



CAN YOU BEAT A TOUR PRO



FANDUEL

+

Golf Digest



DISCOVERY GOLF DIGITAL PLATFORMS



As the world's #1 premiere membership organization for golf professionals, the PGA TOUR co-sanctions more than 130 tournaments around the globe. We are the **sole owner and provider of LIVE golf coverage**, tournament rights, player rights and ultimately any and all content captured on tournament grounds.

GOLFTV



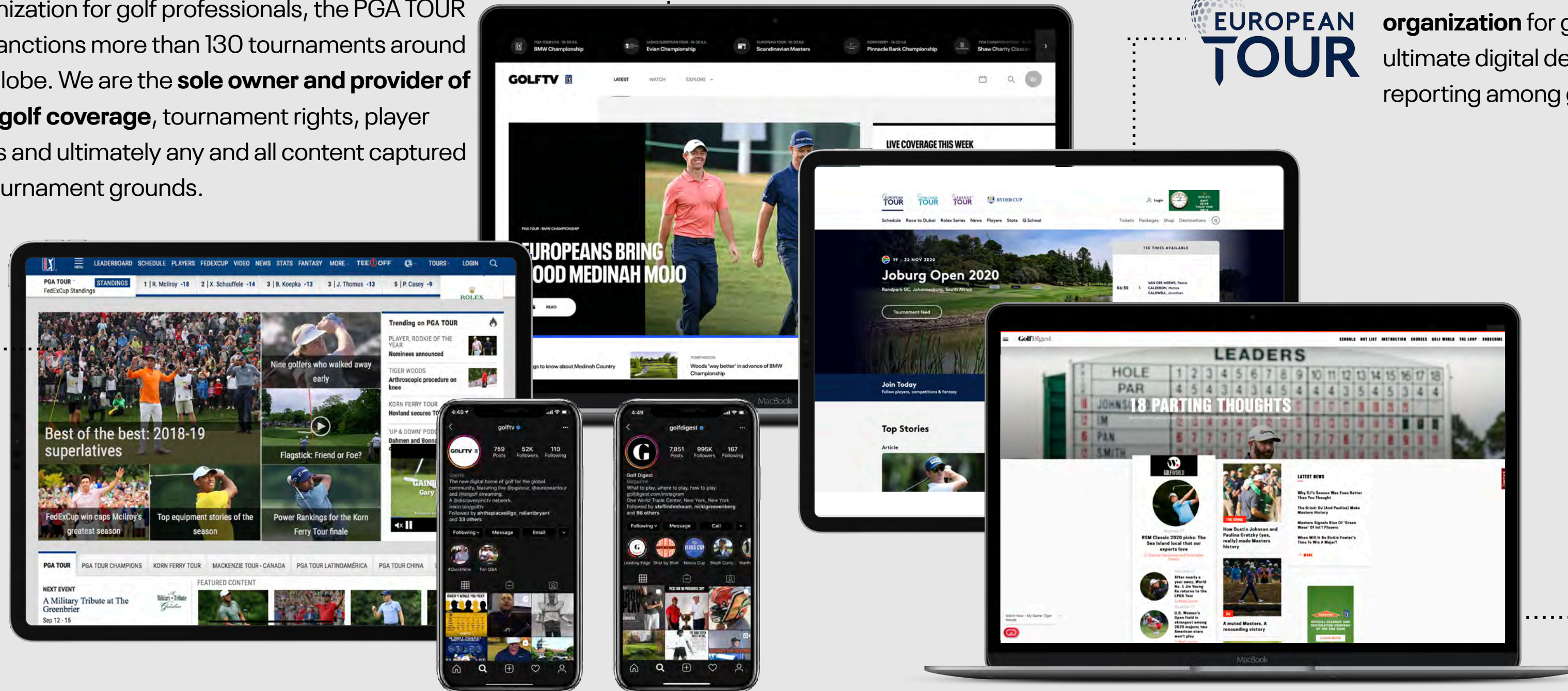
A **global streaming** platform delivering live coverage of every PGA TOUR tournament in over 180 countries (excluding the U.S. + China).



The European Tour is **Europe's premier golf organization** for golf professionals and ultimate digital destination for tournament reporting among global golf fans.

