ClutchPoints is a sports platform for fans, by fans.
ClutchPoints was founded to create a culture of community and accessibility in sports media and has revolutionized how sports is covered and consumed with its “by fans, for fans” approach. Since its inception, ClutchPoints has aimed to close the gap between traditional news and social commentary while maintaining journalistic integrity. Through purpose-driven leadership and a thriving online community, the brand has become a go-to destination for sports fans looking for real-time updates and relatable storytelling.

As an independently owned company and certified Minority Business Enterprise (SCMSDC), ClutchPoints is committed to fostering a healthy environment for its employees rooted in diversity, equity and inclusion, and ensuring that its internal staff is reflective of its editorial diversity. In 2022, ClutchPoints will launch new verticals, partnerships and corporate initiatives to increase visibility for underrepresented communities in sport. The expansion will not only offer consumers fresh content from historically uncharted territories but also provide employees invaluable professional development opportunities. This commitment aligns with ClutchPoints’ key values: promoting diversity and excellence in sports; elevating how media is consumed using in-depth research; leading the industry in editorial and social innovation; and maintaining accuracy in reporting.

While ClutchPoints initially captured the world’s attention by disrupting social media, the brand has evolved to champion the underdogs of sports culture at large by highlighting new perspectives and implementing intention-based business practices.
OUR NUMBERS

15MM
comscore

35MM
SOCIAL FOLLOWERS

800K+
YOUTUBE SUBS

20MM
Google Analytics

400K
MOBILE APP SUBS

3.1B
LIFETIME VIDEO VIEWS

2023
Our fanbase is mostly Gen-Z males, college educated, sport fanatics, who are into gaming, pop-culture, and lifestyle trends.
WHO WE SPEAK TO

SPORTS FANS
Our fandoms look to us to inform them on the latest breaking news, trades, rumors, game highlights and final scores. We have a fan page for every team in the league.

GAMING ENTHUSIASTS
Our fans are looking for the latest gaming news and trends that exhibit strong buying power through digital subscriptions for various entertainment services.

SNEAKER HEADS
From the latest releases to what's on our favorite players feet, our fan base is obsessed with every color way, every release, everything sneakers.

HEALTH CONSCIOUS
Our audience is passionate about being active. Everything from living a healthy lifestyle to reading about LeBron's $1.5M yearly diet, they want to be informed.

ENTERTAINMENT JUNKIES
Our fans love everything pop-culture. From movies, to streaming series. They consume it. They view. They talk about it.

YOUNG ENTREPRENEURS
The business of sports is constantly on the mind of our fans. Who's signing what deal's? Who's starting their own brands? We want to know every move.
REACHING EVERY FAN FROM THE BLEACHERS TO THE BARSTOOLS AND BEYOND
WHY CLUTCHPOINTS

1. MINORITY OWNED

Of the top 10 digital sports publishers ClutchPoints is the only minority owned sports publishing platform.

Source: comscore

2. UNIQUE REACH

ClutchPoints has less than 8% cross visitation with Barstool and Bleacher Report; meaning, every fan on the ClutchPoints platform is a new fan found.

Source: SimilarWeb

3. AUTHENTIC & CREDIBLE

ClutchPoints covers sports with a content creators’ mindset that focuses on the sports moments that make a sports fan.

92% new sports fans discovered
With ClutchPoints being a minority owned sports publisher, we feel it is our responsibility to ensure coverage on all underrepresented sports and athletes. Our HBCU Reporter program we are developing is not only a commitment to that cause but also a commitment to providing a meaningful educational and financial mentorship to HBCU students.
### SOCIAL COMMUNITY

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Subscribers/Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>20,500,000+</td>
</tr>
<tr>
<td>TikTok</td>
<td>2,800,000+</td>
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<tr>
<td>YouTube</td>
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<td>2,800,000+</td>
</tr>
<tr>
<td>Twitter</td>
<td>850,000+</td>
</tr>
<tr>
<td>Snapchat</td>
<td>100,000+</td>
</tr>
</tbody>
</table>

ClutchPoints has cultivated a portfolio of over 175+ social-first brands that allows advertisers to engage specific niche sports fans or integrate at scale.

**175+** owned and operated brands

**35MM+** monthly average uniques
Reach millions of sports fanatics through our wide vast of video programming covering sports and lifestyle via ClutchNews, the true gaming enthusiast with CP Gaming or viewers who look for the comedy in the drama with The Association.

