

COLTS

X

FANDUEL

PARTNERSHIP PROPOSAL

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PARTNERSHIP OPPORTUNITY

THE OPPORTUNITY

Putting sports fans at the heart of
everything we do



Entertain, inspire and unite by
winning the right way



Make sports more **exciting**

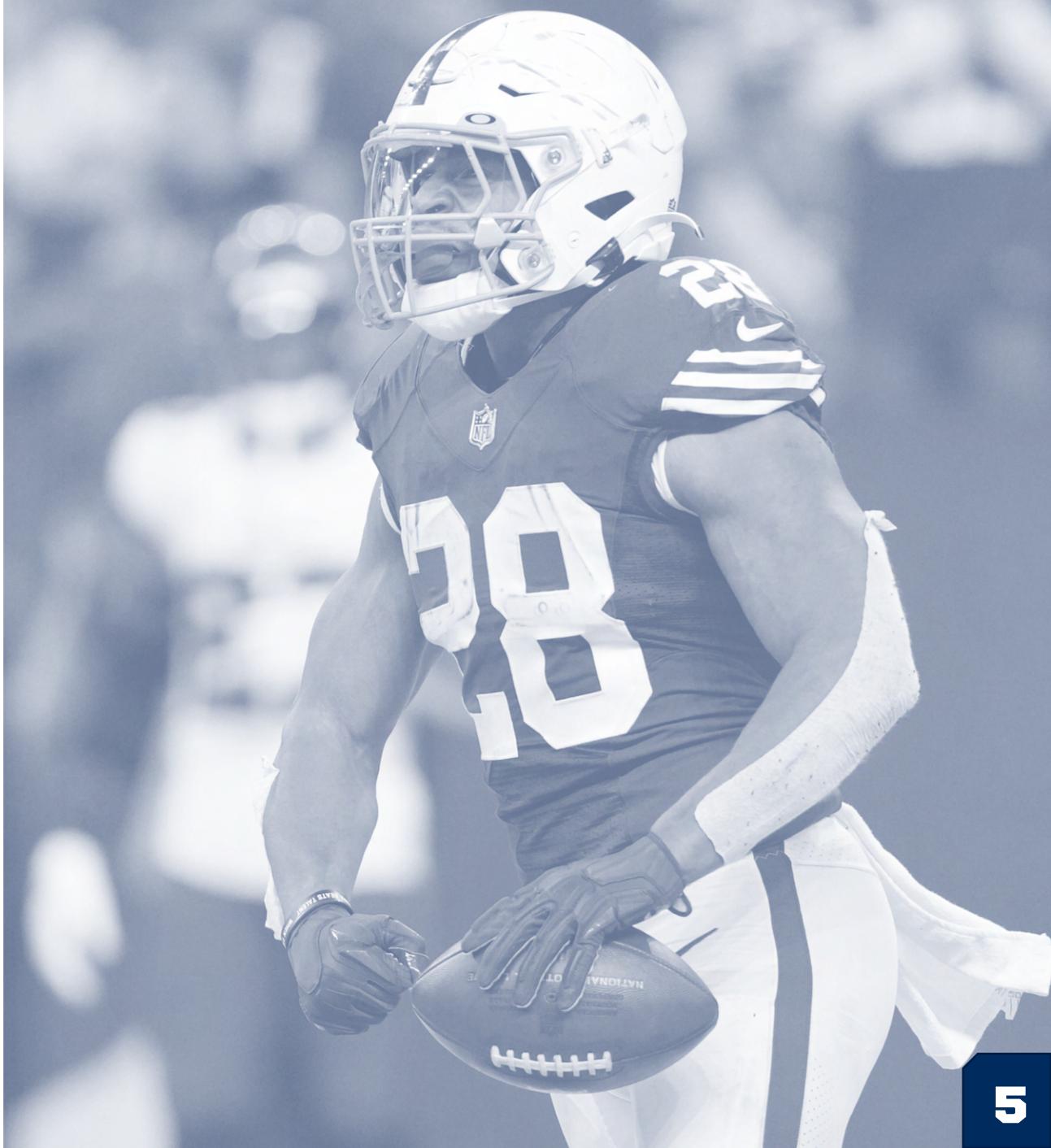
THE OBJECTIVES

BRAND AWARENESS

- Showcase the FanDuel brand and secure multiple locations throughout Lucas Oil Stadium for fan engagement opportunities throughout the year
- Drive credibility with Colts fans by becoming exclusive sports betting partner
- Enhance FanDuel messaging through dedicated promotions & amplification in digital, social, traditional media and in-stadium concourse signage

