

# **CLUTCH**POINTS : MEDIA

For Fans, By Fans





Sports aren't just **played**, they are **felt**.

In that moment where everything could break...  
or become **legendary**.

## THAT'S CLUTCH

The moment where **pressure** turns into **greatness**.  
Where the noise fades, the lights burn hot,  
and somebody... anybody...pulls through for the win.  
But it's not just the players.  
It's the **fans** who make the **moment matter**.  
The ones who memorize the plays.  
Who never leave early.

Who **scream** loud enough to **shake** rafters.

Who **ride** for their team.

The **fans** who don't just watch sports —  
They **live** for them.

**We** are those **fans**.

**We** speak in **memes**, in group chats, in highlight  
edits at 2 AM.

**We debate** like it's religion. **We celebrate** like it's family.  
Because when you know, you know it's **CLUTCH**.

Stay loud.

Stay loyal.

## STAY CLUTCH



WE ARE **DEDICATED** TO OUR FELLOW FANS



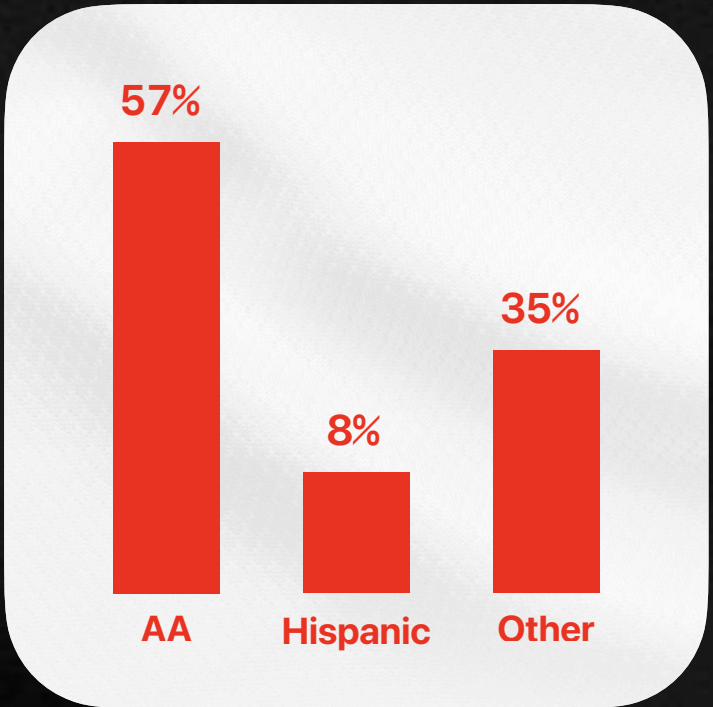


# OUR MISSION

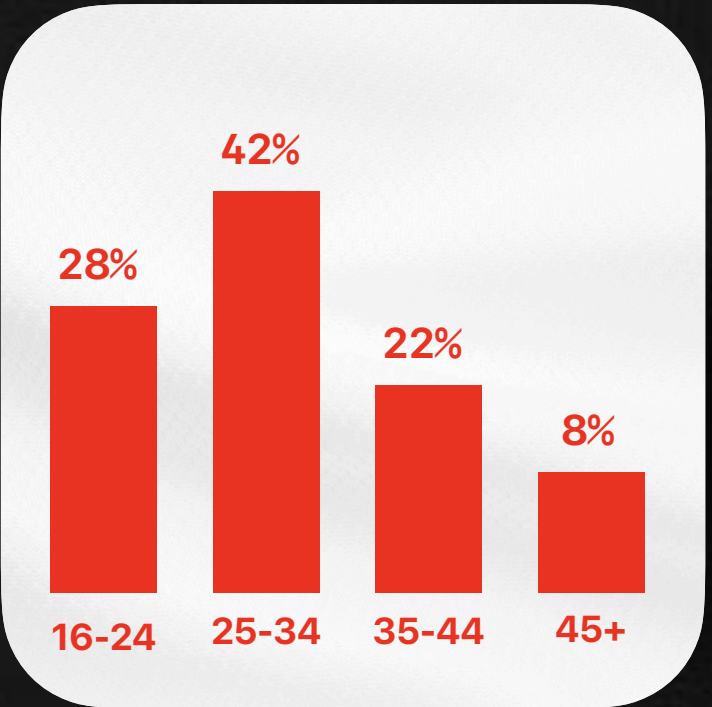
At ClutchPoints, we're fans first.

Our mission is to bring the game closer to the people who love it most, delivering stories, highlights, and moments that make fans feel something.

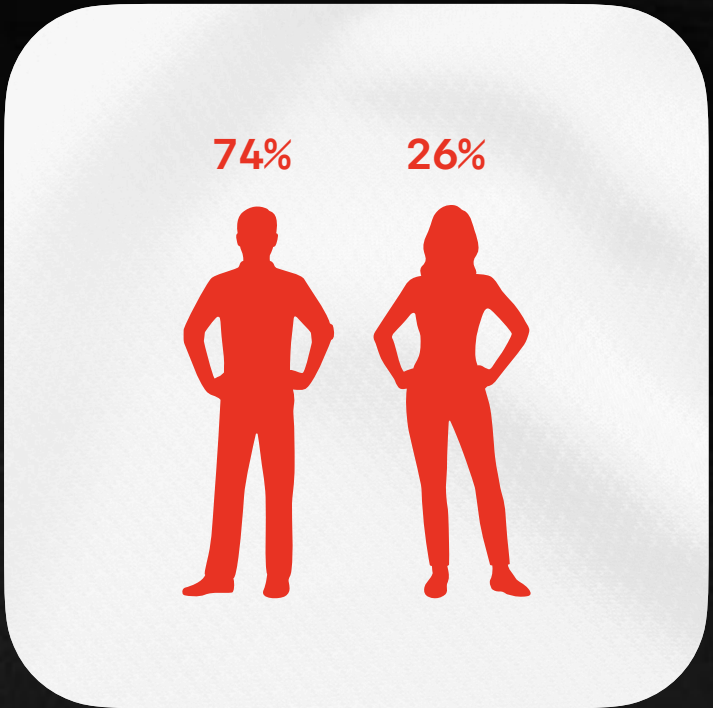
Built For Fans, By Fans, we turn passion into connection, coverage into conversation, and every play into a shared experience. Whether it's breaking news, viral moments, or pure fandom, ClutchPoints exists to celebrate the culture, emotion, and energy that make sports unforgettable.