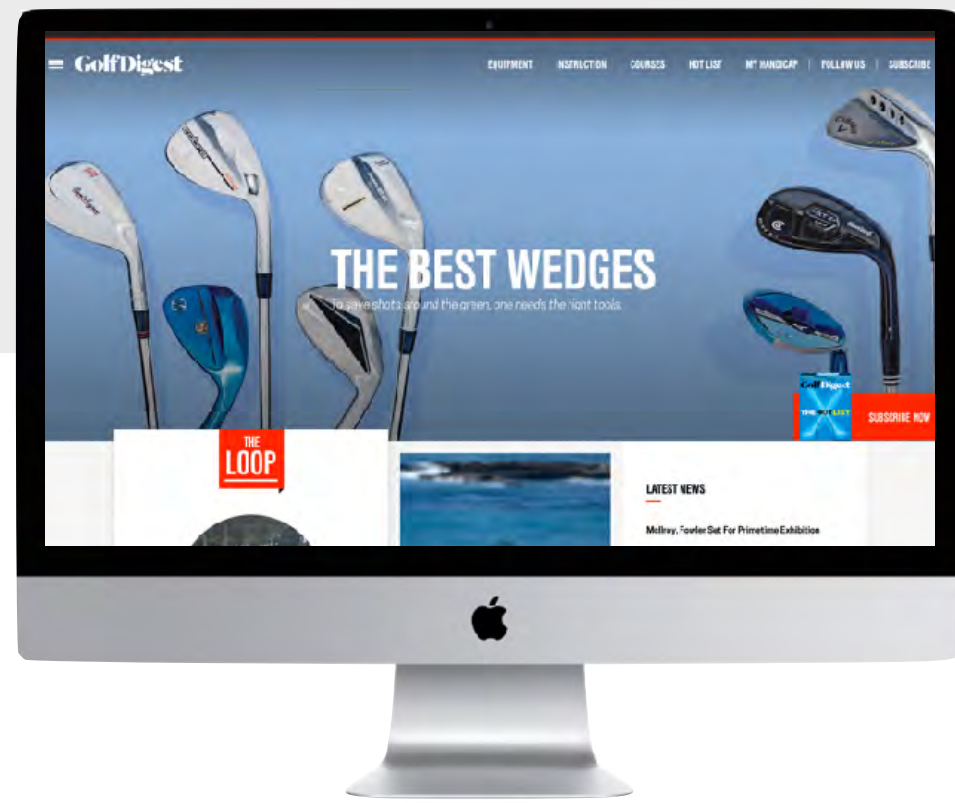
Golf Digest

The preeminent authority on how, what and where to play and **Official Marketing Partner of the TOUR**, the **ONLY** other golf media OMP that can tap into official rights to tournament trademarks, coverage and content.

