



LOGO



2024 PARTNERSHIP RECAP

SEASON RECAP

The 2024 season was another strong showing from the Packers, making the playoffs for the 5th time in the last six years.

Other Highlights:

- The Packers took part in the NFL's first game in South America.
- The Packers will welcome football fans from around the world to Green Bay for the 2025 NFL Draft April 24-26.



11-6

RECORD

6,303

TOTAL OFFENSIVE YARDS

2024 PARTNERSHIP PILLARS



01 AREA OF
FOCUS



02 AREA OF
FOCUS



03 AREA OF
FOCUS



04 AREA OF
FOCUS

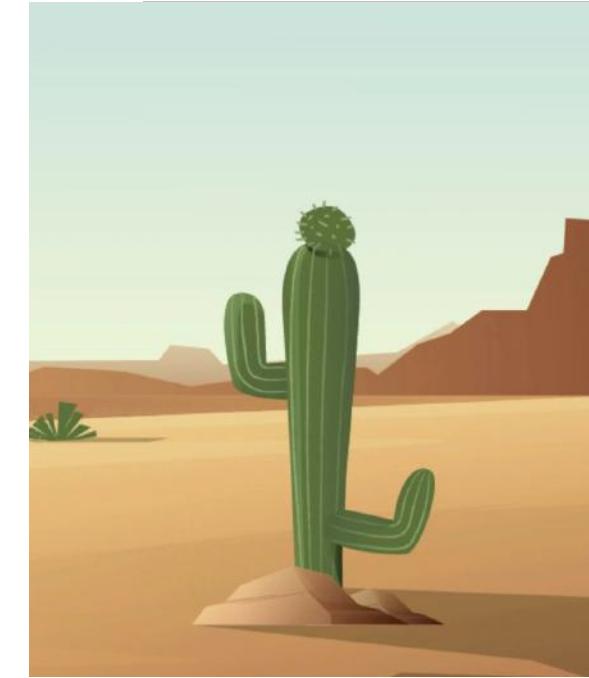
2024 PARTNERSHIP PILLARS



01 AREA OF FOCUS



02 AREA OF FOCUS



03 AREA OF FOCUS



TENTPOLE EVENT

- Should be a major activation that took place in the season
(Kickoff, STS, Training Camp, Draft, etc.)
- List 1-2 Key Highlights
- Link to Real-Time Recap for more info



