



For Sponsors, Teams, and Retail

SCA FOOTBALL Promotions Guide.



VERSION 08.23

ABOUT SCA PROMOTIONS

The World's Most Experienced Promotions Partner.



Overview

SCA Promotions offers big prize contests, sweepstakes, and digital games designed to meet Sponsor marketing objectives while engaging fans in their homes or at Sponsor locations.

About

SCA has covered billions of dollars in risk and awarded over \$228 Million in prizes. With offices in Dallas, London, Calgary and Las Vegas, SCA works with companies ranging from small startups to global brands, designing promotional campaigns that fit their needs and budget.

SCA Promotions has been working with sponsors, teams and companies on football promotions, prize coverage and contests since our founding nearly 40 years ago. Our suite of available services is expansive, and we are the most trusted organization for helping your marketing campaigns build engagement. Why not start with a fan field goal kick or sweepstakes?



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I couldn't be more excited to have this opportunity to take part in the Eckrich \$1 Million Challenge

MATT
CONTESTANT



Integrate Easily.

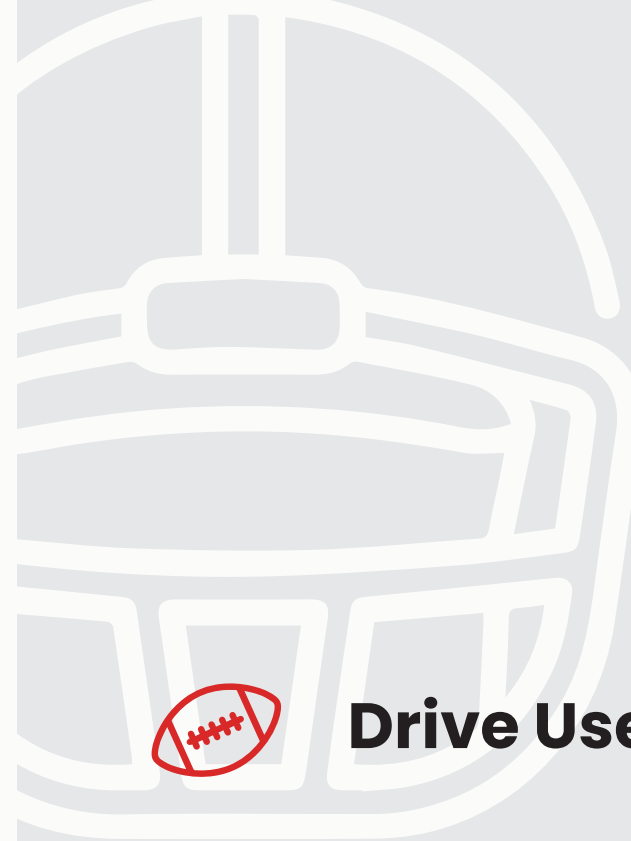
Engage fans with our suite of instant win or fantasy games. All sites are responsive and playable on any web-enabled device.

Services

- Market Specific Initiatives
- Instant Win and Fantasy Games
- Mobile App Integration
- Prediction Contests



**Online
Gamification**



Drive Users to Your App



Collect Useful Customer Data



Expand Client Reach



Increase Sales In-App

HIGHLIGHTS



Football Target Toss

Engage fans on the field.

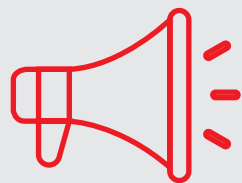
Invite a fan on field to throw a football through a target. If the fan succeeds, they win the grand prize and your brand wins the recognition.



Fan Participation



Mega Prizes



Generate Brand Awareness



Increase Engagement



Build a Following



Humanize Your Brand

Field Goal Kick

Engage fans on the field.

Use the Field Goal Kick challenge to ramp up fan excitement. Imagine the cheers when a fan nails a 50-yard field goal in front of a packed stadium for \$1,000,000.



SHAPING BEHAVIOR THROUGH INCENTIVES

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Drive Sales.

Drive incremental sales by offering fans purchase refunds when their team wins big. For example, a customer making a qualifying purchase during a promotional period receives a full refund when a designated event occurs i.e., (team wins the championship, win X games in a row).



**Event
Rebates**



Increase Sales



Develop Brand Loyalty



Boost Visibility



Attract New Buyers

HIGHLIGHTS



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RE/MAX of New England.

RE/MAX, a sponsor of New England's professional football team, wanted to leverage their sponsorship of the team in a way that would attract attention from fans and media alike. They worked with SCA to offer the chance to win \$500,000 towards a new home.



Fantasy Contests

SCA
PROMOTIONS

Generate Brand Awareness.

Offer customers the chance to win big without the financial risk. All sites are completely customizable to meet your brand and sponsor needs, or use a template option to keep your project budget friendly!

Highlights

- Brand Recognition
- Budget Friendly
- Customizable





Thank You.

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