

***CLUTCHPOINTS* MEDIA**

**SPORTS & CULTURE**



CLUTCHPOINTS IS A SPORTS PLATFORM

# FOR BYE FANS

CLUTCHPOINTS MEDIA

2023





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

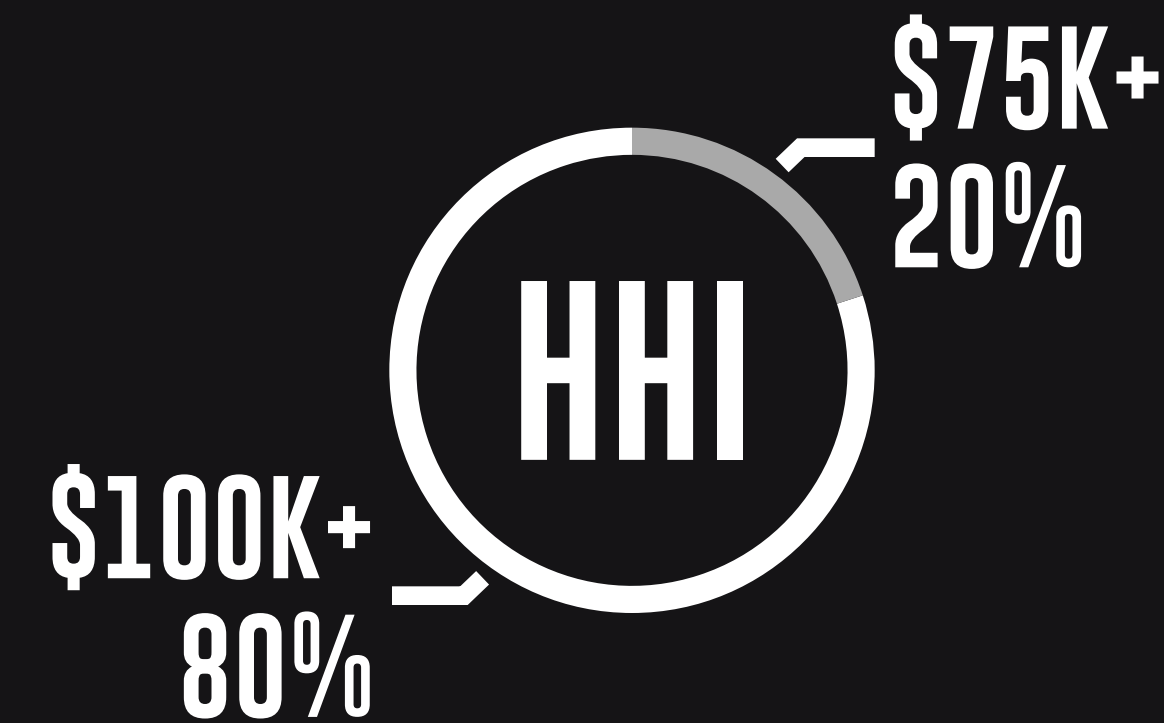
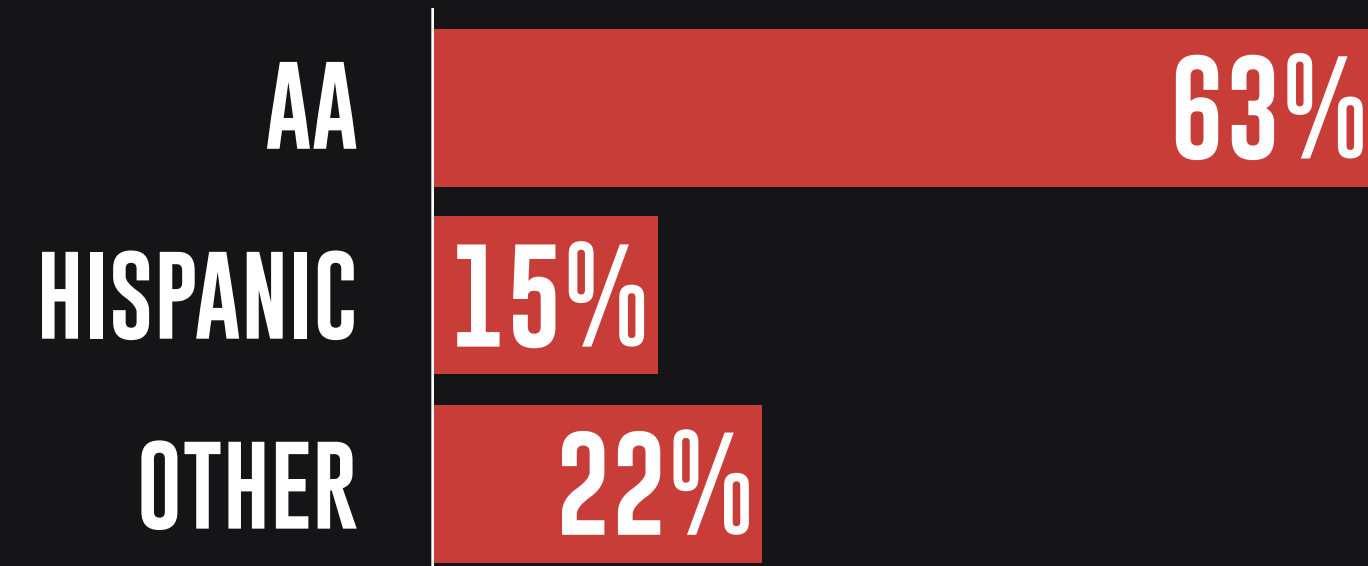
3.1B

LIFETIME VIDEO VIEWS



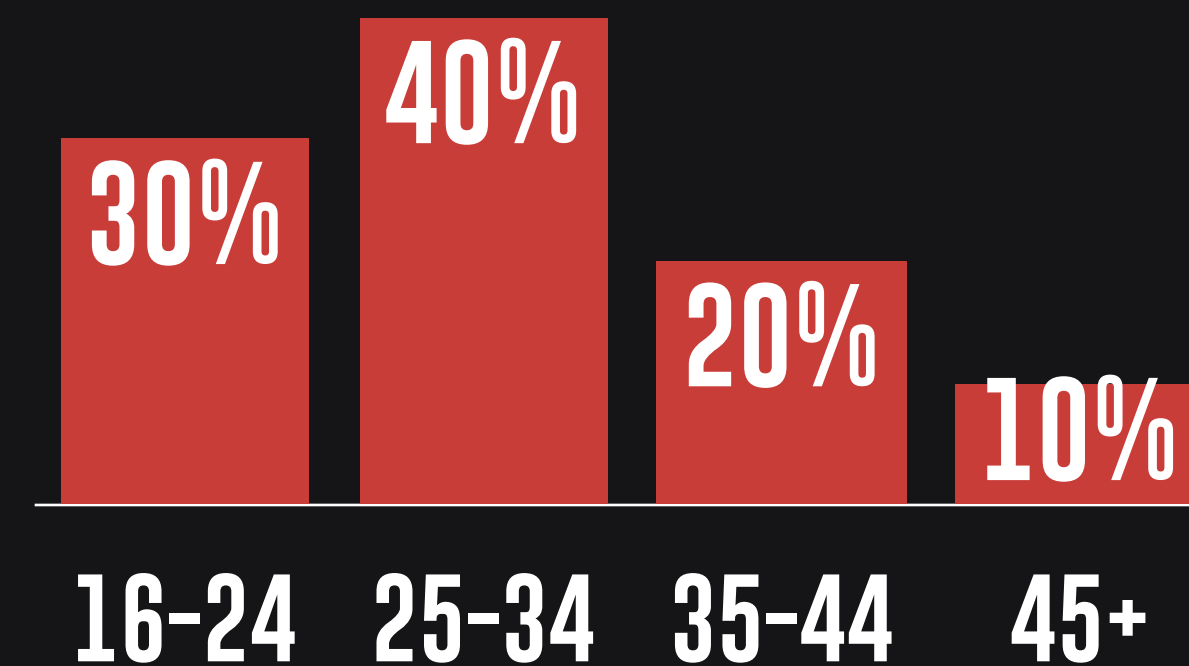
# AUDIENCE BREAKDOWN

## ETHNICITY INDEX



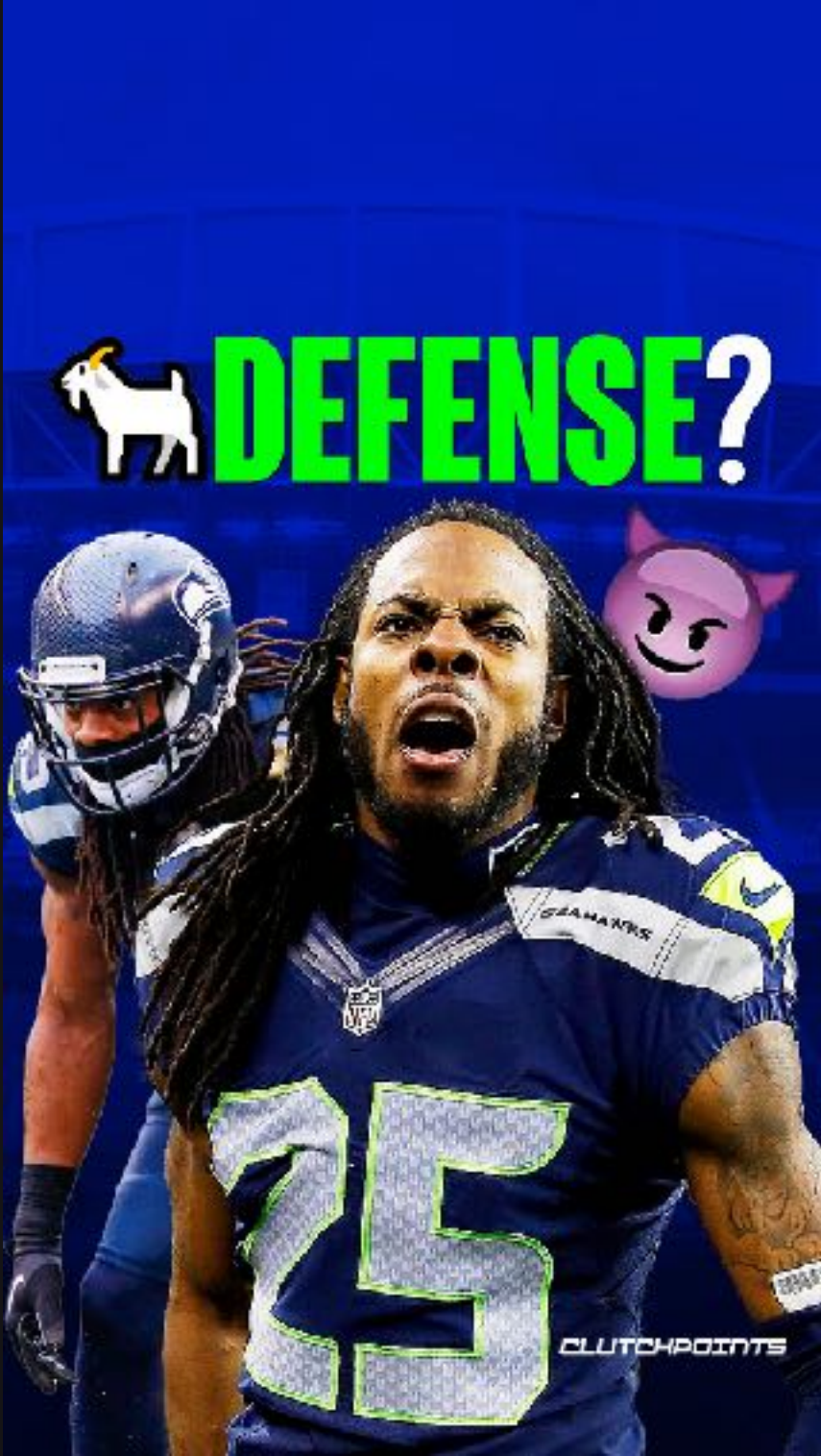
Our fanbase is mostly Gen-Z males, college educated, sport fanatics, who are into gaming, pop-culture, and lifestyle trends.

