



SUPER BOWL LVII

PARTNERSHIP OPPORTUNITIES

SUPER BOWL LVI OVERVIEW

2022: THE BIGGEST SUPER BOWL IN FANDUEL HISTORY



#2

App in the App Store
Super Bowl Weekend
(only behind Peacock - airing the game)

+10M

Engagements across the FanDuel
portfolio (Sportsbook, Fantasy & Free-To-Play)

+111M

Impressions across FanDuel
throughout Super Bowl Weekend

FANDUEL CONTEST PARTNERSHIP OPPORTUNITIES

SUPER BOWL LVII

ROAD TO THE BIG GAME NFL CONTEST SERIES



**Example of a custom branded NFL DFS Contest*

CUSTOM DFS NFL REGULAR SEASON OR PLAYOFFS CONTEST

To increase awareness for your brand while connecting with FanDuel's sports loving fans during the **biggest moment of the NFL Season**, your brand and FanDuel will bring fans a custom daily fantasy contest. Through this contest, fans will draft their best fantasy lineups, and be entered for a chance to win real cash prizes courtesy of your brand!

FLIGHT: 12/12/22-2/28/23

NFL MATCHUPS (MIN 1X DFS CONTEST)

- NFL Regular Season: Week 15 (12/15) through Week 18 (1/8)
- Divisional Round: 1/22/22 - 1/23/22
- Conference Championships: 1/30/22
- Super Bowl LVII: 2/13/22

COMPREHENSIVE 360-DEGREE DIGITAL PROMOTION

- Lobby Tiles
- Lobby Skins
- Post Entry Interstitial
- FanDuel TV Commercial Units
- ROS Display on FanDuel and numberFire.com
- Mutually Agreed Upon Party Sponsorship

SUPER BOWL LVII

FANDUEL'S BIG GAME BINGO



**Example of a custom branded Bingo board.*

BIG GAME BINGO

Your brand will serve as the exclusive presenting partner of FanDuel's premier Super Bowl Contest on platform, Big Game Bingo. Fans who enter the Free to Play Big Game Bingo Contest will receive a branded bingo card with 24 different pop culture and Super Bowl action props complete with a branded "FREE SPACE" in the center. Fans will engage with the contest throughout the game and track their progress with branded bingo chips. The first TBD # fans to hit 5 props in a row and call out Bingo will win and take home the grand prize.

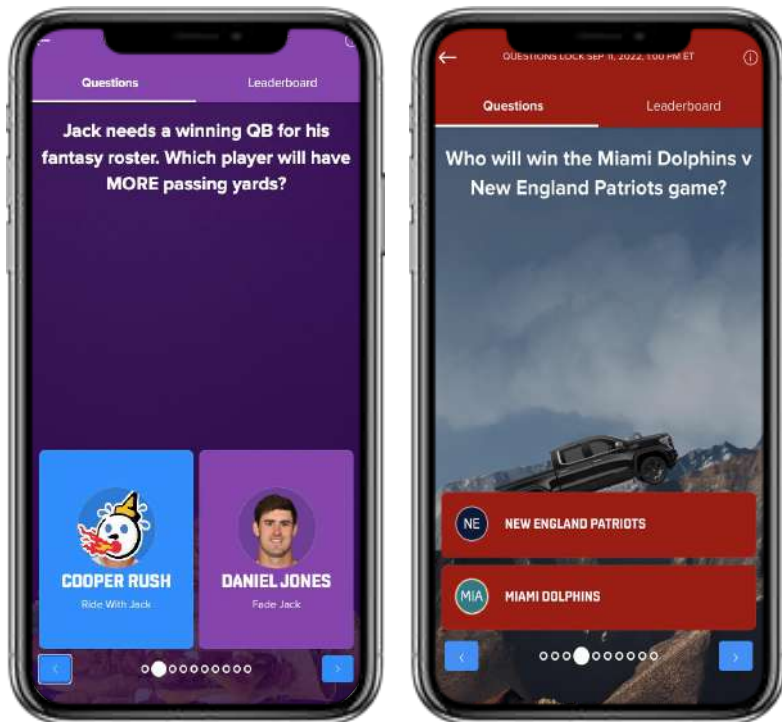
FLIGHT: 1/1/23-2/28/23

COMPREHENSIVE 360-DEGREE DIGITAL PROMOTION

- Lobby Banners + Lobby Tiles
- Lobby Skins
- Lobby Interstitial
- Post Entry Interstitial
- Custom Social Program/Promotion
- FanDuel TV Commercial Units
- FanDuel TV Content Integration
- Podcast Reads
- Newsletter Banners
- Sponsored Articles on numberFire.com
- ROS Display on FanDuel and numberFire.com
- Mutually Agreed Upon Party Sponsorship