MARKET PENETRATION

- Incentivize new members through tailored promotions and sign-up bonuses
- Utilize Colts IP and “Register To Win” promotion to drive incremental revenues
- Incentivize FanDuel associates and strengthen their relationship with key customers through VIP hospitality and experiences



POWER OF THE COLTS

POWER OF THE COLTS BRAND

1.78M FANS
IN INDIANA

2.18M FANS
IN THE MIDWEST

6.18M FANS
NATIONALLY

The **Indianapolis Colts** are the **#1 Sports & Entertainment brand** in Indiana with the largest fanbase in the state of any sports team and competing in the **#1 sports league** and most powerful entertainment brand in the country

Source: YouGov Profiles+ USA 2021-11-07



THE COLTS ATTITUDE

Colts fans demonstrate a positive attitude towards sports betting:

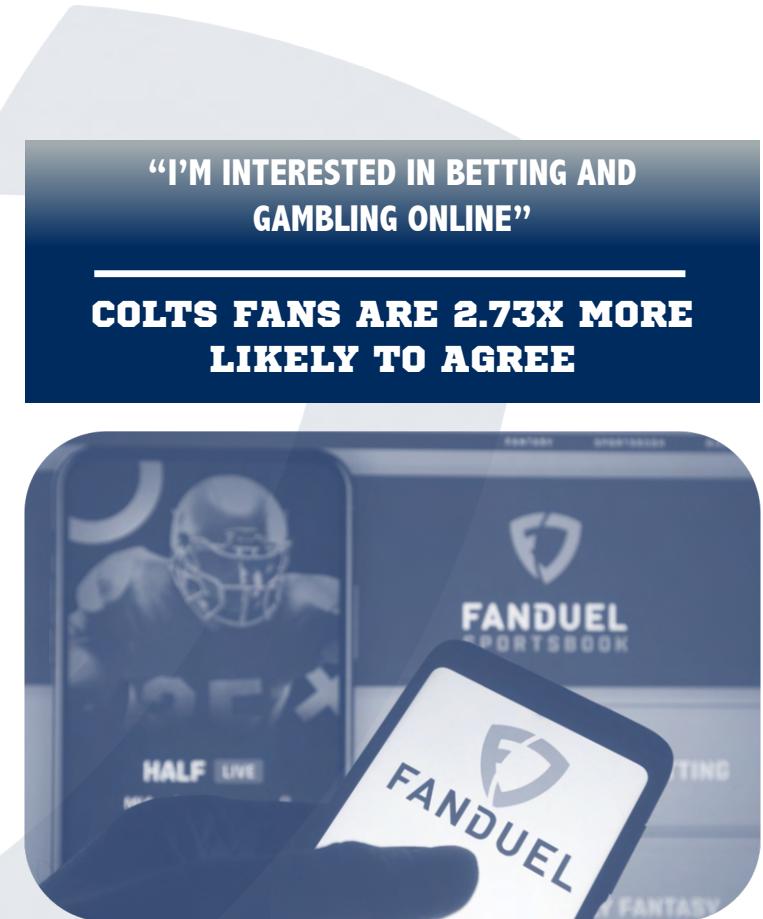
- **2.77x more likely to feel engaged**
- **2.35x more likely to be interested** in online betting options

These findings support the notion that the **Colts fanbase is an ideal target group** for FanDuel in the company's pursuit of increasing **brand awareness** and **market penetration**



"BETTING HELPS ME FEEL MORE ENGAGED WITH THE SPORTS I LIKE"

COLTS FANS ARE 2.77X MORE LIKELY TO AGREE



"I'M INTERESTED IN BETTING AND GAMBLING ONLINE"

