

2023 Opportunities



OUTKICK



OutKick.com Site Sponsorship

Be apart of the all-new experience with impactful branding across digital platforms

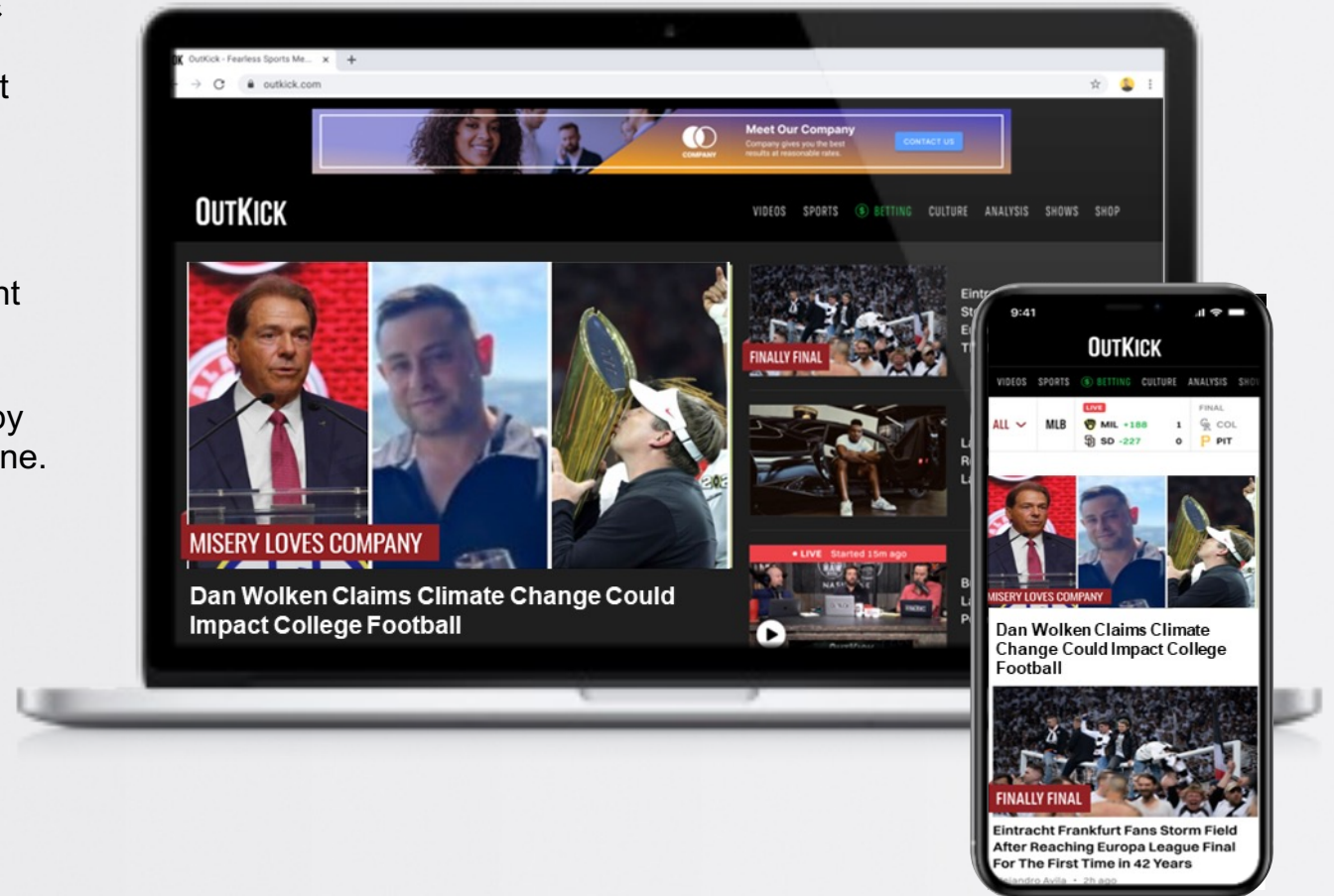
Authentically covering the latest must-see sports moments, media, & pop culture content our fans consume, the all new OutKick.com continues to deliver – but with a fresh, *new* look and even more great content.