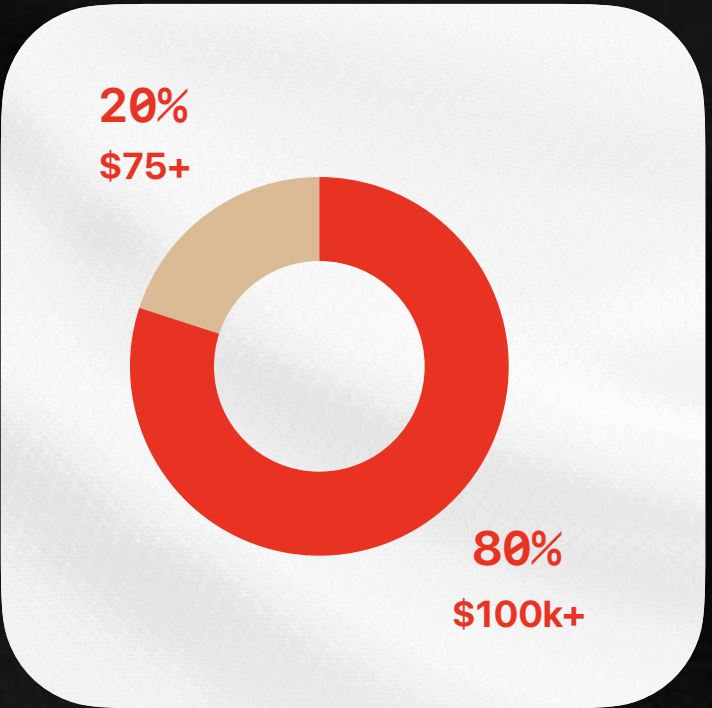
ETHNICITY INDEX



AGE INDEX



GENDER



HOUSEHOLD INCOME





# FOR FANS, BY FANS

We are not commentators from the sidelines.

We are in the crowd.

Because the game isn't just played, it's lived.  
Culture moves through sports, and fans decide what matters.



//// SO, WE SIT WITH THE **FANS**





# THE NEW FANBASE

They don't just consume culture. They drive it.  
These fans care deeply, react quickly, and move to the next conversation fast.



SPORTS FANS



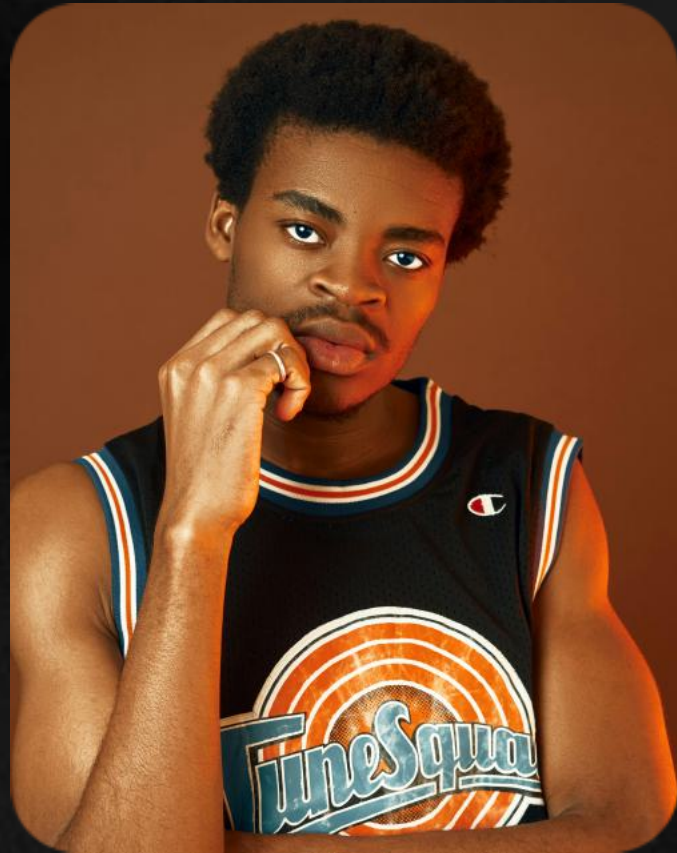
GAMING ENTHUSIASTS



SNEAKERHEADS



FITNESS & LIFESTYLE



ENTERTAINMENT JUNKIES



YOUNG ENTREPRENEURS



UNDERREPRESENTED VOICES





# WHY CLUTCHPOINTS





# AUTHENTIC & CREDIBLE

WE ARE FANS

01

We cover the most relevant stories across sports, pop culture, and entertainment.