#1

INCLUDE A KEY STAT

SUPPORTING COPY AND SOURCE

1M

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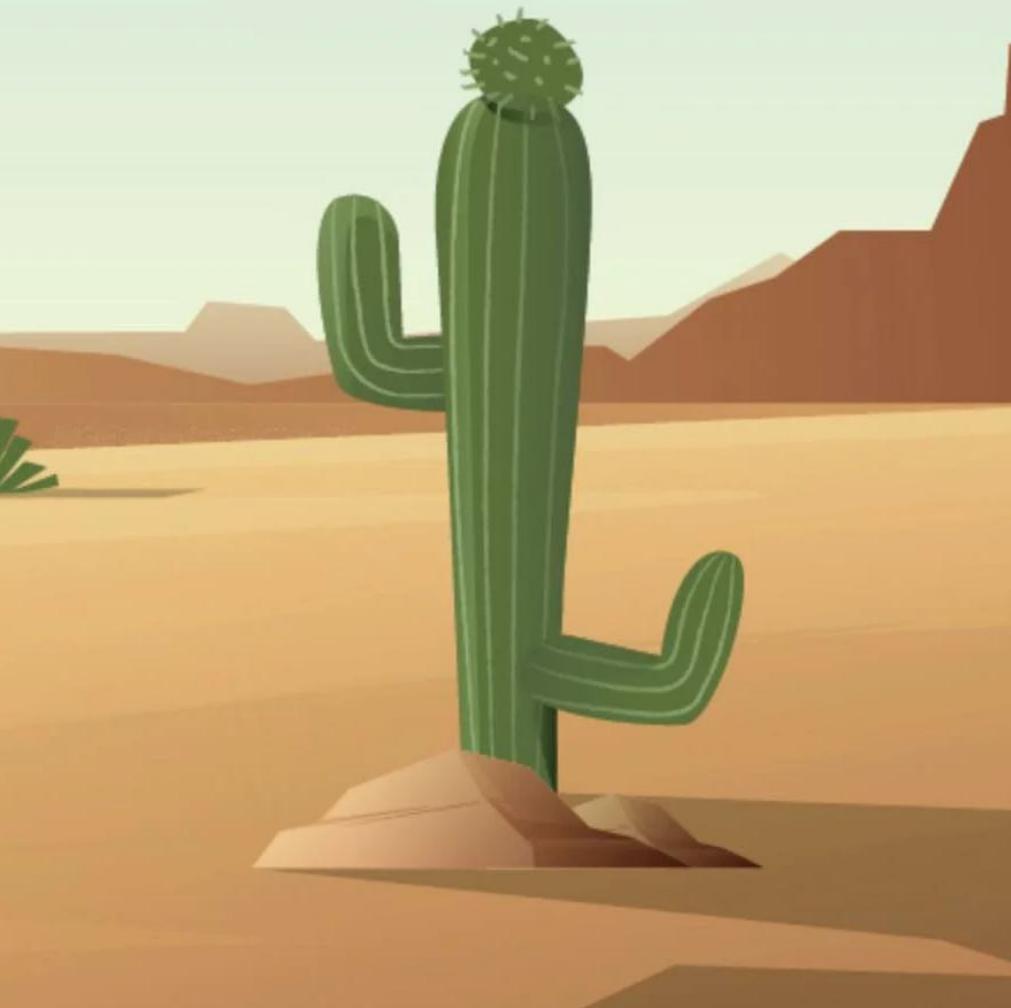
