



UMPQUA
B · A · N · K

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PORTLAND

**WE'RE YOUR RIP CITY BANK
PEOPLE**

Client Objectives

Umpqua Bank was looking to build two comprehensive campaigns that impacted the major areas of their business, Commercial Banking and Wealth Management. Both campaigns needed to include strategies and tactics clearly defined to their targeted approach. For commercial banking, advertising and campaign strategies needed to be focused on B2B relationships, while wealth management used a DTC tactics.

The comprehensive campaign included advertising and brand strategies ranging from broadcast media to social and digital targeted tactics. The following is part of the confidential marketing strategy I put together.

What's in a Partnership for Umpqua Bank

- Brand development → Consideration
- New customer acquisition
- Cement position as leading commercial bank
- Associate engagement
- Own your backyard

Recapping Year 1 Beta Partnership Highlights

- +283% increase in aided awareness
- +60% increase in fans using Umpqua Bank
- +40% increase in fans saying they would consider using Umpqua Bank

Increase Marketing Effectiveness Through Co-Branding


In aggregate, marketing assets integrating Trail Blazers marks and logos are +41% more effective than the same assets without

ATTENTION

44 
% LIFT


CAPTURE THE CONSUMER'S
ATTENTION AND ENGAGE
THEM

CONNECTION

47 
% LIFT


RELATING WITH CONSUMERS
IN A MEANINGFUL WAY

SUPERIORITY

36 
% LIFT

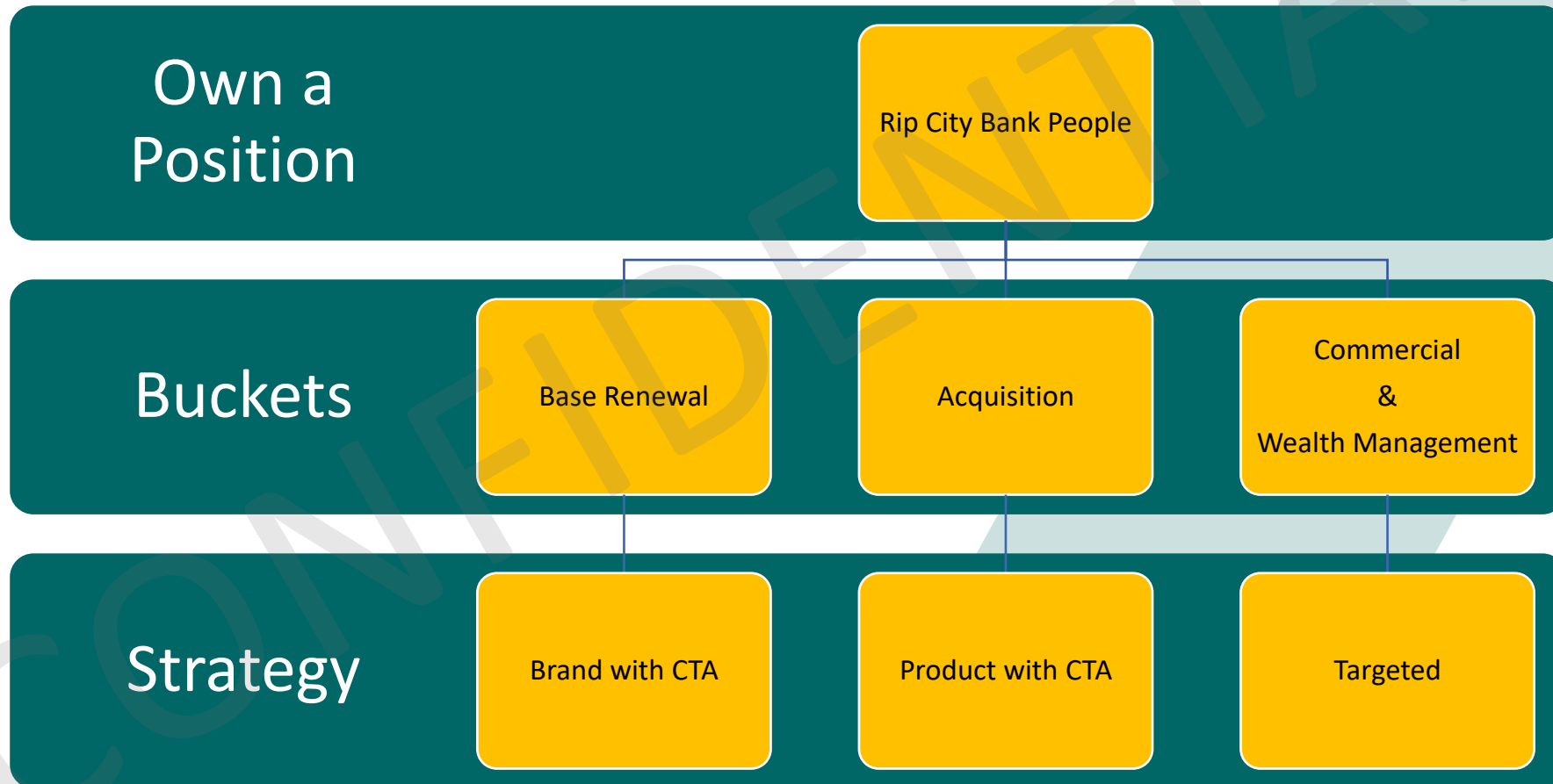
BUILDING BRAND
PERCEPTIONS

CONVICTION

36 
% LIFT

CONSUMER'S LIKELIHOOD TO
PURCHASE

The Game Plan



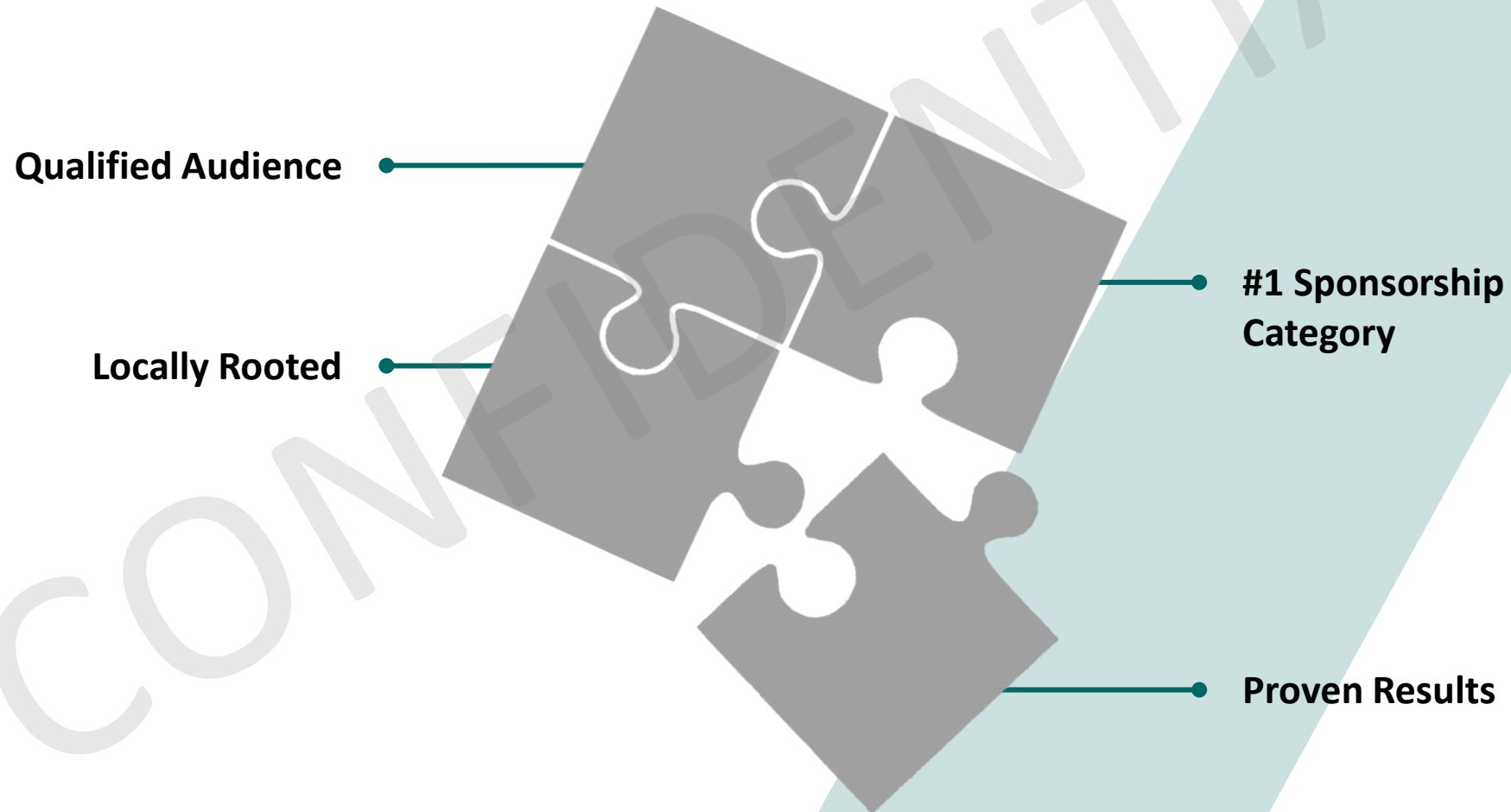


BASELINE RENEWAL