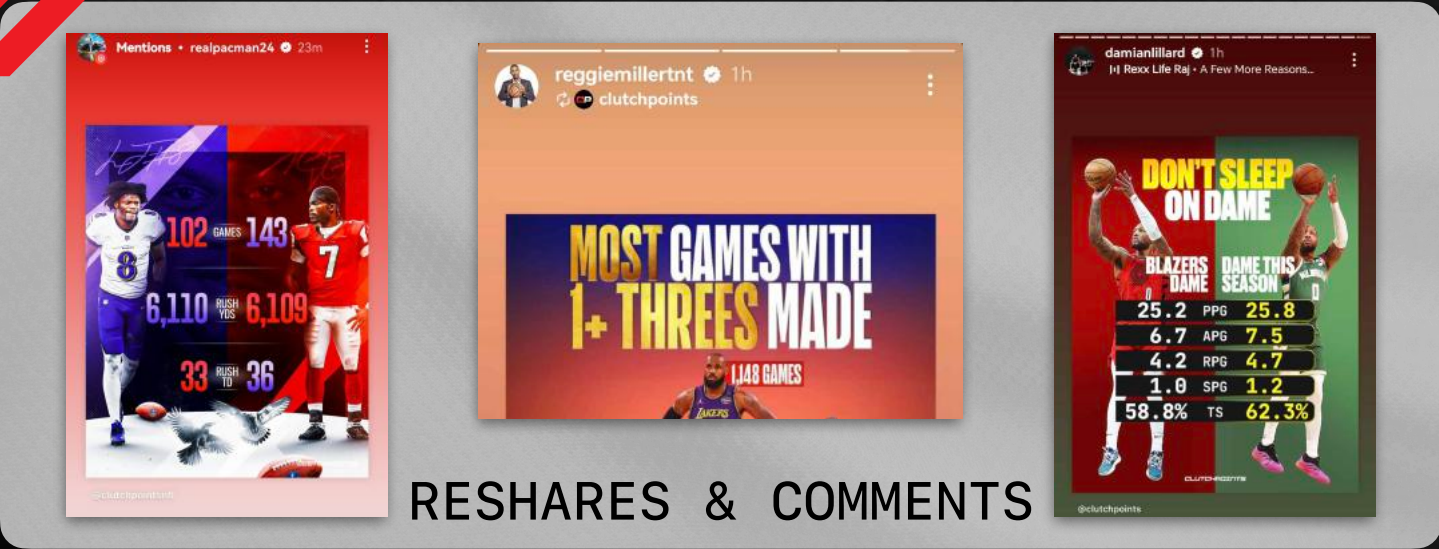
02

We think like creators, not commentators — fast, social, and natively digital.

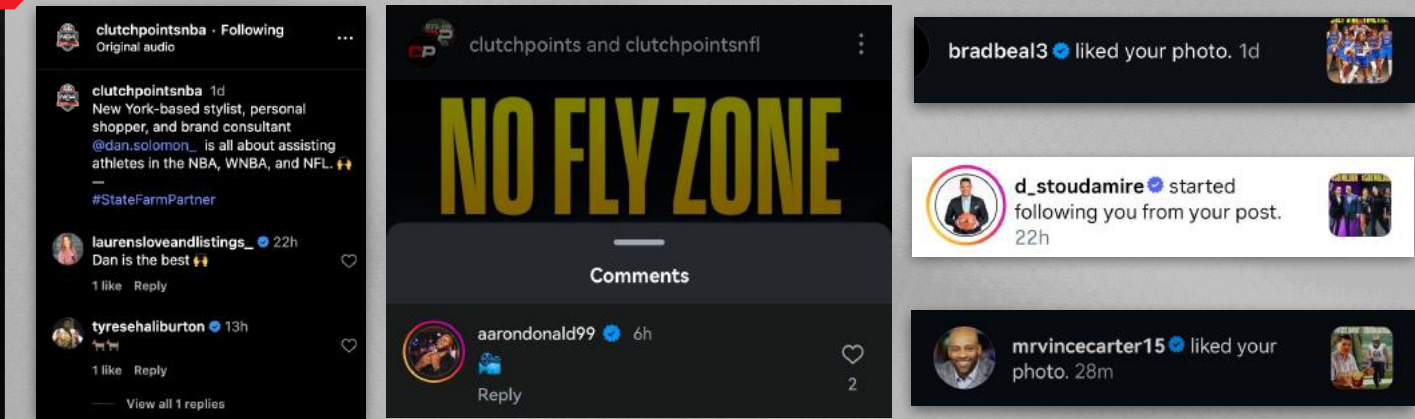
03

We highlight the crossover moments where fandom is born and culture moves.