SUPER BOWL LVII

CUSTOM FREE TO PLAY CONTEST



**Example of custom Free to Play Contest Formats*

CUSTOM FREE TO PLAY SUPER BOWL CONTEST

To grab the attention of NFL fans, your brand will partner together with FanDuel, to bring fans more ways to win with a custom **Super Bowl LVII** Free to Play Contest. Fans will be able to answer custom questions about in game action for their chance to win cash prizes!

FLIGHT: 1/1/23-2/28/23

COMPREHENSIVE 360-DEGREE DIGITAL PROMOTION

- Lobby Banners + Lobby Tiles
- Lobby Skins
- Lobby Interstitial
- Post Entry Interstitial
- Content Integration
- FanDuel TV Commercial Units
- Newsletter Banners
- ROS Display on FanDuel and numberFire.com
- Mutually Agreed Upon Party Sponsorship

FANDUEL BIG GAME PARTY PARTNERSHIP OPPORTUNITIES

FANDUEL'S BIG GAME PARTY

EVENT DETAILS



Date: Friday, February 10, 2023

Location: Tempe Beach Park, AZ

Time: 6pm-12am PT

Attendees: 2,500 (Invite Only)

FanDuel, America's #1 Mobile Gaming Operator, is bringing fans an **exclusive one-of-a-kind event** at Super Bowl Weekend in Arizona!

The buildout includes a massive, premium stage to host the show & concert, complete with VIP areas, customizable pop-ups, and a plethora of branding and fun elements throughout.

To further gamify the biggest sports moment of the year, FanDuel will be **live streaming marquee celebrity and NFL player appearances** throughout the event digitally to our nationwide audience. **Fans in attendance and at home will be able to play along in a custom free to play game**, placing free bets on H2H celebrity matchups - cornhole, beer pong, table tennis and more - **for a chance to win real prizes.**

The night will culminate with a **premium musical performance**, and put a cap on one of more innovative events and fan experiences of Super Bowl Weekend.

*** All specific details (ex. time, attendees, etc.) subject to change.*



FANDUEL'S BIG GAME PARTY PRESENTING SPONSOR



As the Presenting Sponsor of FanDuel's Big Game Party, your brand will surround this premier event as FanDuel brings their iconic sports brand to life.

LEAD UP MEDIA + ADVERTISING

Premium logo inclusion on the following:

- Print, Social Media, and Owned Media
- Outbound CRM Communications
- Custom Event Landing Page
- Big Game Party Marketing Collateral

ONSITE BRAND EXECUTIONS

- Event Signage
- Entrance & Activation Signage
- LED Rotational Signage
- Customized Sponsor Activation Space to Create a Brand Experience for Attendees
- VIP Ticket Allotment
- Celebrity Meet & Greet
- Hospitality Service
- Co-branding on FanDuel's Free to Play Big Game Party Fantasy Contest
- Premium Ad Inventory Integrations in National Live Stream

DIGITAL MEDIA + ADVERTISING (Jan'23-Mar'23)

- Lobby Skins on FanDuel.com
- ROS Display on FanDuel and numberFire.com
- Commercial Units on FanDuel TV

FANDUEL'S BIG GAME PARTY

PREMIER BAR SPONSOR



As a Premier Event Sponsor, your brand will partner with FanDuel to offer a unique bar experience to entertain guest celebrities, VIP clients, and all sports fans in attendance from open to close.

Bar sponsorship brand inclusion opportunities: Brand ownership of the bar space, category exclusive pouring rights, customizable signature cocktails, branded barware, and branded signage.

ONSITE BRAND EXECUTIONS

- Event Signage
- Entrance & Activation Signage
- LED Rotational Signage
- Customized Sponsor Activation Space to Create a Brand Experience for Attendees
- VIP Ticket Allotment
- Hospitality Service

DIGITAL MEDIA + ADVERTISING (Jan'23-Mar'23)

- Lobby Skins on FanDuel.com
- ROS Display on FanDuel and numberFire.com
- Commercial Units on FanDuel TV

FANDUEL'S BIG GAME PARTY

PREMIER FOOD SPONSOR



FanDuel's Big Game Party offers a one-of-a-kind culinary opportunity to serve & feed fans throughout the event. Custom stations and designated eating areas will be designed to showcase branded product experiences as attendees fuel up for the party's festivities.