ClutchPoints has built a large community of viewers through its original video IP that drives engagement and watch time by serving over 3.1 billion views lifetime.
PODCAST SLATE

POST PRODUCTION
ClutchPoints NBA reporter Michael Corvo and Silver Screen and Roll's Cooper Halpern discuss the topical storylines in NBA basketball through the lens of classic movies.

Hoop Du Jour
Hosted by Peter Vecsey
Hoop Du Jour, presented by the NBRPA (@NBAalumni) is the #1 destination for basketball fans who want to hear about and from NBA and WNBA Legends.

Establish the Pass
CP’s Blake Lovell & Dillon Reagan are covering all things NFL, including news, fantasy advice, predictions, and provide commentary on football’s biggest trends.

Legends Lounge
Hosted by Trill Withers
This podcast presented by the NBRPA (@NBAalumni) features some of the NBA and WNBA’s most outspoken and recognizable Legends. Tune in as host Trill Withers brings fans legendary unfiltered stories directly from the sources.

The Dugout
ClutchPoints’ hosts AJ and Drew band together to deliver the latest events in and around Baseball. They share unique insights about the weekly MLB news, games and the hottest discussions around the league.

50,000+
Monthly Downloads
10,000+
Monthly Listens
500,000+
Monthly Views
80%
Completion Rate
INFLUENCERS

Over the past 10 years – we have created content with a large network of influencers and partners across the sports media landscape. With strategic partnerships with the NBRPA and Overtime Elite; ClutchPoints can bring major sports influencers as well as some of the most trending social influencers together to create engaging content that can be distribute through its multimedia platforms.
PROGRAMMATIC

PROGRAMMATIC GUARANTEED VIA GAM AND AD SLOT

PMP INTEGRATION VIA INDEX AND GAM
The ClutchPoints Media Network is a collective of like-minded publishers working together to create content and share each others IP.
PARTNER WITH US

CONTENT AMPLIFICATION

SPONSORSHIP INTEGRATION

DISPLAY AND PRE-ROLL

2023
CASE STUDIES
**CHALLENGE**
Highlight FanDuel as the premiere sports betting partner of ClutchPoints by promoting FanDuel's services and promotions while driving fans to sign up for a FanDuel account and make their first bet.

**SOLUTION**
Strategic category exclusive partnership that leverages technological integrations and amplifies partner O&O content while delivering on media goals.

**IMPACT**

**CAMPAIGN PERFORMANCE:**

CONVERSIONS-TO-DATE: 738

AVE. SALES VALUE PER DEPOSITS-TO-DATE: $73
**CHALLENGE**

In partnership with Rutgers University Football, Miller Lite wanted to bring more foot traffic to its game-day beer garden experience while extending the awareness of the Miller Lite beer brand among college football enthusiasts.

**SOLUTION**

ClutchPoints leveraged its traveling video/audio podcast show as the format to solicit former NFL and Rutgers University football player standout Kenny Britt. This was aided with the ClutchPoints street team working its way to the tailgate areas to make aware of the beer garden and special guest who would be attending. Eligible guests would receive ClutchPoints and Miller Lite swag as well.

**IMPACT**

**CAMPAIGN PERFORMANCE:**
- **PAGE VIEWS:** 113,777
- **SOCIAL IMPRESSIONS:** 1,216,417
- **VIDEO VIEWS:** 500,682
- **ENGAGEMENT:** 10.8%
- **FOOT TRAFFIC:** 172
VISIT LAS VEGAS CASE STUDY

AWARENESS
Branded Content

CHALLENGE
Amplify Las Vegas as a must-visit destination during key sports moments to key demos.

SOLUTION
ClutchPoints highlighted Visit Las Vegas latest campaign through leveraging insider party destinations in branded content, social posts, and targeted paid amplification to Los Angeles, Phoenix, San Diego, Chicago, Dallas, San Francisco, Atlanta, Denver, Houston, Minneapolis-St. Paul, New York, Seattle.

IMPACT

CAMPAIGN PERFORMANCE:
PAGE VIEWS: 129,296
TIME SPENT: 00:02:25

CLUTCHPOINTS BENCHMARKS:
PAGE VIEWS: 10,252
TIME SPENT: 00:01:00
**CHALLENGE**
Regenerate QPC momentum, drive penetration and shift sales to larger burgers through premium Clutchpoints Network video placements across desktop and mobile platforms.