COLTS FANS ARE 2.73X MORE LIKELY TO AGREE

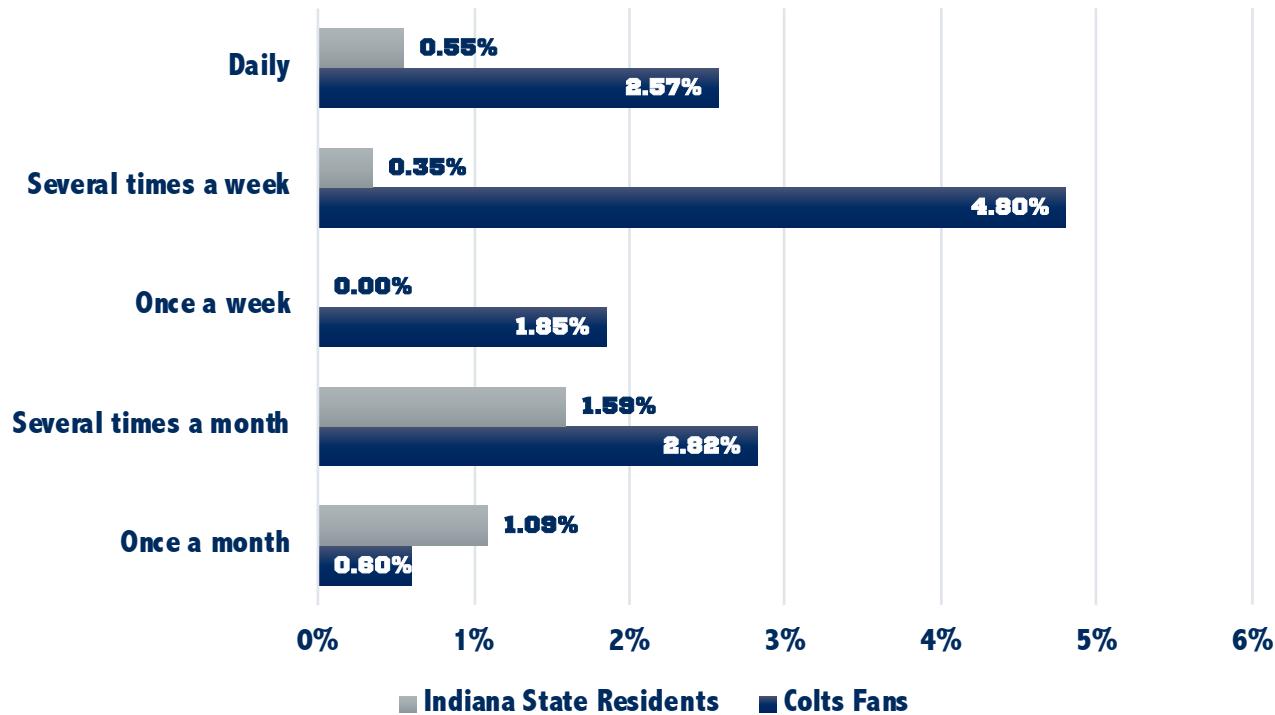
Source: YouGov Profiles+ USA 2022-06-19



COLTS FAN INSIGHTS

COLTS FANS PLACE ONLINE SPORTS BETS MORE FREQUENTLY

FREQUENCY



When comparing Colts fans to regular Indiana state residents, we see that **Colts fans over-index** in almost every sports betting **consumption frequency** measure

2.57% of, or 163,000 **Colts fans**, place a sports bet online **daily**, which over-indexes greatly compared to Indiana state residents