## AGE INDEX





# WHO WE SPEAK TO



## SPORTS FANS

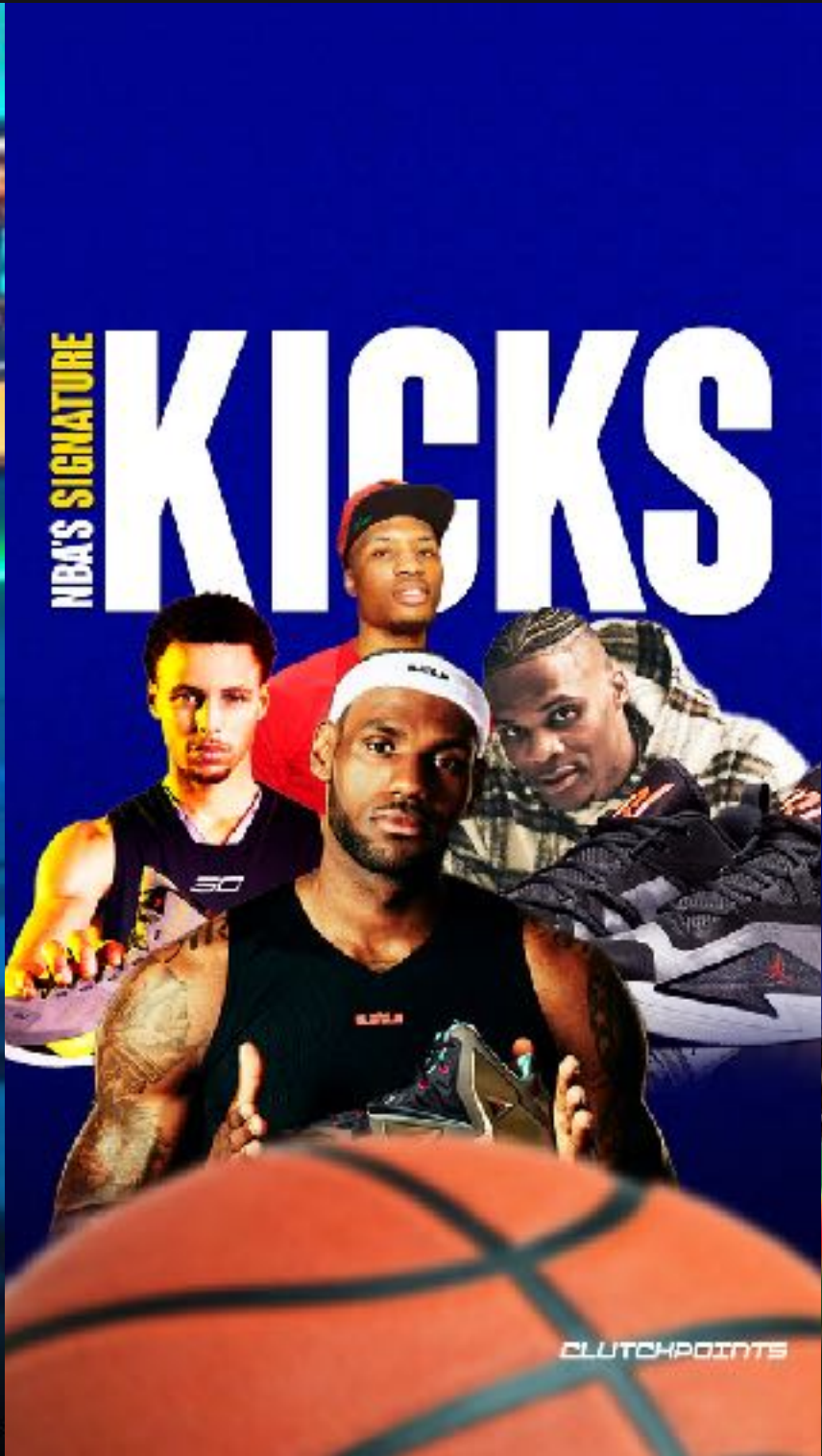
Our fandoms look to us to inform them on the latest breaking news, trades, rumors, game highlights and final scores. We have a fan page for every team in the league.

2023



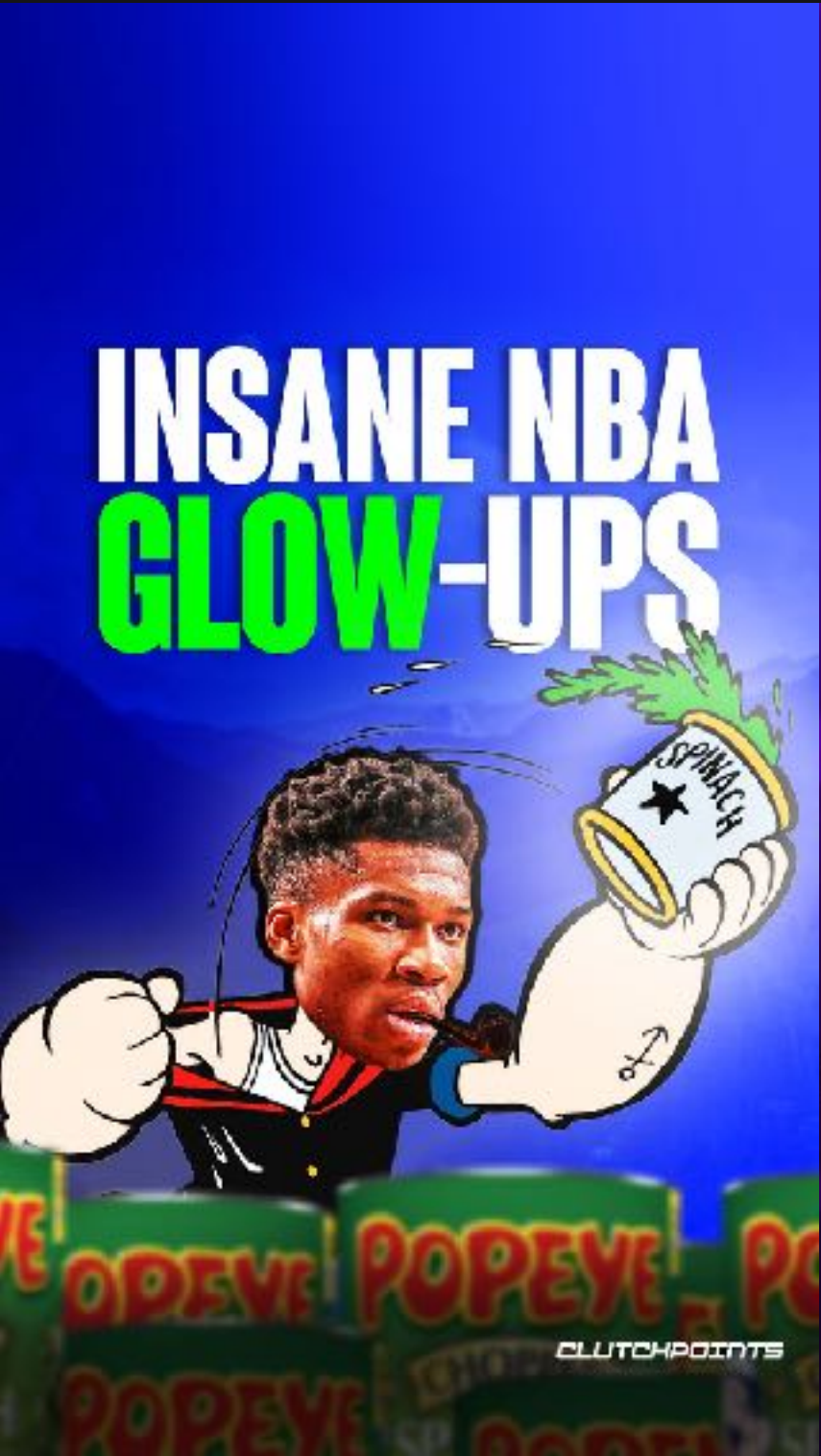
## GAMING ENTHUSIASTS

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.