**SOLUTION**
McDonald’s leveraged ClutchPoints video inventory to deliver its pre-roll creative in a premium cross-platform environment.

**IMPACT**

<table>
<thead>
<tr>
<th>Campaign Performance:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery %:</td>
<td><strong>105%</strong></td>
</tr>
<tr>
<td>Viewability:</td>
<td><strong>91%</strong></td>
</tr>
<tr>
<td>VCR:</td>
<td><strong>80%</strong></td>
</tr>
<tr>
<td>CTR:</td>
<td><strong>0.15%</strong></td>
</tr>
</tbody>
</table>
NIKE CASE STUDY

AWARENESS
Social Amplification

CHALLENGE
Drive viewership of Nike’s film to celebrate Kobe Bryant’s legacy on his birthday.

SOLUTION
ClutchPoints highlighted Nike’s new “Better Forever” Kobe legacy campaign through highly engaged social platforms - Facebook, Instagram, Twitter, & TikTok.

IMPACT
CAMPAIGN PERFORMANCE:
VIDEO VIEWS TARGET: 1,000,000
VIDEO VIEWS DELIVERED: 1,058,895
ENGAGEMENT: 12.69%

CLUTCHPOINTS BENCHMARKS:
ENGAGEMENT RATE: 3.5%
**CHALLENGE**
Amplify BodyArmor's goal of establishing the brand as a champion of equity in sports for women.

**SOLUTION**
ClutchPoints highlighted BodyArmor’s new “One More” campaign through leveraging talent in branded content and social posts.

**IMPACT**

**CAMPAIGN PERFORMANCE:**
- PAGE VIEWS: 13,777
- TIME SPENT: 00:01:20

**CLUTCHPOINTS BENCHMARKS:**
- PAGE VIEWS: 10,252
- TIME SPENT: 00:01:00
As part of Doritos’ Amplify Black Voices initiative, highlight “7 Doritos Changemakers” who are creatives making a difference in the black community.

ClutchPoints drove awareness of the 7 “Doritos Changemakers” by leveraging its digital video and social platforms to engage with its black audience.

**IMPACT**

**CAMPAIGN PERFORMANCE:**
SOCIAL AMPLIFICATION IMPRESSIONS TARGET: 6,000,000
ENGAGEMENT RATE: 1.35%

**CLUTCHPOINTS BENCHMARKS:**
ENGAGEMENT RATE: 1%
CHALLENGE
Deliver targeted media against ford 1st party audience segments at scale to support the Ford EcoSport.

SOLUTION
Ingest Ford’s 1st party audience segments within ClutchPoints’ ad capabilities to serve their ad creative against.

IMPACT
CAMPAIGN PERFORMANCE:
VCR: 80%
CTR: .42%
VIEWABILITY: 78%

CLUTCHPOINTS BENCHMARKS:
VCR: 70%
CTR: .30%
VIEWABILITY: 70%
MCCORMICK CASE STUDY

AWARENESS
Branded Content

CHALLENGE
Reach at scale sport fans around the Super Bowl tentpole.

SOLUTION
Amplify McCormick’s frank’s red hot tentpole brand initiative around the super bowl through premiere placements across ClutchPoints’ desktop and mobile platforms.

IMPACT
CAMPAIGN PERFORMANCE:
CTR: .17%
VIEWABILITY: 81%

CLUTCHPOINTS BENCHMARKS:
CTR: .10%
VIEWABILITY: 70%
AWARENESS
Branded Content

CHALLENGE
Educate fans on Movies Anywhere’s value offering and services for collecting movie titles and reach movie enthusiasts in non-endemic audiences.

SOLUTION
ClutchPoints created content that highlighted movies anywhere features while promoting movies ClutchPoints fans nominated as one the best movies in its movie category. Content included custom social posts, explainer videos and articles.

IMPACT
CAMPAIGN PERFORMANCE:
PAGEVIEWS: 175K
VIDEO VIEWS: 1.4MM
SOCIAL IMPRESSIONS: 3.6MM

CLUTCHPOINTS BENCHMARKS:
PAGEVIEWS: 48K
VIDEO VIEWS: 684K
SOCIAL IMPRESSIONS: 1.2MM
CHALLENGE
Deliver targeted ROS pre-roll against audience segments at scale to non-Disney Plus subscribers for brand awareness and conquest.

