**Innovative:**

**Social Media Experiential Marketing**

* [**How FanDuel Redefined The Virtual Fan Experience Using Socialive**](https://socialive.us/case/fanduel-case-study/)

Throughout virtual events, FanDuel encourages interaction from fans through creative gamification with trivia and giveaways. Participants have the opportunity to win FanDuel credit, [numberFire](https://www.numberfire.com/" \t "_blank) Premium subscriptions, NFL jerseys, and more.

In less than a year of working alongside Socialive, the team has generated **more than 400 broadcasts** featuring **40+ remote guests**. FanDuel’s Celebrity Watch Party for the NFL Kickoff alone generated:

* **2M+ views**across social media
* **28M+**impressions across campaigns
* An average of **94% of users engage in real time**

FanDuel partnered with Socialive as a solution to produce high-quality live and pre-recorded virtual events to its digital channels, specifically for its website, Facebook (1 million followers), Twitter (248.6K million followers), and Instagram (100K followers). Broadcasts produced using Socialive include:

* **Live Q&A sessions with athletes,** such as “[**VIP NBA Virtual Experience**](https://www.youtube.com/watch?v=j2Vy8z2H88E)” featuring American-Israeli professional basketball player Amar’e Stoudemire
* **Live watch parties**such as its “[**Celebrity Watch Party: NFL Kickoff**](https://www.youtube.com/watch?v=7YQEg5SLP_0),” where eight celebrities compete in challenges to raise money for charity and talk sports
* **Episodic podcast series** such as “[**The Solo Shot with Jim Sannes**](https://www.youtube.com/watch?v=9oFwnzG5Fos)”

**Sponsoring Online Twitch and Kick Streamers (Stake.com)**

Stake sponsors the largest, most popular live streamers to play their casino games which has increased brand awareness and value

* [Stake’s Winning Bet: A Look At The Crypto Casino’s $2.6 Billion Revenue Milestone](https://cryptorank.io/news/feed/bda15-stakes-winning-bet-a-look-at-the-crypto-casinos-2-6-billion-revenue-milestone)

May, 18, 2023

In particular, the platform experienced an impressive $2.6 billion revenue milestone in 2022. Through strategic partnerships with high-profile celebrities, teams, and businesses, Stake.com has propelled its brand awareness while increasing its presence within the industry.

The most notable collaboration is with Canadian hip-hop superstar Drake who has played online casino roulette live with his fans on the platform. This unique alliance helped launch Stake’s profile into mainstream consciousness by reaching a broader demographic than ever before.

* [**Best Online Casino: How Stake.com Became The Biggest Thing In Gambling**](https://www.analyticsinsight.net/best-online-casino-how-stake-com-became-the-biggest-thing-in-gambling/)

March 23, 2023

Thanks to technological advancements, live streaming has grown rapidly over the past few years. Some of the most popular sites for live broadcasts are Twitch and YouTube. However, the emergence of Kick.com in late 2022 has given streamers more options.

Statistics show that an average internet user spends 19 hours on video content weekly. It’s enough time for marketers to advertise their products and convince the viewers to buy them.

Stake.com has taken advantage of this by hiring some of the best influencers in the live-streaming industry. The betting firm sponsors streams, and the streamers play Stake’s casino games live on camera.

For instance, Drake broadcasts his casino sessions on the DrakeStake channel. He also offers his viewers big giveaways, which has borne fruit for Stake.com, gaining over five million users.

* [Twitch Streamer Adin Ross Reveals Gambling Sponsorship Figures](Twitch%20Streamer%20Adin%20Ross%20Reveals%20Gambling%20Sponsorship%20Figures)

Before being banned indefinitely from Twitch, streamer Adin Ross revealed he was getting paid roughly 1 million US dollars per week by Stake casino

**PrizePicks (New Type of Fantasy Sports)**

* [PrizePicks Named the Fastest-Growing Sports Company in America as Part of the 2022 Inc. 5000 List](https://www.prnewswire.com/news-releases/prizepicks-named-the-fastest-growing-sports-company-in-america-as-part-of-the-2022-inc-5000-list-301606827.html)

August 16, 2022

PrizePicks is the most fun, fast and simple version of daily fantasy sports covering a wide variety of sports leagues from the NFL & NBA to League of Legends & Counter-Strike. Centered around selecting a fantasy roster of athletes, PrizePicks allows sports fans to pit their skills against the numbers rather than against a pool of thousands of other players. PrizePicks is currently available in the majority of the United States including top 10 markets like California, Texas, Florida & Georgia. With an existing digital footprint covering more than two-thirds of the U.S. population, PrizePicks is the most accessible type of game for the masses and has proudly paid out over $500 million in winnings during its lifetime.