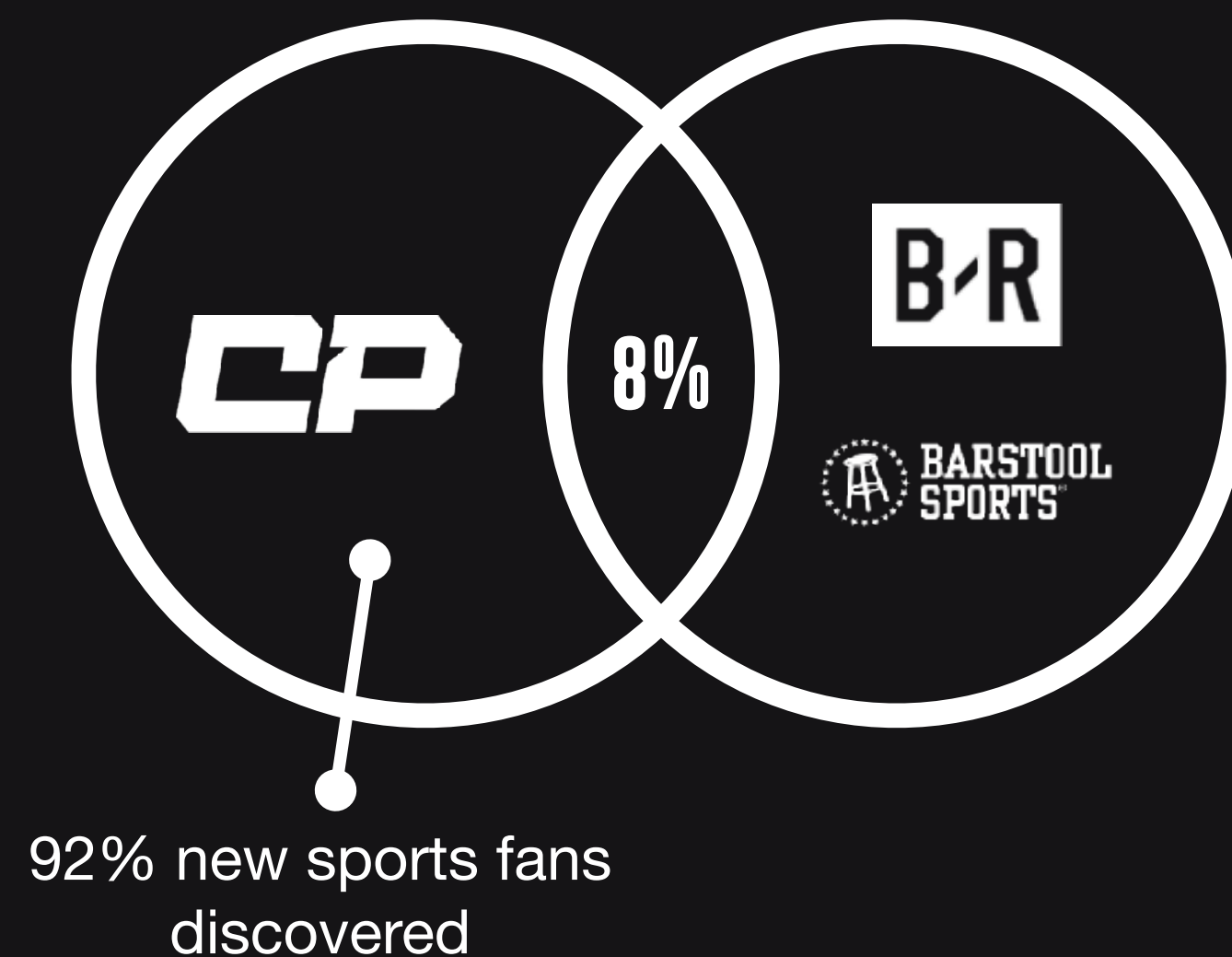
Source:  comscore



## 2. UNIQUE REACH

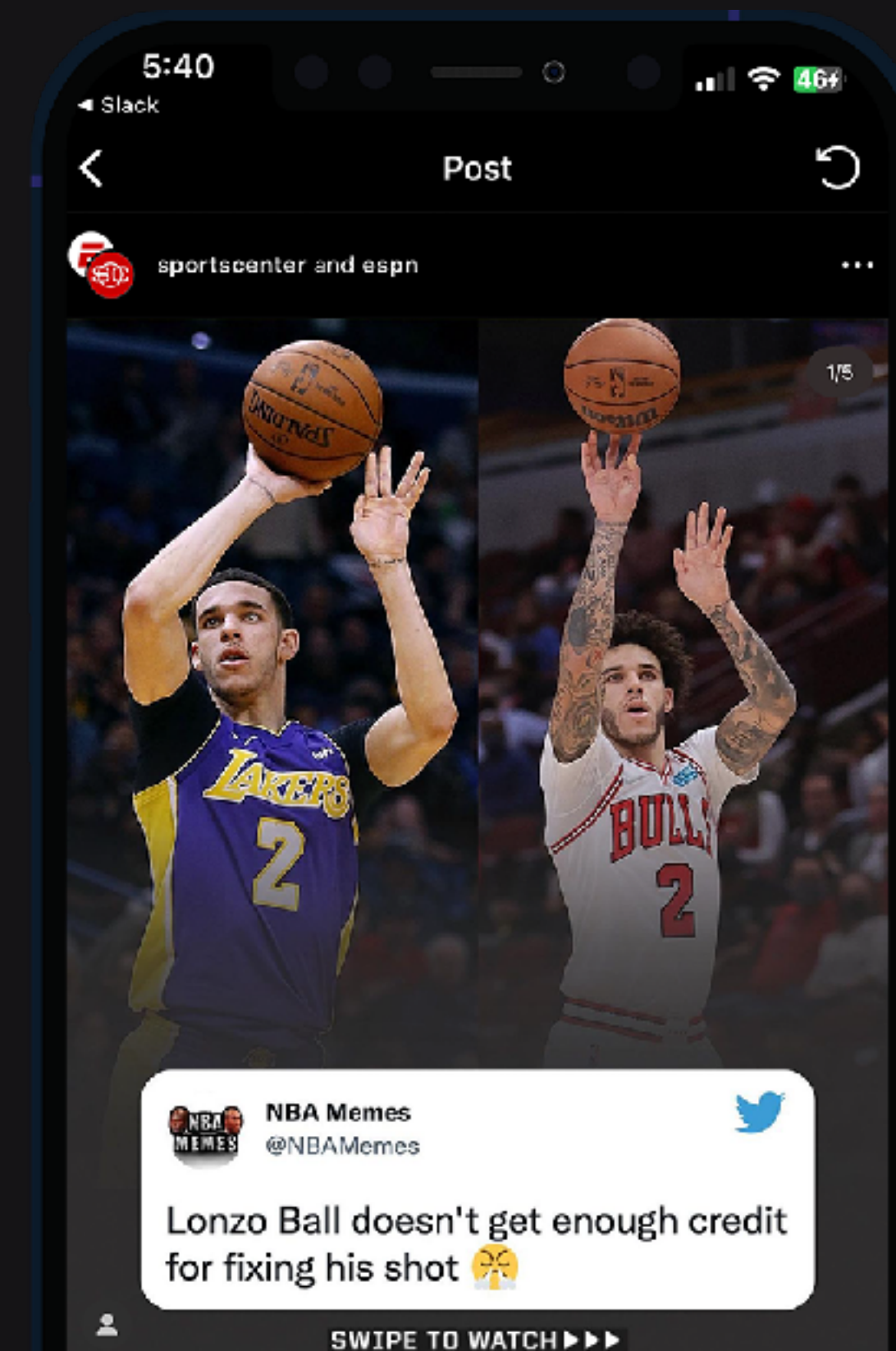
ClutchPoints has less than 8% cross visitation with Barstool and Bleacher Report; meaning, every fan on the ClutchPoints platform is a new fan found.

Source:  SimilarWeb



## 3. AUTHENTIC & CREDIBLE

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





# COMMITMENT TO HBCU



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.



# MULTIMEDIA NETWORK

CLUTCHPOINTS MEDIA

DIGITAL

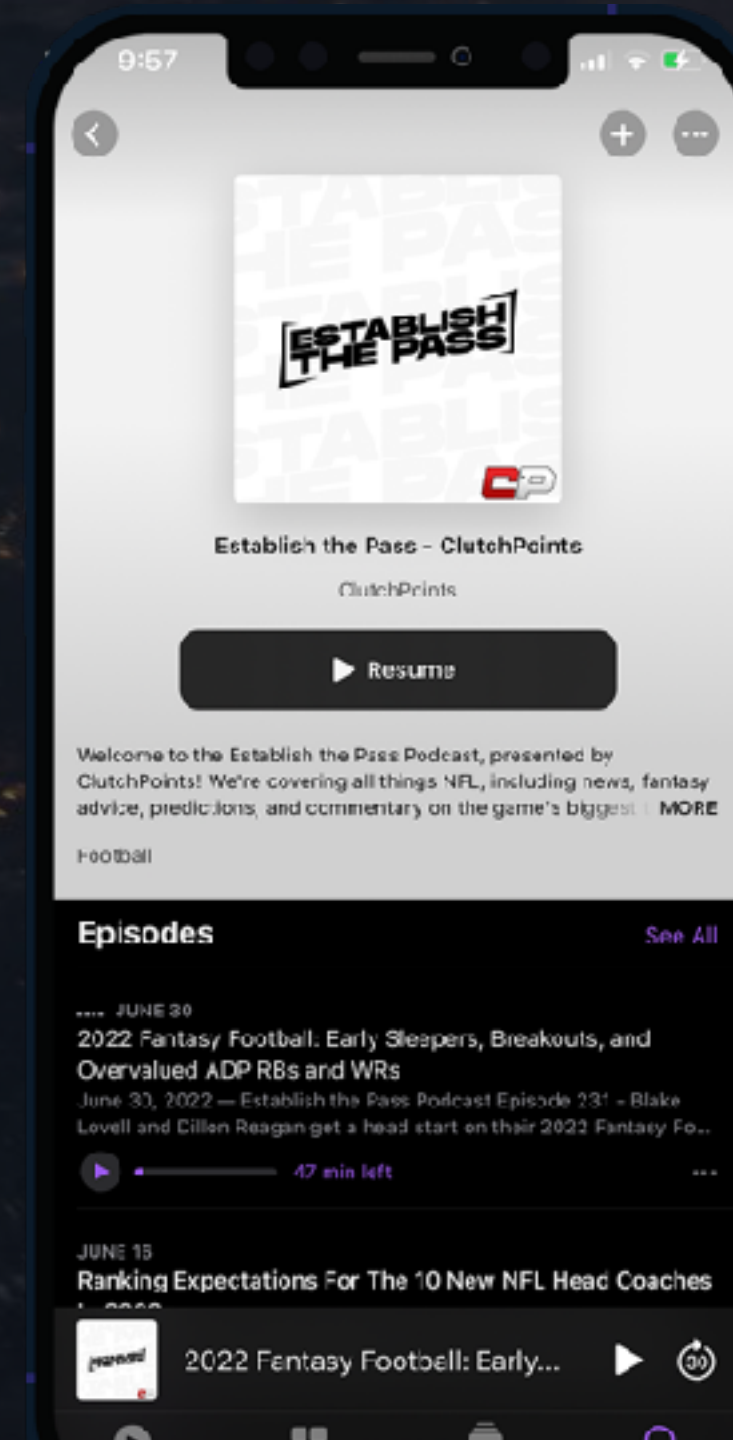
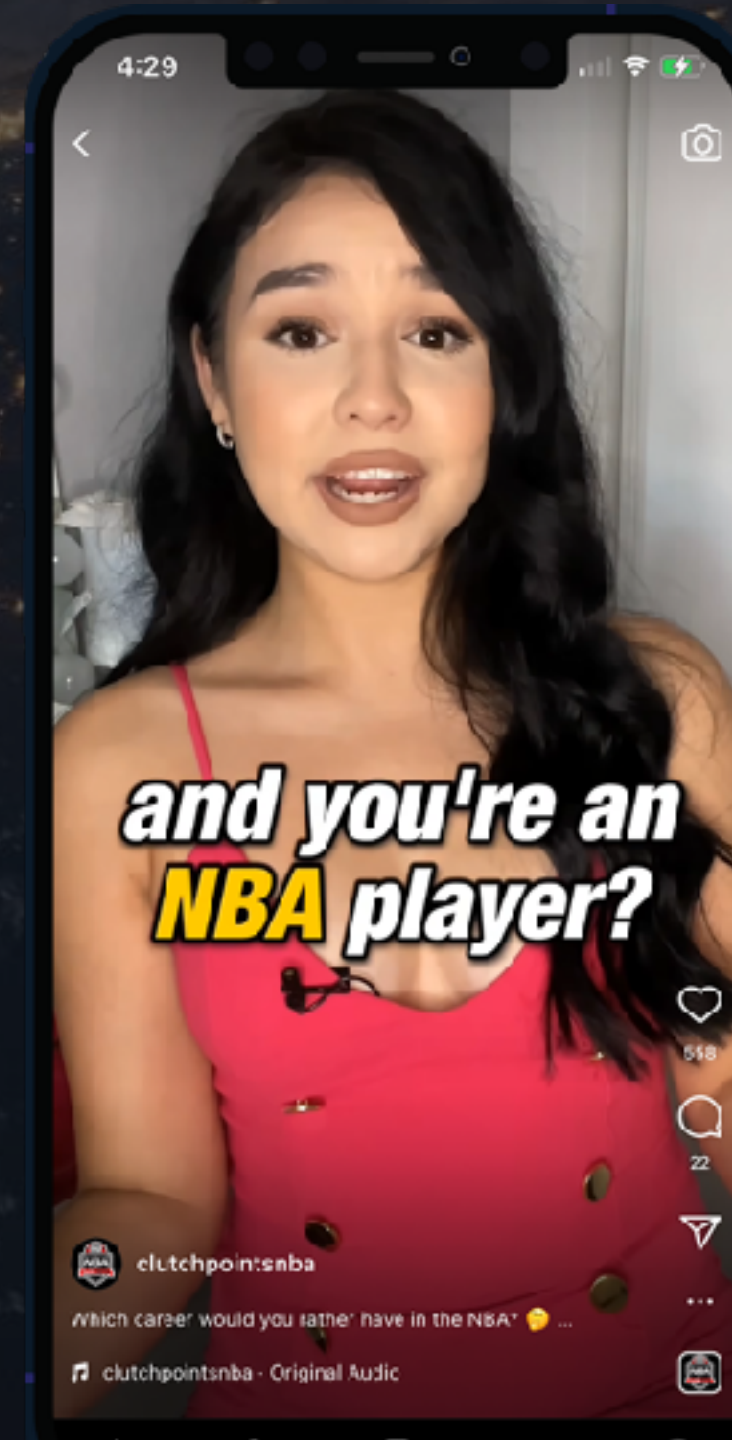
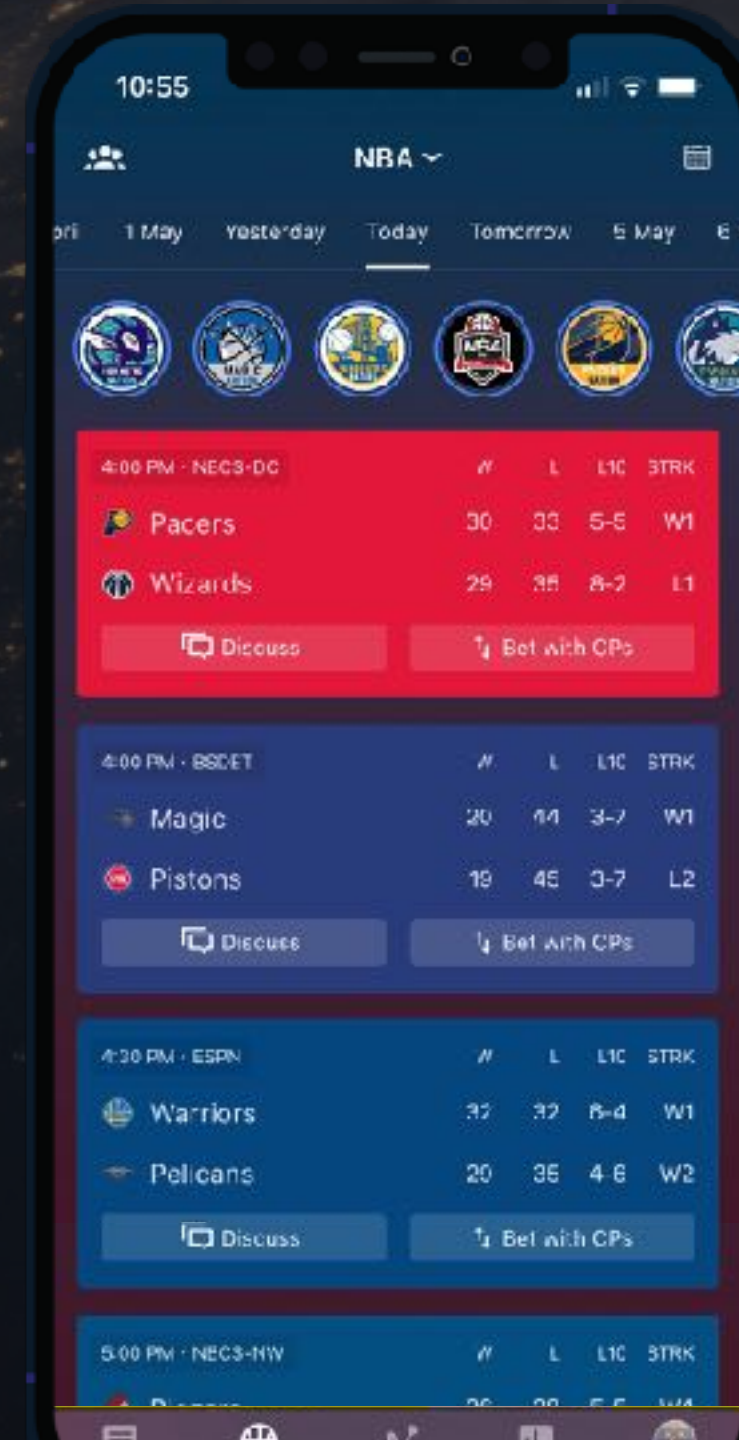
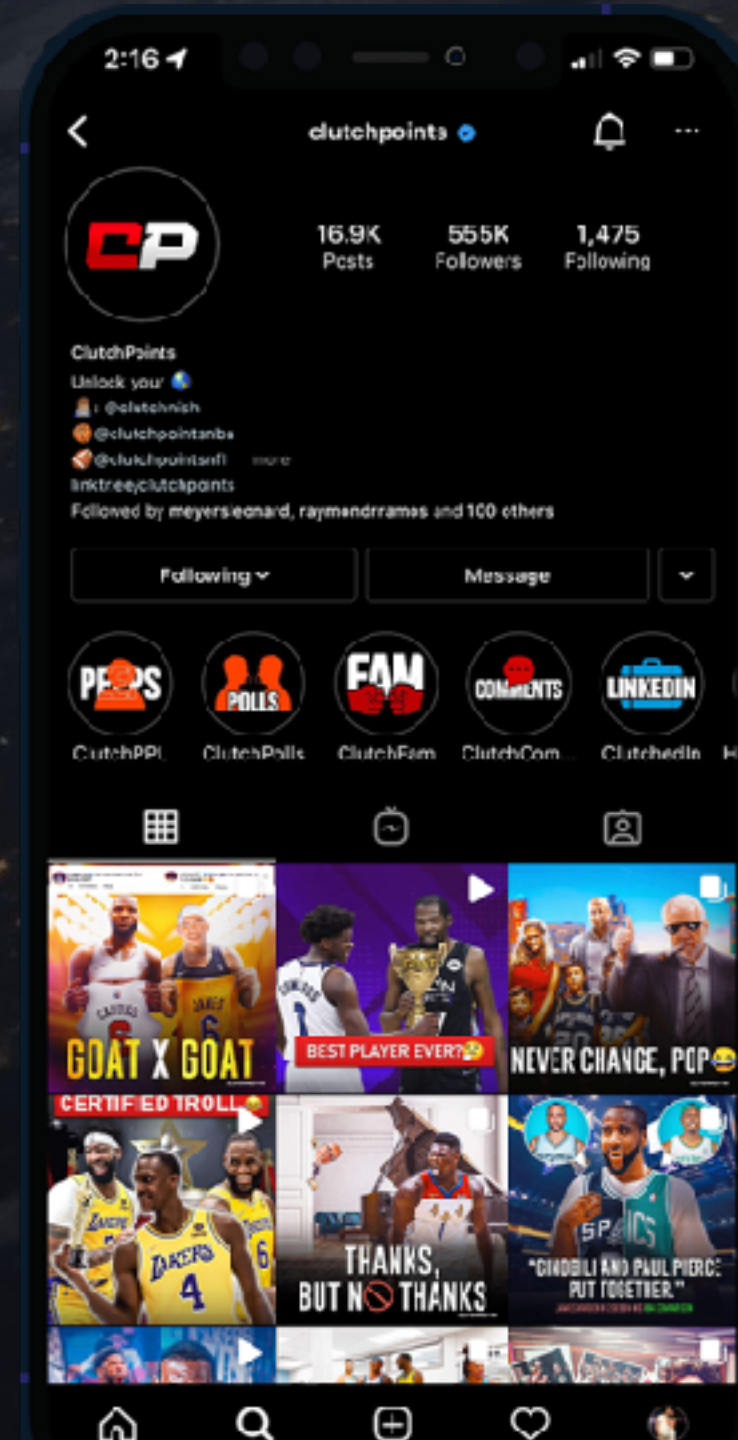
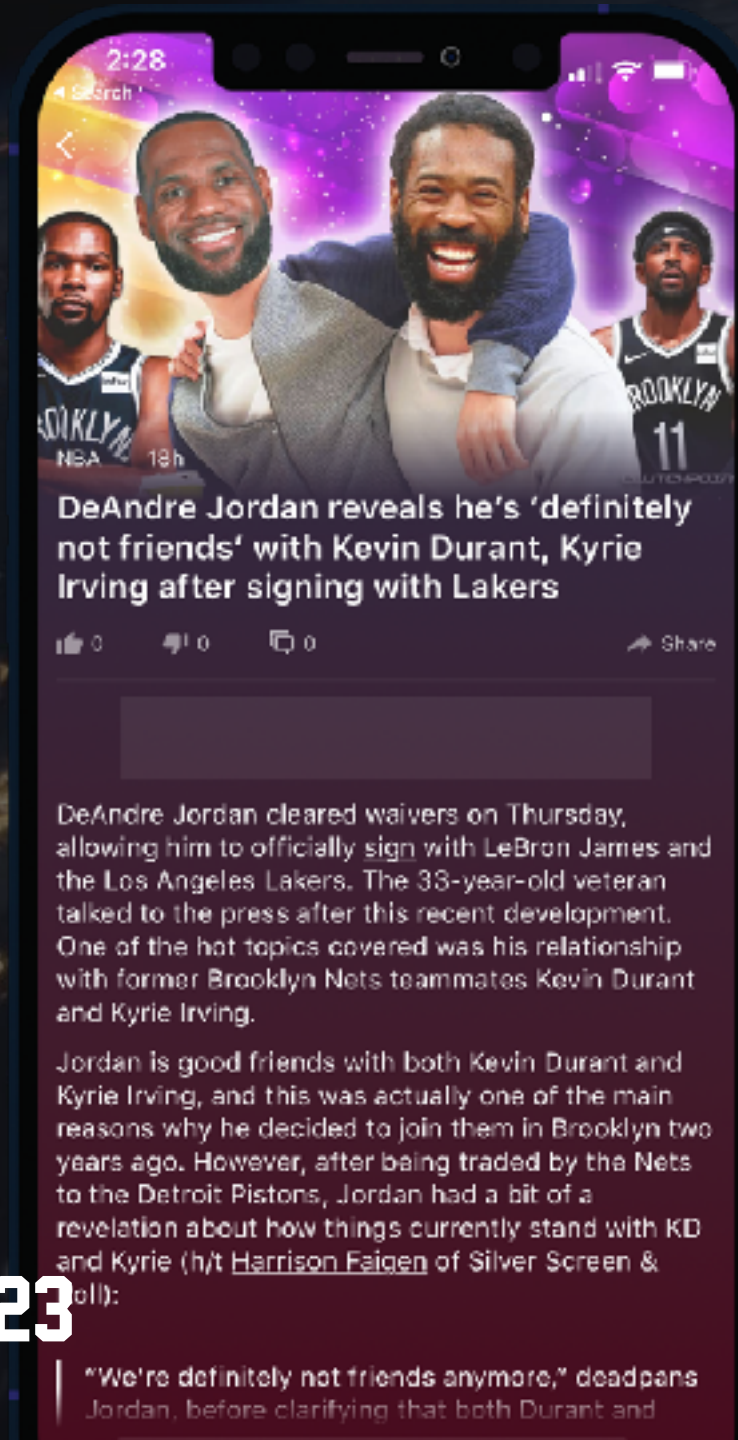
SOCIAL