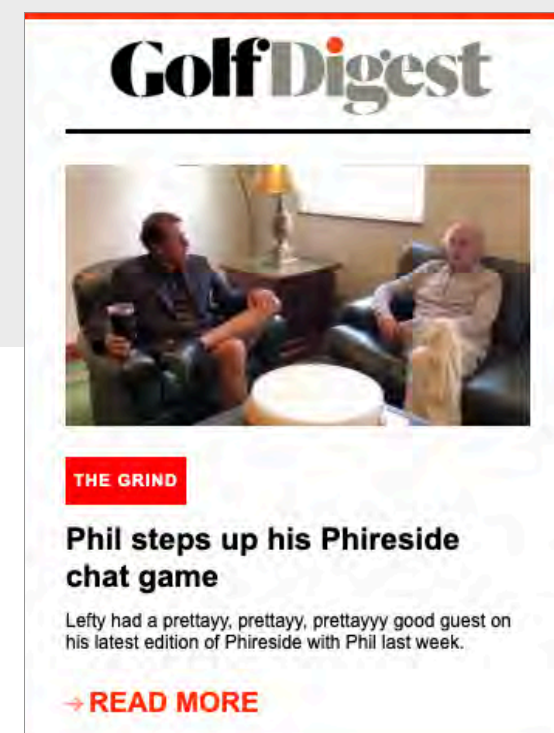


REACHING GOLFERS NO MATTER HOW THEY CONSUME CONTENT

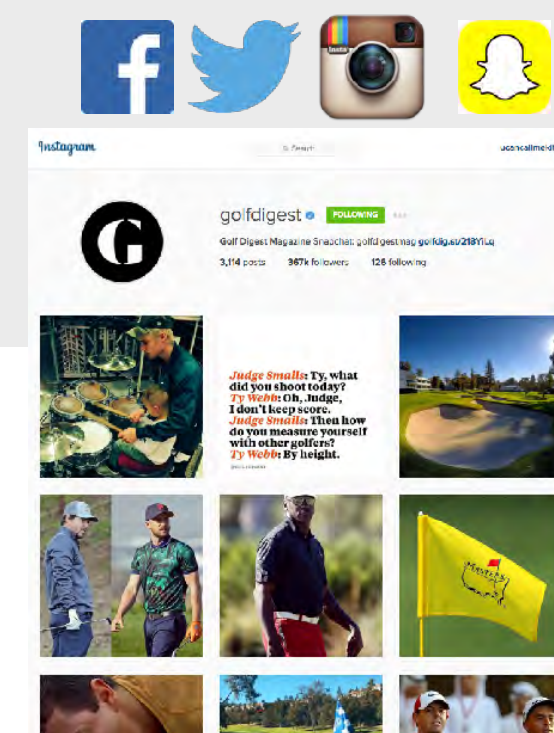
23.4M



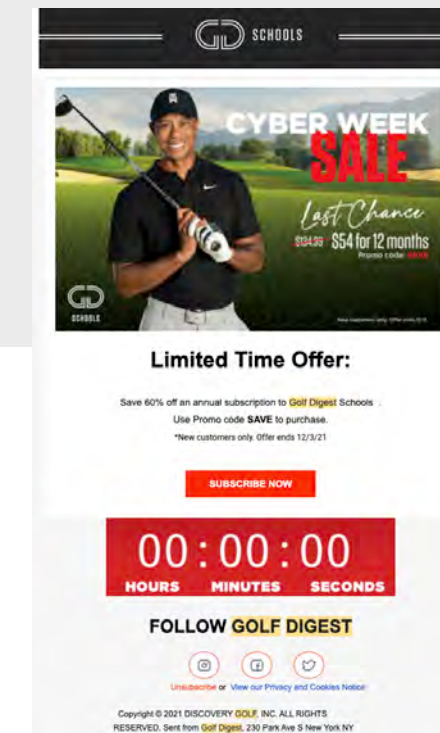
Average monthly uniques **8MM**



Newsletters **7MM**



Social (F/T/IG/YT) **3MM** eBlasts **1.8MM**



Print **3.6M**

YEAR-ROUND CONTENT ALIGNMENT OPPORTUNITIES FOR FANDUEL



FANDUEL

	JAN/FEB	MAR/APR	MAY	JUNE	JULY/AUG	SEPTEMBER	OCTOBER	NOV/DEC
PRINT	 <ul style="list-style-type: none"> • ISSUE 1 • PGA Tour Season Preview • Hot List SIP 	 <ul style="list-style-type: none"> • ISSUE 2 • <i>Masters Issue</i> • <i>Travel SIP</i> 	 <ul style="list-style-type: none"> • ISSUE 3 • PGA Championship + Women's Game 	 <ul style="list-style-type: none"> • ISSUE 4 • US Open Preview 	 <ul style="list-style-type: none"> • ISSUE 5 • Open Championship + Summer Preview 	 <ul style="list-style-type: none"> • ISSUE 6 • Presidents Cup Issue 	 <ul style="list-style-type: none"> • ISSUE 7 • Fall Issue 	 <ul style="list-style-type: none"> • ISSUE 8 • Winter Annual Issue
	PGA TOUR + MAJORS TOURNAMENTS	<ul style="list-style-type: none"> • <i>Sentry Tournament of Champions</i> • <i>Sony Open</i> • <i>The American Express</i> • <i>Farmers Insurance Open</i> • <i>AT&T Pebble Beach Pro-Am</i> • <i>Waste Management Phoenix Open</i> • <i>The Genesis Invitational</i> • <i>The Honda Classic</i> 	<ul style="list-style-type: none"> • <i>Arnold Palmer Invitational</i> • <i>THE PLAYERS Championship</i> • <i>WGC - Dell Technologies Match Play</i> • <i>Valero Texas Open</i> • The Masters • <i>RBC Heritage</i> • <i>Zurich Classic</i> 	<ul style="list-style-type: none"> • <i>Mexico Championship</i> • <i>Wells Fargo Championship</i> • <i>AT&T Byron Nelson</i> • PGA Championship • <i>Charles Schwab Challenge</i> • 	<ul style="list-style-type: none"> • <i>The Memorial Tournament</i> • <i>RBC Canadian Open</i> • U.S. Open • <i>U.S. Women's Open</i> • <i>Travelers Championship</i> • <i>Women's PGA Championship</i> 	<ul style="list-style-type: none"> • <i>John Deere Classic</i> • <i>Genesis Scottish Open</i> • The Open Championship • <i>3M Open</i> • <i>Rocket Mortgage Classic</i> • <i>Wyndham Championship</i> • <i>FedEx St. Jude Championship</i> • <i>BMW Championship</i> • <i>TOUR Championship</i> • <i>Women's Open</i> 	<ul style="list-style-type: none"> • <i>Fortinet Championship</i> • Presidents Cup 	<ul style="list-style-type: none"> • <i>Sanderson Farms Championship</i> • <i>Shriners Children's Open</i> • <i>The CJ Cup</i> • <i>Zozo Championship</i> • <i>WGC - HSBC Champions</i> • <i>Bermuda Championship</i>



FanDuel's GOAL: GROW SALES

Leverage the largest golf lifestyle platform in the world to develop a 360-degree program, to grow FanDuel signups by bringing **awareness and interest** of FanDuel to our everyday/amateur golfers...breaking through the clutter and truly impacting current and future FanDuel customers as told through the lens and authority of Golf Digest.