* [DRAFTKINGS ADDS PROP BET FUNCTION AMID FEUD WITH FANTASY RIVALS](https://www.sportico.com/business/sports-betting/2023/draftkings-parlay-product-1234746599/)

November 14, 2023

In Arizona, for example, PrizePicks had $28.2 million in entry fees this year through August, vastly outpacing fantasy products at DraftKings ($14.6 million) and FanDuel ($3.4 million).

A graph of a sports entry

Description automatically generated with medium confidence

* [PrizePicks Becomes First-Ever Fantasy Sports Partner of Atlanta United](https://www.prnewswire.com/news-releases/prizepicks-becomes-first-ever-fantasy-sports-partner-of-atlanta-united-301778544.html)

Over the last year, PrizePicks has seen particularly strong performance from MLS among its line of fantasy soccer offerings, with hundreds of thousands of PrizePicks members making entries involving MLS athletes. The partnership is also a continuation of PrizePicks' strategy to align with Atlanta brands. In recent years, PrizePicks has had high-profile engagements with the Atlanta Braves and Atlanta Falcons, the latter of which shares ownership with Atlanta United.

"We're excited to welcome PrizePicks as a Proud Partner of Atlanta United," said club President and CEO Garth Lagerwey. "Our goal of providing a premium fan experience through innovative technology coupled with their already established presence in the Atlanta market made this partnership a natural fit."

**BASIC:**

**Podcasts**

* [Spotify Strikes Deal With FanDuel for The Ringer Podcast Sponsorship](https://www.digitalmusicnews.com/2021/05/05/spotify-fanduel-the-ringer-sponsorship/)

**May 5, 2021**

FanDuel says reaching new audiences via podcasting advertising is important for its business model. David Webb, VP of Media & Demand Generation says, “The Ringer is part of our core strategy to reach, engage, and build connections with fans in the US through compelling content creators.”

[DraftKings and Colin Cowherd’s The Volume Announce Multiyear Sponsorship Agreement](https://www.draftkings.com/news-2023-09-draftkings-and-colin-cowherd-s-the-volume?wpsrc=Organic%20Search&wpaffn=Google&wpkw=https%3A%2F%2Fwww.draftkings.com%2Fnews-2023-09-draftkings-and-colin-cowherd-s-the-volume&wpcn=news-2023-09-draftkings-and-colin-cowherd-s-the-volume)

**September 6, 2023**

DraftKings Inc. (Nasdaq: DKNG) and The Volume, Colin Cowherd’s ascendant digital media company, today announced a multiyear agreement making DraftKings the presenting sponsor across all current podcasts and video content.

The recent news of Shannon Sharpe’s popular podcast Club Shay Shay joining the network expands The Volume to more than 20 shows, including The Colin Cowherd Podcast, The Draymond Green Show and The Richard Sherman Podcast.

**Celebrity Partnerships**

* [Sports Betting Partnership Tracker](https://sportshandle.com/partnership-tracker/)

**December 13, 2023**

Sportsbooks employ many strategies to increase awareness of their product. Like any large company, sportsbooks engage in broad-based advertising campaigns and sponsor events or sports teams. They also contract with celebrities to promote their sportsbook as part of a marketing partnership. Some of these partnerships make sense, while others have raised a few eyebrows. Either way, celebrity endorsements are a growing part of the overall marketing efforts used by sportsbooks to attract new customers in states where sports betting is legal.

[Sports gambling ads are everywhere. Should they be restricted — or even banned?](https://theathletic.com/4496847/2023/05/12/sports-gambling-ads-restrictions/?utm_source=briefing)

**May 12, 2023**

Phones and TVs are awash in gambling pitches from the likes of the Manning family (Caesars Sportsbook), Nicki Minaj (the MaximBet) and Rob Gronkowski (FanDuel), to name but a few. But critics take umbrage with ads seemingly aimed at kids, collegians and problem gamblers littered throughout sporting events, particularly those featuring celebrities who make gambling seem cool and normal.

