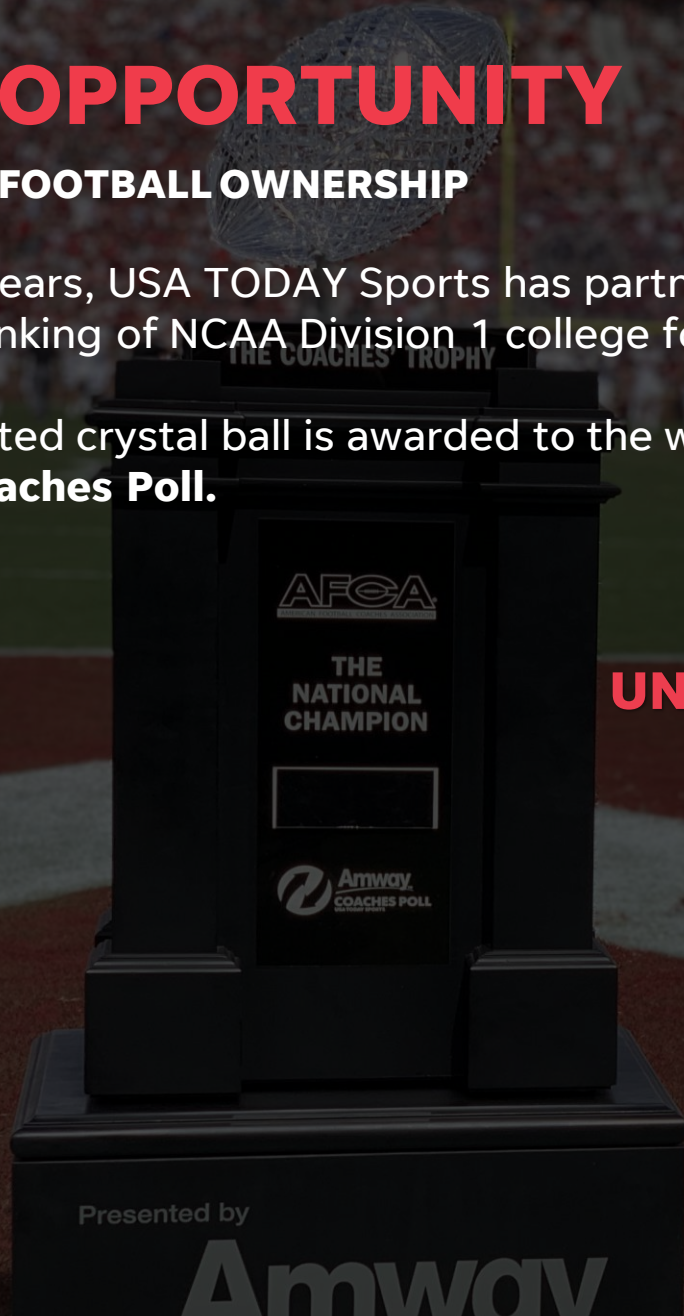


# THE OPPORTUNITY

## COLLEGE FOOTBALL OWNERSHIP

For 25+ years, USA TODAY Sports has partnered with the American Football Coaches Association to produce a weekly top 25 ranking of NCAA Division 1 college football teams voted on by a panel of FBS coaches.

The coveted crystal ball is awarded to the winner of the National Championship game and the top ranked team in the **AFC A Coaches Poll**.