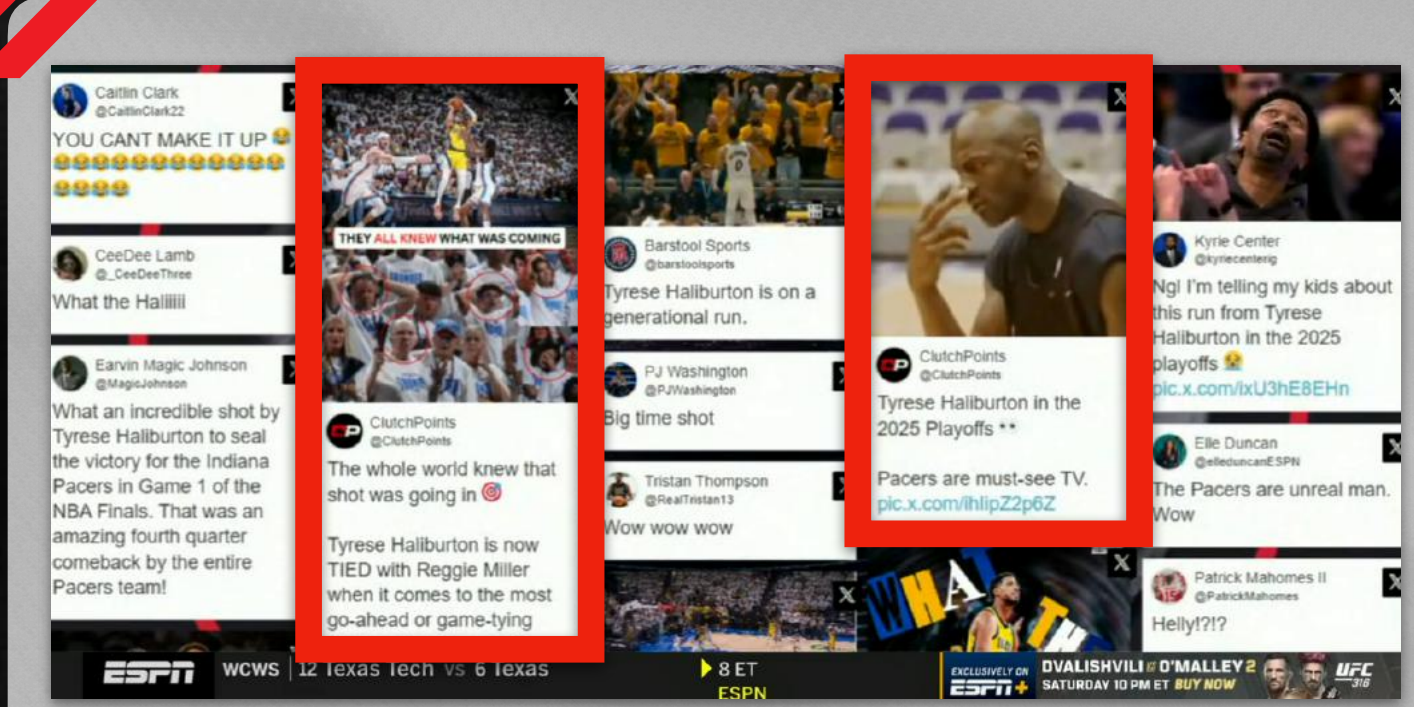
WE ARE A PLATFORM FANS TRUST



RESHARES & COMMENTS



ATHLETE ENGAGEMENT



PEER RESHARING



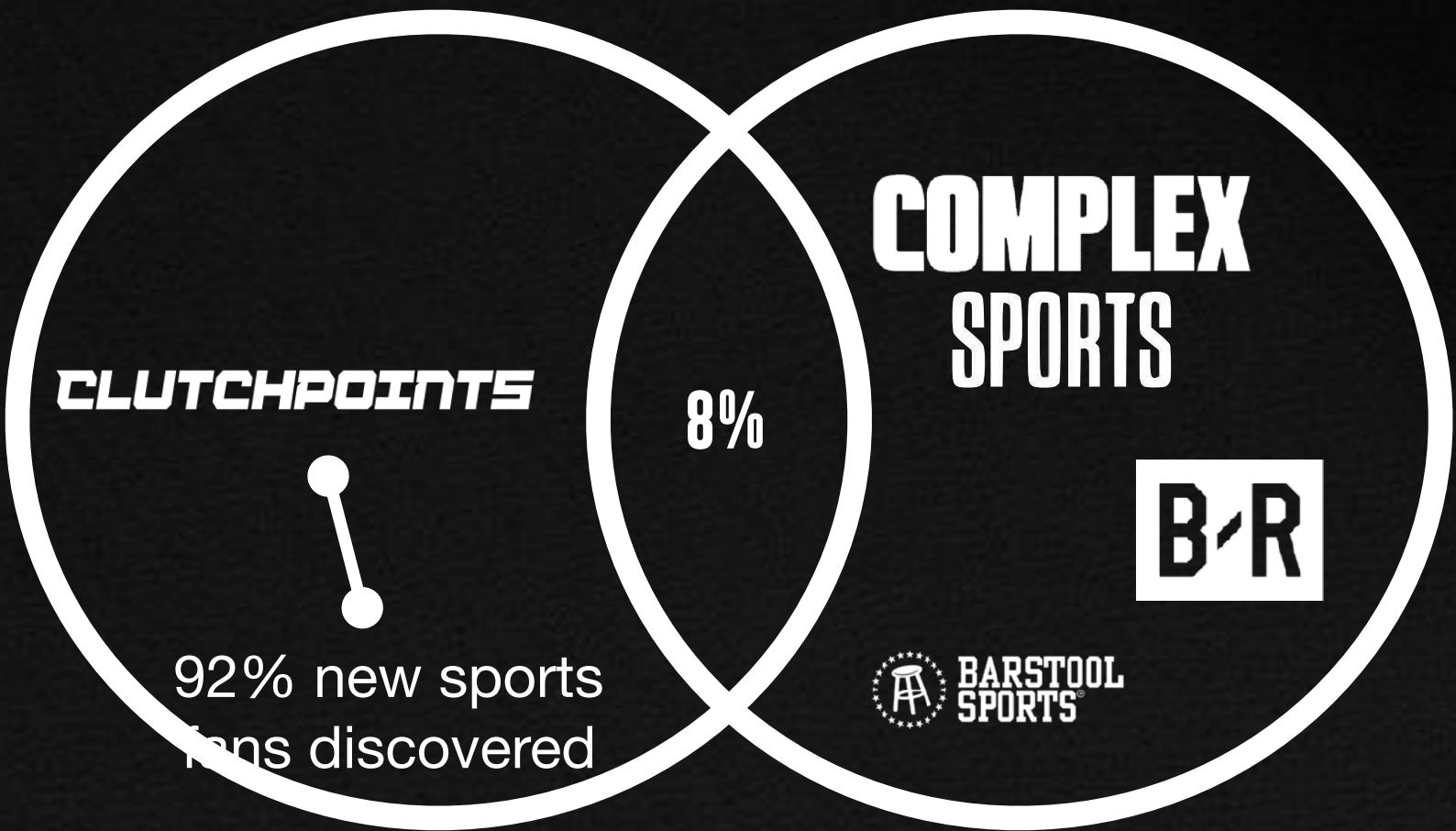


# A UNIQUE DESTINATION WITH REACH

WE ARE THE HOME OF THE FANS

Of the top 10 digital sports publishers, ClutchPoints is the only minority owned sports publishing platform.  
ClutchPoints' digital population has eclipsed 42M+ monthly uniques.

