



**OREGON
LOTTERY™**

Together, we do good things.



TRAIL BLAZING THE WAY

"I believe that sports betting should be brought out of the underground, and into the sunlight."

— NBA Commissioner Adam Silver

OREGON LOTTERY
SCORE BOARD



We believe that a partnership between our two organizations is **strategic**. That our alliance provides a competitive **advantage** in what will be a crowded sports betting landscape. By harnessing the marketing heft of a professional sports team, you will reach the greatest number of people, with the greatest **propensity** to engage with the Scoreboard product. The association between the NBA and the Trail Blazers as an Authorized Operator will provide consumer **credibility** resulting in more trial and increased frequency of play.

PARTNERSHIP OBJECTIVES

- Build awareness of the Scoreboard app
- Drive installs of the Scoreboard app
- Engagement with Scoreboard app



PARTNERSHIP STRATEGIES

- Leverage Trail Blazers brand assets to introduce and amplify **awareness** of new Scoreboard app
- Utilize direct tools and incentives to **increase downloads** of Scoreboard app
- Connect current relevant Trail Blazers programs with Scoreboard app for **increased downloads and participation**





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BUSINESS CASE

REACH & FREQUENCY



1.45M
Local Adult Reach



799,345
Trail Blazers
Attendance



41
Home Games



160+
Total Moda Center
Events



TV
3.0 Rating for M21-54



Source: Scarborough, Simmons

KEY AUDIENCE IMPACT



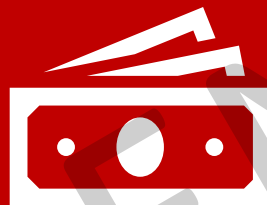
TARGET AUDIENCE

64% ages 21-54
57% Male 43% Female



WELL EDUCATED

73% Graduated
or Attended
college



FINANCIALLY STABLE

51% HHI OF \$75k+
24% more likely than market average
33% HHI OF \$100k+
26% more likely than market average



AVID PLAYERS

96% more likely to
have played fantasy
sports than market
average



POSITIONING

10x more likely
to bet on sports

BRAND AMPLIFICATION

BUILDING RAPPORT

51↑
%

MORE TRUSTWORTHY WHEN
USED WITH NBA IP

Banner Ads

BECOMING REAL

70↑
%

INCREASE IN AUTHENTICITY
WHEN USED WITH NBA IP

TAPPING CURIOSITY

49↑
%

INCREASED INTEREST IN FANS
WHEN SEEN WITH NBA IP

PAVING THE WAY

59↑
%

MORE LIKELY TO CONSIDER
PARTICIPATION WITH NBA IP

Mobile Apps

TRACKING YOUR ROI



MEDIA VALUE ON SOCIAL MEDIA

- Press Table
- Vom Signage
- Social Media Strategy



LOCAL NBCSNW BROADCAST RATINGS

- PBP TV commercials
- In-game broadcast elements



MEDIA VALUE OF TV VISIBLE SIGNAGE

- Press Table
- Vom Signage
- LEDs



SPONSORSHIP AWARENESS AND IMPACT WITH FANS

- Social Media strategy
- Halftime Sponsorship
- In-arena activations



DEMOGRAPHIC ANALYTICS

- Social Media Strategy
- Target fan patterns and/or correlations



FAN CROSSOVER

The Trail Blazers are the ultimate sports crossover. By promoting the Scoreboard app through the Trail Blazers, you are reaching each of the other major sport fan bases in Oregon.



Source: Scarborough, Simmons



BUILD SCOREBOARD APP BRAND AWARENESS

LEVERAGE DVR PROOF MEDIA

Oregon Lottery will capitalize on the Trail Blazers viewing audience by providing regular messaging with a consistent call to action.

- :30-second commercials during play-by-play on NBCSNW
- Lottery jackpot broadcast elevator each game
- Pregame broadcast element highlighting Oregon Lottery's "Best Bet"
- Live drops during play-by-play, supporting the Scoreboard app and driving fans to download



Broadcast Highlights

- 31% increase in ratings from 2017/18
- 3.0 rating in target demo (21-54) – up from 2.3 in 2017/18
- 73 games on NBCSNW during 2019/20 season

CAPTURING CORD CUTTERS

Oregon Lottery continues to reach fans through non-traditional platforms. The Scoreboard app and other Lottery messaging will reach fans streaming Trail Blazers games on devices like YouTube TV, Playstation Vue, Hulu, Fubo and more!