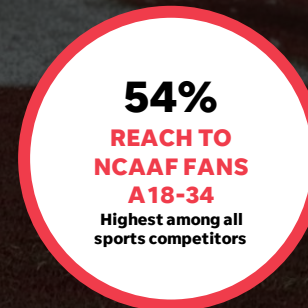
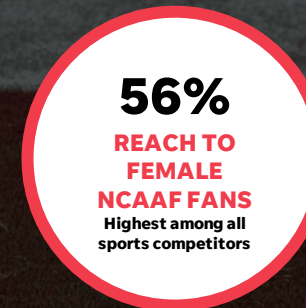
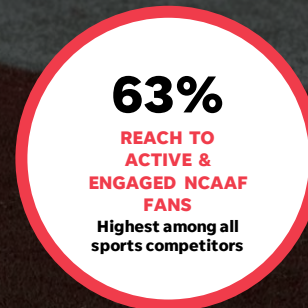
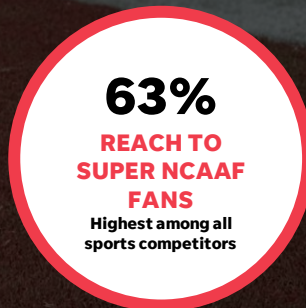


**131MM AUDIENCE** In the U.S. identify as College Football Fans

**UNPRECEDENTED ACCESS** To Division 1 College Football Coaches

**MARKETING PROGRAM** An Elite Multimedia Portfolio

### USA TODAY Network NCAAF Audience Insights





# THE PROGRAM

## A DIVERSE AND EXPANSIVE PORTFOLIO WITH ALL-ENCOMPASSING TOUCHPOINTS

**ENTITLEMENT SPONSORSHIP** brand inclusion in national and local weekly digital and print distribution of the AFCA Coaches Poll across USA TODAY Network

**TROPHY NAME INCLUSION** naming rights on the AFCA Coaches' Trophy

**EDITORIAL** weekly digital and print editorial support through articles and video content across USA TODAY Network

**SOCIAL** weekly social support across USA TODAY Network's social channels

**MEDIA** strategic high impact digital and print media throughout the CFB season

**BRANDED CONTENT** multiple pieces of high quality custom content that are developed around a brand's KPIs

**RESEARCH** custom studies around media and branded content performance

**AUDIO** brand inclusion in our weekly college football podcast Inside the Coaches Poll hosted by Dan Wolken

**ON-SITE ACTIVATION** ability to use the **real** AFCA Coaches' Trophy to interact with fans at some of the biggest matchups in college football on a season long Trophy Tour

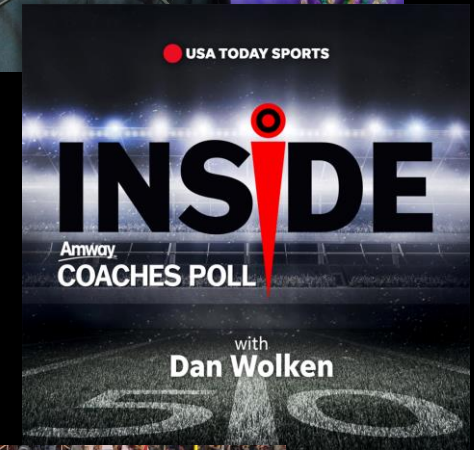
**D1 COACH ACCESS** exclusive coach access for sponsored content or additional brand speaking engagements

**Additionally...** Co-Branded Marketing Campaign, Public Relations Efforts, National Championship Game Hospitality, Media Appearances, AFCA Convention Access and more!

*The AFCA Coaches Poll program can be completely customized to meet a brand's unique needs*

**CHECK OUT OUR SIZZLE REEL!**

Contact [USATSMStrategy@usatoday.com](mailto:USATSMStrategy@usatoday.com) for more info





# THE RESULTS

## PROVEN SUCCESS



### DID YOU KNOW?

The Coaches' Trophy has been at the White House for the 2018 and 2019 National Championship winner's celebration



### AWARENESS

**16B aggregate readership with advertising equivalency of \$156M\***

(earned media)



### INTENT

**50.1% lift in intent to learn more about Amway^**

(category norm: 7.2%)



### FAVORABILITY

**15.9% lift in favorability^**

(category norm: 4.2%)

Contact [USATSMStrategy@usatoday.com](mailto:USATSMStrategy@usatoday.com) for more info

\*Meltwater Aug 20 – Jan 21

^Nielsen Digital Brand Effect Study Aug 19-Jan 20