HOW GOLF DIGEST WILL DELIVER

FanDuel and Golf Digest will introduce a multi-faceted program designed to engage with our most passionate golfers. Throughout our partnership, we will bring the FanDuel brand to life encouraging golfers to signup for a SportsBook account across our most **premium ad environments** inclusive of extending FanDuel's reach across **Discovery's expansive ecosystem** in addition to being a **associate sponsor of an all-new first-to-market program** featuring a TOUR professional that will come to life via video and in-person events...providing FanDuel with a **massive platform to breakthrough the clutter and educate golfers on the worlds best daily fantasy sports app.**

FANDUEL + DISCOVERY GOLF

CONTENT AND EXPERIENTIAL PARTNERSHIP OVERVIEW



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- ▶ Introduction
- ▶ Audience Alignment
- ▶ Key Business Objectives
- ▶ Editorial Sponsorship
- ▶ Experiential Sponsorship
- ▶ Branded Content
- ▶ Media Plan

STRATEGIC PARTNERSHIP

INTRODUCTION

In 2022, Golf Digest and FanDuel will connect with amateur golfers and golf enthusiasts to drive sign-ups. This unique partnership will come to life via a fully customized content and experiential program that will catch sports fans off guard, thus creating strong brand engagement for the platform.

Through Golf Digest's digital platforms, we'll reach your target of everyday/amateur golfers (Adults 21+) as they engage with the fastest growing and safest sport, with the most respected brand in golf. And at the same time, we will create unique opportunities for your local marketing teams.

Utilizing a combination of tactics including a new national amateur golf tours, custom content and money can't buy experiences, **Golf Digest will reinforce why FanDuel is the best daily fantasy betting app.**



FanDuel: GOLF DIGEST'S ????????



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AMONG GOLF DIGEST CONSUMERS 21+

52%

More likely to **participated in Sports Betting on a Daily Basis**

24%

Golf Digest readers are more likely to **have bet using FanDuel compared to the avg. U.S. sports fan**

47%

Of PGA TOUR fans are **interested in betting**

59%

Agree that betting and gambling adds excitement to **sports events**



THE OPPORTUNITY


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BUSINESS OBJECTIVES

- ▶ Drive sign-ups through on-course activations, signage and branding
- ▶ Gamify the event through **Free To Play Games**
- ▶ Create "money can't buy experiences" consumer sweepstakes
- ▶ Integrate FanDuel Brand Ambassadors - Pat McAfee and Jordan Spieth
- ▶ Host events in key FanDuel Markets



PART 1: JORDAN VS.