This ranks 8th among digital sports properties, ahead of notable platforms such as SB Nation, NFL.com, Complex Sports, and The Athletic.  
ClutchPoints.com has less than 8% cross visitation with Barstool, Complex Sports, and Bleacher Report, meaning every fan on the ClutchPoints platform is a new fan found.



WE **STAND OUT** AMONGST THE REST

Source: NMSDC  
NATIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL  
CERTIFIED MBE 2022

Source: comscore



# MULTICULTURAL STORYTELLING

We're committed to elevating underrepresented athletes and sports.

Our acquisition of HBCU Pulse led to the launch of HBCU Empowered—a creator program that provides HBCU students with paid opportunities, real experience, and scholarship pathways - and we're just getting started.



**4M+** Lifetime  
Pageviews

**20K+** Pieces of  
Content Created

**22M+** Instagram  
Impressions

**30+** Numbers of  
Participating Creators

**212%** HBCU Pulse  
Growth Rate

**8** Number of  
Schools Covered

**BECAUSE WE ARE COMMITTED TO DIVERSE FANS**





# WOMEN IN SPORTS

She's been a sports fan **her whole life**, the one yelling at refs, roasting players in group chats, and sending 10 TikToks during a single game.

We **champion women in sports** with intentional coverage and storytelling.

We highlight the athletes, coaches, and fans shaping the game and **create platforms** that elevate their voices.

