



PIONEERING PARTNERSHIP BRINGING OHSU HEALTH TO OREGONIANS

A BRAND PLATFORM

OHSU has always provided first in class medical care. Through the growth of OHSU Health, patients can now choose from a broader network of providers with the same quality of care. In order to tell this story for OHSU, a Trail Blazers platform has been developed using a lens focused on three key areas:

- Build and grow brand awareness
- Use turnkey and industry proven strategies
- Establish KPIs and measure results



PARTNERSHIP OBJECTIVES

OHSU health system → OHSU Health



Develop **brand awareness** for OHSU Health



Increase public's **understanding of offerings**



Elevate OHSU partners and **drive** patient volume



Celebrate OHSU's Oregon **heritage**



Stand out in a competitive market

STRATEGY HIGHLIGHTS

- Year-round brand development strategy across 300+ events, including sports, family shows and concerts → **Bigger than Trail Blazers**
- Fully integrated platform inclusive of media, digital, activation, OOH, and in-arena messaging → **One-stop-shop**
- Audience spanning 1.45 million adults including 56% of parents → **Extensive reach**
- Co-branded marketing campaigns proven to create a +41% lift in marketing impact → **Marketing efficiency**
- Full-service account team to create, produce, activate, and measure all facets of the partnership → **Seamless process**

