



***WE ARE AT THE
TOP OF OUR GAME.
AND NOW WE ARE
PLAYING ON OUR
OWN FIELD.***



2024 PARTNERSHIP OPPORTUNITIES

JOIN THE CROWD

THE WORLD'S MOST
VALUABLE COMMODITY IS
ATTENTION

2024 PARTNERSHIP OPPORTUNITIES





WHY **TIKTOK** MATTERS MORE THAN YOU THINK

2024 PARTNERSHIP OPPORTUNITIES



THE TIKTOK IMPACT

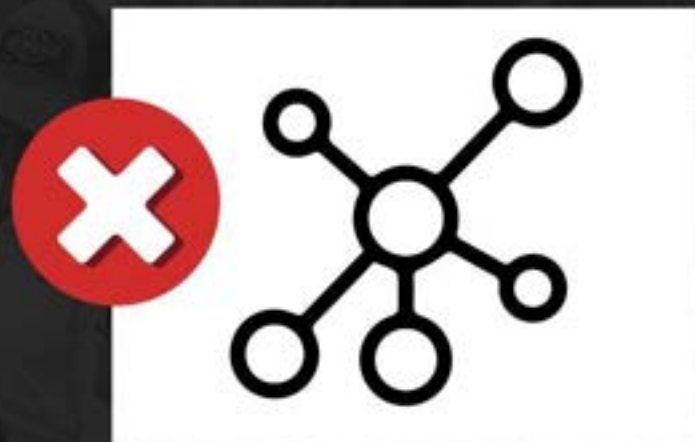
- TikTok is the #1 search engine for Gen Z
- TikTok overtook Google as the most visited domain in the world in 2021
- TikTok passed Netflix in daily average watch time
- TikTok represents industry shift to interest-based algorithms

2024 PARTNERSHIP OPPORTUNITIES



SOCIAL MEDIA INDUSTRY SHIFT

SOCIAL NETWORK



I follow you, you follow me,
we see each other's content

INTEREST GRAPH



Limitless distribution
based on interests

SHIFT TO INTEREST BASED ALGORITHM



TikTok represents industry shift to interest-based algorithms

THE **BIG SHIFT**

OLD MEDIA IS SINKING



2024 PARTNERSHIP OPPORTUNITIES



WHERE IS **ATTENTION** GOING?

ATTENTION IS
MOVING **ONLINE**

2024 PARTNERSHIP OPPORTUNITIES





377,057 RAVING FANS
CAN'T BE WRONG

OUR FANS = 21 SOLD OUT PAYCOM ARENAS

2024 PARTNERSHIP OPPORTUNITIES



DATA FROM SEPTEMBER 1, 2023 - NOVEMBER 30, 2023

THE FIRST 90 DAYS

WEBSITE

1 Million Page Views

4 minutes Avg. Time on Site

SOCIAL MEDIA

40 Million Impressions

1.5 Million Engagements

250,000 Post Link Clicks

3.7% Engagement *(per Impression)*

5 Million Video views

EMAIL

663,522 Sent Emails

52% Email Open Rate

2024 PARTNERSHIP OPPORTUNITIES



THE FIRST 90 DAYS

15 YEARS OF
ATTENTION ONLINE

2024 PARTNERSHIP OPPORTUNITIES



ATTENTION IS #1 COMMODITY

2024 PARTNERSHIP OPPORTUNITIES



AND WE HAVE
A LOT OF IT.



ATTENTION

IS #1 COMMODITY

2024 PARTNERSHIP OPPORTUNITIES





#1 DIGITAL SPORTS MEDIA NETWORK IN OKLAHOMA

2024 PARTNERSHIP OPPORTUNITIES





**#1 DIGITAL SPORTS MEDIA
NETWORK IN OKLAHOMA
AND WE DID THAT IN 3 MONTHS**

2024 PARTNERSHIP OPPORTUNITIES



HERE'S THE RUNDOWN

REACH

Unmatched reach in the sports social media world.

INFLUENCE

Our fans are passionate and engaged.

ADVOCACY OVER ADVERTISING

Our endorsement is real and authentic. We editorialize your brand.