- 5% share of rotating :30-second ads in streaming broadcasts (average of four (4) spots per game)



Streaming Highlights

- 7,805,845 minutes streamed in 2018/19
- 142,493 unique views in 2018/19
- 173% increase in views from 17/18 to 18/19 season

ATTENTION CATCHING TV VISIBLE SIGNAGE

TV visible messaging on the courtside rotational signage will deliver 10M+ annual sponsorship impressions to fans watching games on TV.

- Courtside rotational signage on Press Table and accompanying basket stanchions plays multiple times during non-nationally televised regular season home games



Courtside Rotational Signage

- \$109K in estimated media equivalency
- 10M annual sponsorship impressions
- 1 game clock minute per regular season home game (est. 31 games) excluding national broadcasts

NEW TV VISIBLE / ARENA SIGNAGE NETWORK

Prominent brand takeovers rotating on 26 LED monitors located above the entries/exits throughout the arena bowl, providing arena and TV exposure.

- Oregon Lottery receives a 1/12 share in rotation throughout each regular season home game
- Rotational signage acts as a constant reminder to fans in-arena to download the Score Board app and play



Arena Vom Signage:

- 2-minute rotations (10% SOV among partners)
- 12 estimated minutes of game exposure per game
- 41 regular season home games reaching 19,496 per rotation
- 4.7M estimated impressions

DISPLAYING YOUR BRAND TO OUR FANS

Generate brand awareness and educate fans on the Scoreboard app with high-impact messaging lighting up the arena multiple times each home game.

- Moment of exclusivity on the 360° Ring, and Center Scoreboard lower ring and wedge LED



LED In-bowl Signage

- LED 360° Ring syncs with LED Center Scoreboard ring
- Conducive for short messaging
- Occurs twice per game (1 min/occurrence) each half for a total of 2 game clock minutes per regular season home game

365 CONCOURSE MESSAGING

Short messaging through frequent rotations on 279 concourse TVs, delivering 33+ hours of exposure across 164+ annual events.

Running for both Trail Blazers games and Rose Quarter events, Oregon Lottery could rotate creative between Scoreboard App and Lottery Jackpots.



Digital Impact Network:

- 35 full screen TVs and 244 I-Band TVs
- 8,069 average rotations per year
- :15-second loops from doors open to doors close during all events
- 164+ annual Moda Center events with 1.7M+ visitors
- 5,100,000 estimated annual IMPS

NEVER A BREAK IN THE ACTION

Oregon Lottery's ownership of halftime in the arena is the perfect opportunity to increase action...during a break in the action!

Scoreboard graphics, LED, and PA messages give fans a consistent call-to-action during a time when most of them are already on their phones.

- Intro and outro PA message
- 360° Ring and Center Scoreboard LED Takeover
- Center Scoreboard and wedge graphic with CTA
- Logo bug on Halftime Highlights presented by



Halftime Statistics 2018/19:

- 4:52 average 360° LED Ring time per game
- 5:02 average Center Scoreboard LED time per game
- Logo inclusion on Center Scoreboard during Halftime highlights
- Intro and outro PA message



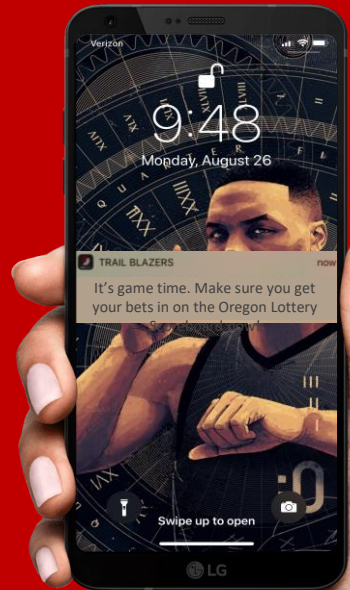
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DRIVING SCOREBOARD APP INSTALLS