SOLUTION
Ingest Disney’s 1st party audience segments within ClutchPoints’ ad capabilities to serve their ad creative against non-subscribers.

IMPACT
CAMPAIGN PERFORMANCE:
VCR: 80%
CTR: .42%
VIEWABILITY: 78%

CLUTCHPOINTS BENCHMARKS:
VCR: 70%
CTR: .30%
VIEWABILITY: 70%
FANATICS CASE STUDY

AWARENESS
Branded Content, Social Amplification

CHALLENGE
Highlight and promote the availability of NBA’s City Jerseys on Fanatics.com. To help drive purchase intent and sales of the exclusive NBA City Jerseys.

SOLUTION
ClutchPoints highlighted each of the different NBA City Jerseys available on Fanatics to their highly engaged audience across ClutchPoints.com, Facebook, Instagram and Twitter during a campaign flight of 11/1/22 - 11/30/22.

IMPACT

CAMPAIGN PERFORMANCE:
TOTAL NUMBER OF PURCHASES: 234
TOTAL SALES: $28,415.97
AVERAGE ORDER VALUE: $121.43
ARTICLE PAGEVIEWS: 9,613
ARTICLE TIME SPENT: 00:03:42

CLUTCHPOINTS BENCHMARKS:
PAGEVIEWS: 10,252
TIME SPENT: 00:01:00
FUBOTV CASE STUDY

CHALLENGE
To highlight and drive utilization of FuboTV streaming service within the sports vertical.

SOLUTION
During a campaign flight of 10/1/22 - 10/31/22, ClutchPoints integrated FuboTV's brand and product features into search based organic articles during the NBA season tip off in 2022.

IMPACT

CAMPAIGN PERFORMANCE:
- TOTAL CLICKS: 3,799
- TOTAL SIGN-UPS: 3,395
- AVERAGE ORDER VALUE: $56.73
- ARTICLE PAGEVIEWS: 100,035
- ARTICLE TIME SPENT: 00:00:52

CLUTCHPOINTS BENCHMARKS:
- PAGEVIEWS: 10,252
- TIME SPENT: 00:01:00
The billboard is a premium unit as part of the UAP that remains fully expanded until collapsed by the user. The added benefit of this unit is that it does not automatically collapse like pushdown units, providing a powerful branding opportunity.

The billboard space allows for a large user-initiated video (3p served).

This ad is available only on the large screen profile; XL, M, and S will be served alternate units.

SPECS LINK: http://www.iabstandards.be/#/standard?scrollTo=anchor_Format#anchor_Format
OVERVIEW

The banner is a standard ad unit that appears prominently just under the site navigation, or within the content space.

The banner space may contain video (3p serving), html5 animation, and static images. Banner creative must be provided for all four breakpoints.

SPECS LINK: http://www.iabstandards.be/#/standard?scrollTo=anchor_Format#anchor_Format
MEDIUM RECTANGLE 300x250

OVERVIEW

The incontent is a standard 300x250 rectangular ad unit that appears further down the page alongside content. This unit typically appears in the rightmost column of page content for larger screen profiles.

The incontent space may contain video (3p serving), html5 animation, and static images.

SPECs LINK: http://www.iabstandards.be/#/standard?scrollTo=anchor_Format#anchor_Format

APPENDIX
MOBILE LEADERBOARD 320x50

OVERVIEW
The mobile leaderboard runs on mobile web and mobile in-app inventory through the ClutchPoints network.

HTML5: 40kb file size (zipped) + backup (40kb unzipped), external load max 150kb
Static: 40kb file size unzipped
Optimized for high res. Retina displays

SPECS LINK: http://www.iabstandards.be/#/standard?scrollTo=anchor_Format#anchor_Format
IN-STREAM PRE-ROLL 640x360

Video pre roll runs through the clutchpoints network in front of short and long form content.

Frames: 15-30
Aspect ratio: 16:9
Codecs: h.264/aac,mpeg4
4mb file size. Unless the video is transcoded at the media agency side. In that case max 100 mb.

SPECs LINK: http://www.iabstandards.be/#/standard?scrollTo=anchor_Format#anchor_Format

APPENDIX
SOCIAL SPONSORSHIP