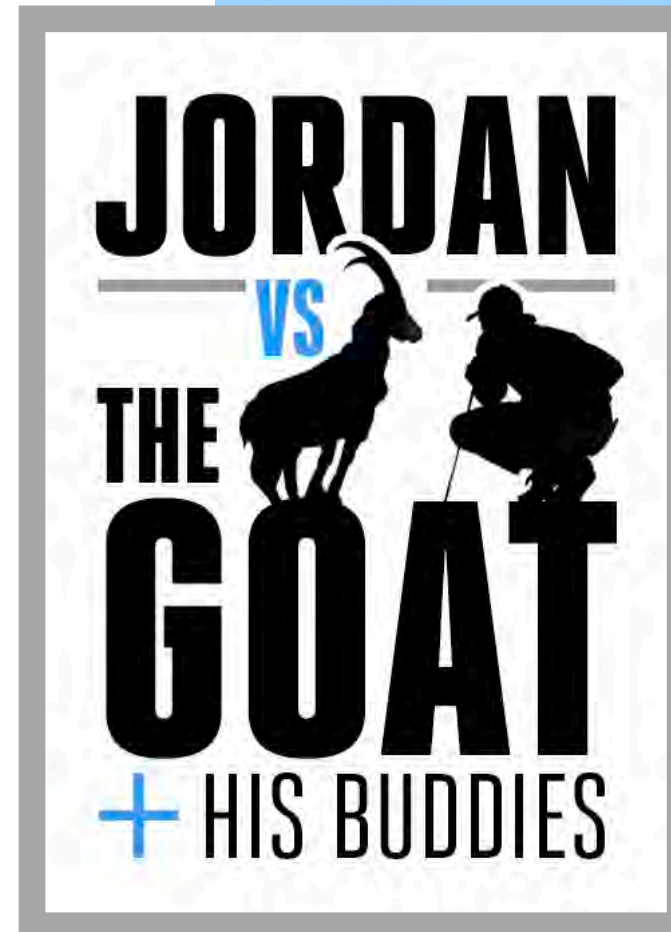
VIDEO SERIES SPONSORSHIP

Inspired by the Golf Digest editorial feature: What Would a Tour Pro Shoot at Your Course?, Golf Digest will create and produce a new episodic video series entitled "Jordan vs."

Jordan, Pat and two friends will tackle six of America's iconic municipal golf courses, while Jordan tries to beat the course record. For a tour player, these scruffy courses offer a different kind of challenge—and a low score is not a given.

Details:

- ▶ Timing: Spring 2022
- ▶ Sponsored by video intro + end tiles
- ▶ FanDuel will have 25% SOV of the video series landing page - owning the high impact crown unit at the very top of the page, our highest engaging unit
- ▶ Dark (targeted) and organic social posts incorporating FanDuel as an official partner will drive to the video page
- ▶ Incremental co-branded promotional e-blasts, etc.
- ▶ Sizzle Reel - [Link Here](#)





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“Stats are important to me, especially the ones relating to scoring.”

Jordan Spieth





CAN YOU BEAT A TOUR PRO EVENT SERIES

Spawning from the “Tour Pro vs.” video series, we’ll re-visit those five courses the Tour pro and his friends played, inviting amateur golfers to compare their game to the professional’s via the all-new **“Can You Beat A Tour Pro” event series**. Throughout the event series, we’ll arrange for a public tournament at four of the courses the Tour Professional played with his pals, culminating with a fifth and final championship event.