We're Your Rip City Bank People

Unprecedented Integration

Multi-channel marketing strategy reaching consumers across the region





LED Takeover: Trail Blazers Games



Digital Impact: 150+ Annual Events



Vom Signage: *New Asset*



Club Level Backlit Sign

LED 360° Rings and Wedges

Impactful rotating messaging during all Trail Blazers home games

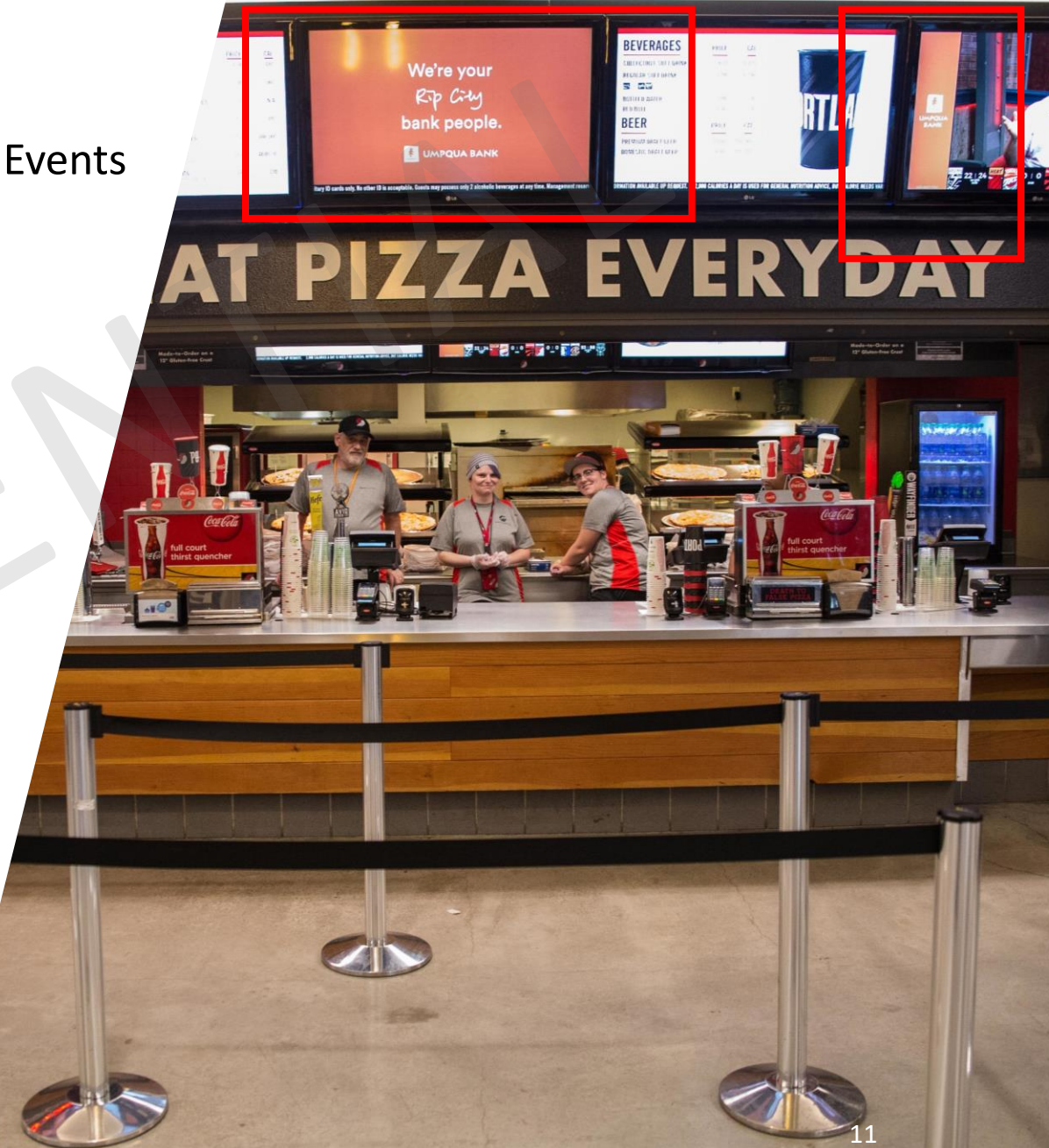
- Forty-one (41) games
- Average attendance of 19,496
- Ideal for brand development and short messaging



Digital Impact Network

Rotating concourse messaging during all Moda Center Events

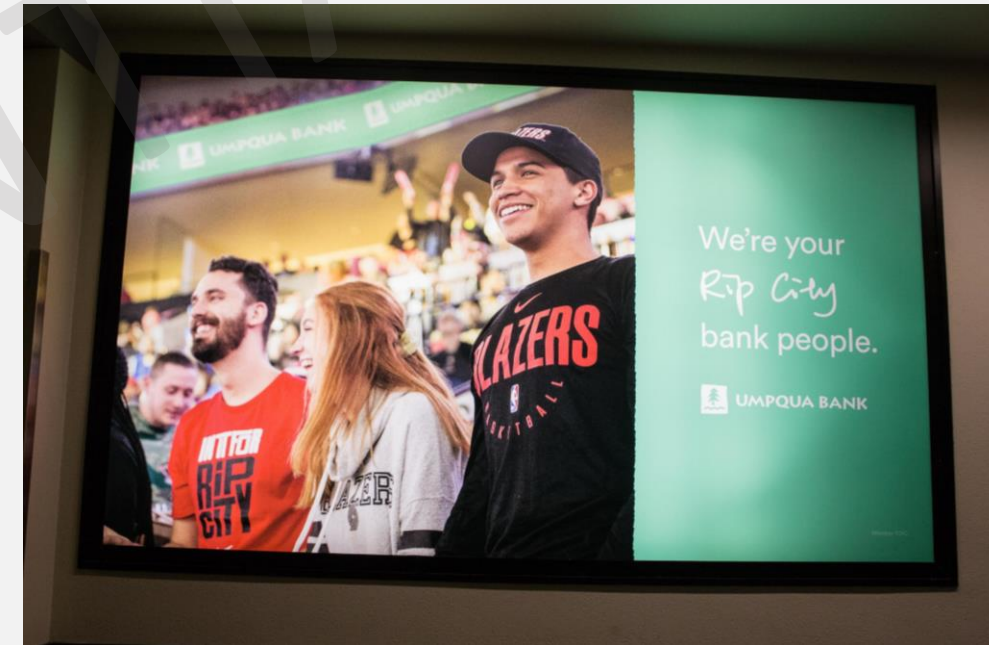
- 150+ annual events
 - Concerts
 - Family Shows
 - Sports
- 1.5M+ annual visitors
- Comprised of 35 full screens and 244 “I-Band” screens
 - Heavy rotation during all events
- Ideal for brand development and short messaging