Food Sponsorship brand inclusion opportunities: Custom brand footprint, category exclusive serving rights, branded tent, and branded signage.

ONSITE BRAND EXECUTIONS

- Event Signage
- Entrance & Activation Signage
- LED Rotational Signage
- Customized Sponsor Activation Space to Create a Brand Experience for Attendees
- VIP Ticket Allotment
- Hospitality Service

DIGITAL MEDIA + ADVERTISING (Jan'23-Mar'23)

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- Commercial Units on FanDuel TV



FANDUEL'S BIG GAME PARTY PREMIER LOUNGE SPONSOR



FanDuel's Big Game Party is ready to host one of the biggest events of the Super Bowl Weekend. FanDuel's unique branded lounge experience will entertain guest celebrities, VIP clients, and all sports fans in attendance from open to close.

Sponsorship brand inclusion opportunities include: Brand ownership of the lounge space, category exclusive streaming rights, customizable TV signage, and branded signage throughout. This backstage lounge will be included in the show's programming schedule with behind the scenes looks of celebrities, talent and more.

ONSITE BRAND EXECUTIONS

- Event Signage
- Entrance & Activation Signage
- LED Rotational Signage
- Customized Sponsor Activation Space to Create a Brand Experience for Attendees
- VIP Ticket Allotment
- Hospitality Service

DIGITAL MEDIA + ADVERTISING (Jan'23-Mar'23)

- Lobby Skins on FanDuel.com
- ROS Display on FanDuel and numberFire.com
- Commercial Units on FanDuel TV

FANDUEL'S BIG GAME PARTY ASSOCIATE SPONSOR



As an Associate Sponsor of FanDuel's Big Game Party, your brand will surround this premier event as FanDuel brings their iconic sports brand to life.

ONSITE BRAND EXECUTIONS

- Event signage
- Entrance & Activation signage
- LED Rotational signage
- Customized Sponsor Activation space to create a brand experience for attendees

DIGITAL MEDIA + ADVERTISING (Jan'23-Mar'23)

- Lobby Skins on FanDuel.com
- ROS Display on FanDuel and numberFire.com
- Commercial Units on FanDuel TV

APPENDIX

SUPER BOWL LVII

FANDUEL'S BIG GAME BINGO



**Example of a custom branded Bingo board.*

BIG GAME BINGO

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COMPREHENSIVE 360-DEGREE DIGITAL PROMOTION

- Lobby Banners + Lobby Tiles
- Lobby Skins
- Lobby Interstitial
- Post Entry Interstitial
- Custom Social Program/Promotion
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- FanDuel TV Content Integration
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- Newsletter Banners
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- ROS Display on FanDuel and numberFire.com

OUR GAMEPLAN

We are creating an **authentic environment** for the modern day sports fan that **brings the action on the field straight to their phone.**

Our mission is to **gamify the biggest moments** in sport and culture **by enhancing the fan experience** as they interact with their favorite sports, teams and leagues.

We put sports fans at the heart of everything we do to **make every moment more.**



FANDUEL'S BIG GAME BINGO PRESENTING SPONSOR

*Your brand will
replace FanDuel
branding.



*Please note that if Big Game Bingo is sold, we will pivot the
contest opportunity to a Super Bowl DFS Contest.

BIG GAME BINGO

The Presenting Sponsor of FanDuel's Big Game Party will extend their partnership as the exclusive presenting partner of FanDuel's premier Super Bowl Contest on platform, Big Game Bingo. Fans who enter the Free to Play Big Game Bingo Contest will receive a branded bingo card with 24 different pop culture and Super Bowl action props complete with a branded "FREE SPACE" in the center. Fans will engage with the contest throughout the game and track their progress with branded bingo chips. The first TBD # fans to hit 5 props in a row and call out Bingo will win take home the grand prize.

COMPREHENSIVE 360-DEGREE DIGITAL PROMOTION

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- Lobby Skins
- Lobby Interstitials
- Post Entry Interstitials
- Content Integration
- FanDuel TV Commercial Units
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THE FANDUEL PARTY



FANDUEL

BIG GAME PARTY

TEMPE, ARIZONA | 2.10.23

FANDUEL'S BIG GAME PARTY BUDGET TIERS

PRESENTING SPONSOR *Starting at \$500K*

PREMIER SPONSOR *Starting at \$350K*

ASSOCIATE SPONSOR *Starting at \$150K*