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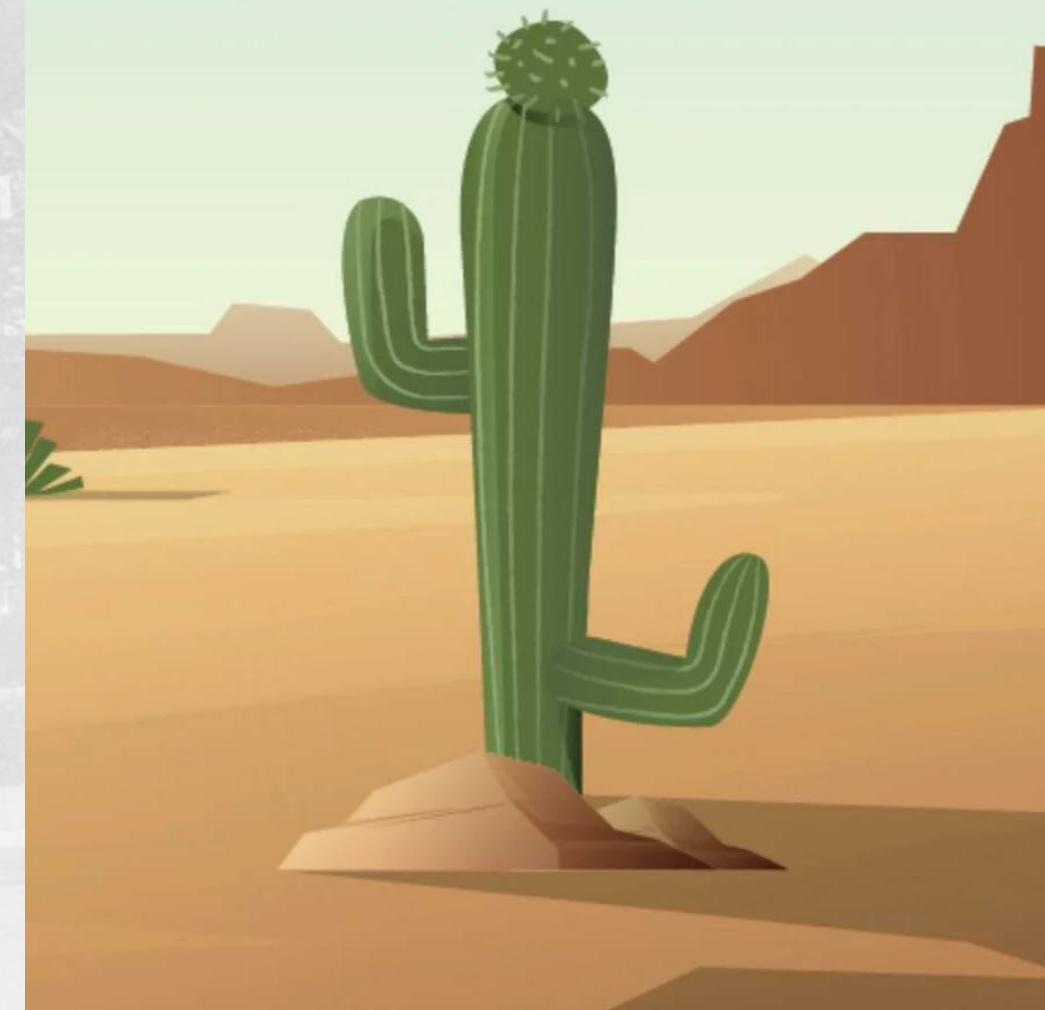
TENTPOLE EVENT