Club Level Backlit Signage

8' x 10' backlit sign outside the Sphere VIP Lounge

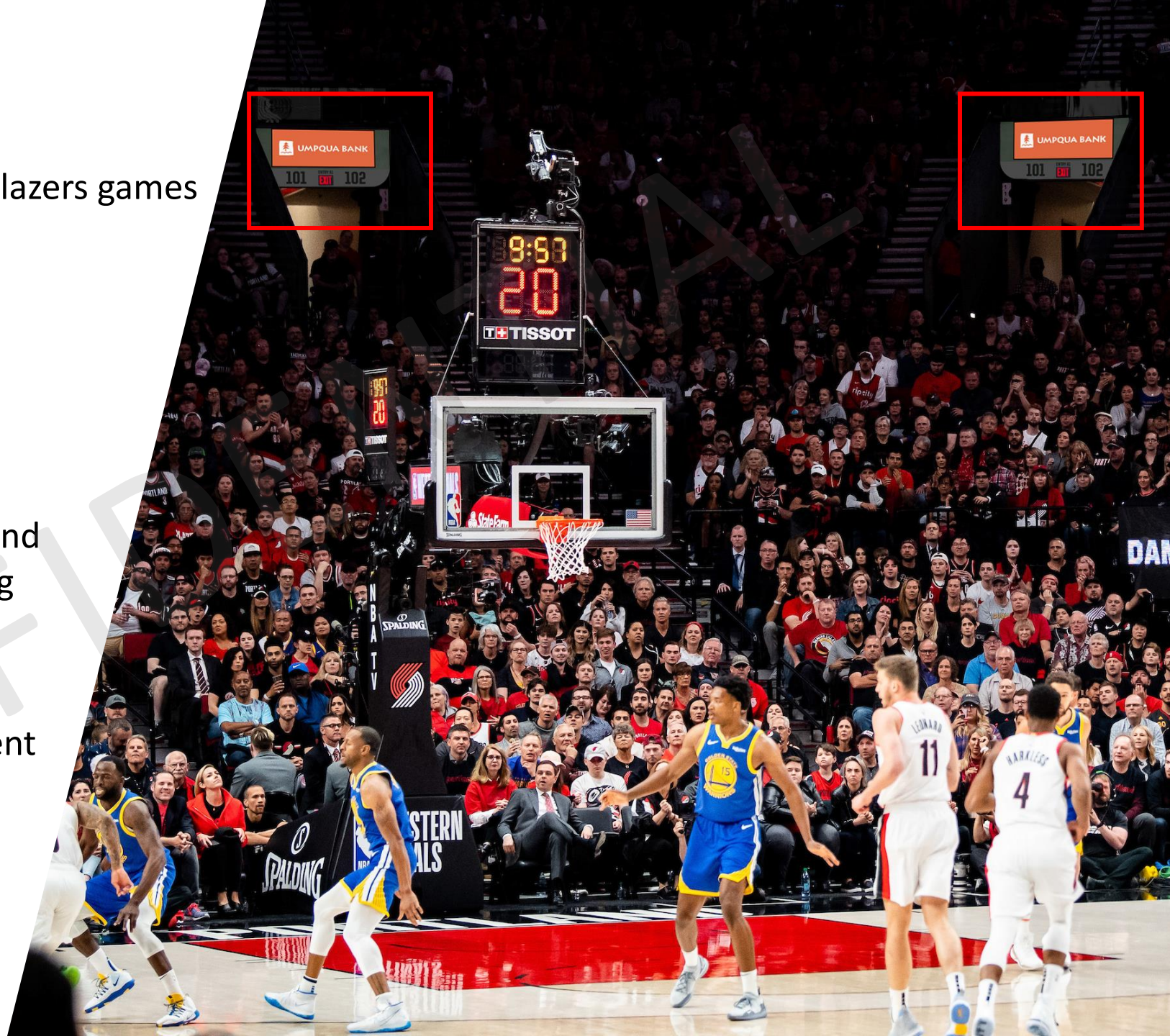
- Prominent placement on the Club Level
- Brand development during most Moda Center events
 - 177,000 annual Club Level guests
- Located in a valuable space, reaching key decision makers



Vom Signage

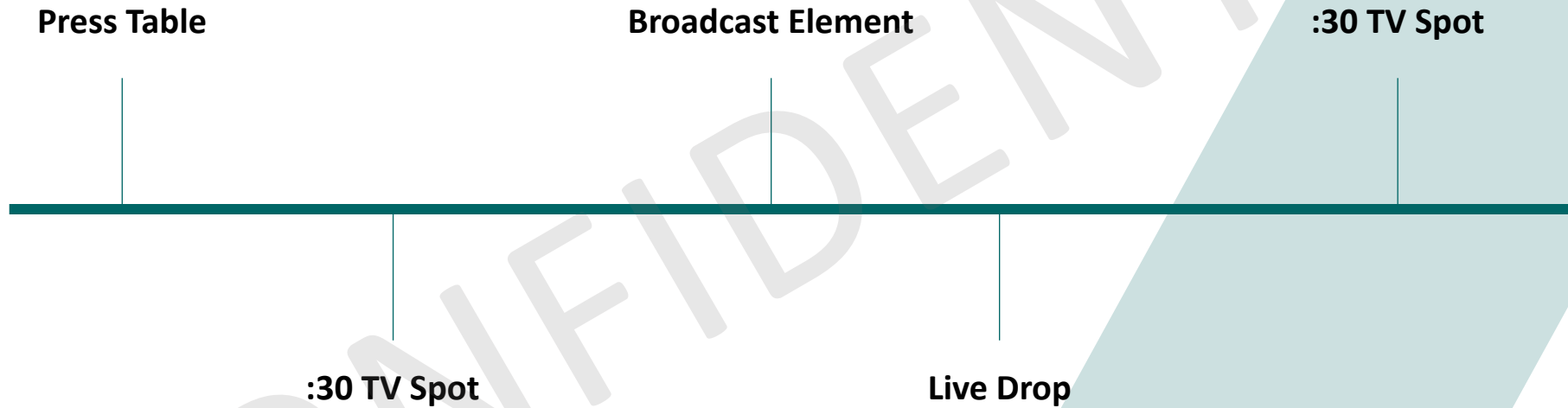
High impact messaging during Trail Blazers games