PERFECT FIT

Locally rooted
leaders

Committed to our
community

OHSU objectives =
Trail Blazers
capabilities

Invested in the
health of the region



BUSINESS RATIONALE

PARTNERSHIP AUDIENCE



1.45M
local adult reach



72%
of healthcare
professionals



Busiest venue
in the Northwest



HHI > \$100K
65% of households

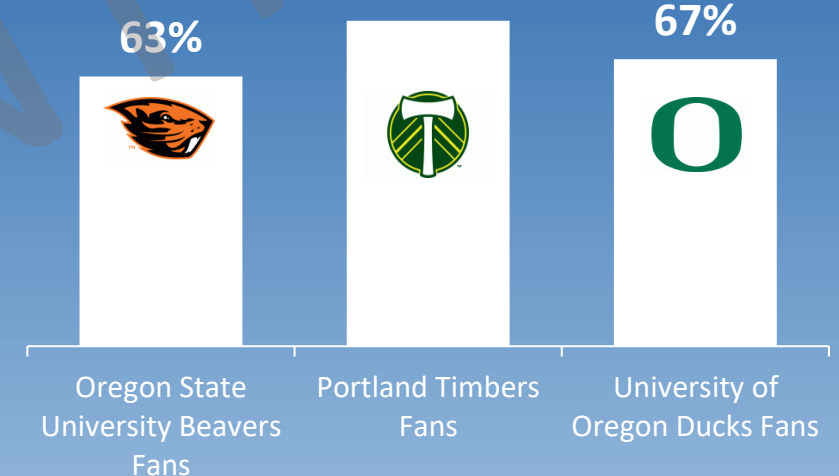


Half
of medical moms



110K