Outkick's team of smart, original and funny contributors will provide newsworthy interviews, informative conversations, and valuable opinions with an in-depth focus on 3 main categories consumers want more of: **Sports, Pop Culture, Sports Betting**

Advertisers will connect with an audience of unrivaled brand loyalty by surrounding some of the most engaging sports & culture content online.

SPONSORSHIP OPPORTUNITIES:

- High impact HPTO
- Premium placements (Display & Pre-roll)
- Hot Topics: Category Sponsorships (Nascar, MLB, and more)
- Social amplification & tune-in



Outkick The Show

Clay Travis' premiere audio show and livestream fusing top sports topics with pop culture

NEW EPISODES AIR M-F AT 3PM ET

Radio icon and sports enthusiast, **Clay Travis** will bring his **one-of-a-kind perspective** of the latest and greatest on all things Sports, Politics, & Pop-culture.

Clay's 30-minute daily show is delivered across video and audio platforms, ensuring fans can listen and watch whenever and wherever they want. Plus, brands can integrate in-show for multiple high-impact opportunities.

Brands Will Capitalize On **Outkick The Show** With:

- :60 live host reads (more info on slide 7)
- On-screen lower third call to action graphics with opportunities for logo, custom link, & promo code
- Custom segment opportunities (see slide 6)
- Social amplification

*Distributed in Video livestream & podcast audio



Outkick The Show Custom Segments

Integrate alongside fan-favorite programming with built-for-you branded segments

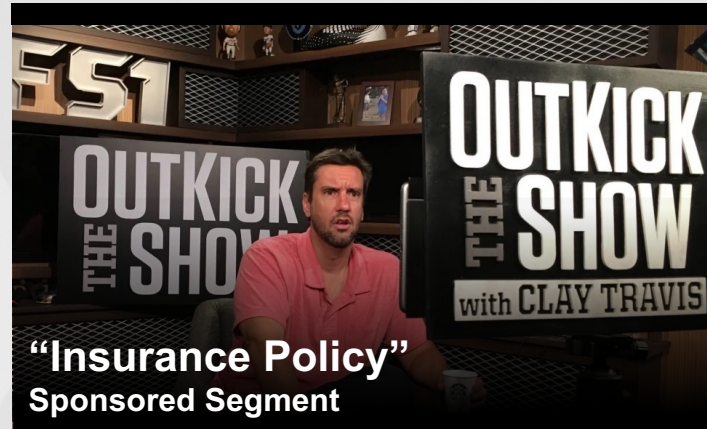


THOUGHT STARTERS:



Happy Hour
Sponsored Segment

Fridays at 4p, Clay will cheer to a great weekend ahead, ending the show with a drink of choice and some lighter, more personal conversation to connect with viewers.



"Insurance Policy"
Sponsored Segment

Ahead of the weekend's big games, Clay will announce his Top 3 betting picks, plus the "Insurance Policy" he's taking out to safeguard against a potential loss.



"Watch With Clay"
Social Series

Come watch along with Clay as he tunes into some of his favorite sports matchups of the season. This fun second screen social experience allows fans to hang out with Clay, hear his predictions, and learn about the awesome brand making it all happen.

Custom Branded **Audio Solutions**

OutKick offers a different way for brands to tell a story through a timely, tailored, and creative branded scripted story told through FOX talent that will live throughout each podcast episode.

Exclusive Sponsorship Element:

Talent Led Custom Storytelling

Create branded miniseries told through FOX podcast talent that brings to life how your brand serves consumers

Pre-Roll Teaser

1 x :15 second pre-roll “stay tuned” teaser that sets up the story throughout the episode to build anticipation

Mid-Roll Segment

2 x :60 second mid-roll story features that will live throughout content of podcast episode



“Stayed tuned throughout the episode, because we have some amazing stories about how the Ford F-150 Lightning was able to power homes throughout the country over the weekend.”