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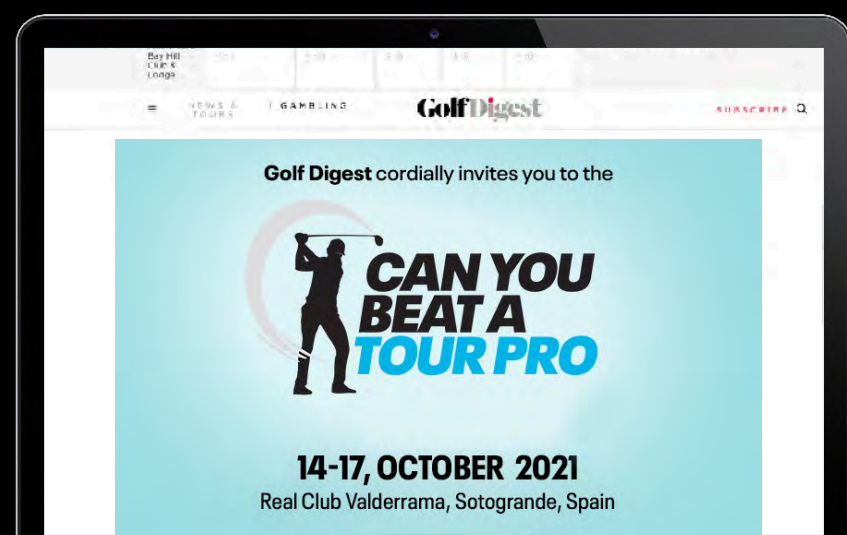
CAN YOU BEAT A TOUR PRO CONSUMER JOURNEY