upcoming birth or
marriage

**One-stop-shop for fans of every
team**
76%



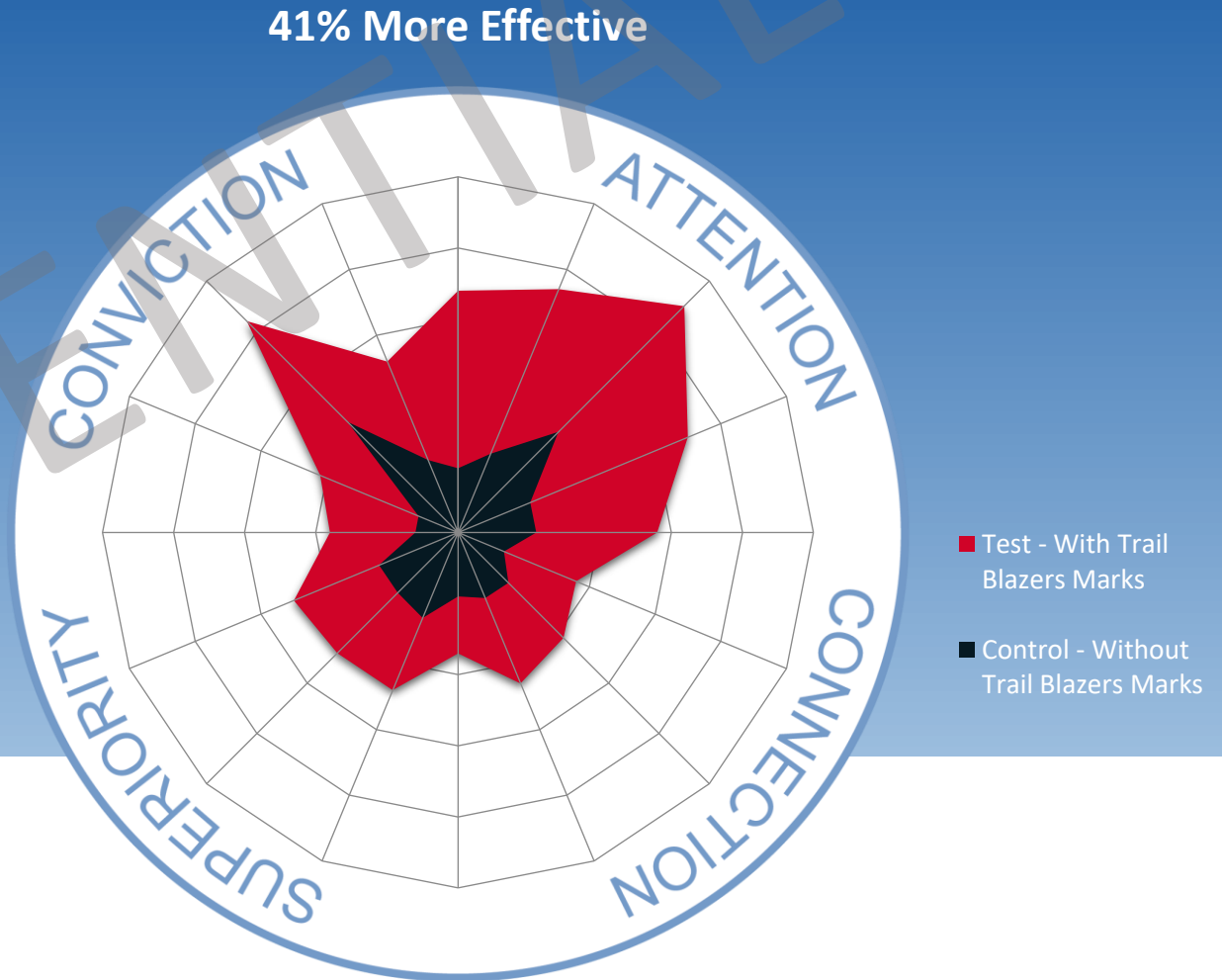
EFFICIENT BRAND BUILDING

Grab Attention: +63% lift

Likeability: +71% lift

Brand Advocacy: +59% lift

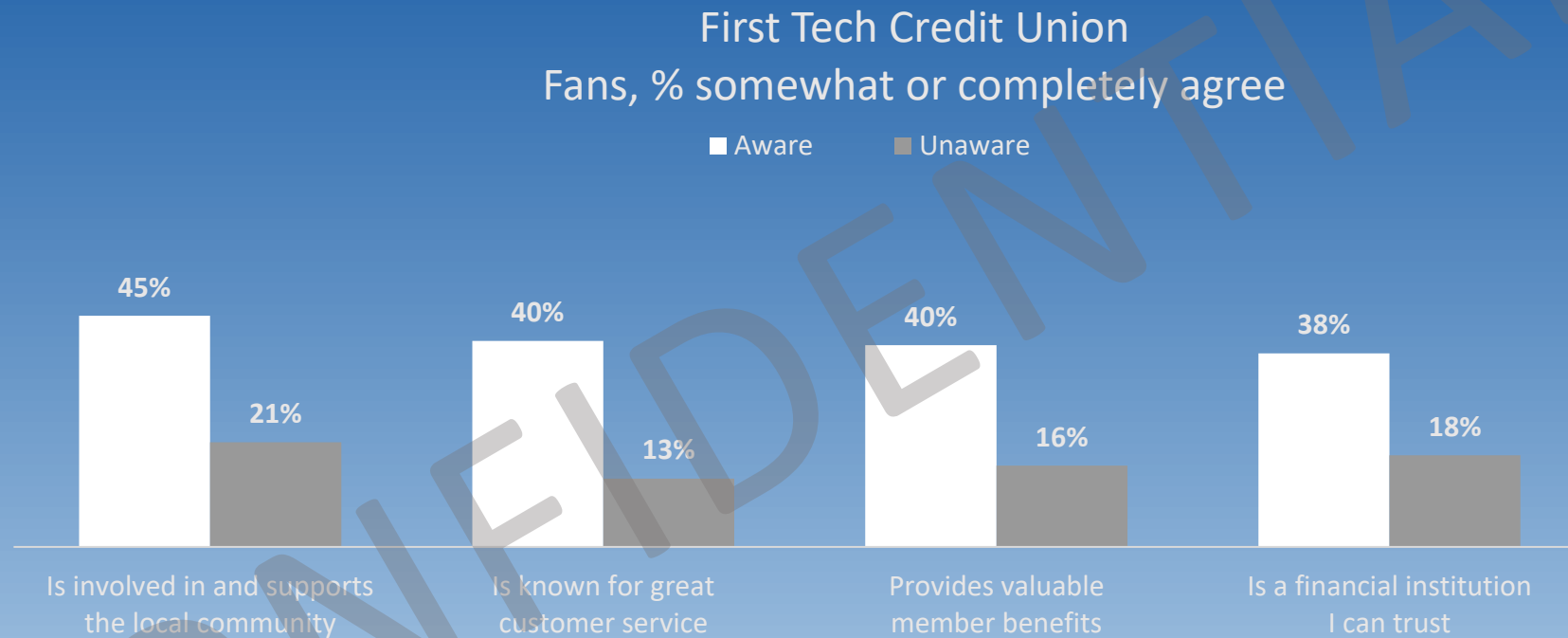
Relevant: +43% lift



Source: SRi



CASE STUDY ON PERCEPTION



Source: Turnkey Intelligence



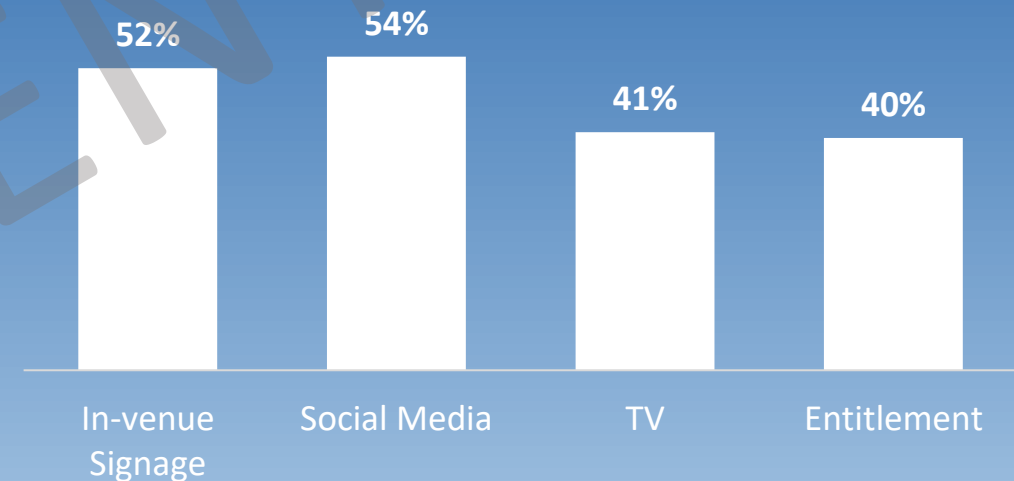