2024 PARTNERSHIP OPPORTUNITIES



REACH

SOCIAL MEDIA



PODCASTS



250+

Social Channels

2024 PARTNERSHIP OPPORTUNITIES



STATEWIDE COVERAGE

1. OKLAHOMA CITY
2. NORMAN
3. TULSA
4. EDMOND
5. STILLWATER
6. BROKEN ARROW
7. MOORE
8. MIDWEST CITY
9. ENID
10. SAPULPA
11. OWASSO
12. SHAWNEE
13. LAWTON
14. GUTHRIE
15. BIXBY
16. WEATHERFORD
17. GROVE
18. BARTLESVILLE
19. ARDMORE
- AND HUNDREDS MORE**



2024 PARTNERSHIP OPPORTUNITIES



REACH - WE ARE EVERYWHERE



WATC: Talking the chess in college football with the Athletic's David Ubben

Are we getting ahead on WATC's recent? David Ubben, national college football writer for The Athletic, joins us on what's happened since the 10th edition of the show. He's a writer to go.

November 14, 2023 - 10:00 AM - 11:00 AM



These are the positions OSU should prioritize in the transfer portal

The Cowboys are being pretty transparent at right now, and we're looking at the transfer portal to see what OSU should prioritize in the transfer portal.

November 14, 2023 - 10:00 AM - 11:00 AM



Stat Check: How the last 10 games shape the Thunder's season

The number of games since the 10th edition of the show, and how they've shaped the Thunder's season.

November 14, 2023 - 10:00 AM - 11:00 AM



Jim Littrell, the Sooner fullback and OC

The Big 12's Jim Littrell, the Sooner fullback and OC, joins us to talk about his career and the current state of the program.

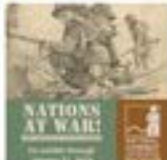
November 14, 2023 - 10:00 AM - 11:00 AM

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On Nov. 15, Janet Carlson interviewed Oklahoma City mayor David Holt. Holt has been talking about Oklahoma City needing a new downtown arena for more than two years. Now that a vote is less than a month away, the Oklahoma City mayor joins the switch back on how negotiations with the Thunder led to this point, why the team gave \$100 million and what he hears of people concerned about that amount. Holt also talks about a good idea to look at how much teams in Memphis and New Orleans gave for their arenas, not teams in San Francisco and Denver. Holt is in about 48 flat and more on The Janet Carlson Show.



INSIDE THE COLLEGE FOOTBALL PLAYOFF SELECTION
for David Henson



2024 PARTNERSHIP OPPORTUNITIES



REACH - OUR PROGRAMMING

PODCAST &
VIDEO SHOWS

LIVE STREAMS

SHORT-FORM
VIDEO

BREAKING NEWS
STORIES

AWARD-WINNING
ANALYSIS

24/7 SOCIAL
MEDIA

2024 PARTNERSHIP OPPORTUNITIES



WE ARE JUST GETTING STARTED

2023 HIGHLIGHT REEL: 988 MENTAL HEALTH LIFE LINE

Partnership with Sellout Crowd resulted in 5% increase in calls from men.

Only state in the nation that moved the needle in that demographic.

988: "Our partnership with Sellout Crowd literally saved lives"



WE ARE JUST GETTING STARTED

2023 HIGHLIGHT REEL: PROMINENT GUESTS & LIVE EVENTS

Conversations with Coach Bob Stoops included interviews with **State High School Champion** coaches, Heisman Trophy winners and NFL stars like **Baker Mayfield** and **Matt Leinart**, TV hosts and college coaches

Sellout Crowd can go live. We hosted a livestream from our Launch Party which generated viral clips of 1 million+ views. We also hosted a livestreamed roundtable about the OKC Arena with Mayor **David Holt**

WE ARE JUST GETTING STARTED

SELLOUT MOBILE APP

- Number one request from our fans
- Increases brand presence
- Increases user interaction
- Better user experience during sports events
- More sponsorship inventory