BUILDING AWARENESS FOR THE EVENT SERIES VIA AN IMPACTFUL MEDIA BLITZ

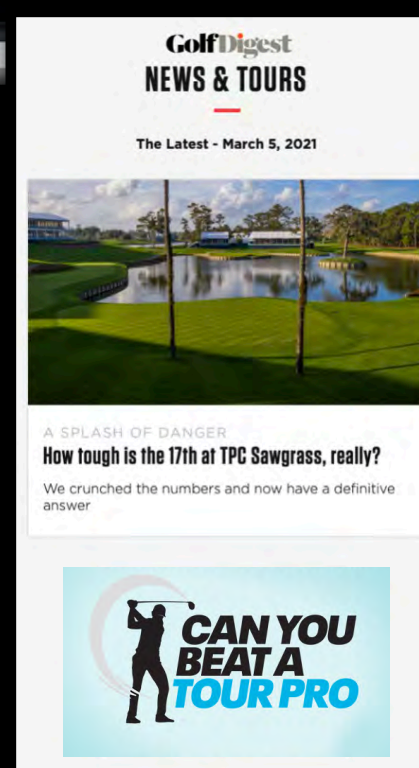
PROMINENT
HOMEPAGE
PROMOTION



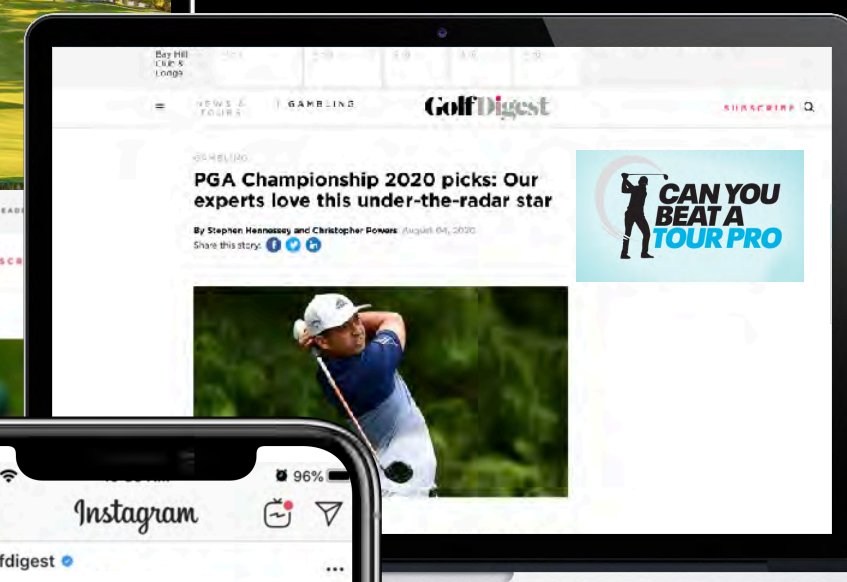
DEDICATED
EVENT
LANDING
PAGE



DEDICATED E-BLAST
& EDITORIAL
NEWSLETTER PROMO



ROS PROMOTION



CO-BRANED ORGANIC AND DARK
SOCIAL POSTS FROM THE GOLF
DIGEST SOCIAL HANDLES



HOW IT WORKS

AMATEUR GOLF COMPETITION

- ▶ During each of Jordan's rounds, we will track every tee to green shot and mark the course with "Jordan's Shot" [FanDuel logo] signs, giving the participants a frame of reference for how Jordan played that hole.
- ▶ Leaderboards set up around the course will provide a constant reminder of Jordan's score and how amateurs are playing relative to him.
- ▶ Local tournaments will either be held over the course of one to two weeks or a two-day blockbuster event. The objective is to encourage local and traveling golfers to sign up for their chance to beat a Tour pro, eventually culminating during a final championship round with Jordan.
- ▶ As an added bonus, Pat will play with Jordan and we will also track his shots. Participants who didn't beat Jordan, will get a second chance to win, if they can eclipse Pat's score or landing zone during their round.



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FREE TO PLAY GAMES

Participants will be vying for the chance to beat Jordan's score. However, that will not be the only competition on the course. On one (1) hole, Golf Digest will set up a special challenge entitled - **FanDuel Free to Play Game**. This competition within the competition will enhance the experience and give the golfers more funds in their FanDuel accounts.

EXAMPLES OF COMPETITIONS:

- ▶ Longest drive
- ▶ Closest to the pin
- ▶ Hit it inside Jordan or Pat's shot
- ▶ Fewest putts
- ▶ Longest putt made
- ▶ Most holes won against Jordan (net)
- ▶ One-club challenge
- ▶ Hole-in-one to win





FANDUEL BRAND ENGAGEMENT ON-SITE AT EACH REGIONAL + THE FINAL CHAMPIONSHIP EVENT:

SCORE AN ACE AT REGISTRATION

All participants arriving at a CYBATP event will be welcomed at the custom FanDuel registration tent. Inside the tent, guests will receive their scorecard, tee time and FanDuel brand ambassadors will help them register for a free account. Each new account will receive \$50 in their sports book account.

Existing customers who put more in their account will have the chance to earn 3x more by making a long putt (length TBD) on one (1) designated hole.



WE'VE GOT YOUR BACK

A second FanDuel branded tent setup between the 9th and 10th hole. Inside brand ambassadors will engage with players to give them a second chance to register. For those who have registered, they will get a chance to win specially autographed merchandise from Jordan by showing a deposit in their Sportsbank on the day of competition. Those who haven't, will be encouraged to add it on the spot for a chance to win



ON COURSE BRANDING

FanDuel branded tee markers on three (3) holes. Signage can include Jordan landing zone placements, tee fences or leaderboards.



DOUBLE YOUR ROUNDS

Golf Digest, in partnership with FanDuel, will create a consumer sweepstakes for one lucky registrant to play a practice round with Jordan Spieth. By playing in the CYBATP, you are automatically entered to win and can earn extra entries for adding more to your sports book account while on-site for the events.

Golf Digest to promote on our O&O platforms and provide passthrough rights for FanDuel to use across their marketing channels.



THE FANDUEL ADVANTAGE

AMATEUR GOLF COMPETITION



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FanDuel could have the following integrations throughout the promotion of the Tour, during the actual events and any content captured on-site throughout the competition.

FANDUEL INTEGRATIONS

- ▶ **Branding throughout on-course signage:** "Jordan's shot" signage, in-ground flags and other branding on-site will have the FanDuel logo integrated throughout, etc.
- ▶ **SportsBook Account Registration Tents on-site:** At each of the amateur stops FanDuel will have a branded registration station where golfers will be encouraged to sign up.
- ▶ **Gifting** - FanDuel products will be gifted via a swag bag presented to each player upon arrival to each course (exact gifts TBD)
- ▶ **Events in FanDuel's key markets:** Amateur Tour events could take place in certain states most important to FanDuel