APP

VIDEO

PODCAST

TALENT





# SOCIAL COMMUNITY

FACEBOOK

20,500,000+

Followers

TIKTOK

2,800,000+

Followers

YOUTUBE

800,000+

Subscribers

DISCORD

4,000+

Members

INSTAGRAM

2,800,000+

Followers

TWITTER

850,000+

Followers

SNAPCHAT

100,000+

Followers

175+

OWNED AND OPERATED

35MM+

MONTHLY AVERAGE UNIQUES

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





# 2023 VIDEO SLATE

**CLUTCH  
NEWS**

**THE ASSOCIATION**

**THE FLEX  
LEAGUE**

**CP  
GAMING**

**A CLUTCHPOINTS  
ORIGINAL DOCUMENTARY**

**ORDER!**

**MONEY  
PROBLEMS**

**STACHE  
CLUB WRESTLING**

**THE  
ASSIST**

**INTERNET  
HALL OF FAME**

**9-5  
HOOPER**

**THE  
PORCH**

**CLUTCH  
CULTURE**

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.



## 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.



## 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.



## 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.



## 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.



**50,000+**  
Monthly Downloads

**10,000+**  
Monthly Listens

**500,000+**  
Monthly Views

**80%**  
Completion Rate





**Jalen Rose**  
*Former NBA All-Star  
Broadcaster*



**Richard Jefferson**  
*Former NBA All-Star  
Broadcaster*



**Chris Webber**  
*Former NBA All-Star  
Broadcaster*



**Scottie Pippen**  
*NBA Champion*



**Aerial Powers**  
*WNBA Champion*

## 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.



**Spice Adams**  
*Comedian  
Formel Football DT*



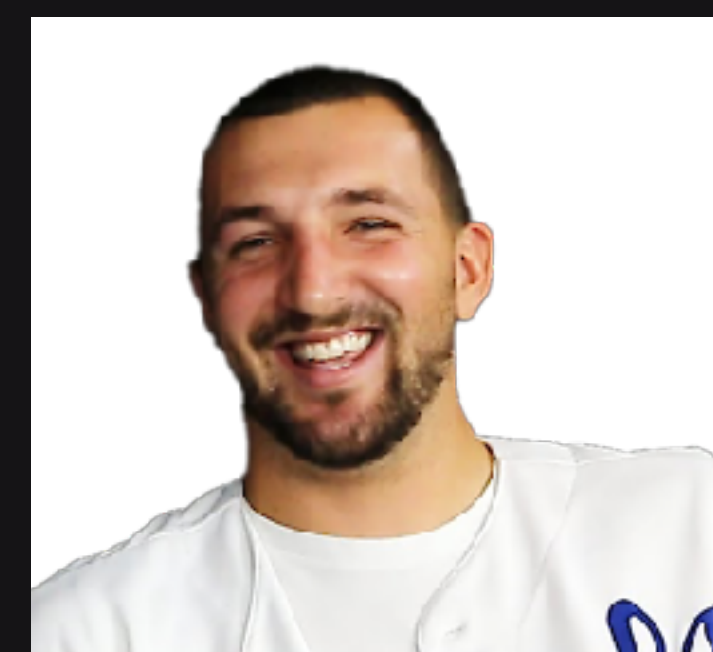
**The Professor**  
*American Streetball Player  
Actor*



**BDot**  
*Instagram Influencer*



**Ronnie2k**  
*YouTube Influencer*



**BigDawsTV**  
*YouTube Influencer*



# PROGRAMMATIC

**PROGRAMMATIC GUARANTEED  
VIA GAM AND AD SLOT**

**PMP INTEGRATION  
VIA INDEX AND GAM**



# CLUTCHPOINTS COLLECTIVE



**OTE**



**CAVS NATION**

The ClutchPoints Media Network is a collective of like-minded publishers working together to create content and share each others IP.





70+ VIDEOS



750+ ARTICLES

WEEKLY PRODUCTION



100+ MEMES



1000+ GRAPHICS



Q1

- College Football Playoffs
- NFL Free Agency
- Winter Olympics
- NCAA March Madness
- NBA All-Star
- NFL Playoffs & Super Bowl
- Women's History Month
- Black History Month
- Fitness Guide

Q2

- MLB Season
- The Masters, PGA Tour
- NBA Playoffs
- NHL Playoffs
- E3
- NFL Draft
- Wrestlemania
- Indy 500
- French Open, Wimbledon, US Open
- Juneteenth

Q3

- ESPYS
- MLB All-Star
- NFL Season Begins
- HBCU
- NBA Tip-Off
- Back to School
- Fantasy Football Season
- Women's World Cup 2023

Q4

- MLB World Series
- Thanksgiving
- Black Friday & Cyber Monday
- NBA/NFL Christmas Games
- College Football Bowl Season
- NHL Season Begins
- HBCU
- Survivor Series
- Year-End