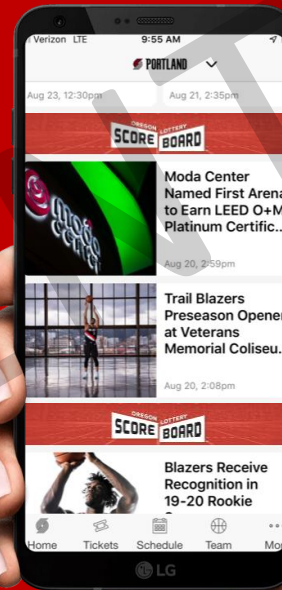
SCOREBOARD AT THE TIP OF YOUR THUMB



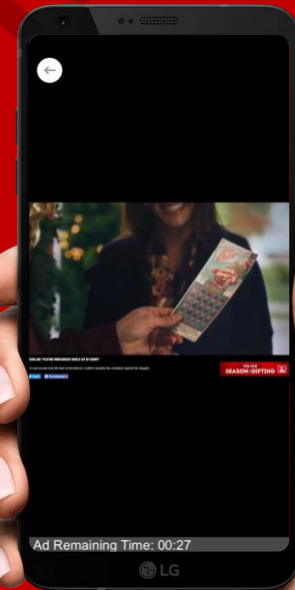
PUSH
NOTIFICATIONS



APP
ENTITLEMENT



INLINE ADS



PREROLL VIDEOS

MOBILE APP PRESENTING PARTNER

Oregon Lottery and Scoreboard app messaging will reach active mobile app users by integrating as the presenting sponsor of the Trail Blazers app. In addition to brand awareness, Oregon Lottery can use ads, push notifications, and pre-roll videos to drive engagement and conversion.

- Title sponsorship of Trail Blazers app screen
- 30% SOV on mobile inline ads
- Push notifications
- Mobile pre-roll video
- Full screen mobile ad
- Interactive digital scratch-it ad



Mobile App Highlights

- 220,000 Mobile App Downloads
- 37% increase in downloads YOY
- Mobile entry for ALL Trail Blazers games

INTERACTIVE ADS

Develop an experiential, interactive ad that allows fans to immerse themselves in the app, with direct link to download Scoreboard app.

- Interactive ad to use prize incentives (Trail Blazers swag, tickets, ETW Sweepstakes, Scoreboard Free/Match play) as download driver



TARGETED SOCIAL MEDIA STRATEGY

Paid promoted social media strategy on Facebook, Instagram, and Twitter targeting key demographics inside of geographic limits of Oregon with direct link to download Scoreboard app.

- Use promoted posts to target key fans on Facebook, Twitter, and Instagram platforms
- Contesting for download and win
- Prizing includes tickets, autographed memorabilia, swag



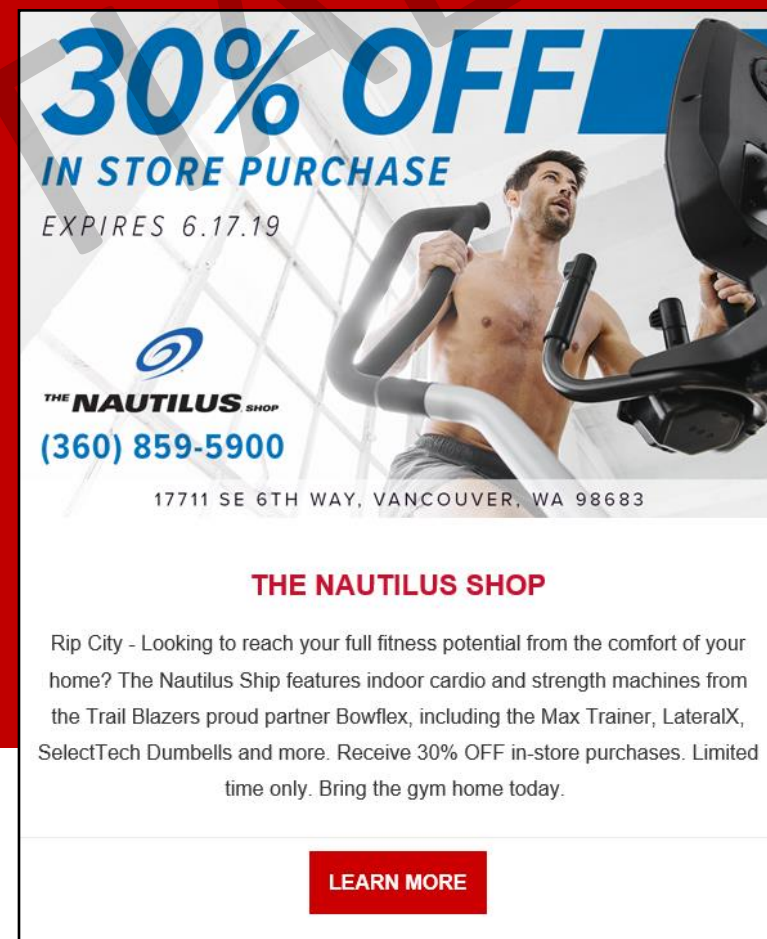
SEASON TICKET HOLDER DIRECT MESSAGING

Oregon Lottery can provide content and links to download the Scoreboard app to Trail Blazers season ticket holders over the course of the season. Trail Blazers RCU Newsletter is sent to nearly 5,000 of our most passionate fans and has a 45% open rate.