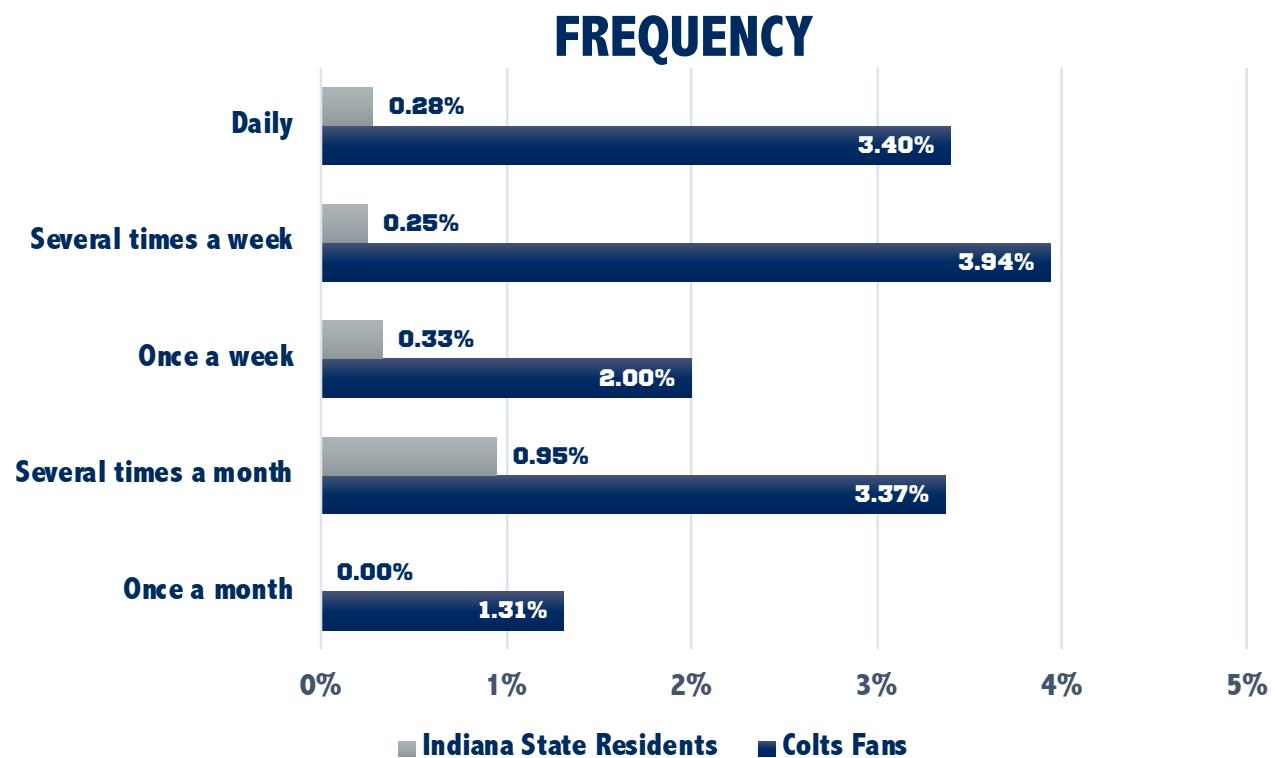
Colts fans also over-index in other categories of frequency:

- **4.8% (305K) of Colts fans** place online bets **several times a week**
- **1.85% (118K) of Colts fans** place online bets **once a week**
- **2.82% (180K) of Colts fans** place online bets **several times a month**

BONUS

9.03% (575K) of Colts fans have spent between **\$30,000-\$39,000** on sports betting in the past 12 months

COLTS FANS ARE AVID USERS OF FANTASY SPORTS



Overall, **Colts fans** as a whole are **much more likely** than non-fans **to engage with fantasy sports**

3.4% of, or 250,000 **Colts fans**, play fantasy sports online **daily**, which over-indexes greatly compared to Indiana state residents.