NBA HOSPITAL CATEGORY LANDSCAPE

Hospital sponsorships are the 2nd most active NBA sponsorship category

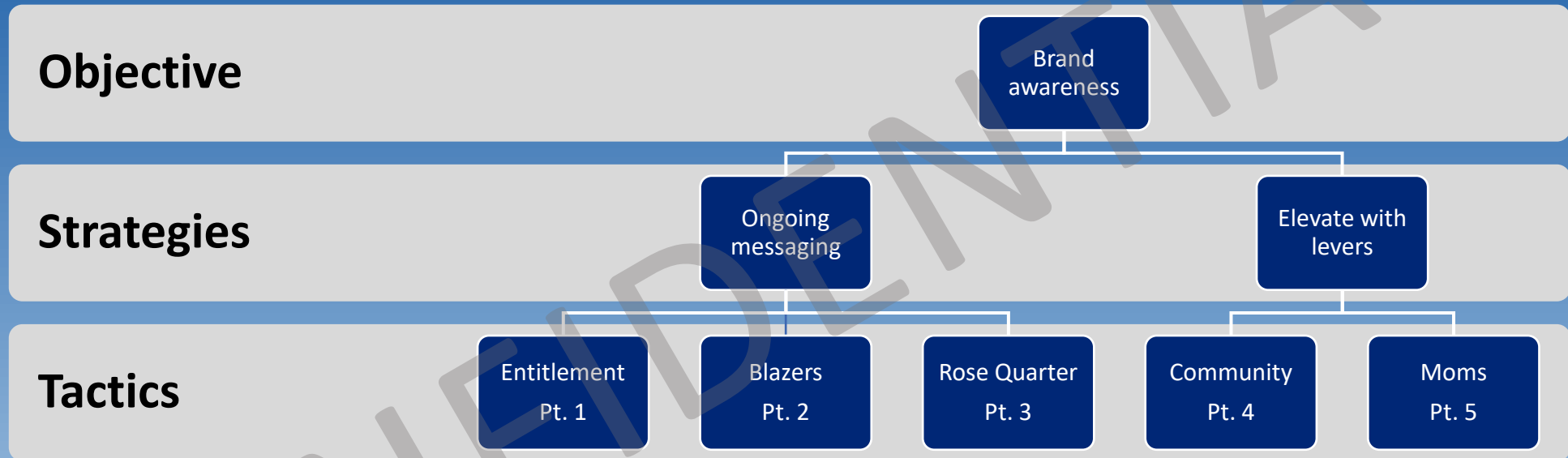
Findings from around the NBA:

- Treatment → prevention
- Be part of the journey
- Recognized as best in class
- Gain a point of differentiation
- Promote specialty services
- Connect with new audiences

Top asset strategies in hospital partnerships (% of deals)