Connect Your Brand **With** **Listeners Wherever They Are**

Premium on-demand audio lifestyle content with effective ad opportunities

Must-hear Podcasts

Surround our most popular podcasts, from interviews to updates and more



Host-read Ads

Leverage our trusted talent to maximize ad effectiveness



Social Amplification

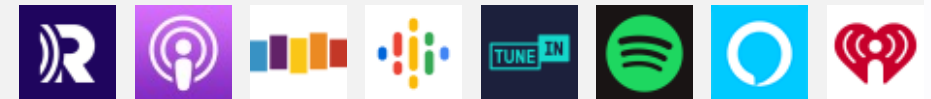
Potential to promote podcast across portfolio with linear buy



Sports and Culture



Available Across



SEC College Football Tour:

Join Clay Travis As He Hits The Road To Cover One Of America's Most-Anticipated Events

SEPT-DEC 2022

This Fall, fan-favorite OutKick founder, **Clay Travis** will once again team-up with **FOX News & FOX Sports** to provide special college football coverage on some of the biggest games this season.

Whether he's on the ground at the school, talking to players, coaches, and attendees, or covering from his studio – fans will get the pulse on the hot match-ups and other topics intriguing the nation all season long.

Brands can be a part of the fun through custom product integrations & multi-platform sponsorships that extend across digital, social, audio *and* linear channels, allowing advertisers premium placement in front of college football fans at home and on-site.

SEE SLIDES 9-11 FOR SEC TOUR SCHEDULE & INTEGRATION THOUGHT-STARTERS



Clay's SEC Tour: Bold Brand Integrations

Organic, custom integrations to make advertisers stand out

SAMPLE SPONSORSHIP INTEGRATIONS



As the official beverage partner of the OutKick College Tour, you'll have presence on-site at special tailgate events throughout the season where we'll serve up your liquor and even teach fans how to make an Outkick Specialty Cocktail.



No sports tailgate is complete without the tailgate itself. Bring the party to fans on-site at the CFB tour with a wrapped vehicle that serves as the focal point for food and drinks during Clay's pre-game party.



Want to keep Clay looking fresh for the big game? CPG products like Gillette will receive a product review from Clay. Plus, we'll hand out free products on site to drive affinity with a few lucky attendees.



America's favorite food brands will join us on-site to satisfy the hunger of all our college football fans. Clay and his biggest fans will come together to discuss what's in store for the big game while enjoying your tasty foods.

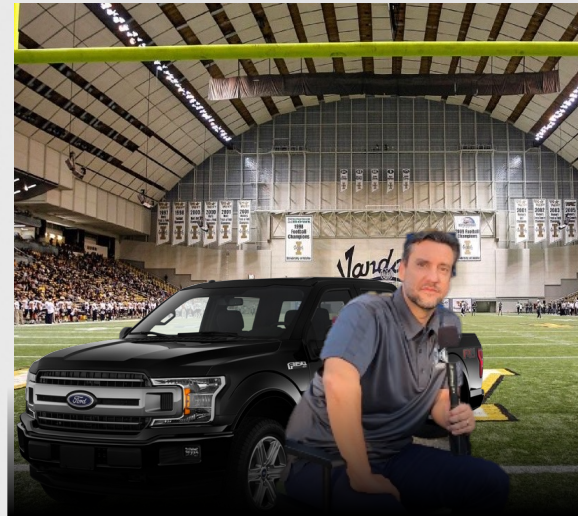
SEC Tour **Multi-Channel Program**

Scale Your Messaging Across Outkick & FNM Properties for Optimal Exposure

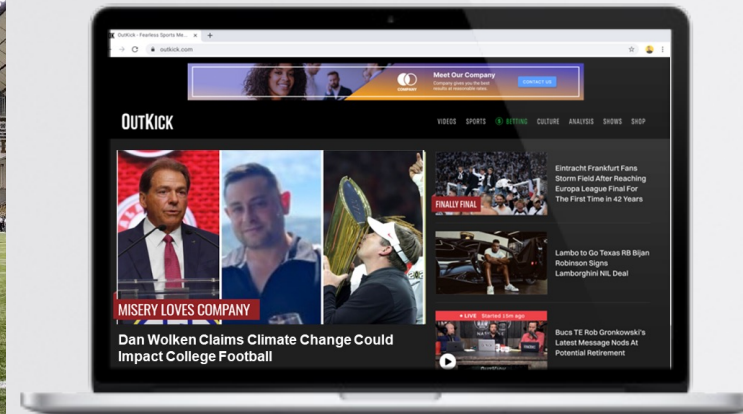
Podcast



On-Site



Online



On-Air

OUTKICK