# 2023 TENTPOLES

BASKETBALL

FOOTBALL

BASEBALL

HOCKEY

GAMING TECH

LIFESTYLE

HBCU

WOMEN IN SPORTS





# PARTNER WITH US

**CONTENT  
AMPLIFICATION**

**SPONSORSHIP  
INTEGRATION**

**DISPLAY AND  
PRE-ROLL**



# CASE STUDIES





# PLATFORM UTILITY/ RETENTION

Editorial Sponsorship

CLUTCHPOINTS MEDIA

## 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**





## AWARENESS

Branded Content

## 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

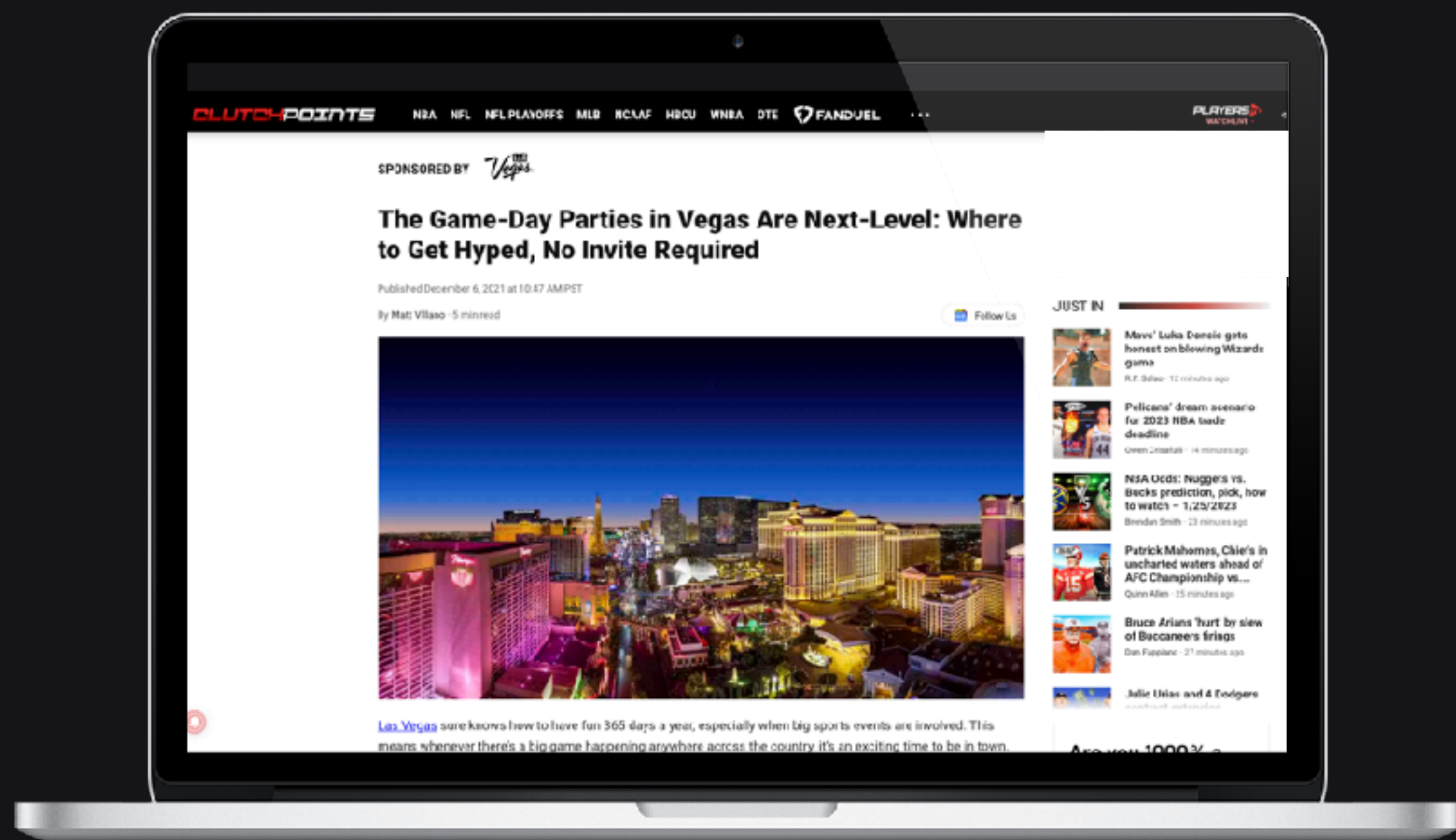
**CAMPAIGN PERFORMANCE:**  
**PAGE VIEWS: 113,777**  
**SOCIAL IMPRESSIONS: 1,216,417**  
**VIDEO VIEWS: 500,682**  
**ENGAGEMENT: 10.8%**  
**FOOT TRAFFIC: 172**





## AWARENESS

Branded Content



VISIT LAS VEGAS CASE STUDY

## 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

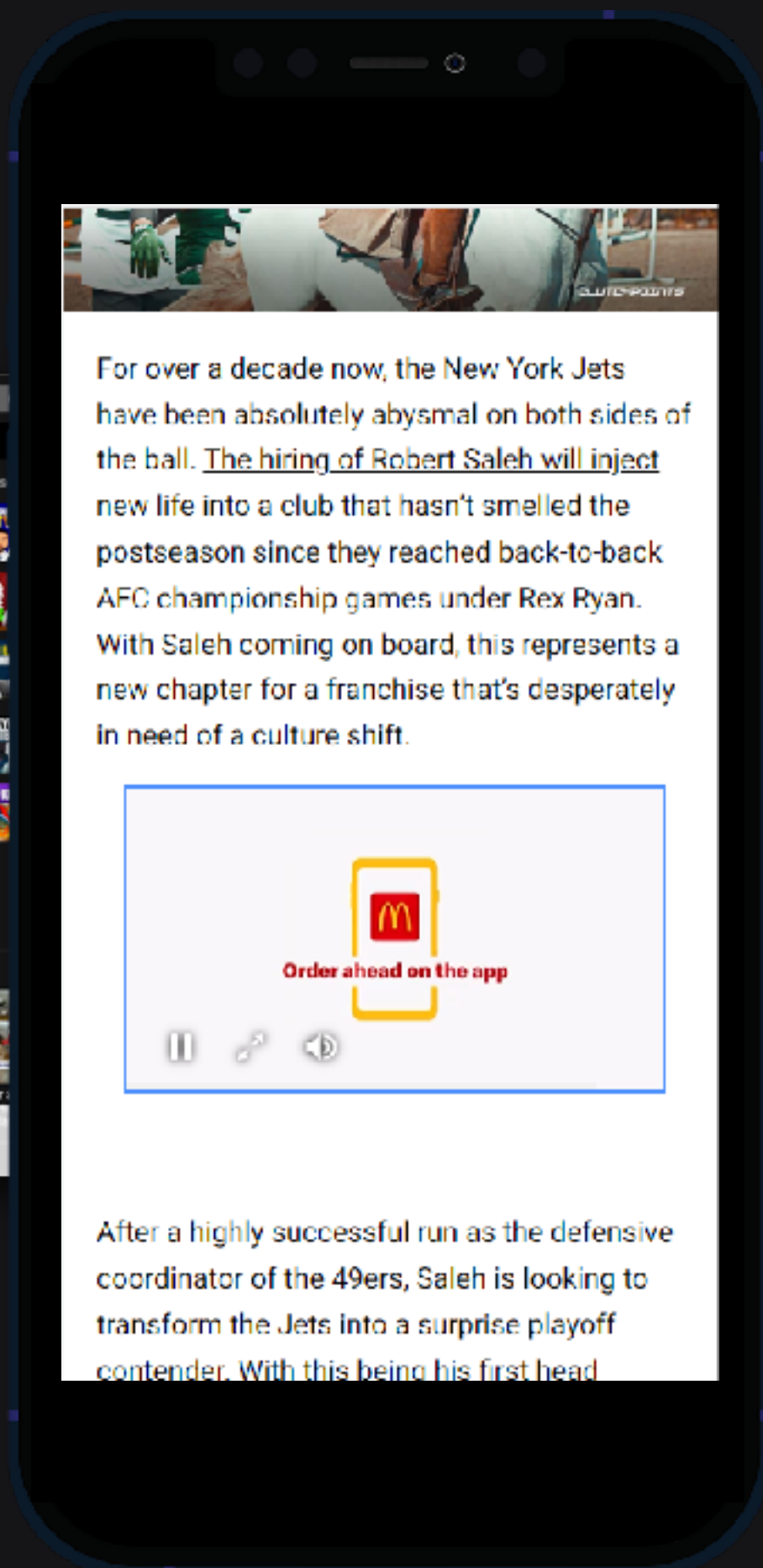
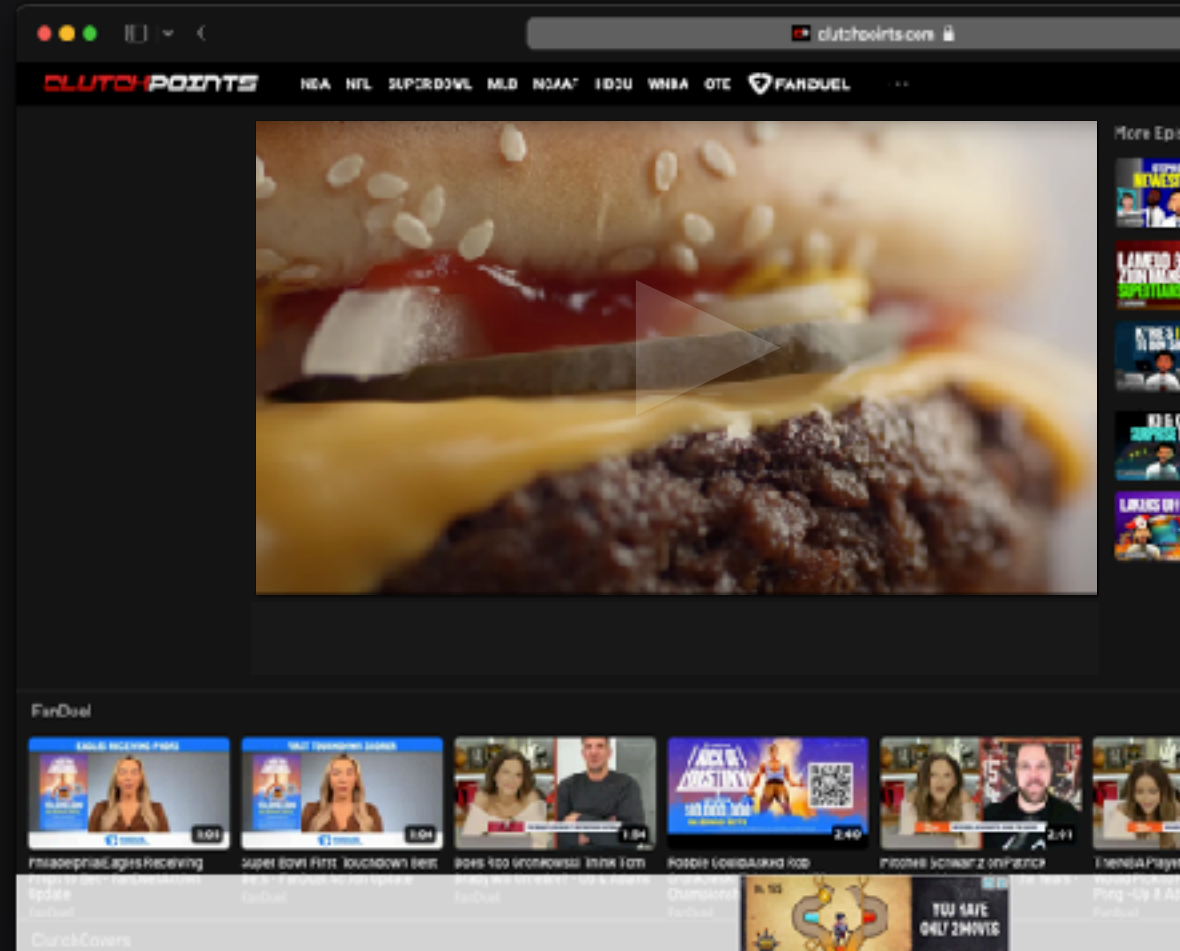
TIME SPENT: 00:01:00