- Content inclusions in RCU Newsletter
- Includes graphic image, messaging, and click-through link to app download page

RCU Newsletter Highlights

- 4,500+ sent each Wednesday during season
- 48% average open rate
- 84% Male 16% Female account head
- 58% Ages 21-54



30% OFF
IN STORE PURCHASE
EXPIRES 6.17.19


THE NAUTILUS SHOP
(360) 859-5900
17711 SE 6TH WAY, VANCOUVER, WA 98683

THE NAUTILUS SHOP

Rip City - Looking to reach your full fitness potential from the comfort of your home? The Nautilus Shop features indoor cardio and strength machines from the Trail Blazers proud partner Bowflex, including the Max Trainer, LateralX, SelectTech Dumbbells and more. Receive 30% OFF in-store purchases. Limited time only. Bring the gym home today.

[LEARN MORE](#)

IT PAYS TO BE LUCKY

Leverage fan interactive table moments for in-person drivers and prizes for downloading the Scoreboard app.

Oregon Lottery “Lucky Nights” strategically placed on or prior to weekend dates for maximum player engagement.



2019-20 “Lucky Row/Fan” games:

- Friday, November 29 vs. Chicago
- Saturday, December 21 vs. Minnesota
- Saturday, January 11 vs. Milwaukee
- Friday, February 21 vs. New Orleans



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ENGAGEMENT WITH SCOREBOARD APP

BETTING ON THE SUITE LIFE

Oregon Lottery can utilize Trail Blazers hospitality assets to incentivize and reward their players. Fans who download the Oregon Lottery Scoreboard app through our promoted messaging will be entered to win a VIP experience at Moda Center.

Strategically picked game nights promotes suite goers to use the Scoreboard app prior to big sporting events.

- **FRIDAY**, November 8 vs. New Jersey
 - NFL week 10, NBA, NHL
- **FRIDAY**, November 29 vs. Chicago
 - NFL week 13, NBA, NHL, PGA Tour
- **SATURDAY**, December 21 vs. Minnesota
 - NFL week 16, NBA Christmas Day games, NHL, EPL Soccer
- **SATURDAY**, January 11 vs. Milwaukee
 - NFL Playoffs, NBA, NHL



TIMELINE

Formal Proposal

Feedback

LOI

Oregon Lottery Scoreboard
Messaging Begins

SEPT 10

SEPT 24

OCT 1

OCT 12*

*First Moda Center preseason game



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THANK YOU

APPENDIX I OPTION 1

Option 1

Build Scoreboard App Brand Awareness

- One (1) :30 commercial during play-by-play on NBC Sports NW (73 games)
- Broadcast “lottery jackpot” elevator
- Broadcast “Oregon Lottery’s Best Bet” element
- Six (6) live drops on NBCSN
- 5% share of voice on Trail Blazers streaming
- Contemporaneous signage on Press Table and Pole Pad Stanchion Arms for two (2) minutes of game clock time per regular season home game (excludes nationally televised broadcasts)
- One (1) share of LED vomitorium rotational signage
- One (1) minute exclusivity on Trail Blazers 360 Ring, Center Scoreboard ring and wedges
- One (1) share of digital impact concourse rotational signage

Driving Scoreboard App Installs

- Presenting sponsor of the Trail Blazers Mobile App
- Three (3) Mobile Push messages
- Three (3) Mobile Inline ads
- One (1) Mobile Full Screen ad
- One (1) Mobile Interactive ad
- Video pre-roll on the Trail Blazers mobile app
- Targeted Social Media:
 - Three (3) paid promoted Facebook posts
 - Three (3) paid promoted Twitter posts
- Six (6) autographed jerseys (for use in Oregon Lottery Facebook page promotions and contests)
- Content in four (4) RCU Newsletters
- Five (5) table nights

Engagement with Scoreboard App

- Two (2) Party Suite events for one-hundred (100) guests each; includes food and non-alcoholic beverages and twelve (12) parking passes for each event
- Two (2) Lower Level season tickets; each ticket includes two (2) game guides, two (2) custom seat covers, and a \$30 credit to be used for food, beverages, and/or merchandise within the Arena during the respective home game
- Right to use Trail Blazers name and logo (each use requires TBI and/or NBA approval; specifically excludes use of the Trail Blazers 50th Anniversary logo)

APPENDIX I OPTION 2

Option 2

Build Scoreboard App Brand Awareness

- One (1) :30 commercial during play-by-play on NBC Sports NW (73 games)
- Broadcast "lottery jackpot" elevator
- Broadcast "Oregon Lottery's Best Bet" element
- Six (6) live drops on NBCSN
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