- New LED position during all forty-one (41) home games
- Strong arena visibility and TV visibility
- Twenty-six (26) locations around the arena's inner bowl rotating in 2-minute increments from doors open to doors close
- Effective for brand development and brand connection



TV Viewer Experience

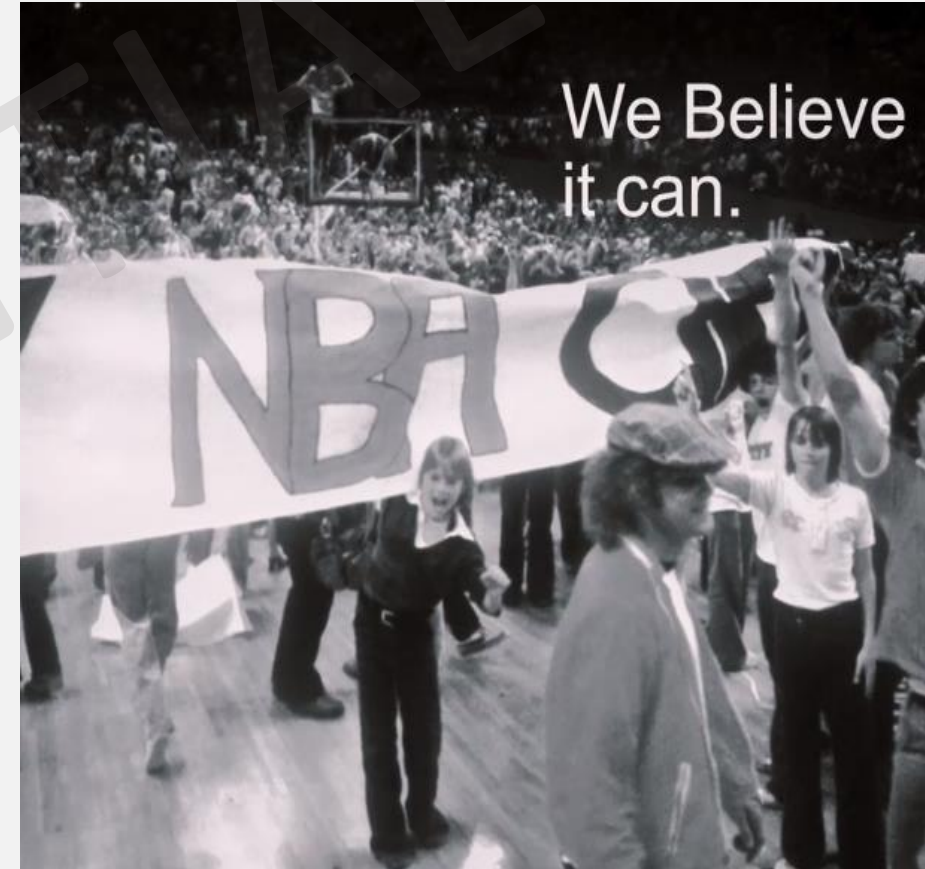
Multiple touchpoints to drive brand awareness during televised games



TV Spots

:30-second TV spots reaching a real-time audience during games

- DVR-proof programming reaching an emotionally charged audience
- Two (2) TV commercials in seventy-five (75) games
 - One (1) position in Play-by-Play
 - One (1) position in Postgame Show



TV Graphic Elevators

Live integration into TV broadcasts

- Graphic message rising from the score in TV broadcasts
- Occurs twelve (12) times throughout the season
- Ideal for a short message and CTA



TV Press Table

Reach fans watching on TV in home and away markets, including California*

- TV visible messaging reaching fans watching at home
- Ideal for brand development and short messaging
- \$100,717 in Q1 Media Equivalency (Repucom)
 - Amount it would cost to purchase equivalent media
- 265M+ annual exposure impressions
- 198,792 average viewers in Bay Area (2 games)