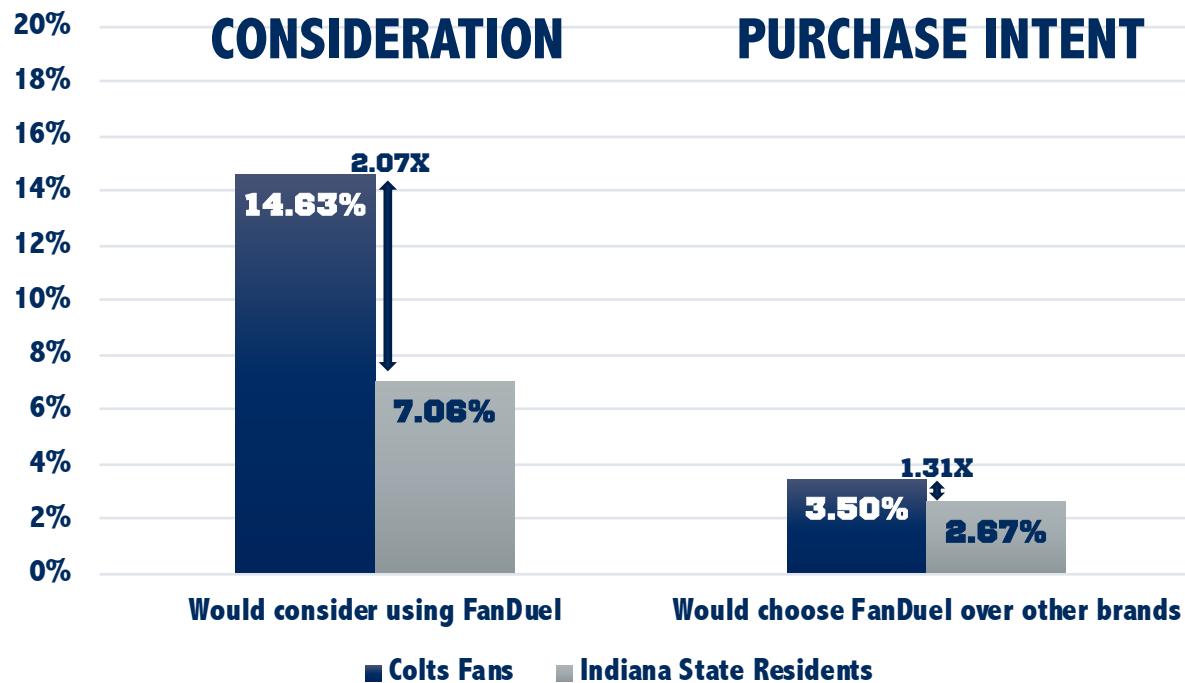
Colts fans also over-index in all other categories of frequency:

- **3.94% (250K) of Colts fans** play **several times a week**
- **2.0% (127K) of Colts fans** play **once a week**
- **3.37% (215K) of Colts fans** play **several times a month**
- **1.31% (83K) of Colts fans** play **once a month**

BONUS

30% of Colts fans have played NFL Fantasy in the past 12 months in comparison to only **4.38% of Indiana state residents**

COLTS FANS ARE PRIMED FOR BRAND AWARENESS INITIATIVES



Colts fans demonstrate a **greater consideration** and **purchase intent** for your brand with plenty of **opportunity for growth**

14.63% of, or 930,000 **Colts fans**, would **consider using FanDuel** in the market for gambling, which **over-indexes 2.07x** relative to the overall population of Indiana state residents.

3.5% of, or 225,000 **Colts fans**, would **most likely use FanDuel** over other brands in the market for gambling, which **over-indexes 1.31x** relative to the overall population of Indiana state residents. We envision that a potential partnership between FanDuel and the Colts would lead to substantial growth in this index



PARTNERSHIP IMPACTS

PARTNERSHIP IMPACTS

Partnering with the Colts provides access to an **attentive**, **loyal** and **active fanbase**. Through research gathered from YouGov surveys, we can see how our fans compare in their attitudes towards advertising and sponsorships relative to other Indiana state residents

Source: YouGov Profiles+ USA 2022-06-19

2.04X
ATTENTION

Colts fans are 2.04x more likely to take notice of who sponsors the sports events they watch

2.35X
LOYALTY

Colts fans are 2.35x more likely to support their team by buying products from its sponsors

1.88X
WORD OF MOUTH

Colts fans are 1.88x more likely to recommend things to their friends and family that they have seen advertised

A black and white photograph of three Indianapolis Colts players in action. On the left, a running back in jersey number 28 is shown in mid-stride, looking back over his shoulder. In the center, a quarterback in jersey number 12 is in a passing stance, looking downfield. On the right, a wide receiver in jersey number 15 is also in a passing stance, looking towards the camera. The background features large, stylized question marks and exclamation points.

INVESTMENT SUMMARY

PUTTING SPORTS FANS AT THE HEART OF EVERYTHING WE DO

INVESTMENT: TBD

TERM: TBD

ANNUAL ESCALATOR: TBD

PLAYOFFS: TBD

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