



## 2017 Partnership Proposal

### Goals

- Help make ODH's campaign messaging more effective
  - Amplify
  - Differentiate
  - Authenticate

### Browns Support

- Dedicated Browns account manager who proactively works on ODH's partnership year-round
- Partnership recap each year showcasing the execution of the programs, impressions, etc.
- Measurement of partnership through Dr. Wakefield and Baylor University during the term of the partnership

### Sept. – Dec.

#### Flu Campaign

- Incentivize Browns Fans to get their Flu Shots
  - 'Ready for flu, ready for football' promotion
  - Fans are encouraged to submit their selfie showing off their Band-Aid after they received their flu shot
  - Weekly winners will be selected using the hashtag #readyforflu and will receive tickets to an upcoming game
  - Social support
    - To kick off the promotion, player such as Jamie Collins (player endorsement) to tweet a picture after they received their flu shot using the hashtag #readyforflu
      - Browns to retweet Jamie Collins' post
    - Jamie Collins to tweet throughout the campaign about the promotion
    - Collins also selects the winner each week
      - Browns to retweet Jamie Collins' posts
  - Digital support to drive traffic to the landing page
    - Browns to purchase promoted Facebook posts
    - 1,500,000 run-of-site ads on Clevelandbrowns.com
    - 100,000 run-of-site ads on the Cleveland Browns Mobile App
    - Announcement on Browns Twitter account



- Radio to build awareness of the promotion
  - Two (2) :30 local in-game commercial spots per game for a total of twenty (40) spots
  - Live triplecast on 92.3 The Fan, 98.5 WNCX, ESPN 850 and 23 affiliates on the Cleveland Browns Radio network
  - Game called by long-time voice of the Browns Jim Donovan and former Browns offensive tackle Doug Dieken
  - 2015 Ratings Info (A25-54)
    - Share: 28.0
    - Cume Rating: 10.9 (by far the highest rating in the daypart)
- Television to build awareness of the promotion
  - Hue Jackson Show
    - 9.68 guaranteed P25-54 GRPs in Hue Jackson Show (two :30s per show) in Sept – Oct.
    - One (1) TBD feature in eight (8) shows with estimated P25054 GRP's: 10.0
    - Thursday evenings from 7:00-7:30PM during the regular season (17 weeks) on NewsChannel5 (WEWS)
    - Hear from Head Coach Hue Jackson and players as they prepare for the upcoming game
    - Hosted by Senior Media Broadcaster and fantasy football consultant Nathan Zegura, Head Coach Hue Jackson and various players
  - Cleveland Browns Pregame Show
    - 3.1 guaranteed P25-54 GRPs in In-Season Browns Pregame Show (7x :30s) in Sept. – Oct.
    - Sunday mornings from 11AM-12PM during the regular season (16 weeks) on NewsChannel5 (WEWS)
      - Live lead-in to the game on-location at FirstEnergy Stadium
      - Co-Hosted by Senior Media Broadcaster and fantasy football consultant Nathan Zegura and NewsChannel5 Sports Director Andy Baskin
- Educate Browns Fans on Game Days: Stadium Integration
  - Restroom signage (page 1)
  - Closed circuit television spots
    - Two (2) :30 commercial spots per quarter on FirstEnergy Stadium's Closed Circuit Televisions for a total of forty (80) spots for the season
      - Commercials run during breaks in game action
      - Over 400 televisions located throughout the stadium (concourses, suites, clubs, etc.)

**Immunization Investment: \$150,000/year**

Two (2) years

5% escalator