

# CLUTCHPOINTS : MEDIA

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.

**6B** Lifetime Video Views

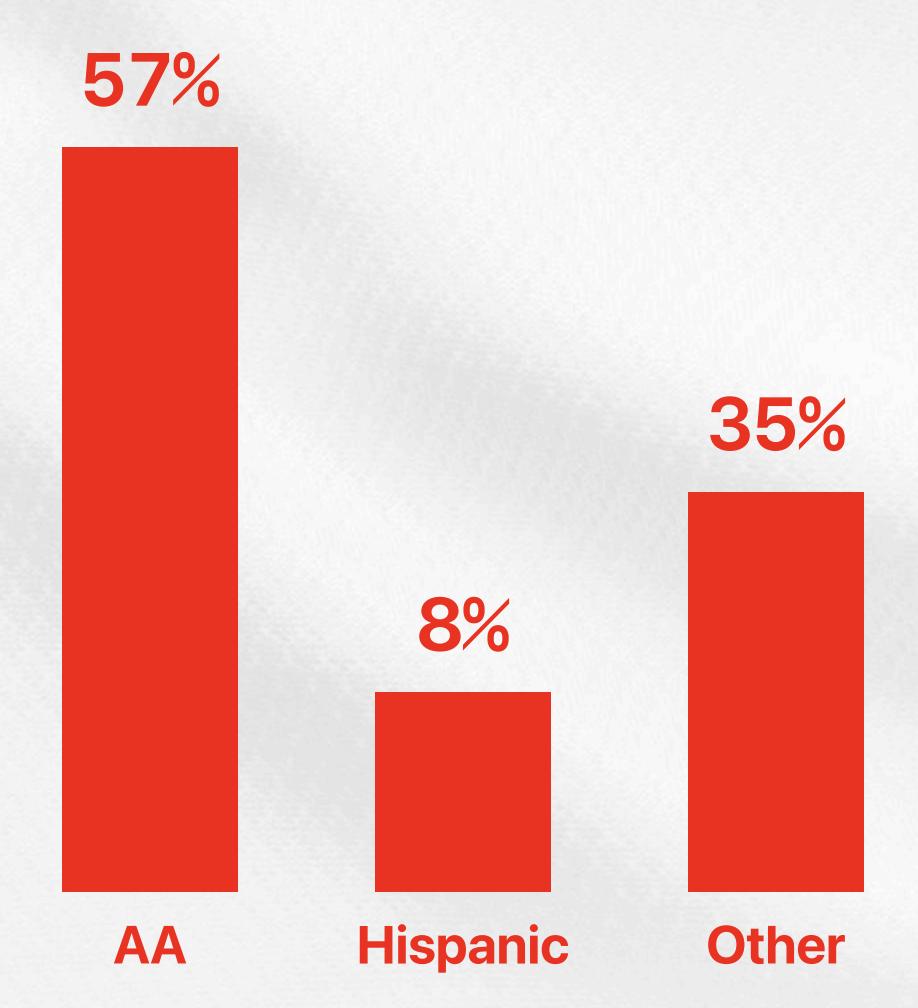
**40M** Monthly Pageviews

**37M** Monthly Uniques

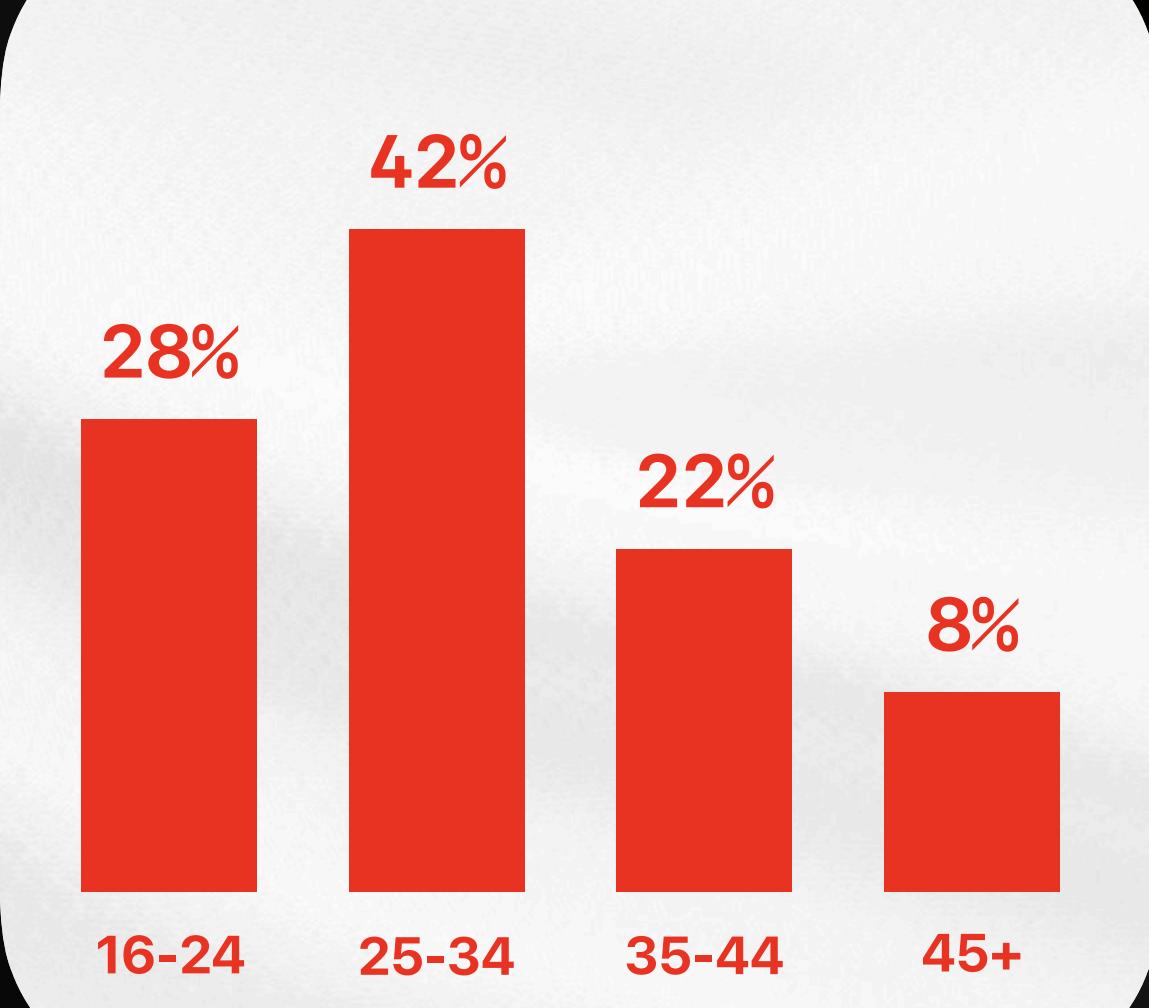
**1M** YouTube Subscribers

**39M** Social Followers

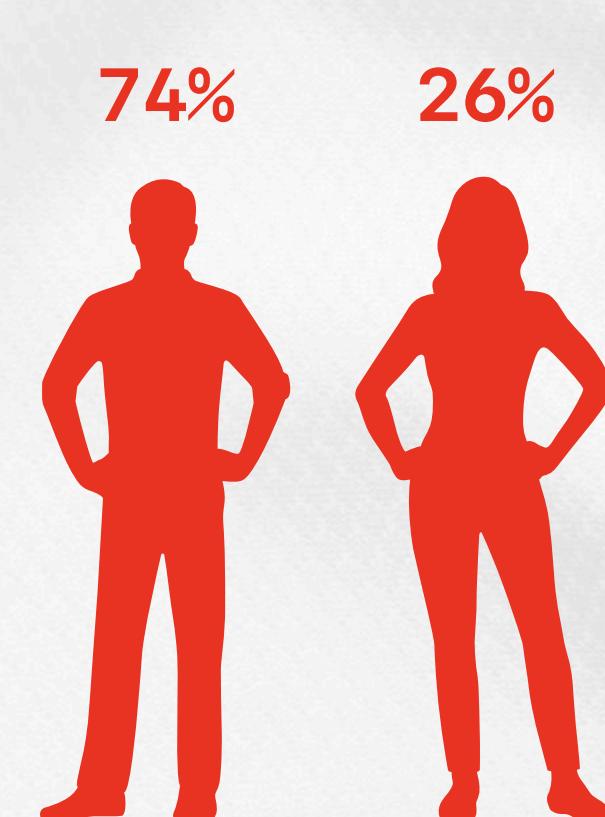