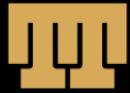
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TITLETOWN



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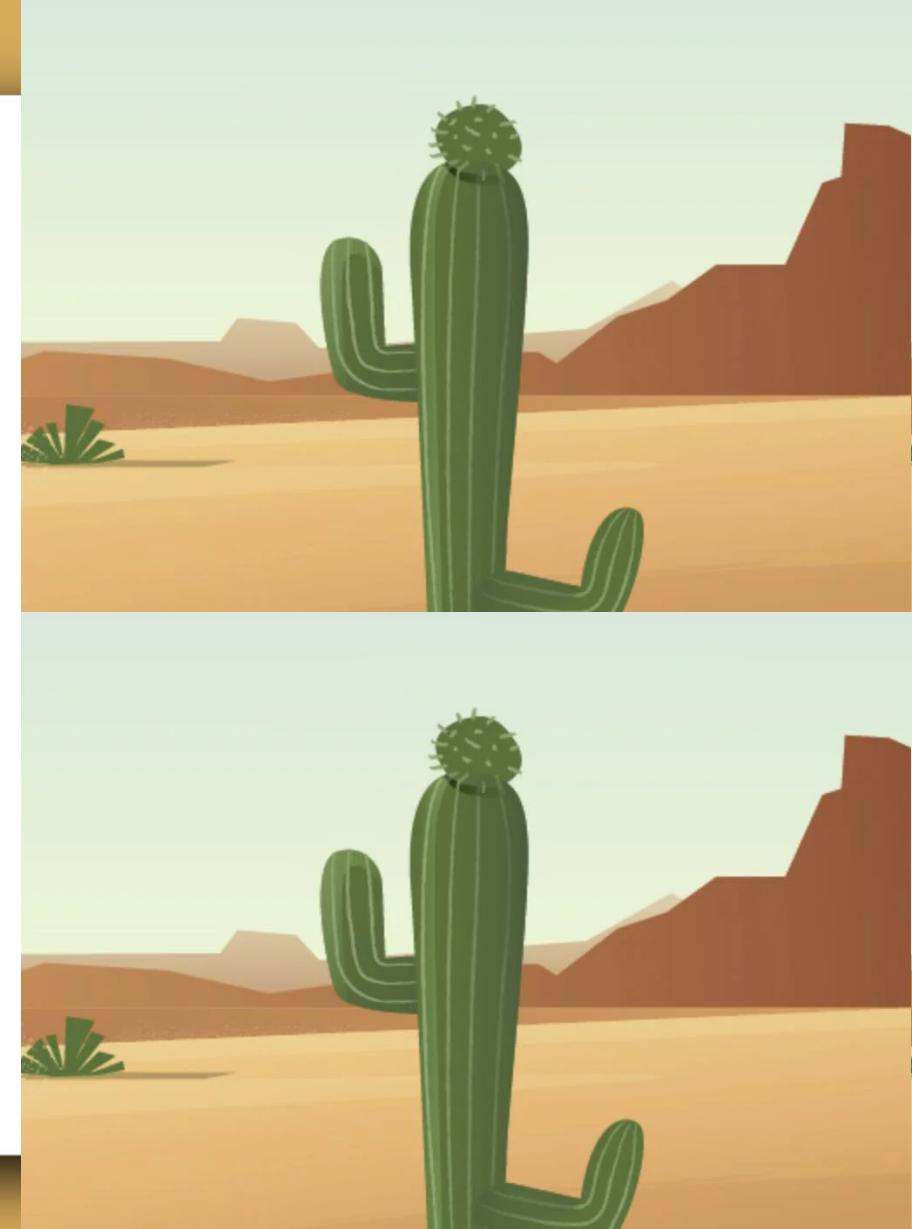
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TITLETOWN