He points to Kevin Hart, a pitchman for DraftKings, who starred in the movie “Jumanji” as possibly normalizing sports betting for kids like Champion’s preteen grandson. “My grandson, who’s now what, 11, 12 years old, likes ‘Jumanji,’ and so when he sees Kevin Hart on the ads, he’s thinking ‘Jumanji,’ and so on, Kevin Hart says, it (betting) is good”

**Sports Teams Partnerships US**

* [More of a Gamble: The Future of Sports Betting Partnerships](https://nvgt.com/blog/more-of-a-gamble-the-future-of-sports-betting-partnerships/)

**Oct 3, 2023**

As teams and properties, especially those in recently legalized states, are considering the idea of partnering with sports betting companies, it is interesting to look at which sports betting companies are the most active in pursuing partnerships. We compared the industry’s market share leaders below. It’s worth noting that while DraftKings and FanDuel command the most market share, the average annual value of their team partnerships is lower than some of their competitors.

A screenshot of a screen

Description automatically generated

A screen shot of a blue screen

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Even now, major swings have occurred in the sports betting industry including the emergence of potentially impactful players. In late June of 2023, Fanatics acquired PointsBet’s U.S. assets for $225 million and opened a state-of-the-art sportsbook at the Washington Commanders’ home at FedEx Field. They then opened a second venue adjacent to the Columbus Blue Jackets’ home arena at the end of August. Even more recently, ESPN and Penn Entertainment struck a deal to create ESPN BET, aligning Penn’s betting interests with the powerful ESPN brand. Penn agreed to pay ESPN $1.5B in cash over 10 years, as well as negotiating out of their previous arrangement with Barstool Sports. Fanatics and ESPN have everything it takes to become the next powerhouse in the sports betting industry and competitors should be wary as they look to gain market share in the coming months.

While we do believe the sponsorship gold rush within the sports betting industry has softened, deals will continue to close across the major leagues, especially as additional states move forward with legalization. If brands like DraftKings and FanDuel decide to cut back on spending, then we could see a dip in the overall market, but new players like Fanatics and ESPN could reignite a bidding war.

**How sponsoring Sports Teams bring value to their customers examples:**

* [A New 76ers-DraftKings Promo](https://www.bettingusa.com/draftkings-partners-76ers-hosts-special-promotion/)

December 2, 2014

Immediately after the announcement of their partnership, the 76ers issued a press release announcing a collaborative promotion that will award the winner a trip for four to see the 76ers play the Pelicans in New Orleans. Here’s how you can get in on the action.

Post a 15 second video to Instagram naming your all-time 76ers starting five

All five players must be retired

Include the hashtag #PhillyDraftKings when you post your video

That’s all you have to do to participate in the contest and take a shot at winning. DraftKings and the 76ers will choose the three best video submissions and the three winners will compete in a halftime shooting contest during the Sixers-Grizzlies game on December 13th.

The winner of the shooting contest will win free travel, accommodation, and tickets for four to watch the Sixers play the Pelicans on January 26th in New Orleans. The deadline for submissions is Wednesday, December 10th at 8:00 PM. Get busy, make your video memorable, and don’t forget to brush up on your free throws.

* [**DRAFTKINGS SIGNS MULTI-YEAR PARTNERSHIPS WITH THREE NBA FRANCHISES**](https://draftkings.gcs-web.com/node/6356/pdf)

76ers: As part of the partnership, along with traditional marketing and promotional opportunities, DraftKings will offer VIPs a “Court of Dreams” excursion allowing them an all-access, inside look at the 76ers’ training complex, in addition to season tickets and suites for hospitality and promotional use.

Celtics: DraftKings will continue to bolster its presence in its hometown market, gaining access to specific marketing promotions and impactful customer experiences like VIP watch parties, a “Play on the Parquet Event” and sweepstakes.

Pacers: As part of the sponsorship, DraftKings will offer unique experiences for customers, including a VIP “Fantasy Camp” opportunity and “Honorary Team Captain Presentations”. This diverse suite of experiences, comprised of practice court scrimmages, game tickets, and alumni meet and greets, will provide unparalleled access for fans and users alike.