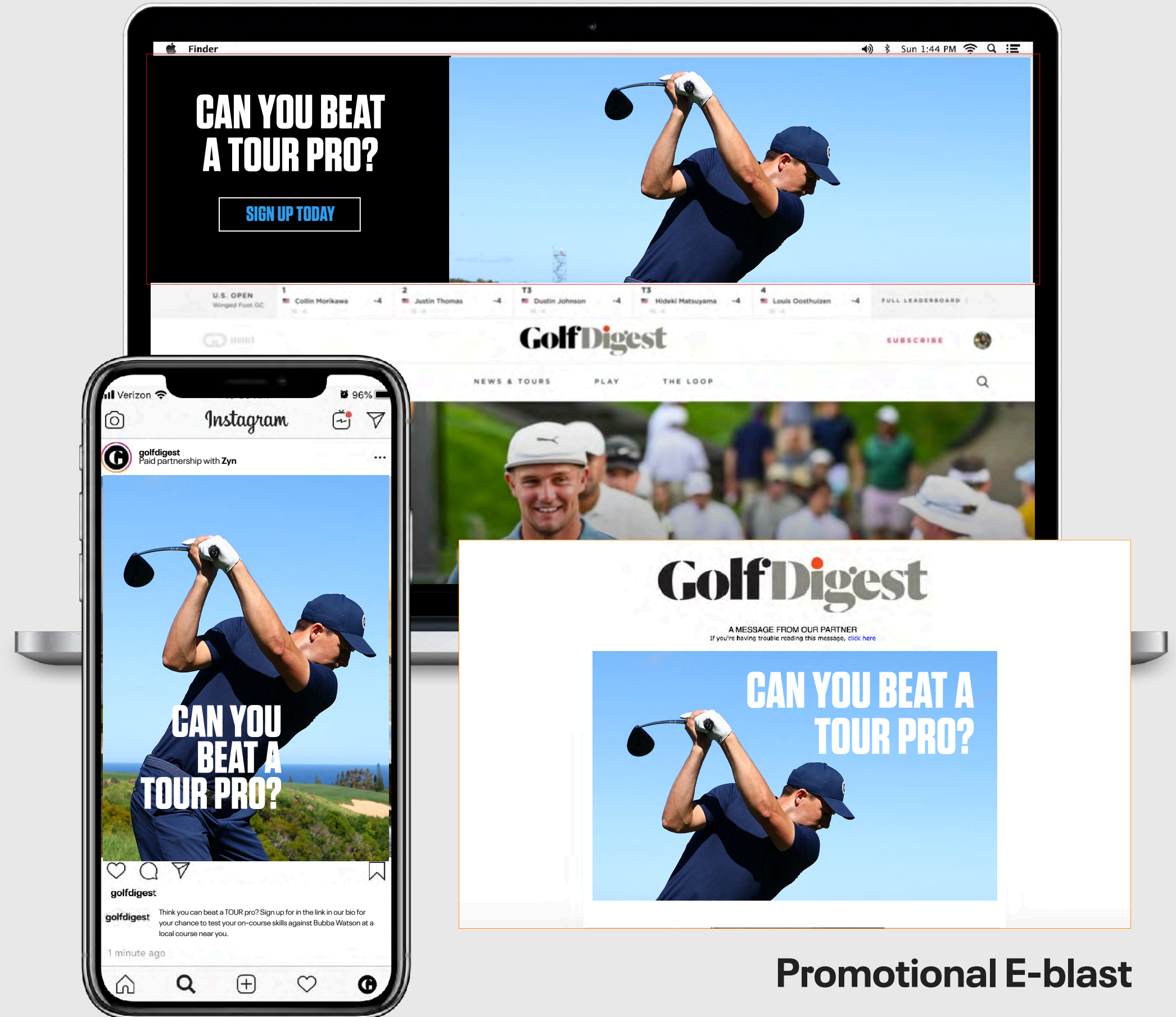
SPREADING THE WORD

AMATEUR GOLF COMPETITION

In order to attract the attention of amateur golfers to participate, Golf Digest will take advantage of our high-impact promotional tactics, spreading the word within our avid golf community inclusive of "Sponsored by FanDuel" [logo] integrations:

- ▶ Crown Video Units
- ▶ Dedicated e-blasts
- ▶ Organic and dark social
- ▶ Pre-roll placements
- ▶ Homepage Takeovers
- ▶ Editorial newsletter sponsorships

Promotional high-impact "Crown" unit



Promotional Social Post

Promotional E-blast



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