## AWARENESS

Branded Content



## 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 it's pre-roll creative in a premium cross-platform environment.

## IMPACT

### CAMPAIGN PERFORMANCE:

DELIVERY %: 105%

VIEWABILITY: 91%

VCR: 80%

CTR: 0.15%





# 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%

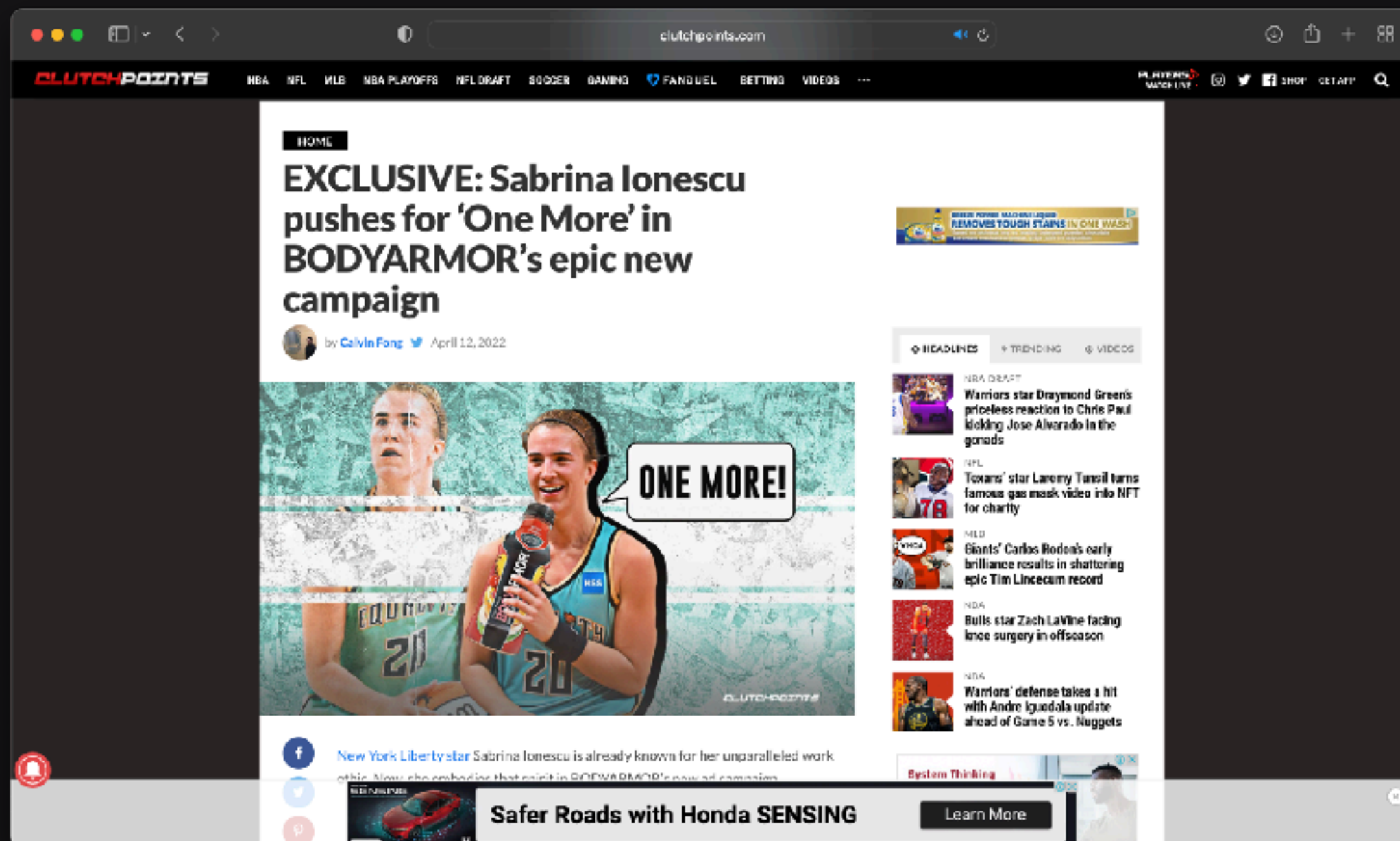




# BODYARMOR

## AWARENESS

Branded Content



## 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

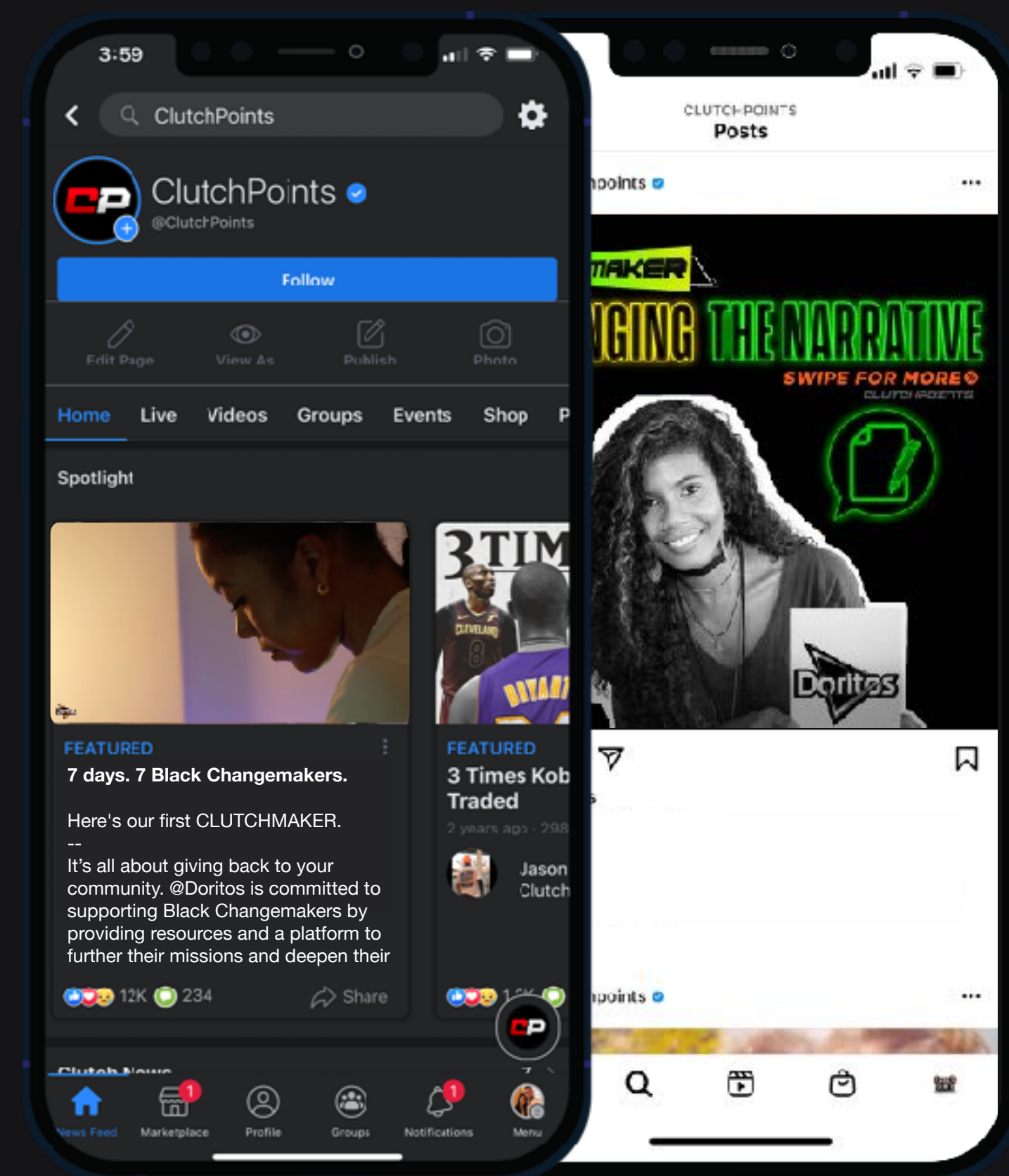
TIME SPENT: 00:01:00





# EDUCATION

Social Amplification



## CHALLENGE

As part of Doritos' Amplify Black Voices initiative, highlight "7 Doritos Changemakers" who are creatives making a difference in the black community.

