TRAIL BLAZERS AND ADIDAS







- 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







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 CONNECTION SUPERIORTIY CONVICTION

CAPTURE THE CONSUMER'S ATTENTION AND ENGAGE **THEM**



AMONG NBA TEAMS

RELATING WITH CONSUMERS IN A MEANINGFUL WAY



LIFT AVERAGE **AMONG NBA TEAMS**

BUILD AND ENHANCE BRAND PERCEPTION



LIFT AVERAGE **AMONG NBA TEAMS**

INCREASE THE CONSUMER'S LIKELIHOOD TO PURCHASE



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





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 nonprofit
- 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 nonprofit
- Additional digital and arena marketing support

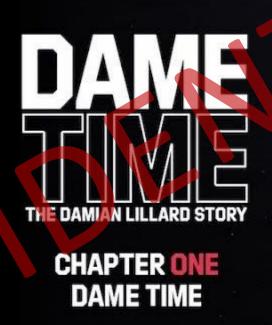




TELLING THE STORY

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.)









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

QI 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

Exposures (count)

13m 59s

Duration

\$72,251

QI 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

- 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