RESEARCH

Through our research with **SOURCE**, it is clear that **PARTNER NAME** sets a considerable precedent for partnership objectives and continues to resonate with our fanbase.



129%
MORE LIKELY TO USE

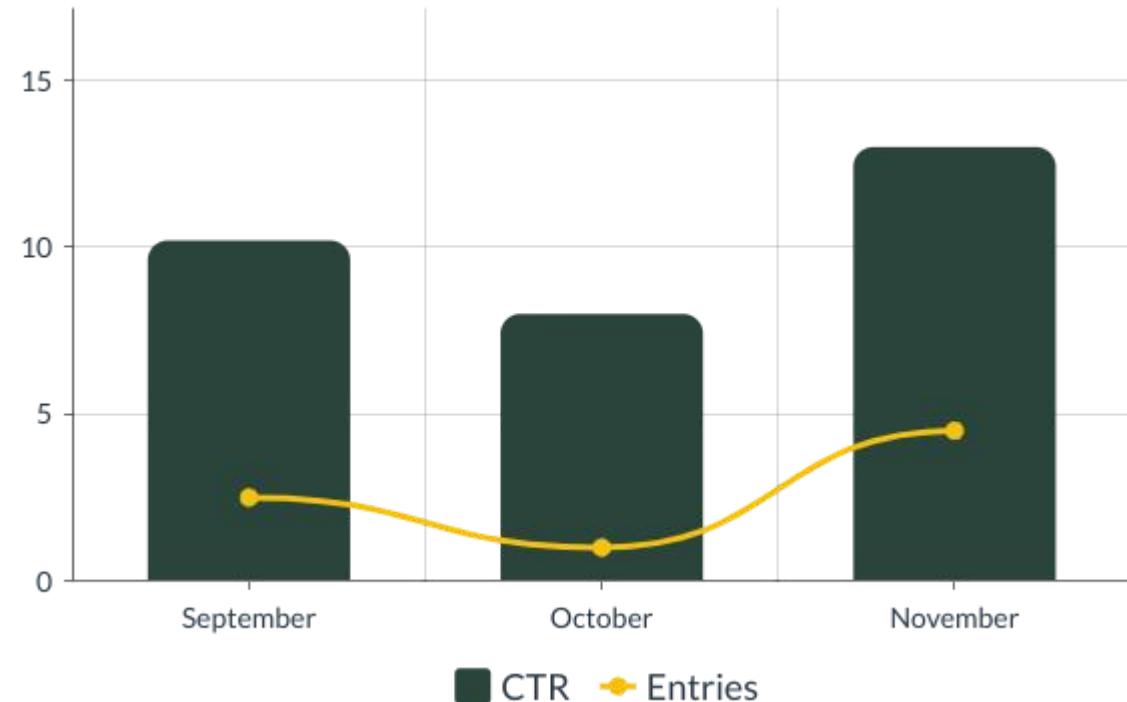


56%
GREATER BRAND PREFERENCE



43%
GREATER BRAND TRUST

Example Chart



Source: Enter Source Name (Year)

Further information goes here

1/1/2024 - 12/1/2024

ORGANIC SOCIAL DASHBOARD



Organic Posts
1,607

Impressions
196,870,348

Engagements
9,269,569

Logo Impressions
770,539,850

Video Views
97,139,531

Brand Value
\$9,984,335

Campaign Summary

| Campaign Name | Posts | Impressions | Engagements | Video Views | Brand Campaign Value |
|---------------|-------|-------------|-------------|-------------|----------------------|
| Name | 12 | 12,000 | 10,000 | - | \$2,150 |
| | | | | | |
| | | | | | |
| | | | | | |

Branded Assets

| Asset Name | Posts | Logo Impressions | Post Impressions | Branded Asset Value |
|----------------|-------|------------------|------------------|---------------------|
| Media Backdrop | 432 | 115,000 | 140,000 | \$50,000 |
| | | | | |
| | | | | |

Brand Value

Enter date range

- X
- Facebook
- Instagram
- YouTube
- TikTok





Example Chart

Add Source Details



ADDITIONAL RESEARCH

Example of additional research can include Wakefield studies, Vision Insights studies, YouGov brand perceptions, etc.

85% supporting text

2M supporting text



RETURN ON OBJECTIVES

RETURN ON OBJECTIVES

Areas of Focus:

◦

Strategy:

◦

For the xxx year, PARTNER has exceeded a Deal Score of 80.

- The goal for all ROO partnerships is to hit a Deal Score of 80 or higher. Anything over 80 is considered overperforming.



BRAND AWARENESS

- GOAL
- GOAL

ACTUAL / TARGET

ACTUAL / TARGET



LEAD GENERATION

- GOAL
- GOAL

ACTUAL / TARGET

ACTUAL / TARGET



DRIVE TRAFFIC

- GOAL

ACTUAL / TARGET

\$xxK

in added value assets were provided to PARTNER during the 2024 season to help meet partnership goals



RETURN ON OBJECTIVES

RETURN ON OBJECTIVES

Areas of Focus:

◦

Strategy:

◦

Ideas of Goals for Next Year:

◦

For the 2024 season, PARTNER has exceeded a Deal Score of 80.

- The goal for all ROO partnerships is to hit a Deal Score of 80 or higher. Anything over 80 is considered overperforming.

XX

2024 Deal Score



BRAND AWARENESS

- GOAL
- GOAL

ACTUAL / TARGET

ACTUAL / TARGET



LEAD GENERATION

- GOAL
- GOAL

ACTUAL / TARGET

ACTUAL / TARGET



DRIVE TRAFFIC

- GOAL

ACTUAL / TARGET

\$XXK

in added value assets were provided to PARTNER during the 2024 season to help meet partnership goals



LOOKING AHEAD...

PARTNER's support not only helps elevate the team but strengthens our community and creates unforgettable experiences for fans. Thank you for being an essential part of this journey.

As we turn the page to 2025, we look forward to co-creating a strategic partnership plan for the 2025 season.

- We will be in touch to schedule a series of strategy planning meetings to take place January - March.
- Target goal is to have our 2025 strategy and goals in place by **DATE**.

We are looking forward to an exciting season ahead!

LOGO



THANK YOU



LOGO



THANK YOU