## SOLUTION

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%**

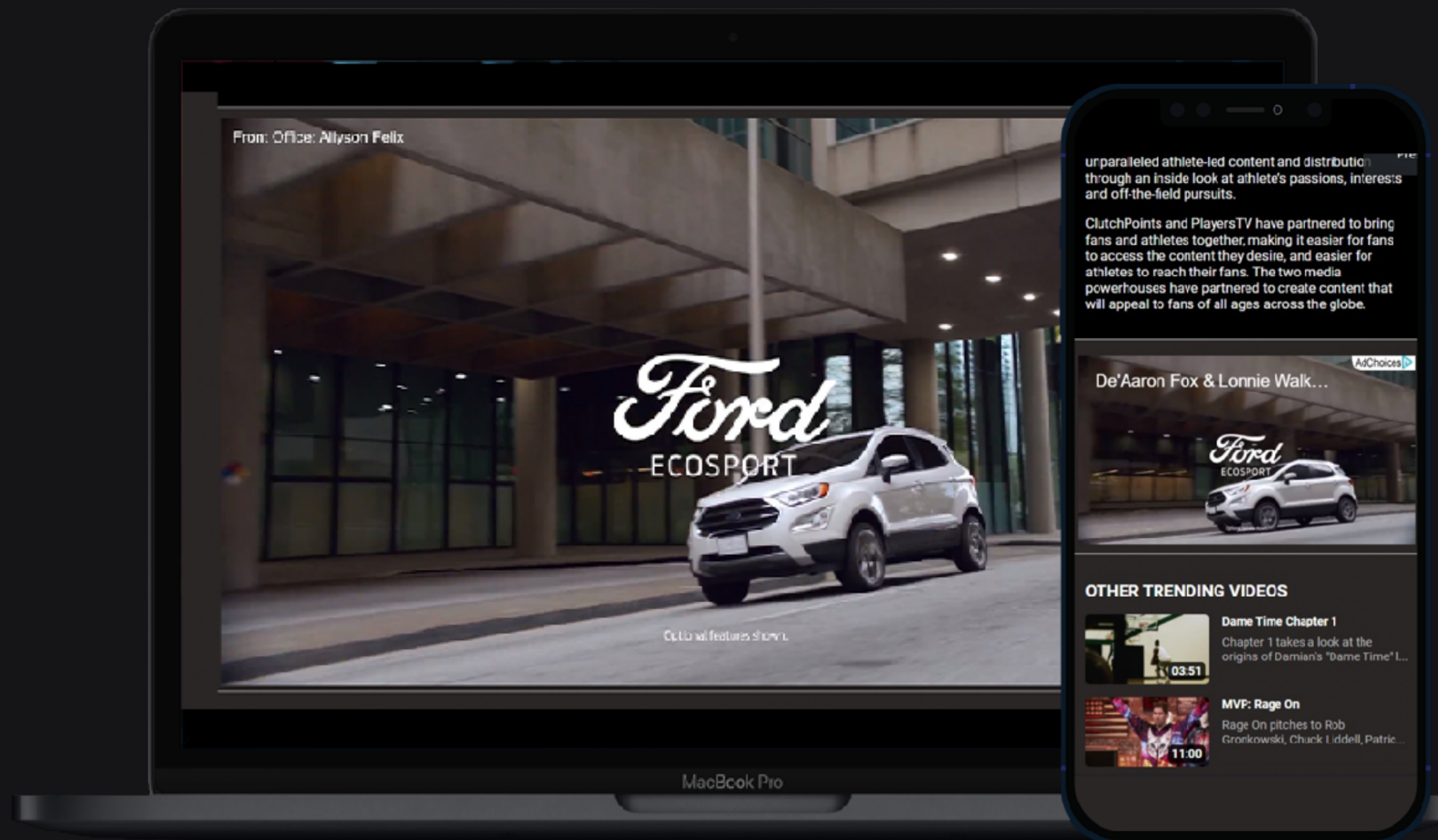
**CLUTCHPOINTS BENCHMARKS:**  
**ENGAGEMENT RATE: 1%**





## AWARENESS

Pre-Roll



## 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%





## 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%

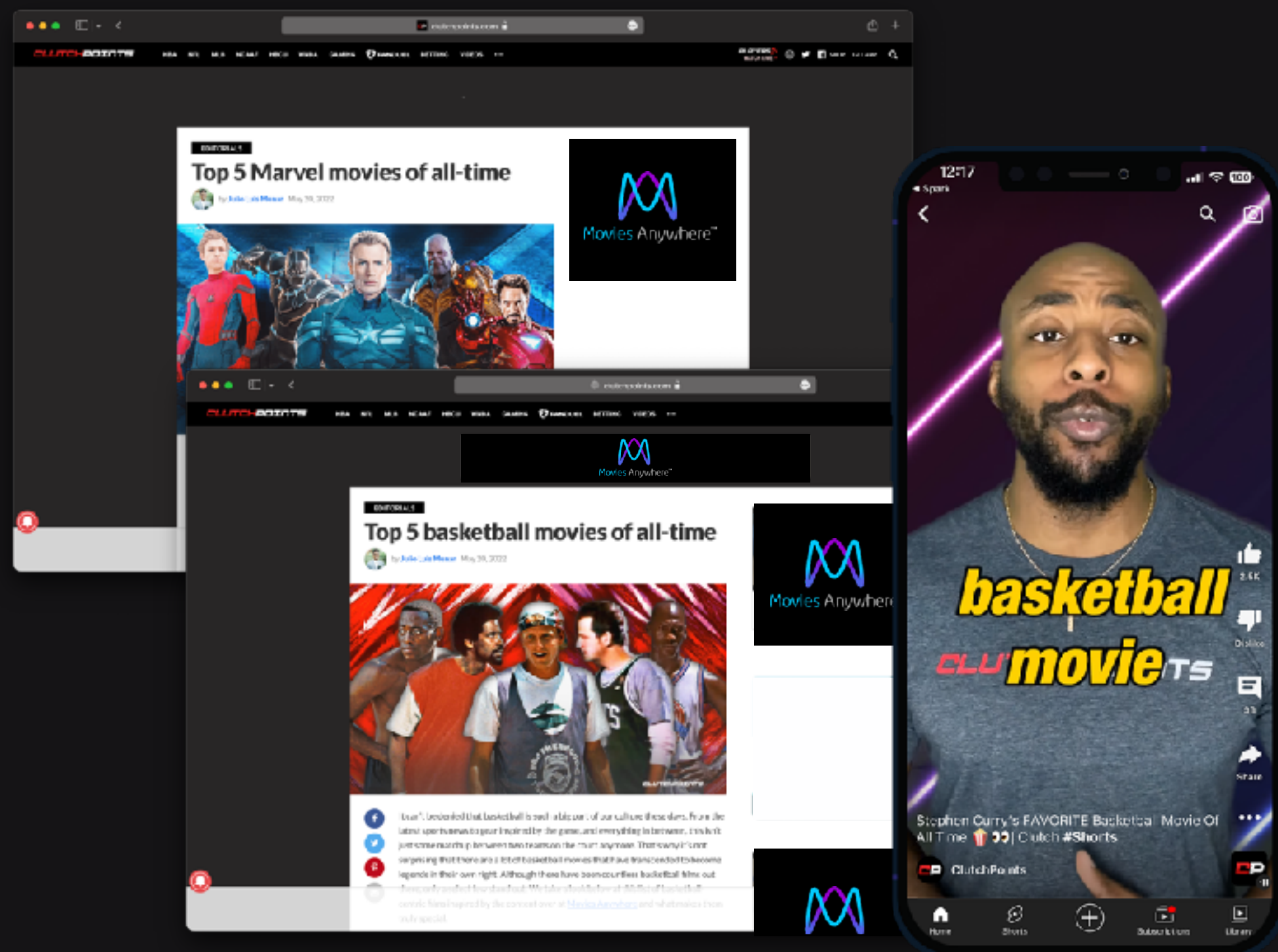
VIEWABILITY: 70%





## 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





## AWARENESS

Branded Content

## 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%





## 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.

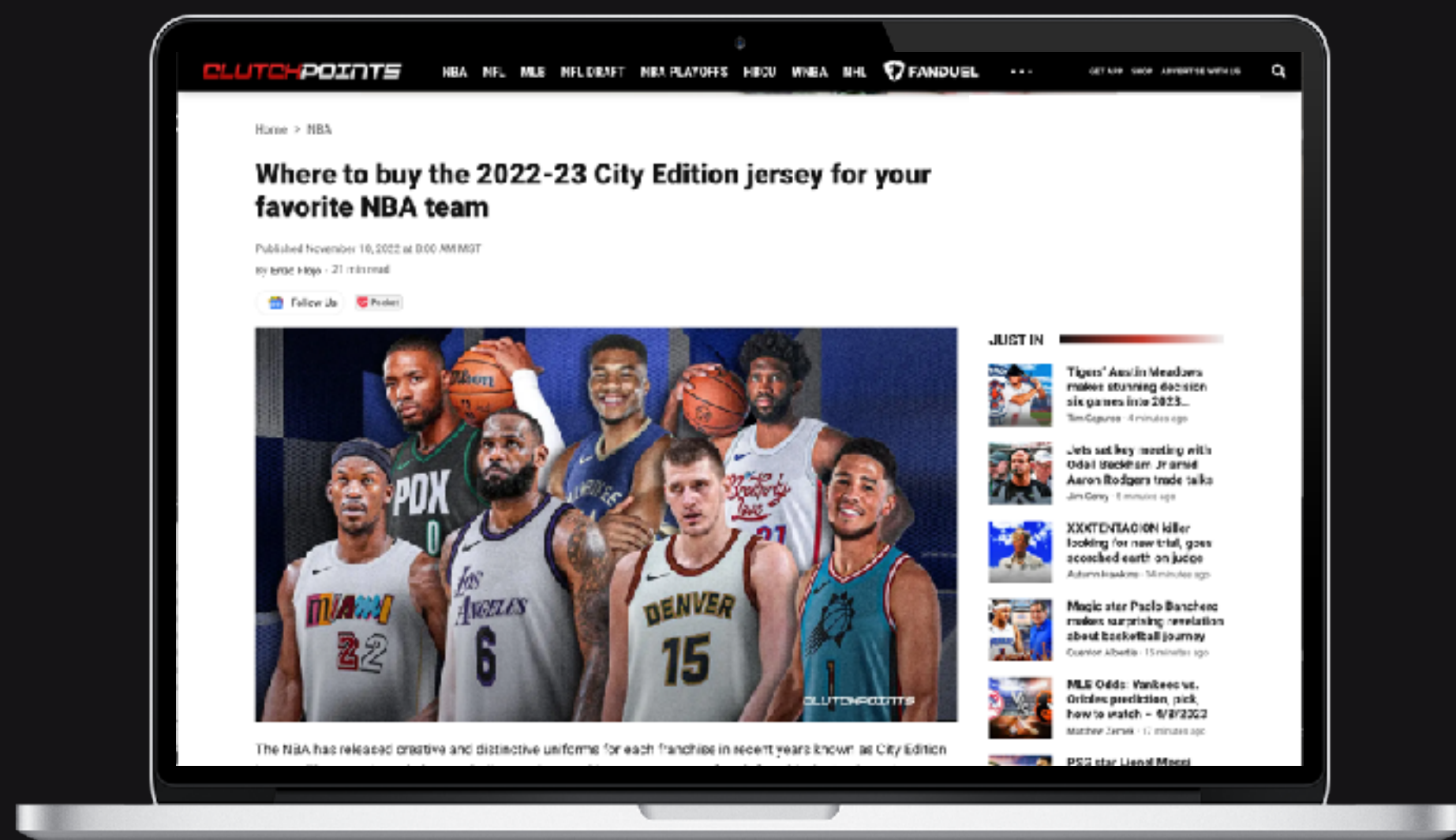
## SOLUTION

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**

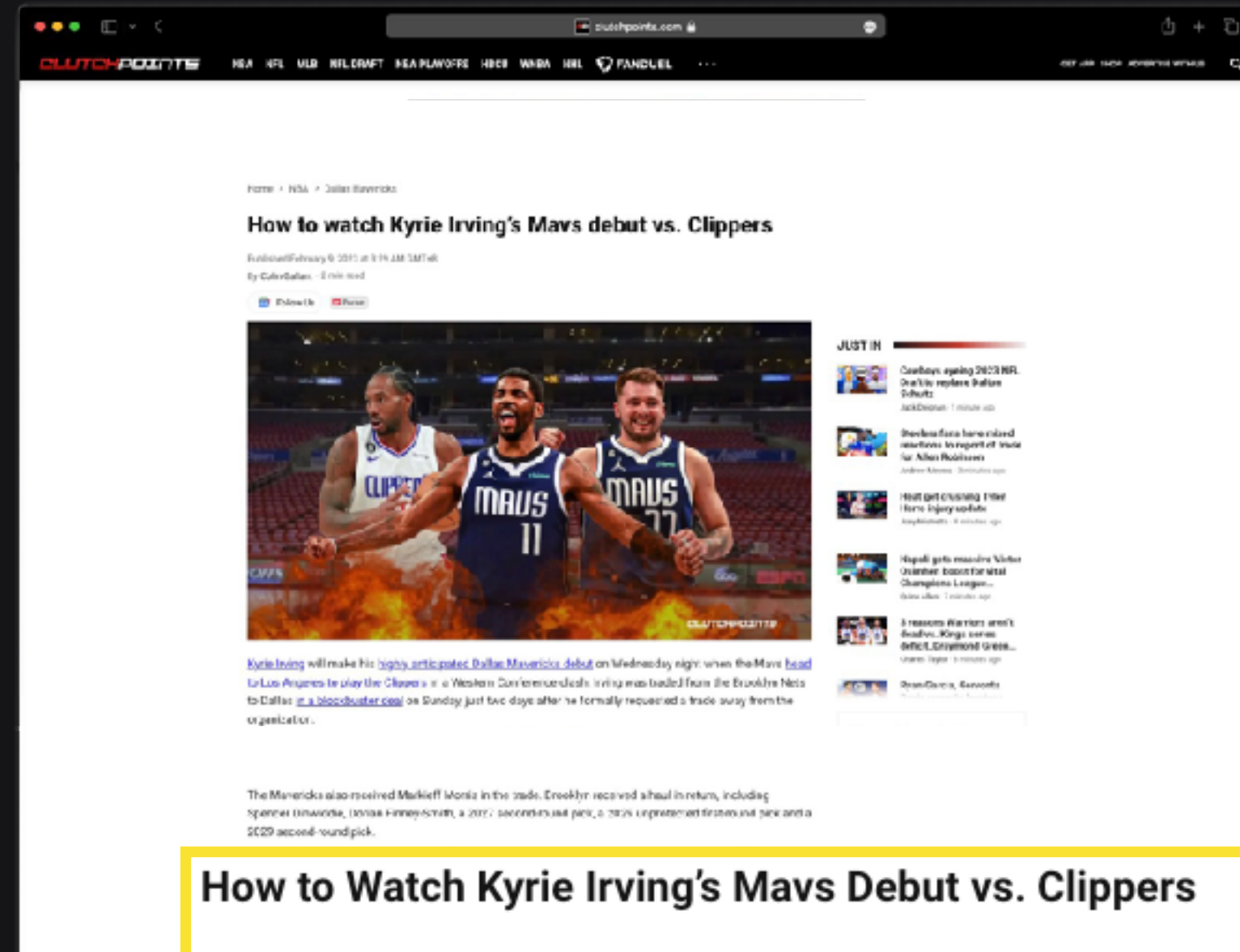






## UTILIZATION

Branded Content



### How to Watch Kyrie Irving's Mavs Debut vs. Clippers

**Game Date:** Feb. 8, 2023

**Game Time:** 10:00 p.m. ET

**TV:** ESPN, Bally Southwest in Dallas, and Bally SoCal in Los Angeles through FuboTV

**\*Watch Kyrie Irving's Mavs debut LIVE with fuboTV ([click for a free trial](#))\***

## 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



# APPENDIX



# BILLBOARD 970X250



## OVERVIEW

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).

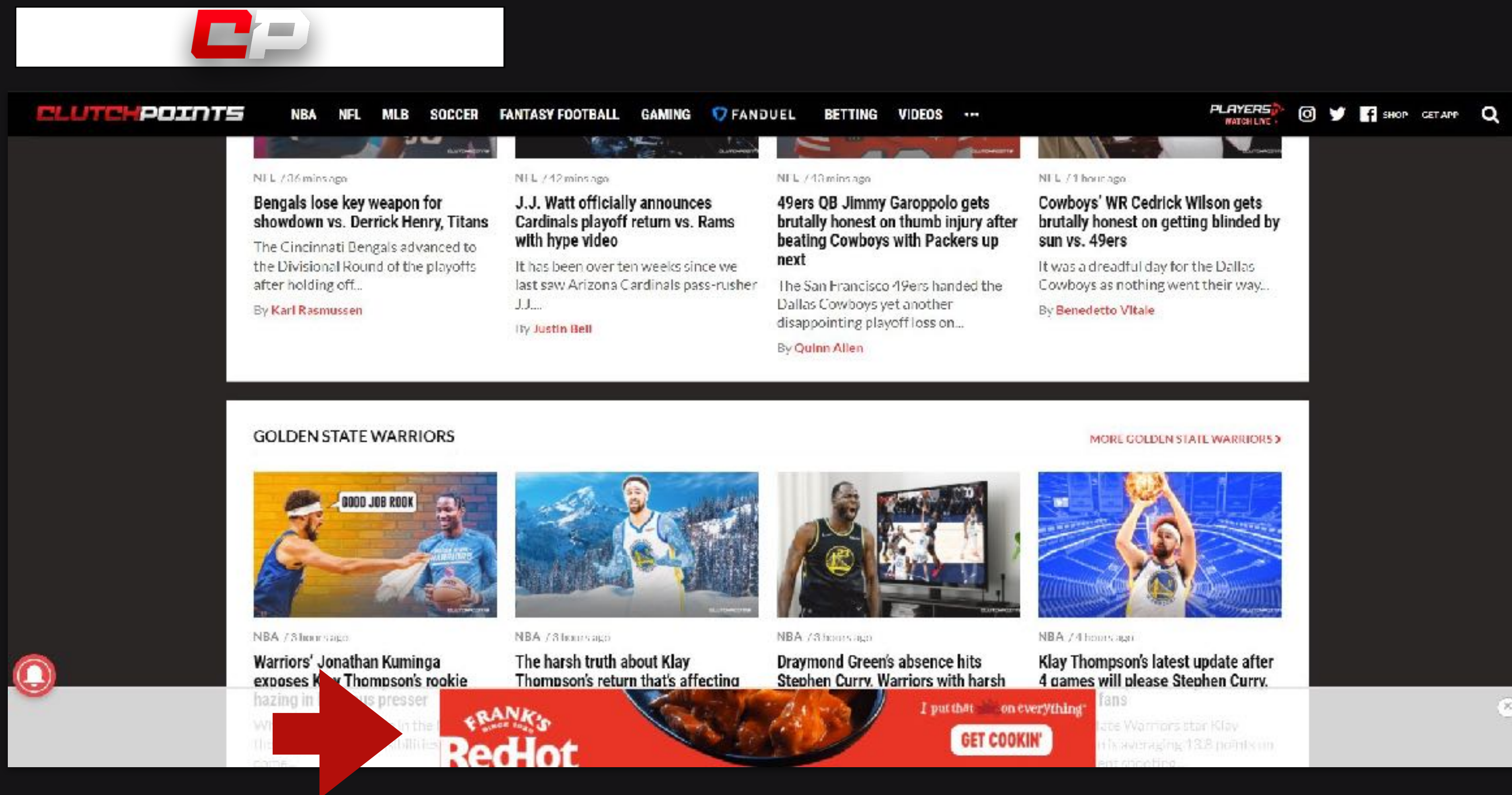
This ad is available only on the large screen profile; XL, M, and S will be served alternate units.

