



RoseQuarter

THE LANDSCAPE

LANDSCAPE

1. Clean slate in the financial category
2. Introduction of new assets
3. Milestone season
4. Team and organizational momentum

PRIORITIES

- Year of the Blazers Credit Card
- Preferred bank of choice
- Grow deposits
- Student refinancing

HOW

- Tactful activation > Loud
- Research → Best Practices
- Cool factor → Love factor



ROI FOCUSED



BLAZERS CREDIT CARD

WIN THE WALLET

Overcome credit card market headwinds by standing out with a product that has high customer appeal



vs.



CAPTURING MARKET POTENTIAL

Fish where the fish are



SCALE

1M+ Adult Fans in DMA



PROFITABLE

Blazers Credit Card users spend 47% more on their card and make 18% more transactions

FIRST TECH'S OBJECTIVES

- Drive Affinity + Awareness
- Member Acquisition
- Member Benefits
- Deepen SEG Relationships
- Grow Deposits
- Employer of Choice
- Defend Backyard



MASS MARKET

THE YEAR OF THE BLAZERS CREDIT CARD

MAKE A SPLASH WITH A HEADLINE GRABBING OFFER

We are giving away **\$1 MILLION** in tickets to Blazers Credit Card holders*!!!



*Pending NBA Championship

HARD-HITTING APPLICATION CAMPAIGN

First 500 people to open a Blazers Credit Card (in branch) will get a bonus reward of \$250 in Blazers tickets vouchers



- ✓ \$250 Blazers Tickets
- ✓ Exclusive Blazers Experiences
- ✓ 20,000 Rewards Points
- ✓ No Annual Fee



ENCOURAGE DAILY CARD USAGE WITH FIRST TECH MAGIC MOMENTS

Cardholders will have a chance to win \$10,000 **every** home game day by simply using their Blazers Credit Card anywhere

