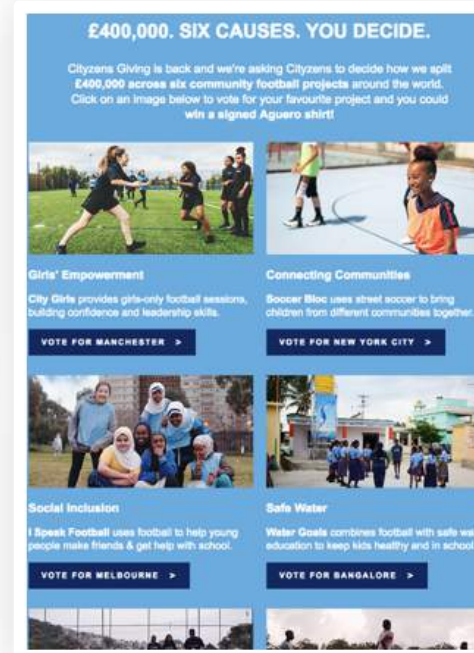
# 1. UNITE THE COMMUNITY, INSPIRE PHILANTHROPY

As community leaders, leverage our incredible platform to unite, recognize, and support our fans and local community members during the moments they need it the most:

- Partner with fans to give back to key local community organizations in need
- Create a dedicated page where players and team personnel can film inspirational messages of support to fans, kids, and local athletes
- Profile local youth teams and athletes (who's seasons are postponed, delayed)
- Virtually "paint the ice" or add the name of a loved one or local youth star



MLS announces fan-faced jersey number initiative for season ticket holders in August



## 2. CREATE SMILES, REMOVE FEAR

As passion leaders, create special moments that lift up the hearts and minds of fans, creating a positive distraction from their disrupted lives, especially amongst youth who cannot go to school.

Create surprise & delight experiences for fans through:

- Free Balls/equipment for kids or local youth groups
- Free merchandise deliveries for loyal fans (surprise & delight in mail)
- Direct tweets of encouragement & support to fans
- Online partner perks
- Giveaways through social media
- Host a virtual event bringing fans together



via Utica Comets

**AHL's Utica Comets sell 'Puck the Virus' shirts in hopes of helping employees**



### 3. CREATE NEW, VALUABLE DIGITAL INVENTORY

Proactively provide valuable digital “make good” inventory and millions of targeted fan impressions for partners.

Address challenges with partner contractual obligations (due to missed games) by proactively delivering a digital Fan Network solution that allows partners to digitally target your fans with ads in a highly efficient, impactful way.

#### What It Is:

Fan Network is the extension of a corporate partnership through digitally activated, co-branded assets distributed to a property's 1<sup>st</sup> party audience.

#### How It Works:

Fan Network uses a property's 1<sup>st</sup> party audience as the foundation to serve ads programmatically as they engage with content online.

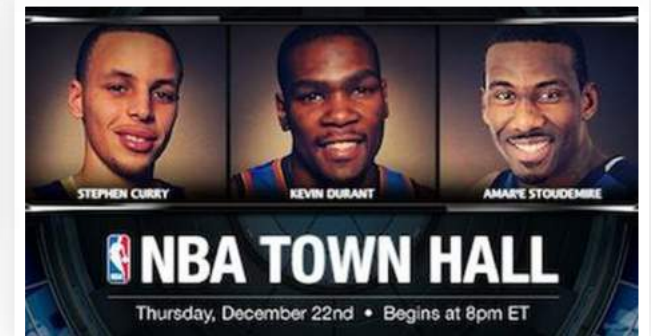


## 4. EMBRACE NEW MEDIA & TECHNOLOGY

Create a lifeline with fans and the local community through personal (virtual) touchpoints that transcend sports.

Delivering real & relatable “new” access:

- Virtual town halls
- Virtual autographs
- Unique social chats with legends
- Lifestyle driven content
- Once-in-a-lifetime virtual experiences
- Fan / player skills challenges
- Lifestyle-related content
- New gaming/esports initiatives



## 5. PREPARE FOR THE RETURN

**Plan for the moment when it's safe to host live sports events – stand for something, tell a story, and own the moment in time:**

- Showcase pictures, photos, quotes young fans submitted during the stoppage of play
- Have players and team personnel help welcome kids back to school (to ease the transition)
- Capitalize on the demand for merchandise and ticket sales
- Recognize local community members who made a difference in people's lives
- Support local businesses in impactful ways



INSPIRE THE USWNT #PassTheLove with Trident



**4<sup>th</sup> DOWN:**  
**DATA IS YOUR**  
**HEISMAN TROPHY**  
**FAVORITE**

# DATA IS YOUR HEISMAN TROPHY FAVORITE

## OU Football Fans:

- **Nearly 1 in 3** fans have expressed **interest in country music**.
- Football fans in Athens are **20% more likely** to be tagged as a **country music listener**
- **EDM and Jazz** music are other relatively popular music genres among this group.

