



# TRAIL BLAZERS AND ADIDAS



# PARTNERSHIP OBJECTIVES

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- Highlight Damian's signature shoe evolution and launch
- Showcase variety of adidas product on a local and national scale
- Influence NBA fans buying decisions!



# PARTNERSHIP STRATEGIES

- Multiple arena takeovers highlighting adidas product line during crucial selling periods
- Amplify adidas' product in Moda Center with impactful placement of brand focus
- Expanded reach through social media storytelling campaigns
- Continued hospitality for key stakeholders, athletes, and promoters of the adidas brand

An aerial, black-and-white photograph of the Moda Center in Portland, Oregon. The arena is the central focus, with its distinctive curved, ribbed roof and the name 'modacenter' visible on the lower facade. To the left, the Willamette River flows, with several bridges crossing it, including the large steel truss Astoria-Megler Bridge. The surrounding urban landscape includes various commercial buildings, parking lots, and a multi-lane highway on the right. The text 'BUSINESS CASE' is superimposed in large, white, sans-serif capital letters across the middle of the image. On the far left edge, there is a vertical black and white diagonal striped graphic element.

# BUSINESS CASE




# THE TIME IS NOW

- 2018-19 Western Conference Finals
- +63% increase in TV ratings
- NBA Digital Innovation of the Year Award
- #1 NBA Arena Experience
- 100.1% average attendance



# INCREASING BRAND FAVORABILITY

## ATTENTION

44%  LIFT

CAPTURE THE CONSUMER'S  
ATTENTION AND ENGAGE  
THEM



39%  
LIFT AVERAGE  
AMONG NBA  
TEAMS

## CONNECTION

47%  LIFT

RELATING WITH  
CONSUMERS  
IN A MEANINGFUL WAY



35%  
LIFT AVERAGE  
AMONG NBA  
TEAMS

## SUPERIORITY

36%  LIFT

BUILD AND ENHANCE  
BRAND  
PERCEPTION



20%  
LIFT AVERAGE  
AMONG NBA TEAMS

## CONVICTION

36%  LIFT

INCREASE THE  
CONSUMER'S  
LIKELIHOOD TO PURCHASE



30%  
LIFT AVERAGE AMONG  
NBA TEAMS

The Trail Blazers outperform the NBA team average in every category of brand amplification, making the Pinwheel's power in Oregon indisputable.



# IMPACT PURCHASE INTENT



Best platform to  
drive purchase intent



85% of NBA fans are  
likely to consider a  
brand that sponsors  
a sport they follow



Of 2 products  
comparable in  
quality and price,  
88% of fans would  
prefer the product  
bearing the Trail  
Blazers logo



3 out of 4 fans are  
loyal to brands that  
sponsor a sport they  
follow

# IMPACT PURCHASE INTENT

**Attention:** +49% lift

**Connection:** +59% lift

**Differentiation:** +46% lift

**Relevance:** +69% lift

**Consideration:** +67% lift



■ Test - With Trail Blazers Marks  
■ Control - Without Trail Blazers Marks





# PARTNERSHIP ASSETS



# DAMETIME X 2

Adidas and the Trail Blazers are doubling down with their highlight of adidas signature athlete Damian Lillard. Starting in the 2020-21 season the Trail Blazers will highlight two (2) adidas takeover nights during the regular season; each having specific timing and product focus.





# SIGNATURE SHOE LAUNCH

The first of adidas' takeover nights highlights the launch of Damian's signature shoe, the Dame 7. The October/November shoe launch takeover will be supported by:

- Expanded product giveaways
- Concourse activation
- Social media highlight with link to purchase
- Timeout promotion
- Arena messages with video features
- Suite night and anthem buddies for local non-profit
- Additional digital and arena marketing support





# SPRING PRODUCT FOCUS

The second of adidas' takeover nights launches prior to the AAU season, with a highlight on expanded adidas product lines with a focus on Damian Lillard. The March/April product focused takeover will be supported by:

- Full arena t-shirt takeover with adidas product
- Concourse activation
- Social media highlight with link to purchase
- Timeout promotion
- Arena messages with video features
- Suite night and anthem buddies for local non-profit
- Additional digital and arena marketing support

# TELLING THE STORY

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The Trail Blazers will help tell Dame's signature shoe story through a social media franchise that highlights the product with links to purchase.

- Social media content franchise to support adidas content tied to Dame's signature shoe. Minimum of five (5) occurrences (post, share, tag, etc.)

**DAME  
TIME**  
THE DAMIAN LILLARD STORY

**CHAPTER ONE**  
**DAME TIME**





# CAPTURING A BROAD AUDIENCE

Adidas branding will be displayed in prominent positions to impact fans both inside and outside Moda Center.

- One (1) minute of Press Table and accompanying stanchion per game (excludes nationally televised games)
- One rotational share of exit tunnel signage

2019/20 Results (through 32 of 41 home games)

735

Exposures (count)

1h 22m

Duration

\$204,367

Q1 Media Value





# CAPTURING A BROAD AUDIENCE

Expanding on a successful first season, adidas will continue their VOM signage rotation.

- One tenth (1/10) share of VOM signage to play in all 26 video boards throughout Moda Center during all regular season games
- Includes last minute of game for “Dametime”

2019/20 Results (through 32 of 41 home games)

307	13m 59s	\$72,251
Exposures (count)	Duration	Q1 Media Value





# COTNIUED COURTSIDE

Part of the advantage of a Portland Oregon headquarters, adidas will continue to take advantage of premium courtside season tickets as part of the partnership package. These tickets are only available to adidas through their partnership and can be used to continue to host key clients, athletes, and internal stakeholders.

- Section 106 Row AA Seats 1-4
- Section 116 Row DD Seats 1-4
- Section 111 Row L Seats 3-6
- Section 111 Row M Seats 3-6
- Six (6) Garden Garage season long parking passes
- Four (4) E/W Garage season long parking passes
- Complementary Annex Garage parking pass for courtside seats





# ADDITIONAL ASSETS

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- Limited right to use Trail Blazers name and logo (each use requires TBI and/or NBA approval)
- Sphere access
- Oro Fino access for Key Stakeholders
- Limited discounted use of the facility as part of the Corporate Partner Benefit Program



A large crowd of fans is cheering and raising their hands in the stands of a basketball arena. On the court, several players in white jerseys with red accents are celebrating, hugging each other. A man in a black t-shirt and white shorts is also celebrating, running towards the players. The scene is filled with excitement and energy.

# THANK YOU