//// AND **UNDERREPRESENTED** ONES





# OUR CAPABILITIES

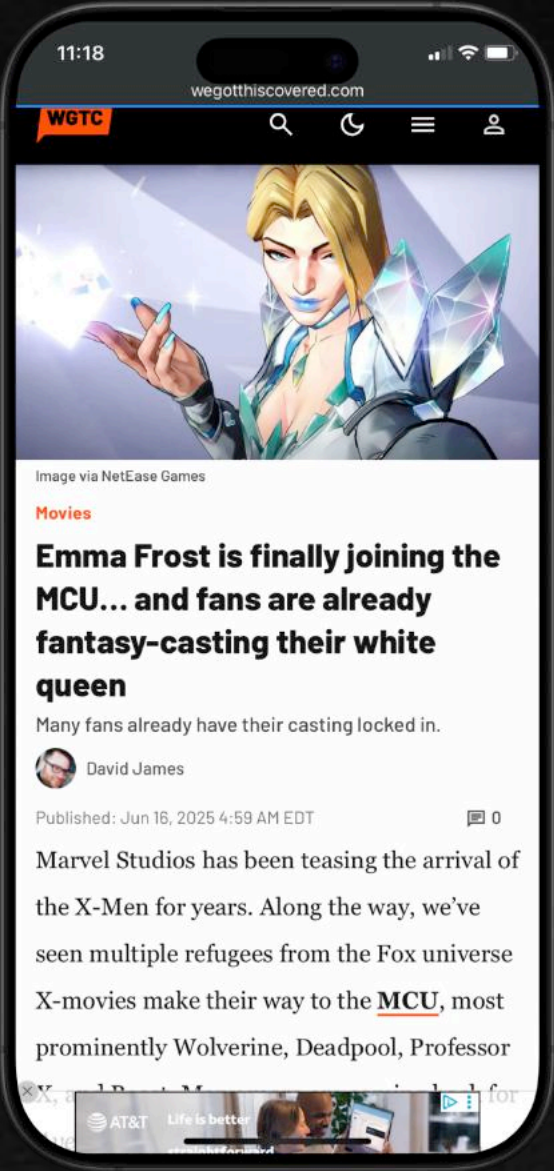




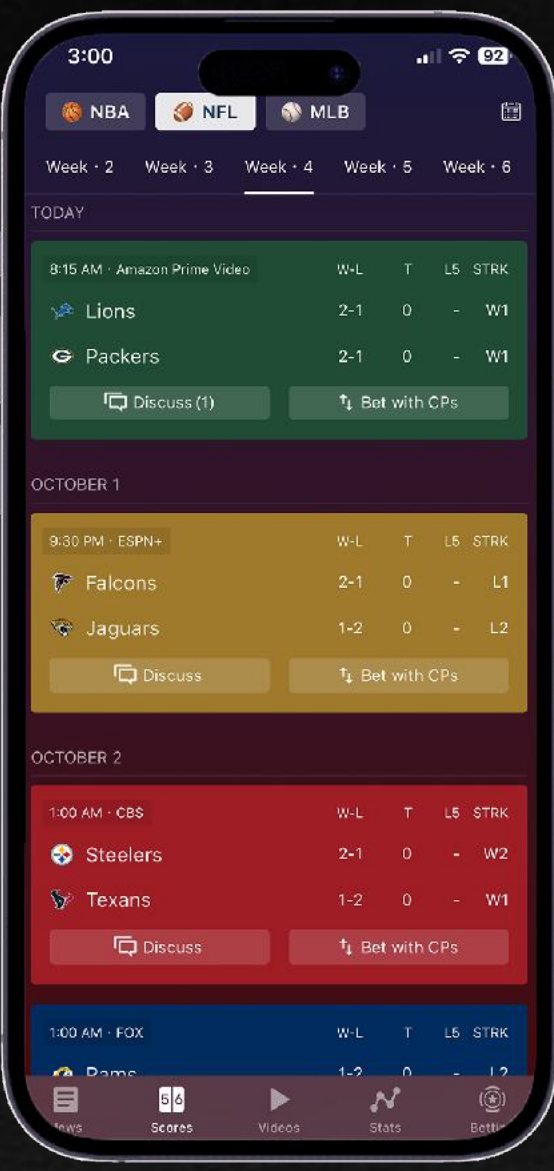
# CLUTCH-ABILITIES

At ClutchPoints, providing our fans with the most comprehensive coverage of sports and entertainment is paramount. We seamlessly connect sports and culture with diverse touchpoints, delivering engaging, tailored content that resonates with its passionate fanbase.