WE ARE JUST GETTING STARTED

LAUNCHING 2024 - ONLINE COMMUNITY



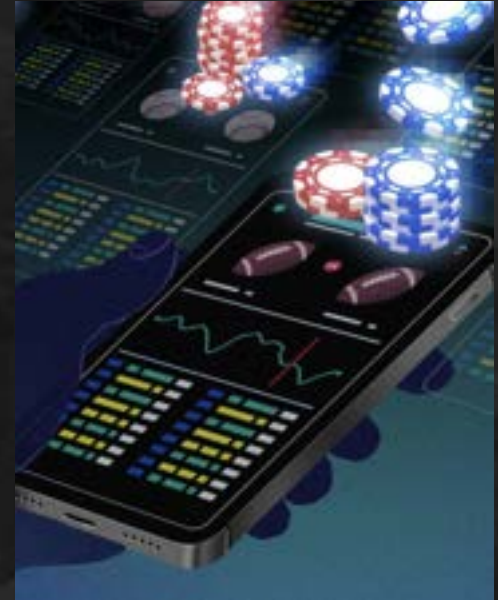
Our fans want to talk, so we're launching a VIP area on the site offering:

- Message boards
- Exclusive access to creators
- Content about new sports
- Additional ad and sponsorship opportunities and growth in time on site

WE ARE JUST GETTING STARTED

SPORTS BETTING MEDIA PLAN

- Sellout Crowd will be Oklahoma's go-to media platform for betting content before, during and after legalization
- New creators and cross-platform content beginning in Jan. 2024
- Integration of odds and lines into more content (branded opportunities in the future)



WE ARE JUST GETTING STARTED

COMMUNITY IMPACT ACROSS OKLAHOMA

- Student creator internships
- Guidance and mentorship for college and high school athletes on how to manage their brands
- Increased high school content
 - Partnership with Skordle.com and Mark Rodgers in negotiation



WE ARE JUST GETTING STARTED

LAUNCHED 2024 - SCOTT VERPLANK

- 5-time PGA Tour winner will anchor golf content, including interviews, news and tips for players.
- Exclusive content from The Masters
- Initial guests: Victor Hovland (#4 in the world), Rickie Fowler (#24 in the world)



WE ARE JUST GETTING STARTED

ATTRACTING MORE SPORTS VOICES

100+ sports content creators of all ages and demographics have requested to join Sellout Crowd since launch including **some of the biggest names in Oklahoma.**





IT'S TIME TO **SELL OUT.**

Incorporate your brand into Oklahoma's most imaginative and innovative sports content network, leading with the strongest video, audio, web, email and social network content and impact in the market.

2024 PARTNERSHIP OPPORTUNITIES





CHOOSE YOUR PARTNERSHIP JOIN OUR TEAM



1. PARTNER WITH SELLOUT CROWD

Cover your bases as the brand lets Oklahoma know the biggest sports stories every day.

2. PARTNER WITH CREATORS/SHOWS

Our creators all have their own unique voices with audiences loyal to their work and analysis.

3. PARTNER WITH TEAM COVERAGE

We can put your brand next to our comprehensive coverage of the biggest teams and events.



2024 SPONSORSHIP PACKAGES

Starting at \$2500/mo

2024 PARTNERSHIP OPPORTUNITIES





PARTNER WITH SELLOUT CROWD



BRONZE PARTNER

- Bronze Email newsletter sponsorship/mo. (1-2)
- Bronze social media post sponsorship/mo. (2)
- Ad read from creator evergreen (1) (12 month license)
- Bronze banner ad space on SOC website
- Unlock VIP website access
- 4 passes to in-person sponsor events with creators
- Bronze ad read in video show (1)



PARTNER WITH SELLOUT CROWD



SILVER PARTNER

- Silver Email newsletter sponsorship/mo (4)
- Silver social media post sponsorship/mo (4)
- 2 ad read from creator evergreen (12 month license)
- Silver Banner ad space on SOC website
- Unlock VIP website access
- 6 VIP passes to sponsor events with creators
- Silver ad read in video show (2)
- Silver product integration into show (2)



PARTNER WITH SELLOUT CROWD



GOLD PARTNER

- Gold Email newsletter sponsorship (8 ads per mo.)
- Gold social media post sponsorship (8)
- Gold short video post sponsorships (8)
- 4 ad read from creator evergreen (12 month license)
- Gold Banner ad space on SOC website
- Unlock VIP website access
- 10 VIP passes to sponsor events with creators
- Gold ad read in video show
- Gold product integration into show (8)