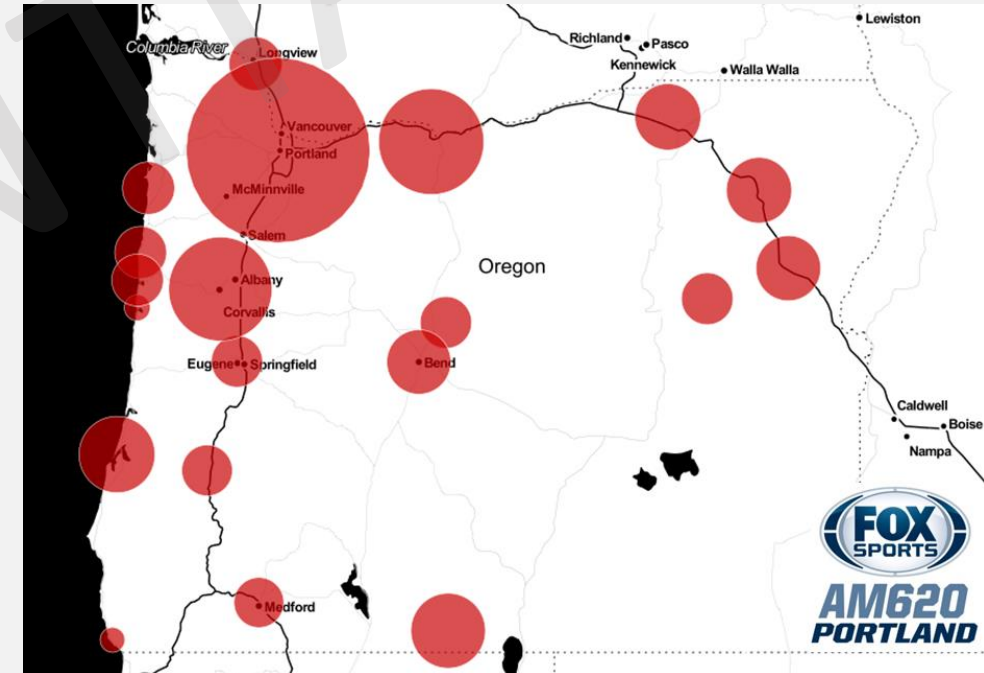
* Excludes national broadcasts



Radio Spots

:30-second radio spots airing during Trail Blazers games

- Destination media reaching a statewide audience during prime drive times
 - Twenty-two (22) affiliate stations
- Production of one (1) Radio commercial
- Two (2) Radio commercials in eighty-two (82) games
 - One (1) position in Play-by-Play
 - One (1) position in Postgame Show



Radio Broadcast Element

Live integration into radio programming during all games

- Branded content with live CTA in eighty-two (82) games
 - Drive fans online or to stores
- Go-To Player of the Half (concept)
- Ability to change the script throughout the season to promote multiple business lines and initiatives



Radio Live Reads

Live integration into radio programming during all games

- Live voice read during radio broadcasts
- Occurs twelve (12) times throughout the season
- Ideal for a short message and CTA



Digital

Integrate throughout the digital journey

— Team social media campaigns

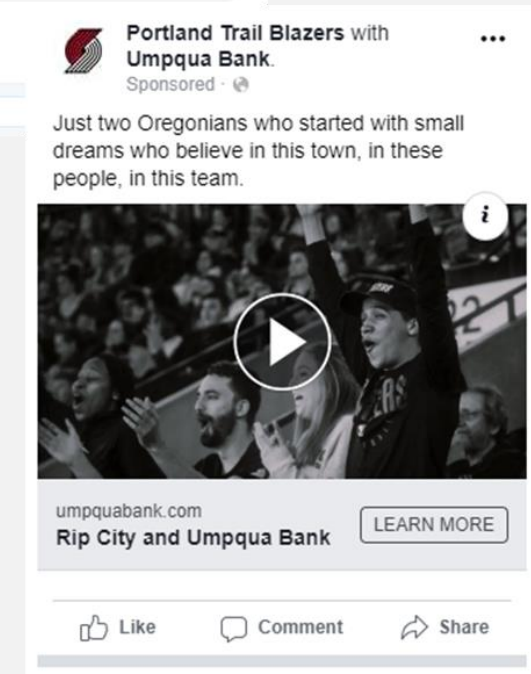
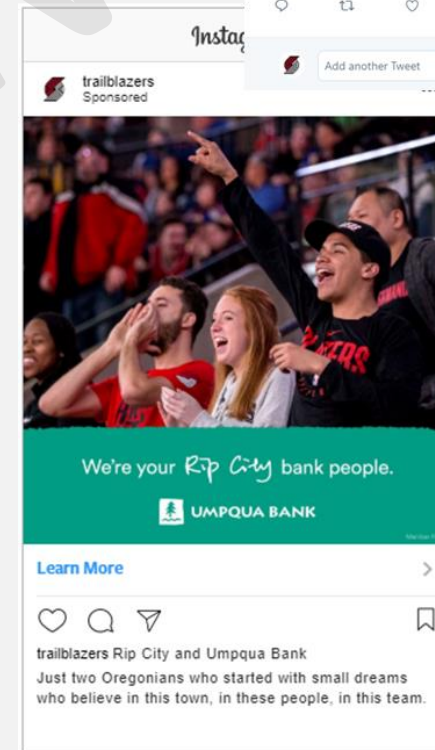
- Co-branded message on team social channels
- Paid/sponsored posts
- Ability to set interest/demo parameters