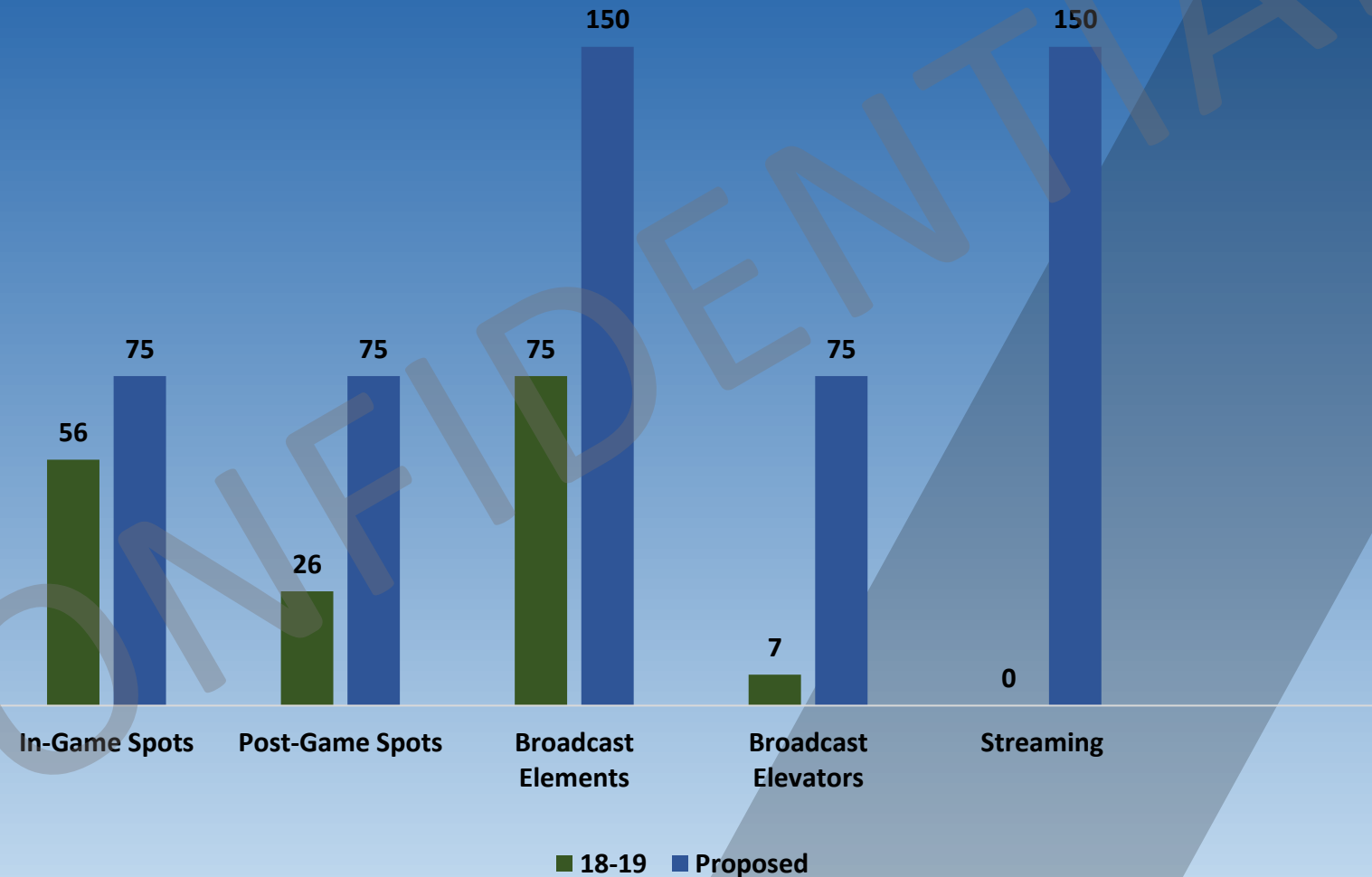


FULL SEASON MEDIA STRATEGY WITH INCREASED PROGRAM INTEGRATION

- Full season TV schedule during 75 games
 - In-game and Postgame
- Creation of TV spot with rotating creative
- Live integration to promote the Blazers Credit Card
 - Halftime Highlights TV element
 - Graphic Elevator package in each game
 - Blazers Rewards Promotions TV element

MEDIA COMPARISON YOY

A season-long strategy will deliver **20.1M** estimated imps to the TV audience, an increase of **nearly 300%**



ARENA LIVE DROPS DURING EACH HOME GAME

Reach nearly 20,000 fans during each game with a live read promoting the Blazers Credit Card (Halftime or Pregame)



PROMOTE CARDHOLDER BENEFITS

Leverage additional reminders throughout the fan purchase path

- Point-of-sale at concession stands on the Moda Center concourse during 150+ annual events highlighting Blazers Credit Card
 - With Apple Pay
- Database Nurture Campaign
 - Inclusion in bounce-back email sent to single game ticket purchasers
 - Reinforce and link to card benefits

RIP CITY UNITED
GO DEEPER WITH THE MOST AVID
FANS

RCU HEADQUARTERS POWERED BY FIRST TECH

Rip City United has 12,000+ members across 4,200+ accounts



SPONSOR OF RCU CELEBRATION MOMENT

1 of only 2 “in-game, every game” timeout promotions, tagged with a Blazers Mastercard message



RCU ONGOING COMMUNICATION TO PROMOTE CREDIT CARD

- Paid Social Campaign targeting RCU members
- RCU Newsletter inclusions
- RCU Benefits Page on Trailblazers.com
- RCU Database Mailing

CONFIDENTIAL



CARDHOLDER DISCOUNTS ON TICKET PACKS

- Fans will receive a discount on Trail Blazers Ticket Packs when using Blazers Credit Card
- Use as a vehicle to promote card awareness and cardholder benefits
 - Drive to website to learn more → Retarget
- Inclusion in Ticket Pack promotional messaging
 - 1,000+ radio spots on iHeart Radio
 - 150+ live drops across TV/Radio/Arena
 - 75+ produced TV/Radio spots



**LURE CARDHOLDERS
WITH IMPROVED PERKS**

FIRST TECH FAST ENTRY

VIP entry for First Tech cardholders and members during all home games



FIRST TECH PREGAME SHOOTAROUND

Early entry and designated seats (with seatback covers) to watch pregame shootaround during all home games