PARTNERSHIP OVERVIEW

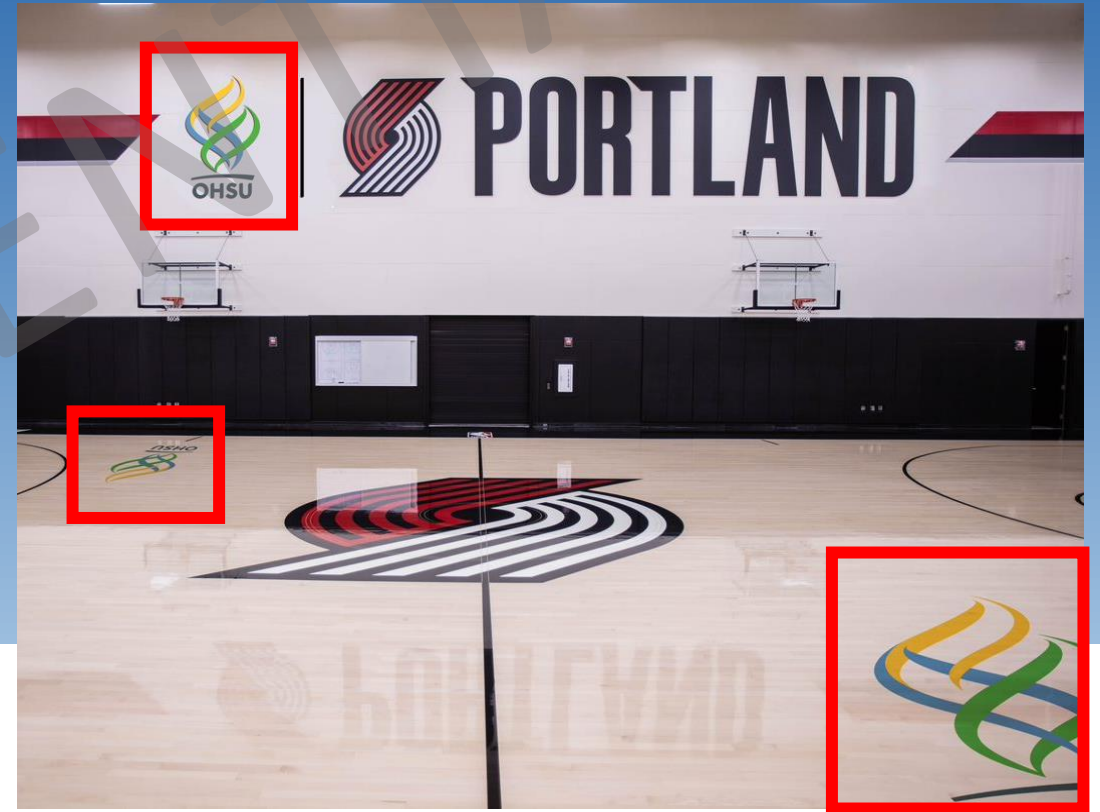




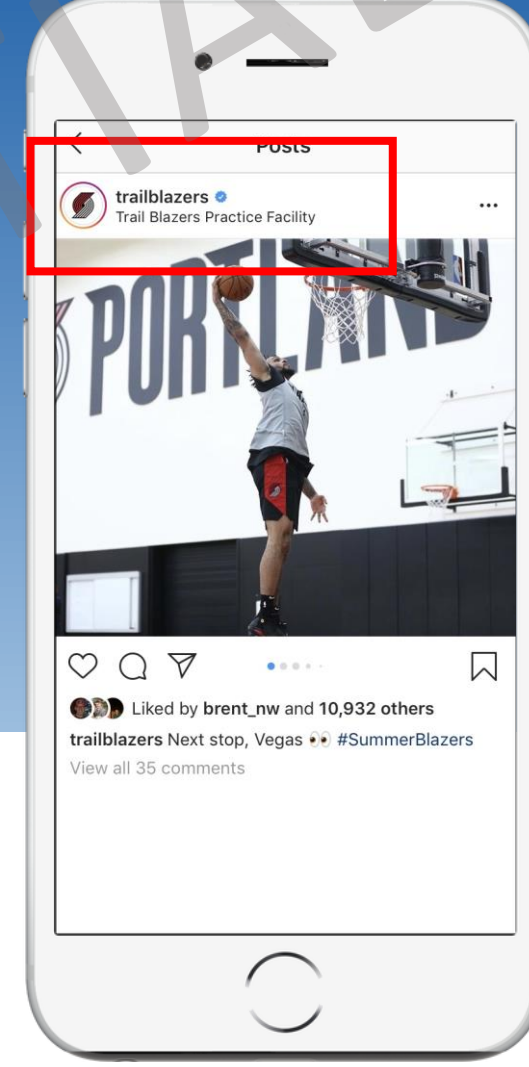
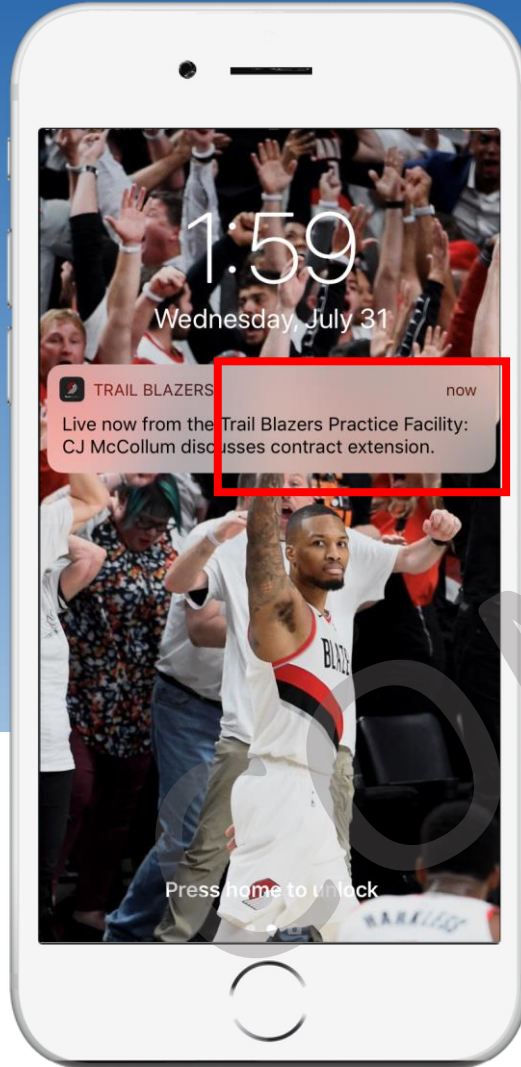
OHSU HEALTH TRAIL BLAZERS TRAINING FACILITY