— Trailblazers.com rotational banners

- Rotating banner ad positions on the team website, driving fans to Umpqua.com

— Trail Blazers mobile app inline ads

- Rotating positions in the team mobile app, driving fans to Umpqua.com



Experiential

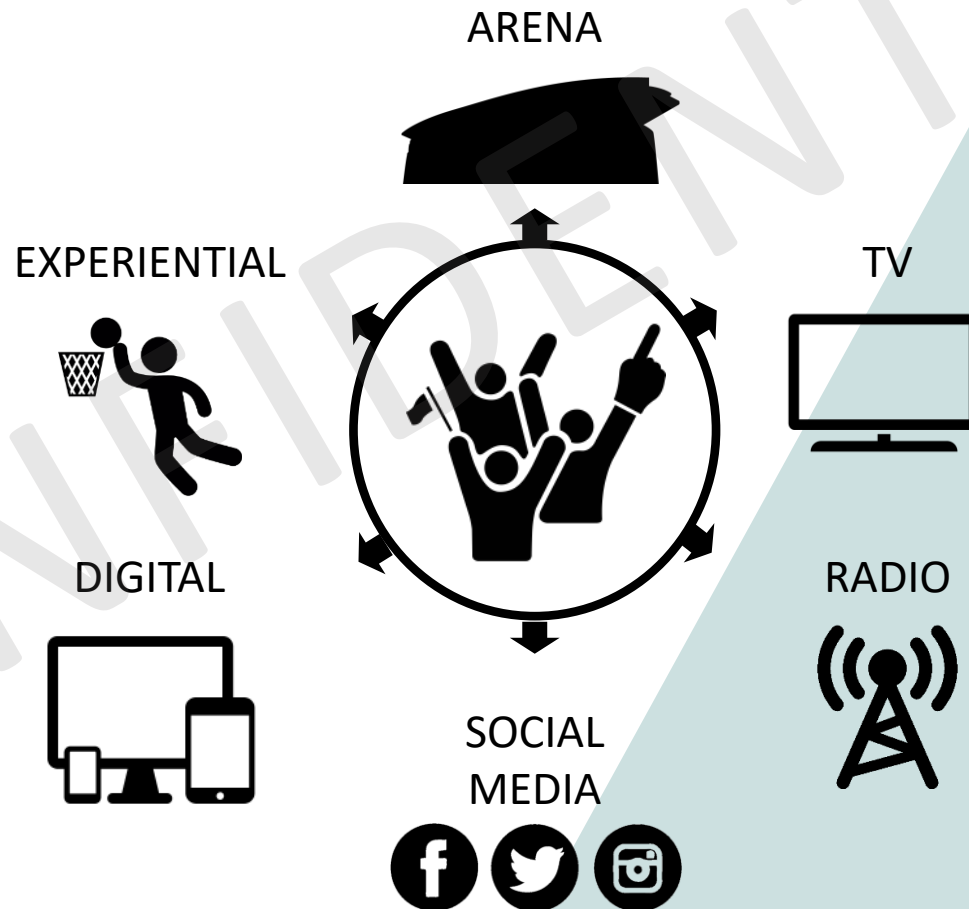
Leverage key attributes of existing customers to appeal to new customers and thrill associates

- Pet content resonates with Umpqua Bank's audience
- Co-Presenting Sponsor of **Pup City 1K Walk & Festival**
- Brand inclusion in promotional materials and post-event content
- On-site activation
- 100 free entries for employees



Holistic Fan Experience

Convert our fan passion into Umpqua Bank business results





CUSTOMER ACQUISITION

\$1M Championship Challenge

Trail Blazers will award \$1M in prizes to registered fans if we win the NBA title

- Go-To the Championship → Go-to Banking
- Promote through team social media
- High potential for earned media
- Register to win at Umpquabank.com
 - Lead generation
 - Retarget



New Account Incentive Program

Open a new account and receive \$200 in Blazers ticket vouchers

- Goal of 500 new account opens
- Promote through team marketing assets
- Cross-promote through Umpqua Bank communication
- “Go-To” a game messaging

40% of fans say a New Account Incentive program would impact their decision when considering financial institutions



Go-To Campaign

Hard-hitting Go-To campaign

- Season-long broadcast element on TV
 - Go-To Player of the Half, presented by Umpqua Bank
 - Sales read with a CTA
- Go-To moment of exclusivity on LED rings during twenty (20) home games
- Monthly Go-To Lucky Fan promotions with prizing
- Digital strategy on social media including Go-To a Game ticketing contest
 - 50 tickets



Home Lending

Hard-hitting home lending division campaign

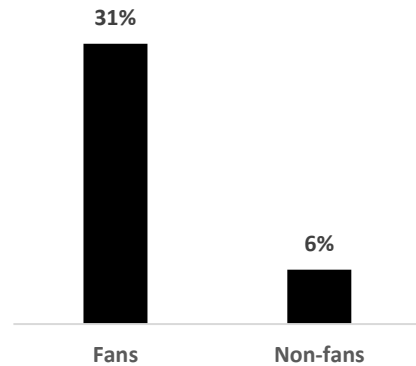
- Home Lending moment of exclusivity on LED rings during twenty (20) home games
- Digital strategy on social media through Facebook and Instagram
 - Home Court theme
- Timeout arena promotions giving fans a chance to win money towards their mortgage payments
 - Prizing fulfilled by Trail Blazers
- Two (2) Club Level season tickets for employees



A stylized logo on the left side of the slide. It features a dark teal square with a lighter teal background. Inside the square is a dark teal silhouette of a coniferous tree with a thick trunk and a jagged, wavy line below it representing water.

COMMERCIAL, SMALL BUSINESS, AND WEALTH MANAGEMENT

Be at the Epicenter of Business



BUSINESS BANKING ACCOUNTS

Blazers fans are 5x as likely to use a business banking account



SMALL BUSINESS

Trail Blazers fans are +30% more likely to be small business owners



HIGH NET WORTH

49% of ticket buyers have a net worth of \$500K+

Premium 365

**Presenting world-class entertainment
under one roof**

**First class amenities meet world-class
sports and entertainment**

UMPQUA BANK EXECUTIVE SUITE LEVEL



Umpqua Bank Executive Suite Level

Authenticate Umpqua Bank as the region's leading commercial bank

- Tasteful brand integration throughout interior and exterior
- Touchpoint opportunities directly into every suite
- Access and acquisition opportunities with premium clientele
- Reach 92,000+ annual guests in a business environment



UMPQUA BANK BUSINESS CEN



Activating the Suite Level

Connect with 92,000+ annual Suite Level visitors

Small Business

Lead generation contest targeting small businesses

— Digital storytelling

Hospitality

Five (5) Executive Suite Night hospitality experiences

Suite Level Activations

Touchpoints and events to grow your business



Trail Blazers Commercial Banking

Trail Blazers and Rip City Management Commercial Banking relationship

- Leverage association and case study to drive new business

CONFIDENTIAL



A stylized graphic on the left side of the slide. It features a dark teal square with a white silhouette of a coniferous tree. Below the tree is a white zigzag line representing water. The entire graphic is set against a dark teal background.