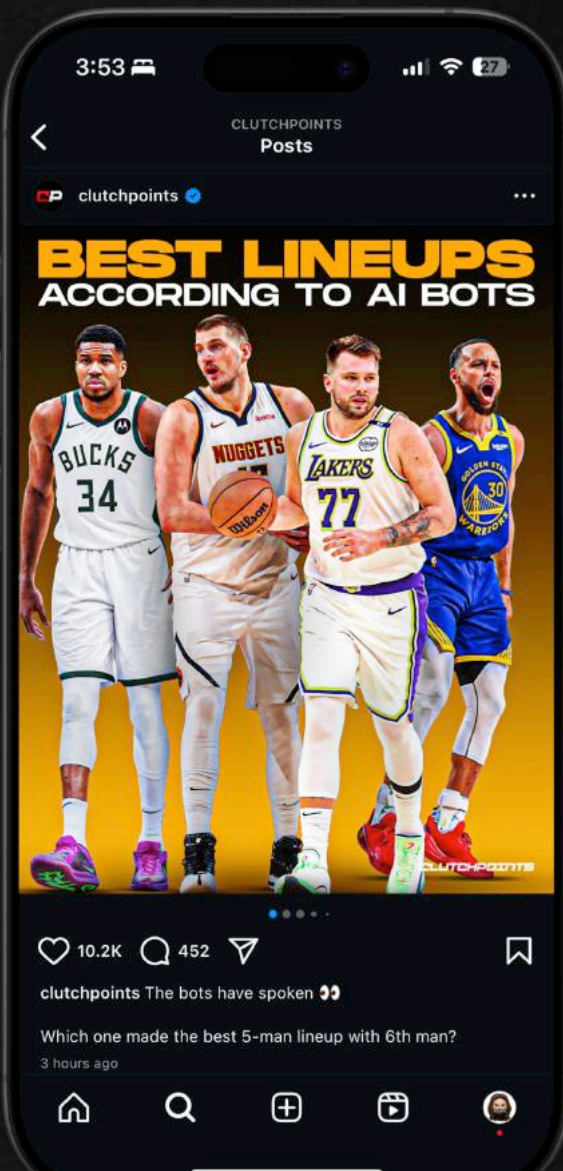
WEB



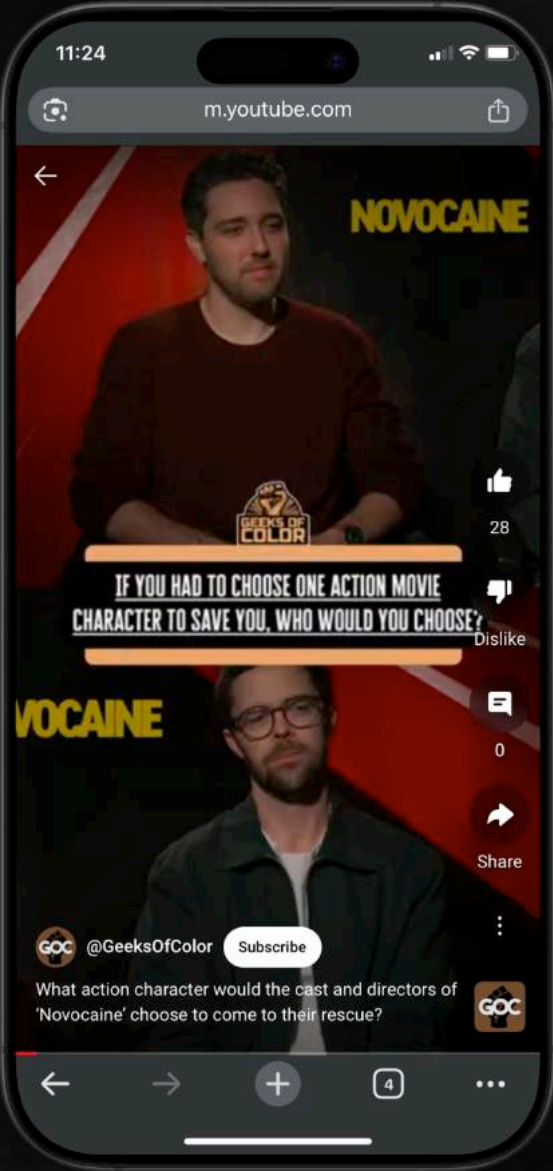
APP



SOCIAL



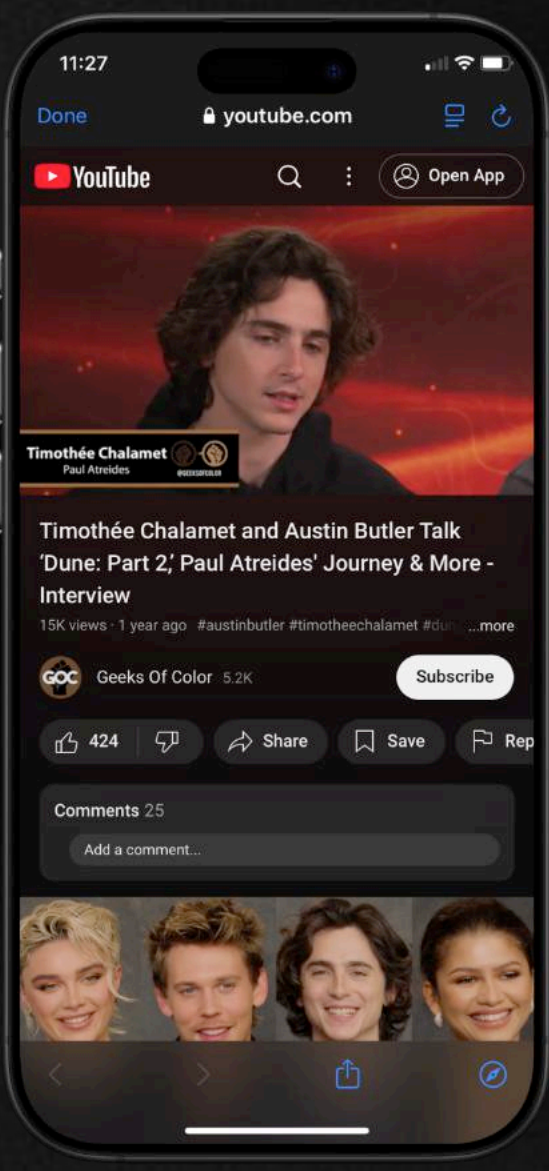
VIDEO



PODCAST



TALENT



EXPERIENTIAL



DIGITAL

CONTENT

BEYOND  
DIGITAL

WE REACH FANS WHERE THEY ARE

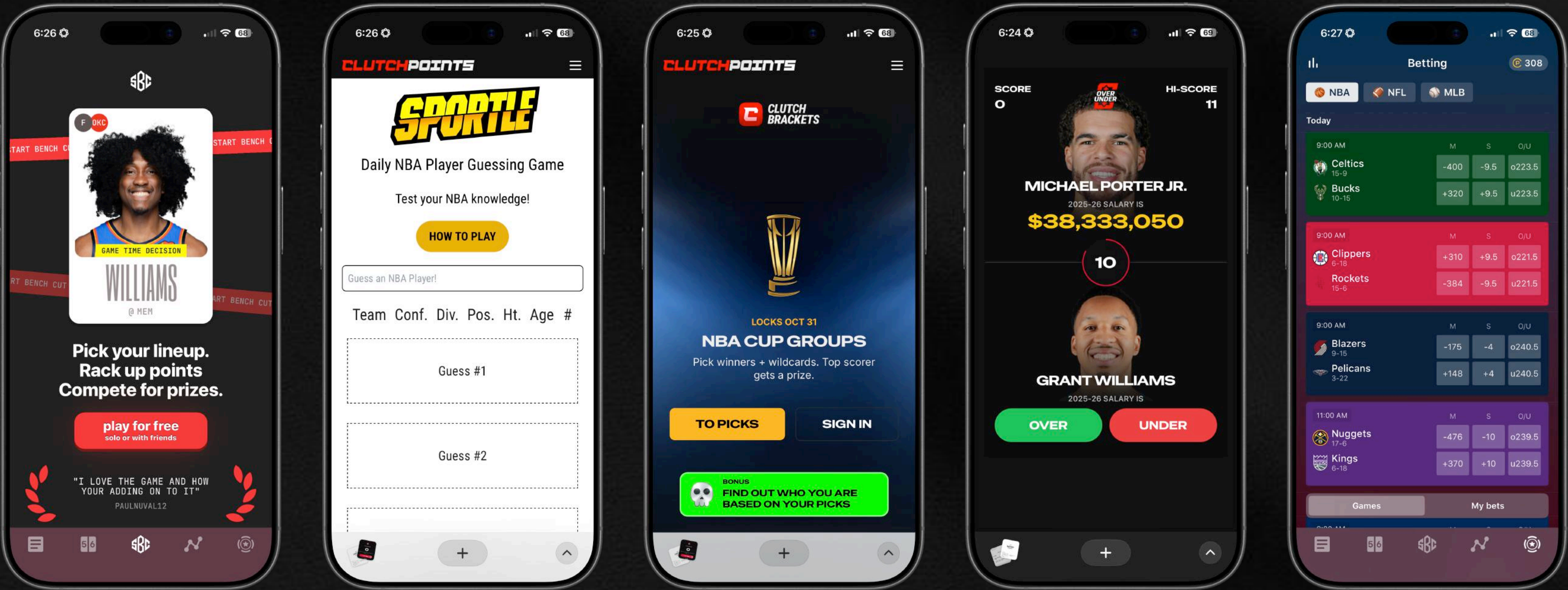




# CLUTCH GAMES

We have created a highly engaging gaming platform within our Mobile App and DotCom.

Currently consisting of four games—and aiming to add more—the Clutch Games platform seeks to attract and keep audiences engaged within our digital ecosystem as they play fantasy and guessing/prediction-centric games.