**400K** Mobile App Subscribers



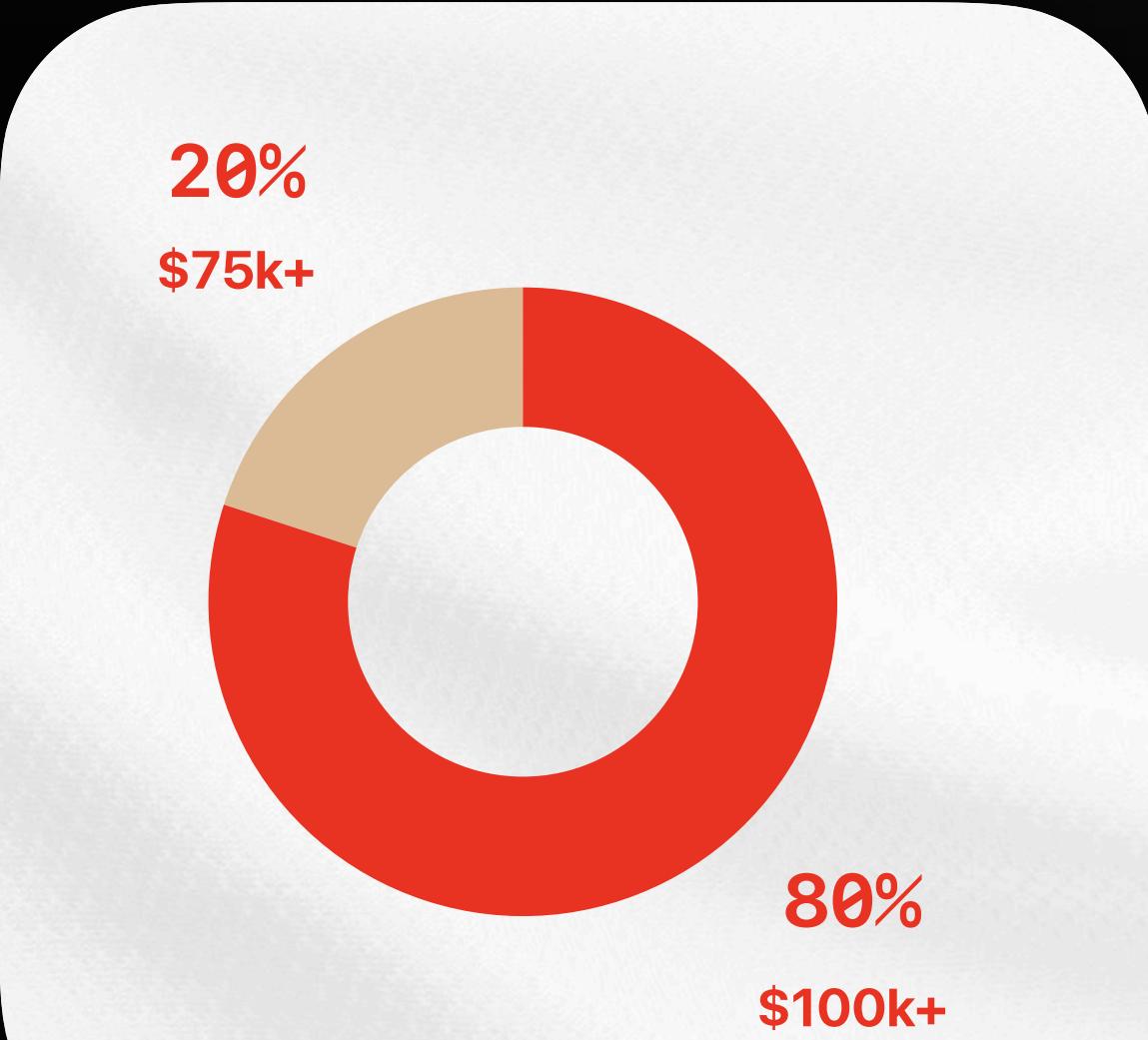
ETHNICITY INDEX



AGE INDEX



GENDER



HOUSEHOLD INCOME

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



SPORTS FANS



GAMING ENTHUSIASTS



SNEAKERHEADS



FITNESS & LIFESTYLE



ENTERTAINMENT JUNKIES



YOUNG ENTREPRENEURS

## Commitment to Representation

At **ClutchPoints**, we believe that underrepresented voices deserve equal recognition and respect as their counterparts, so we are dedicated to producing high-quality content that provides **equal representation** across **sports** and **culture**.