TASTEFUL BRAND INTEGRATION

Generate brand awareness through earned media with 60+ annual media availabilities



YEAR-ROUND BRAND PLACEMENT



BRAND AMPLIFICATION

OHSU Health will receive additional brand exposure through Training Facility activation

- OHSU Health Practice Report social content series
- Hard-hitting fan engagement brand campaign
 - Health and well-being theme
 - Promote across TV, social and arena
 - Practice facility experience prizing
- Summer youth basketball clinic

Additional experiences granting exclusive access

- Social content series: 2M estimated imps across 20 posts on Facebook and 20 posts on Instagram
- Fan engagement brand campaign:
 - 750,000 estimated views through social channels
 - 116,976 arena imps
 - 372,000 TV imps through live drops



273

8 Comments 10 Shares 8.5K Views

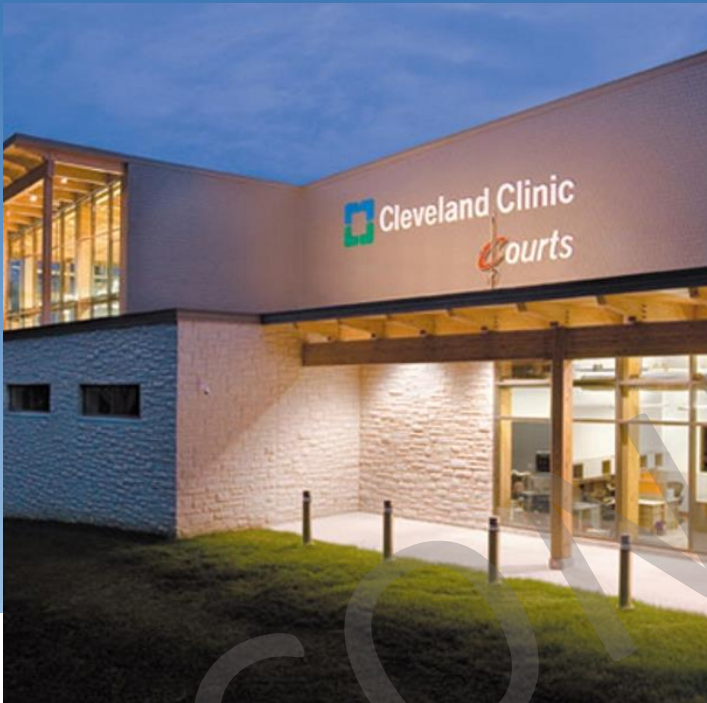
Like

Comment

Share

INDUSTRY BEST PRACTICE

81% of NBA practice facility naming rights deals are health care companies



STRATEGY BENEFITS

- ✓ Brand development
- ✓ Earned media
- ✓ Aligns with health and well-being
- ✓ Differentiate from competition
- ✓ Access
- ✓ Turnkey