18% Engagement Rate

50K+ Daily Active Users

9 min 23 sec Avg. Time Spent





# CONTENT CREATORS

ClutchPoints features a **dynamic roster** of on-camera talent who bring our content to life across our social platforms. **Recognized** and **respected** by fans, these creators have become **influential voices** within our community. As trusted faces of the brand, they offer partners a unique opportunity to tap into authentic, high-impact storytelling through this in-house talent, drive meaningful engagement, and deliver on key marketing objectives.



RANDALL BARNES  
HBCU CULTURE



JERRY DONATIEN  
TRUE SPORTS FANS



LESLIE TORRES  
WOMEN SPORTS FANS



DORIAN PARKS  
GEEK CULTURE



JOHN ECCLES  
WRESTLING CULTURE



NIKKI GOEL  
GAMIFIED EXPERIENCES



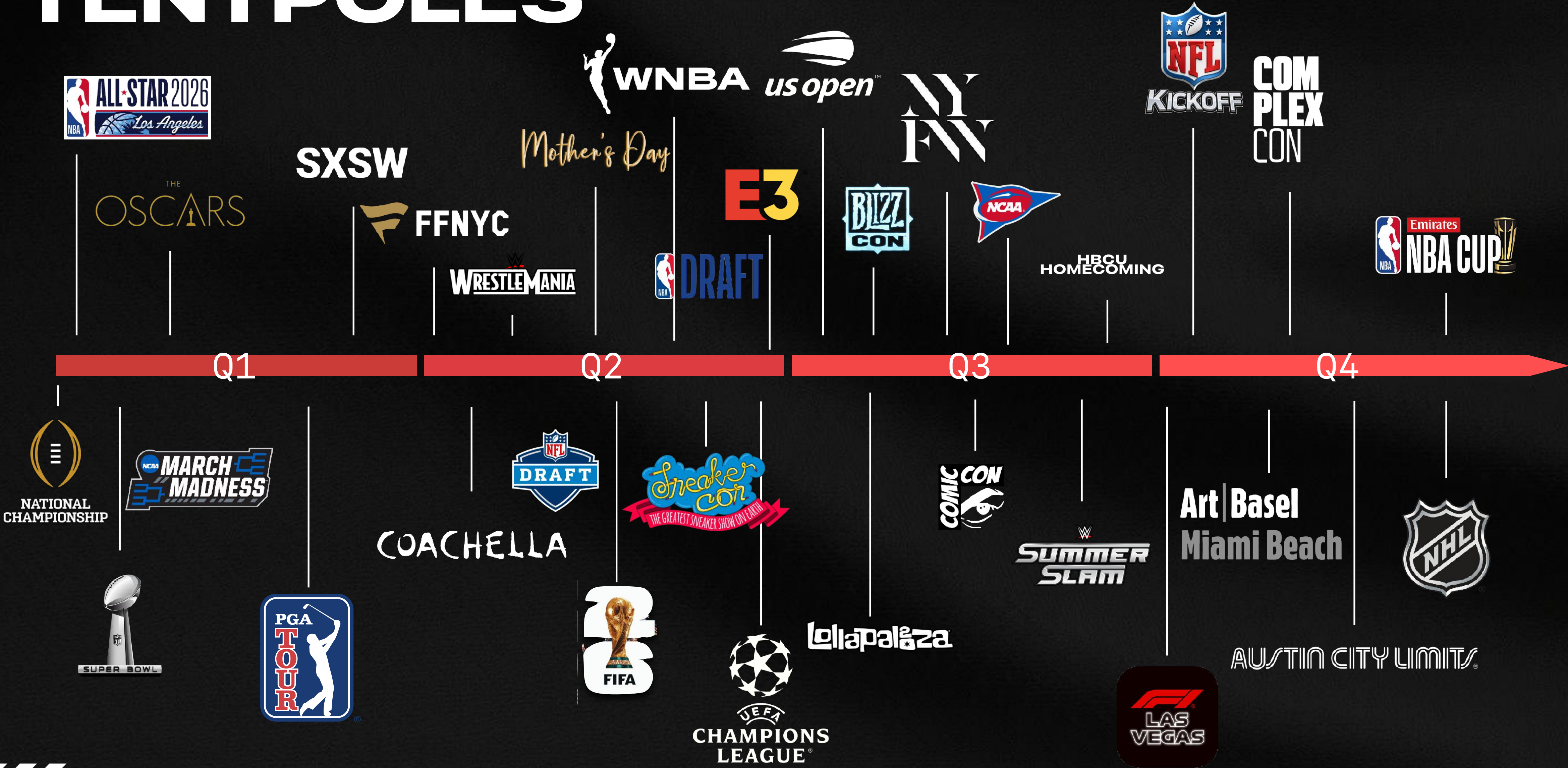
GIGI MICHELLE  
SPORTS & STREETWEAR CULTURE



MISS ESTA  
SPORTS & LIFESTYLE CULTURE



# TENTPOLES





# OUR COMMITMENT TO BRANDS

ClutchPoints is aware that brands look to avoid harmful spaces and places for their marketing campaigns to run. To ensure a brand is in the safest environment possible, ClutchPoints works with brand safety vendors like Double Verify, IAS, Moat, and more, whose mission is to secure and strengthen the digital advertising ecosystem while ensuring the brand has clarity and confidence in their digital investment with us.

In addition to brand safety, ClutchPoints boasts brand study capabilities that utilize various tools to engage with our audience directly. Through these tools, we can determine the level of affinity a brand has within our audience, establish baseline data, and measure any increase in brand recognition post-campaign by organically surveying users. Our brand study methods require a minimum of six weeks to produce statistically relevant data.

## BRAND SAFETY PARTNERS

IAS MOAT DV

## BRAND STUDY PARTNERS

f YouTube DV KANTAR CIVIC SCIENCE





Thank You  
Thank You