## Commitment to Brands

BRAND SAFETY PARTNERS



BRAND STUDY PARTNERS

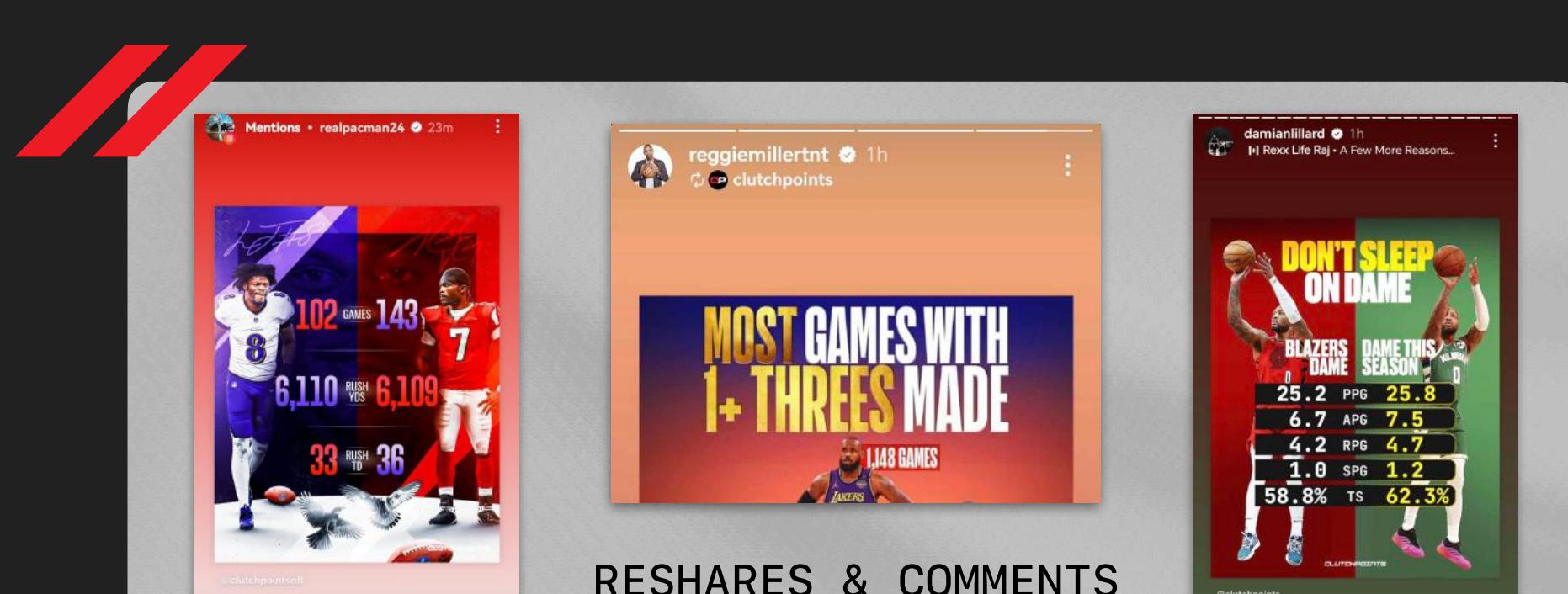


\*Brand Studies require at least six weeks to produce statistically relevant data.

## WHY CLUTCHPOINTS?

### AUTHENTIC & CREDIBLE

We cover the most relevant stories across sports, pop culture, and entertainment, highlighting the crossover moments where fandom is born and culture moves.



### UNIQUE REACH

With less than 8% cross-visitation from Barstool, Complex Sports, and Bleacher Report, every ClutchPoints fan is a new fan found.



### MINORITY OWNED

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



### GROWTH & SCALE

We cater to a massive digital audience of 40M+ monthly uniques, ranking 8th among digital sports properties.



# CLUTCHPOINTS :MEDIA

For Fans, By Fans

## TENTPOLE STRATEGY

The ClutchPoints slogan—For Fans, By Fans means meeting fans where they are with the most engaging content around their favorite sports and athletes.

From All-Star and WrestleMania to the World Cup and F1, we are committed to providing fans with comprehensive coverage surrounding key moments in sports.



## CLUTCH OPPORTUNITIES

**:ONE-TIME SPONSORSHIP**

**SUPER QUICK QUESTION**

The ultimate fan engagement platform that facilitates live, one-on-one video interactions between fans and celebrity talent—athletes, entertainers, creators, etc.

**:ON-SITE**

**COLLEGE CAMPUS SERIES**

A live event and content platform that takes over college campus series during either the football or basketball seasons with concerts, panels, and tailgate events.

**:ONE-TIME SPONSORSHIP**

**BUZZER BEATERS/3& OUT**

Our fast-paced social series that puts hosts and fans sports knowledge to the test through an unmatched gamified experience.

**:ONE-TIME SPONSORSHIP**

**START, BENCH, CUT**

Open a pack of cards, select the players you want to start, bench, or cut, and play daily fantasy in the palm of your hand via the ClutchPoints mobile app.

**:ONE-TIME SPONSORSHIP**

**STACHE CLUB WRESTLING**

Our premier wrestling platform that hosts a hit podcast, engaging social content, merchandise, and a loyal fan base to back it all up.

**:THINK PIECES**

**HBCU EMPOWERED**

A platform dedicated to uplifting student creators at HBCU campuses nationwide giving them real world experience and setting them up for careers post graduation.