TICKET PRE-SALE ACCESS

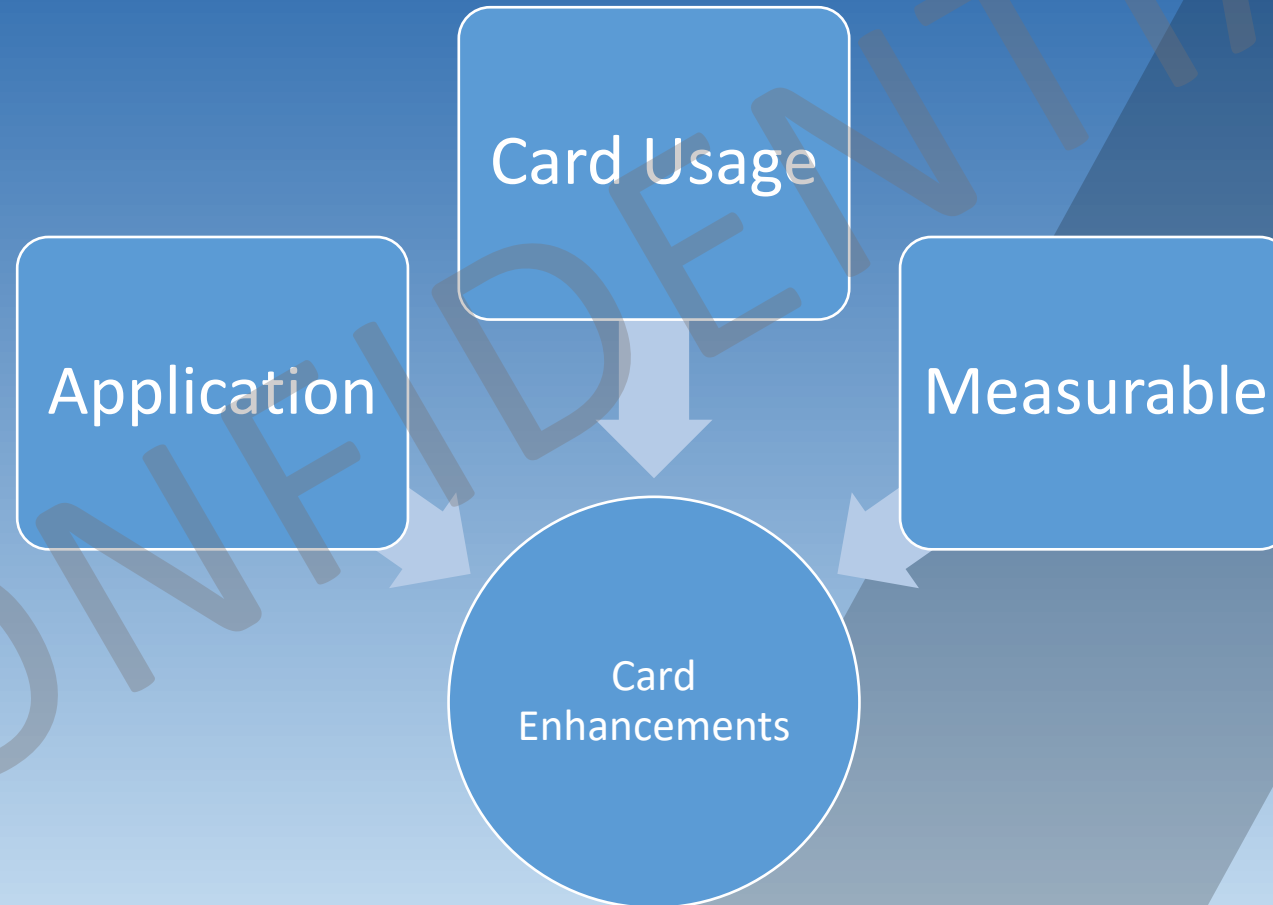
Access to purchase single game tickets before they go on sale to the public, with fan education strategy



First Tech
federal credit union

FIRST TECH BLAZERS CREDIT CARD SUMMARY

Drive a profitable product that serves as a gateway to a deeper relationship with First Tech



STUDENT LOAN REFIS

REACH FANS THAT HAVE STUDENT LOANS



+241%
MORE
LIKELY



141,500 HAVE
STUDENT
LOANS



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SPORTS NIGHT CAREER FAIR PRESENTED BY FIRST TECH

- Brand integration in promotional support of the event
 - Local colleges
- On-site activation area during the career fair
- Handouts to promote Student Loan refinancing product

SHOOT AWAY STUDENT LOANS

- Paid social campaign promoting entry into a Study Loan payoff contest
 - Lead generation for loan products with opt-in
- A series of Time Out promotions will let winners shoot for a chance at \$50,000 to pay off student loans
- Paid social retargeting campaign to entry audience pool with co-branded Student Loan messaging

50TH ANNIVERSARY SEASON

PROMINENT MESSAGING

Broadcast, arena and digital graphics package



First Tech[®]
federal credit union

moda
HEALTH

ROSE CITY PARTNER
THIS IS OUR BACKYARD

ROSE CITY PARTNER DESIGNATION

One of five Rose City Partners

- Rose City Partner LED Center scoreboard rotations (20% share) during all Trail Blazers home games
- LED 360° Ring rotations before non-Blazers events such as concerts, family shows, etc.
- Outdoor pylon branding facing main streets around the Rose Quarter
- Opportunity to add ATMs throughout Moda Center
- Concourse signage inclusion in Rose City Partner location
- Special experiences
 - Ex. Team Fly Away trip
 - Ex. Private Rose City Partner dinner with Coach

SUMMARY

MARRYING THE STRATEGIES

Our recommended next step is to create a proposal that marries the strategies based on today's feedback