## South Carolina Students, Columbia


- **Significantly** more likely than the avg. American to **donate to religious causes**.
- While **health and well-being-related causes** have a high share of this audience's philanthropic contribution, they still under-index vs the avg. American.
- **Veteran causes, Human rights and animal welfare** are other areas where this audience has a relatively **higher propensity to donate** compared to the avg. population
- **Medical research** is an area where this **audience significantly under-indexes** compared to the avg. population in their **charitable donations**.

*"Statistics are incredibly valuable in finding undervalued players. That's the quest that keeps you going every day."*  
**Jed Hoyer, GM  
Chicago Cubs**



**Navy Athletics**  
September 7 · 🌐

Are you enjoying "A Season With Navy Football"? Secure your tickets to see the Midshipmen in person today.



**Navy Football**  
NAVYGAMEDAY.COM

Book Now

Like Comment Share

101 · Chronological

1 Share · 3 Comments

Thomas DiPietro These 1st show was great!  
Like · Reply · September 12 at 8:30pm

Norma Parlett Go NAVY!!!  
Like · Reply · September 19 at 8:16pm

Frieda Wilder The show needs to be longer. A half hour is not enough!  
Like · Reply · September 27 at 9:43pm

**Navy Athletics**  
Sponsored · 🌐

It's a beautiful day in Annapolis! Why not enjoy the weather at the Navy Football home opener at 3:30?




**Navy Football**  
navygameday.com

Book Now

Like Comment Share

**Baylor Athletics**  
Sponsored · 🌐

The Baylor Bears are headed to the Sugar Bowl! 🏈  
Lock in your season tickets for 2020 now!



**Baylor Bears**  
BAYLORBears.EVENUE.NET

**2020 Season Tickets**  
On Sale Now

Book Now

Like Comment Share

**baylorathletics**



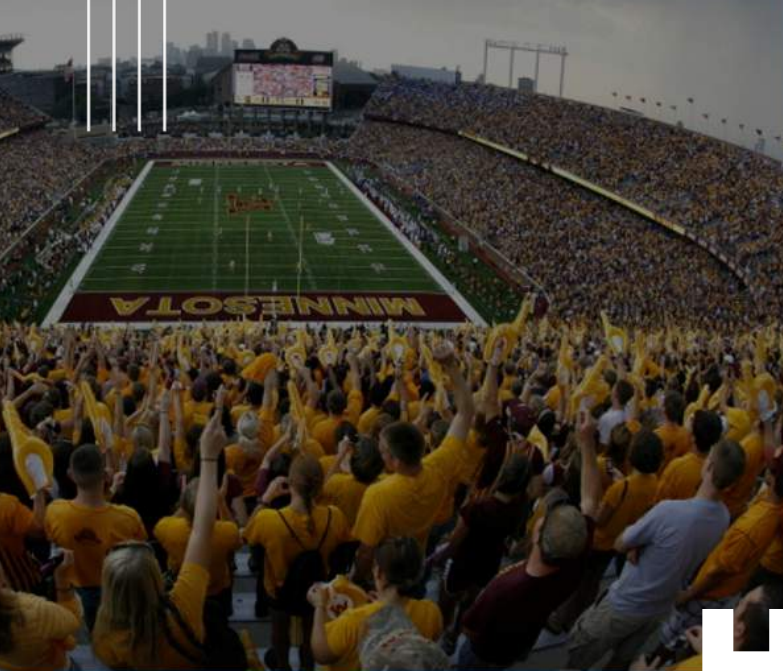
11 likes

**baylorathletics** Young Alumni Exclusive:

- ✓ 2 Season Tickets 🏈
- ✓ Free parking 🚗
- ✓ Bear Foundation membership 🐻

Sign up now to learn more!





# HOME OPENER





# DISCIPLINED SPRINT

1. Internal Communication
2. Change Habits
3. Innovation Mindset
4. Offensive Game Plan
5. Data is your teammate
6. Take the 5th Down

*Goliath was a 40  
point favorite over  
David."*  
**Shug Jordan, Auburn**

# 5<sup>th</sup> DOWN:



# **5<sup>th</sup> DOWN:** **VIRTUAL COACHES** **LUNCH SCHEDULE**

# 5<sup>th</sup> DOWN: HAPPY HOUR

Thursday, April 2<sup>nd</sup> 3PM CT / 4PM ET

Join Zoom Meeting

<https://zoom.us/j/8796180774?pwd=Y09jZ05HaDdiNGsxRHJJcmpVS3ZkUT09>

Dial by your location

[+1 646 558 8656](tel:+16465588656) US

Meeting ID:

[879 618 0774](https://zoom.us/j/8796180774)

Find your local number:

<https://zoom.us/u/abVMmQA4LX>



# THANK YOU