CORPORATE RESPONSIBILITY

Community Storytelling Makes Business Sense

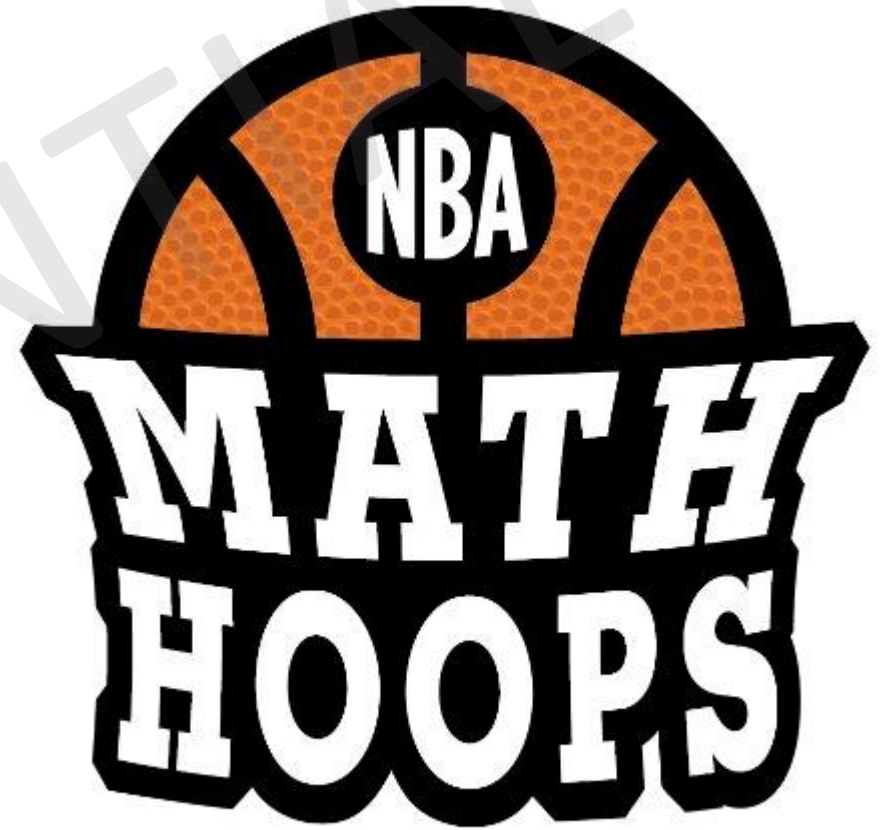
74%

Of fans are likely to support a partner if it
is involved with a community initiative
supported by the Trail Blazers

Community Impact

Community involvement is the **#1 factor** considered when selecting a bank*

- Co-develop a community impact program
- Storytelling through Trail Blazers marketing assets
- Activate Umpqua Bank stores and/or employees





GAMEDAY POSTER SERIES

As featured in the New York Times



When Artists Take The Opening Shot

From First Sports Page
Like Chicago, Ore., began collecting the posters last season, but this season, in line, they are coming just two of them — the first two are from the city's art scene, which is rich in talent for its size, but these posters could be too often to make for collectors' items.

"I feel of something," Gould said. "I was even going to put a little thing in my neighborhood. But if any one had come I could buy."

Chris Gould, 35, a sales manager from Portland, has them all — and nearly all of them in his home. Last season, he signed each poster that was numbered to the last of the season's game days, and he's the one who's been collecting them.

Just 110 posters are printed for each game. Once they're gone, they're gone for good.

of the team's last championship, Gould is still trying to figure out what to do with them.

"I don't really have them in my home," said Gould, who also has every game program from the last five seasons. "It's like a part-time job."

The posters will be 100 again, with the last one printed — about 10 per poster — going to the team's charitable foundation. But even at the bargain-basement price, the Blazers have done an enormous job of raising them for the team's fans.

While some of the posters are sold, the posters are otherwise available for purchase only on game nights inside the arena.

Michael Verhey with a poster he created with his wife, Meghan, for a game against the Denver Nuggets. The Trail Blazers began commissioning game-day posters at the start of last season.



definitely seems to appreciate the fact that we give them," Adams said.

The Blazers' artist operations team, which is based in the team's headquarters, has been working on the posters since the start of last season, which is how he met the Verheys, who have their own company called the Verhey Studio.

Adams followed up last spring.

"They really like the idea," Verhey said, "so when we get the small order of it we would be interested. We were like, 'Yes, please.'"

Michael Verhey, 35, who did the bulk of the artwork for the team's project, said it was actually a labor of love, the worst through.



Gameday matchup posters commissioned by local artists to create authentic connections to the region



Gameday Poster Series

Presenting Partner of a nationally recognized program

- 100 limited edition posters per game
 - Proceeds benefit Trail Blazers Foundation
- Heavy in-arena exposure during **all** home games
 - Season ticket holder gift during a timeout
 - Fan tradition
- Additional engagement and content opportunities
 - Special events
 - Gallery displays
 - Fan Appreciation design contest





SUMMARY

Accomplishing Umpqua's Objectives

- ✓ Brand development → Consideration
- ✓ New customer acquisition
- ✓ Cement position as leading commercial bank
- ✓ Associate engagement
- ✓ Own your backyard