BUILD BRAND AWARENESS

GAME NIGHT OVERVIEW



19,496
average attendance



100.1%
of capacity



41
home games



HHI > \$100K
48% more likely



74%
have children



Source: Scarborough, Live Analytics



IN-ARENA BRAND DEVELOPMENT

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



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 game
- 3,197,344 estimated IMPS

HIGH FREQUENCY EXPOSURE

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

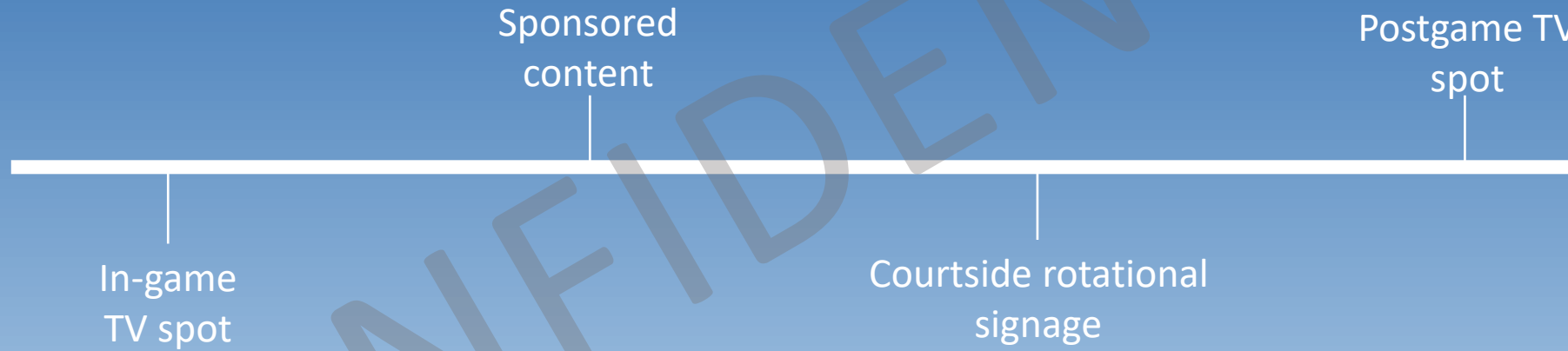


Arena Vom Signage:

- 2-minute rotations (10% SOV among partners)
- 12 estimated minutes of game exposure per game
- 41 home games reaching 19,496 per rotation
- 4,796,016 estimated IMPS

TV VIEWER EXPERIENCE

Product integration combined with a TV ad increases memorability by 18% for adults 18-49



Source: Wall Street Journal

DIGITAL BRAND BUILDING

Engaging social content and digital ad placements on Trailblazers.com and team mobile app will give fans an easy way to take the next step in learning more about OHSU Health

- +151% more likely to be expecting the birth of a child in the next year



TRAIL BLAZERS SUMMARY

360° approach to OHSU Health brand building



LED Takeover



Vom Signage



TV



Radio



Digital
Integration



EXTENDING BEYOND BLAZERS FANS

A perfect place to reach families year-round

ROSE CITY PARTNER

Deepen OHSU's connection to Oregonians by owning your backyard with the region's marquee designation as a Rose City Partner

- Brand development across 300+ annual events
- LED messaging before concerts and family shows
- Rotation on Center Scoreboard at Blazers games
- Rose City Partner "thank you" messaging
- Campus outdoor street-facing static pylon signs



