

LOGO



EVENT OR ASSET NAME

- Event information
- Supporting details and callouts
-



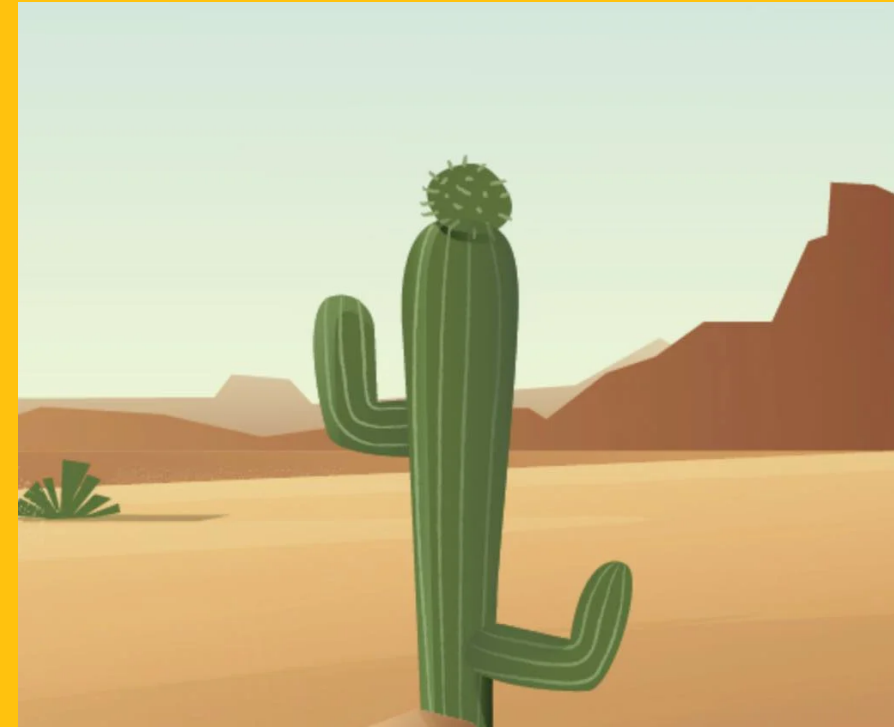
1.3 million+

Important stat from the event



88,000+

Important stat from the event



88% supporting text

93% supporting text

89% supporting text

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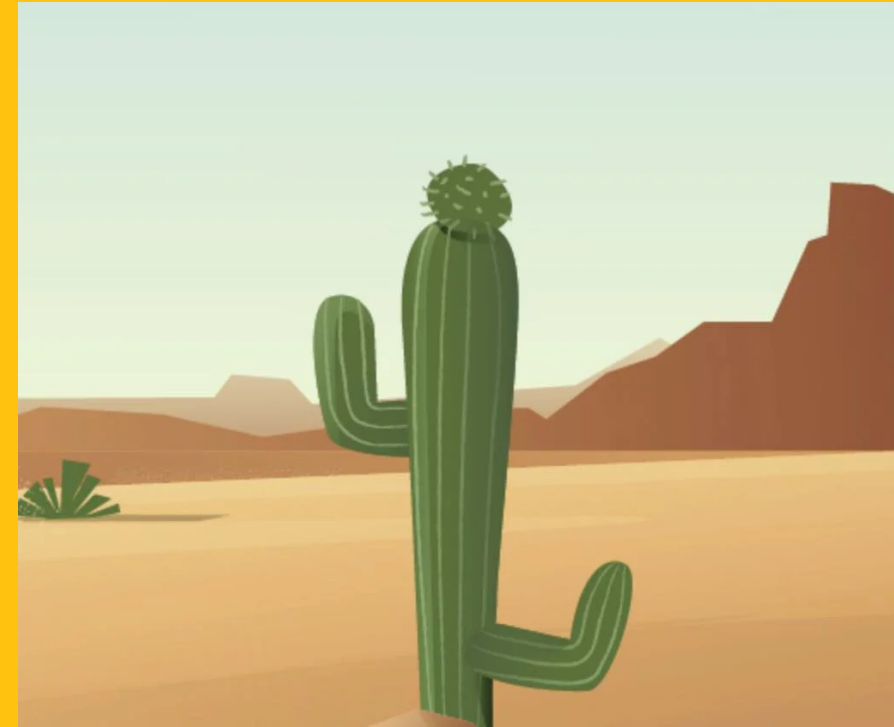
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TITLE OF THE EVENT

- Description of the event
 - Further details about the event, where it took place, etc.
- Additional event details
- Supporting assets or other promotion that surrounded the event



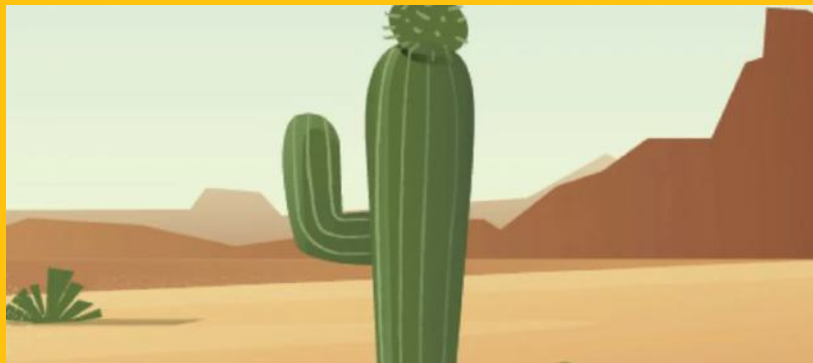
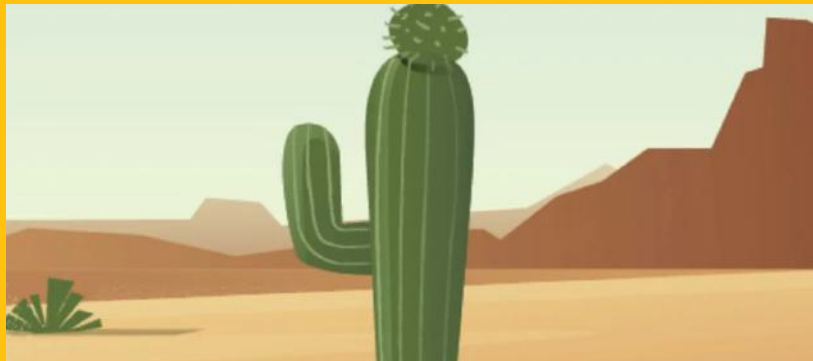
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500K

Total engagements across all Packers promotional assets



1.3 million+

Total impressions across all Packers promotional assets (up 100K YOY)



88,000+

Total viewers who tuned in for the Virtual Draft Party across all platforms





BRAND SWEEPSTAKES

- Sweepstakes description
- Length
- Promotions (social, emails, etc.)
- Anything else that is important to point out



SUMMARY STATS

Source: Wyng

300,000

Total Visitors

100,000

Total Entries

XX%

Conversion Rate

Total Entries/Total Visitors

50,000

Total Unique Entries

20,000

Total Unique Opt-Ins



2M

Impressions from contest promotion

Source: Packers & Social Bakers



2M

Engagements from contest promotion

Source: Packers & Social Bakers

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