SPECS LINK: [http://www.iabstandards.be/#/standard?scrollTo=anchor\\_Format#anchor\\_Format](http://www.iabstandards.be/#/standard?scrollTo=anchor_Format#anchor_Format)

## APPENDIX



# LEADERBOARD 728X90



## OVERVIEW

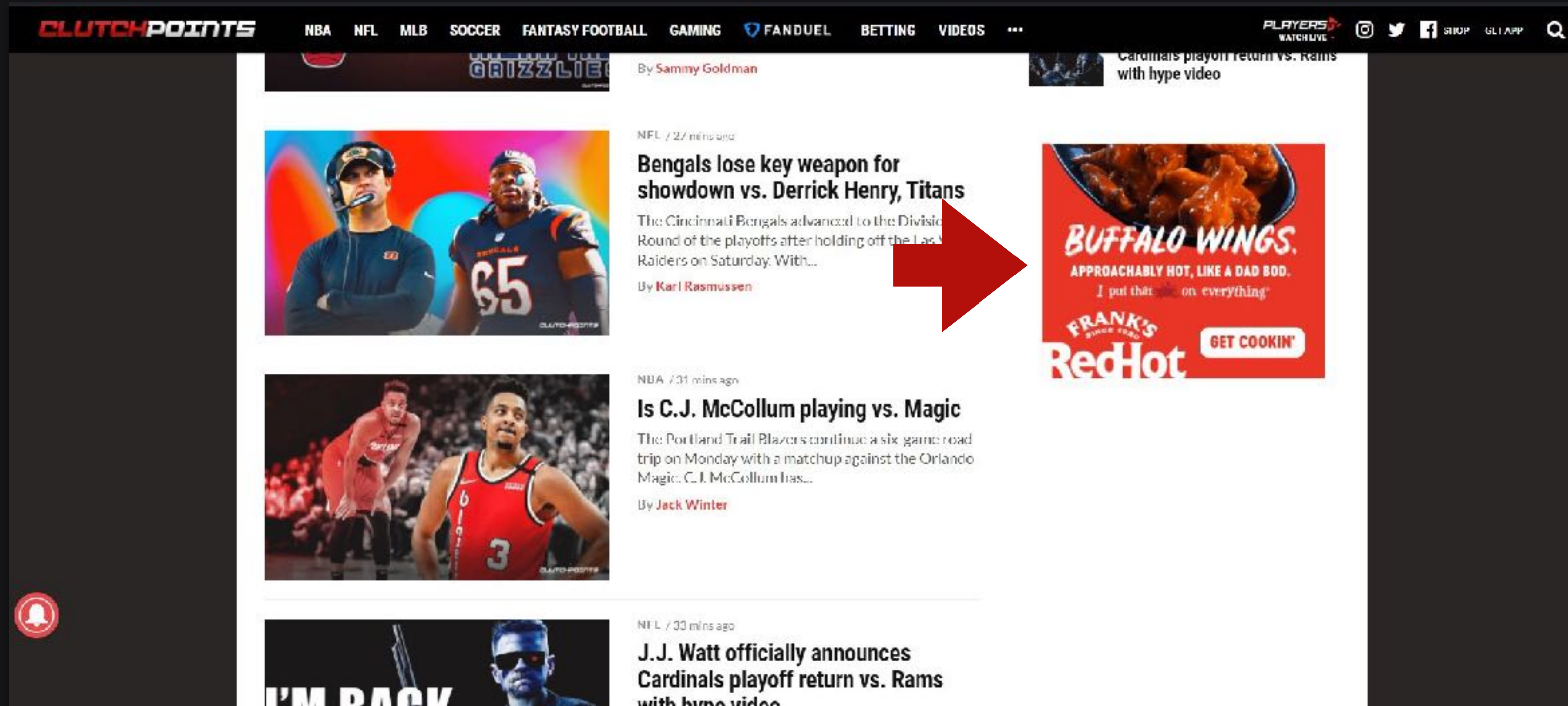
The banner is a standard ad unit that appears prominently just under the site navigation, or within the content space.

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](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.

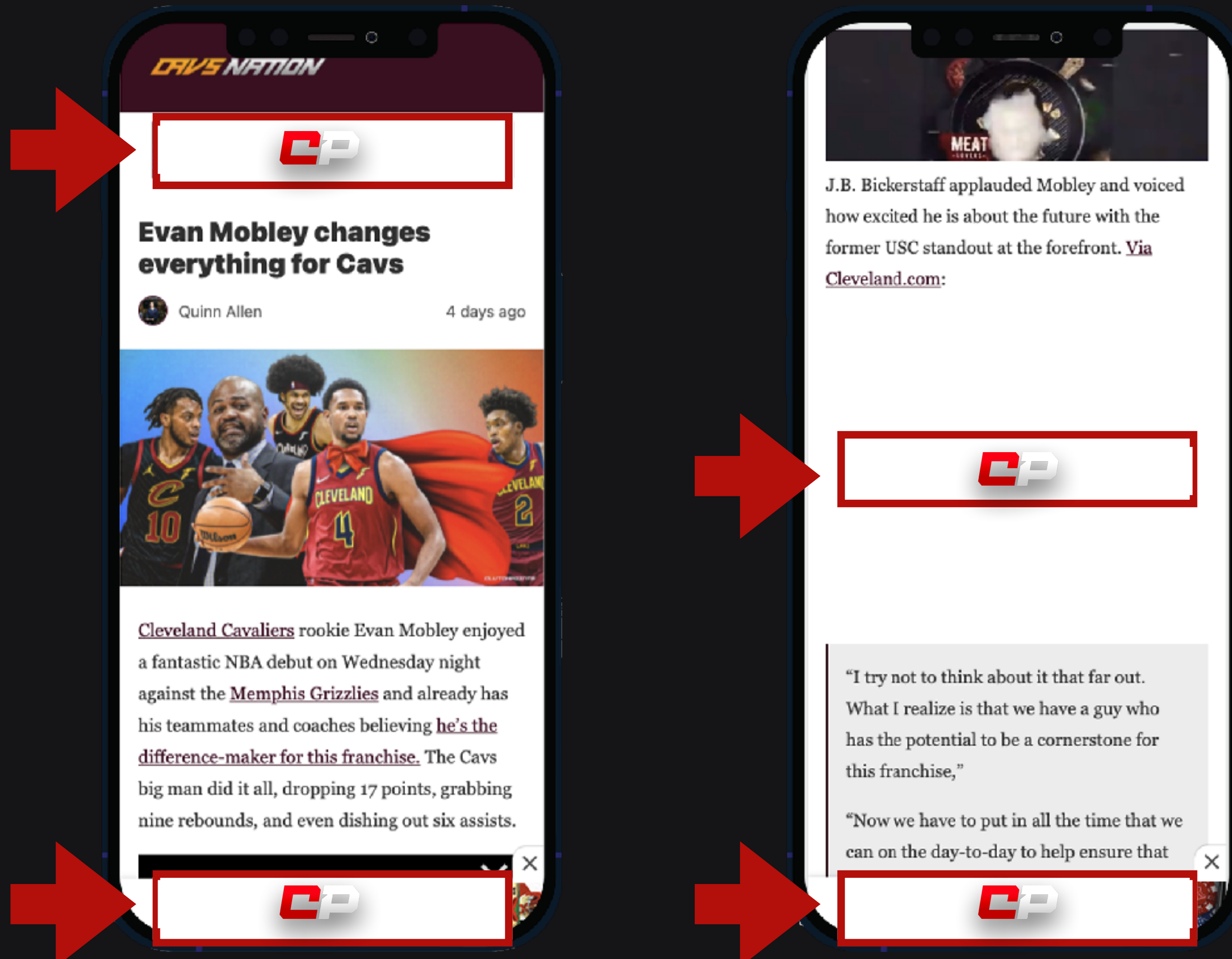
The incontent space may contain video (3p serving), html5 animation, and static images.

SPECS LINK: [http://www.iabstandards.be/#/standard?scrollTo=anchor\\_Format#anchor\\_Format](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.

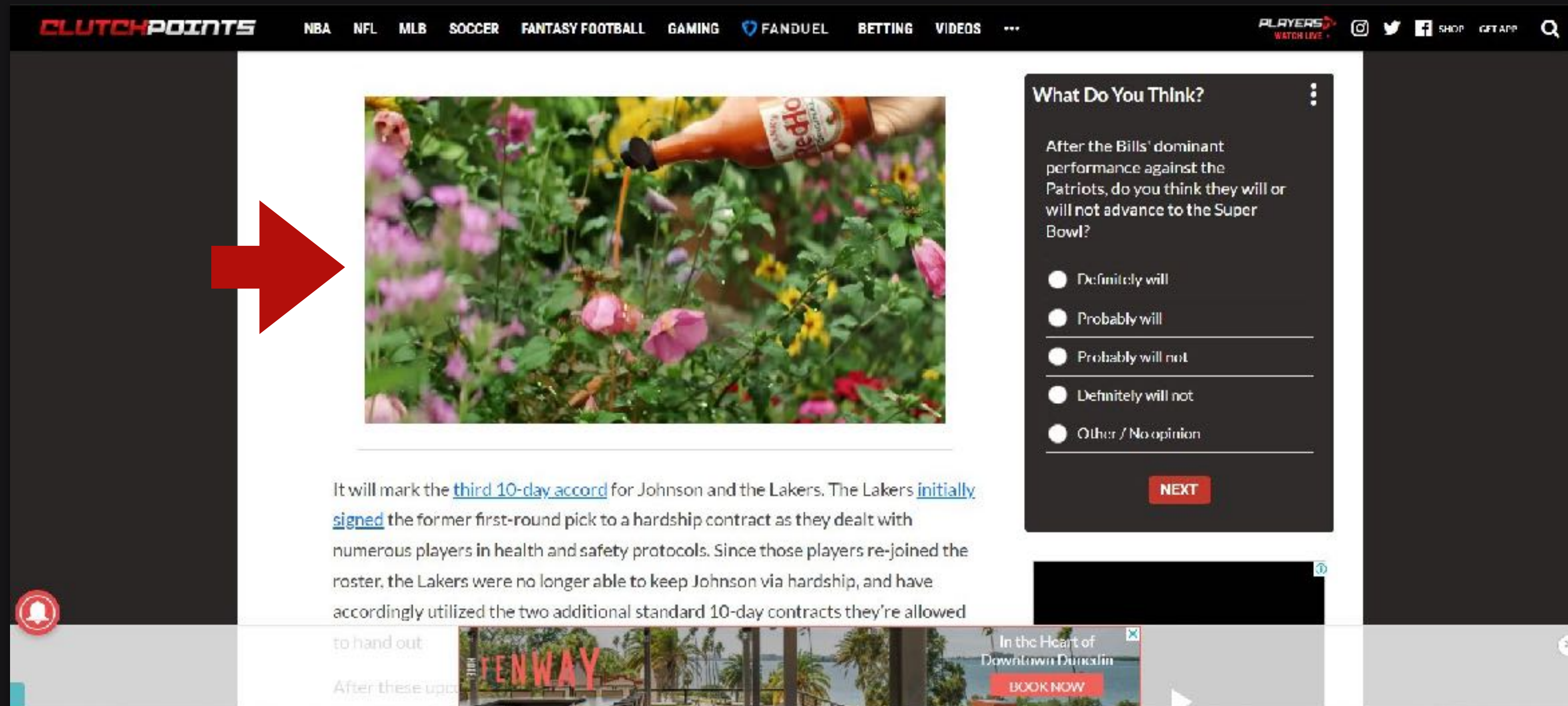
HTML5: 40kb file size (zipped) + backup (40kb unzipped), external load max 150kb

Static: 40kb file size unzipped  
Optimized for high res. Retina displays

SPECS LINK: [http://www.iabstandards.be/#/standard?scrollTo=anchor\\_Format#anchor\\_Format](http://www.iabstandards.be/#/standard?scrollTo=anchor_Format#anchor_Format)



# IN-STREAM PRE-ROLL 640X360



## OVERVIEW

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](http://www.iabstandards.be/#/standard?scrollTo=anchor_Format#anchor_Format)

## APPENDIX



# SOCIAL SPONSORSHIP





# SPONSORED CONTENT

CLUTCHPOINTS


NBANFLMLBSOCCERFANTASY FOOTBALLGAMINGFANDUEL

BETTINGVIDEOS

SHOPGET APP


HOMENFLLOS ANGELES RAMS

# Sean McVay reveals Rams could get key piece of defense back vs. Buccaneers



by Kendall Capps January 18, 2022

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GET \$200

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APPENDIX