- Pre-event LED: estimated 18 minutes per event/30 events
- Center Scoreboard rotations: 16 estimated (:30-second) per game (41) generating 12.8M IMPS
- 164+ annual Moda Center events with 1.7M+ visitors
- 302+ Rose Quarter campus events with 2M+ visitors
- Outdoor pylons – street facing: 79M+ annual impressions



OHSU HEALTH COMMUNITY HEROES

OHSU HEALTH COMMUNITY HEROES

Gain community support and drive brand recall as the presenting partner of a prominent game night tradition celebrating heroes from all walks of life

- Social, arena, and TV strategy to generate nominations
- Heroes are recognized during a timeout every game
 - OHSU Health brand splash throughout the arena
- Ongoing social content to highlight winners
- Top strategy for driving brand recall



- 41 home games with average attendance of 19,496
- Dominant arena identity for an estimated 2M per game
- 799,336 estimated IMPS in the arena
- Social strategy to solicit fan nominations and drive program awareness: 800,000 estimated IMPS
- 4,650,000 estimated IMPS on TV through broadcast element



MOST VALUABLE MOMS (MVM) PRESENTED BY OHSU HEALTH

Part 5: Most Valuable Moms

STAND OUT TO MEDICAL MOMS

Break through the clutter by using sports marketing to directly target women in the region

- Create and share content through social media
 - Native and paid campaigns
- Target medical moms
 - 55% more likely to follow on social



Source: Scarborough



MOST VALUABLE MOMS

Presenting partner of a season-long campaign honoring mothers, amplified with a heavy digital storytelling strategy directly targeting OHSU's target demographic



Mom Appreciation Event

Memorable event to honor moms featuring an appearance by a player



#BlazerBaby

Co-branded Blazers beanie for 2,000+ babies born at OHSU Health hospitals



Mom's Night Out Game Night Series

Tickets distributed to moms active in the community



PARTNERSHIP SUMMARY

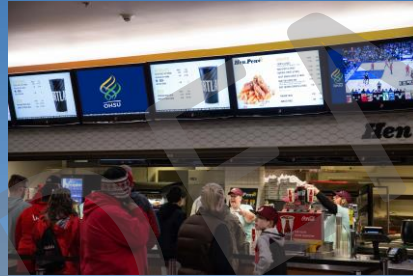
PARTNERSHIP SUMMARY



OHSU Health
Trail Blazers
Training Facility



Brand messaging
with Trail Blazers



Brand messaging
with Rose
Quarter



OHSU Health
Community
Heroes



Most Valuable
Moms presented
by OHSU Health

MEASURING SUCCESS

Committed to tracking key KPIs

The logo for gumgum, featuring the word "gumgum" in a lowercase, sans-serif font. The "gum" is in yellow and the "gum" is in grey. A small yellow square is positioned to the right of the second "gum".The logo for Nielsen, featuring the word "nielsen" in a lowercase, sans-serif font. The "ni" is in blue and the "elsen" is in grey. Below the word are seven small grey dots.The logo for REPUcom, featuring the word "REPU" in a lowercase, sans-serif font and "com" in a green, lowercase, sans-serif font.The logo for Scarborough Research, featuring a stylized blue "S" icon. Below the icon is the word "SCARBOROUGH" in a blue, uppercase, sans-serif font, and the word "research" in a grey, lowercase, sans-serif font below it.

CONNECTING BACK TO OHSU OBJECTIVES

- ✓ Develop brand awareness for OHSU Health
- ✓ Increase public's understanding of offerings
- ✓ Elevate OHSU partners and drive bed volume
- ✓ Celebrate OHSU's Oregon heritage
- ✓ Impact the community
- ✓ Win in a competitive market

TERMS

Option 1:

- Trail Blazers
- Rose Quarter

Option 2:

- Everything in option 1
- Launch strategy
- OHSU Health Community Heroes
- Most Valuable Moms platform
- Partnership awareness study

Option 3:

- Everything in options 1 and 2
- OHSU Health Trail Blazers Training Facility
- Training Facility activation strategy
- Rose City Partner

3-year minimum term | 5% annual escalator | Additional playoff fees for select assets
Includes all production and execution



THANK YOU