



# NFL FAN SURVEY



## PLAY THE TEN YARD FAN DRIVE

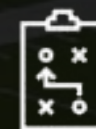
### Receive Exclusive Rewards

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### How It Works

Complete the four steps in the “Ten Yard Fan Drive”. Click “START DRIVE” below to begin the process. Complete all four downs and score a touch-down to get your prize!

**START DRIVE** >>



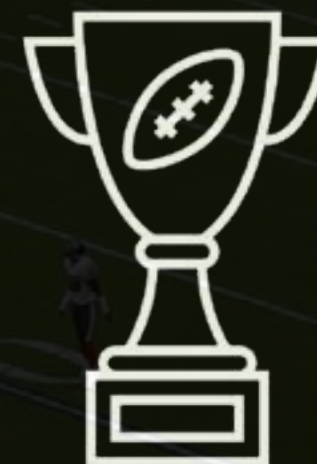
## DRIVE PROGRESS

**1ST DOWN: REMAINING**

**2ND DOWN: REMAINING**

**3RD DOWN: REMAINING**

**4TH DOWN: REMAINING**



**REWARD: LOCKED**





# NFL FAN SURVEY



## 1ST DOWN: CONNECT SOCIAL ACCOUNTS



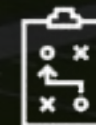
CONNECT FACEBOOK



CONNECT TWITTER



CONNECT YOUTUBE



## DRIVE PROGRESS



1ST DOWN: IN PROGRESS

2ND DOWN: REMAINING

3RD DOWN: REMAINING

4TH DOWN: REMAINING



**REWARD: LOCKED**

**NEXT DOWN**







# NFL FAN SURVEY



**2ND DOWN: UPLOAD DATA**



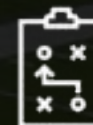
**DOWNLOAD FACEBOOK DATA**



**DOWNLOAD TWITTER DATA**

**DRAG & DROP  
FILES HERE TO UPLOAD**

**NEXT DOWN**



**DRIVE PROGRESS**

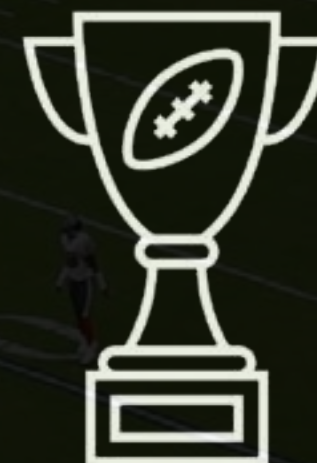
**1ST DOWN: COMPLETED**



**2ND DOWN: IN PROGRESS**

**3RD DOWN: REMAINING**

**4TH DOWN: REMAINING**



**REWARD: LOCKED**





# NFL FAN SURVEY



## 3RD DOWN: COMPLETE SURVEY

1. Who is your favorite NFL player?

Tom Brady



2. What is your favorite NFL team?

Dallas Cowboys



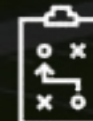
3. Have you ever been to a NFL event in person?

☐ Yes ☐ No

4. How likely are you to attend a NFL event in the next 6 months?

- ☐ Not Likely
- ☐ Somewhat Likely
- ☐ Very Likely
- ☐ Planning to Attend

FINAL DOWN



## DRIVE PROGRESS

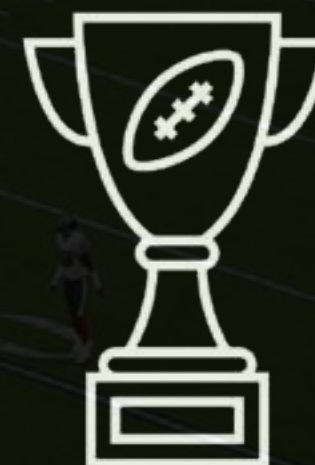
1ST DOWN: COMPLETED

2ND DOWN: COMPLETED



3RD DOWN: IN PROGRESS

4TH DOWN: REMAINING



REWARD: LOCKED





# NFL FAN SURVEY



## 4TH DOWN: TERMS & CONDITIONS

### User License Agreement

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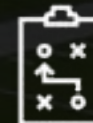
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I AGREE TO THE TERMS & CONDITIONS

SCORE TOUCHDOWN



## DRIVE PROGRESS

1ST DOWN: COMPLETED

2ND DOWN: COMPLETED

3RD DOWN: COMPLETED



4TH DOWN: IN PROGRESS



REWARD: LOCKED





# NFL FAN SURVEY



**TOUCHDOWN! SELECT YOUR REWARD**



**SELECT**

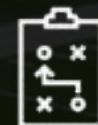


**SELECT**



**SELECT**

**FINISH GAME >>**



**DRIVE PROGRESS**

**1ST DOWN: COMPLETED**

**2ND DOWN: COMPLETED**

**3RD DOWN: COMPLETED**

**4TH DOWN: COMPLETED**

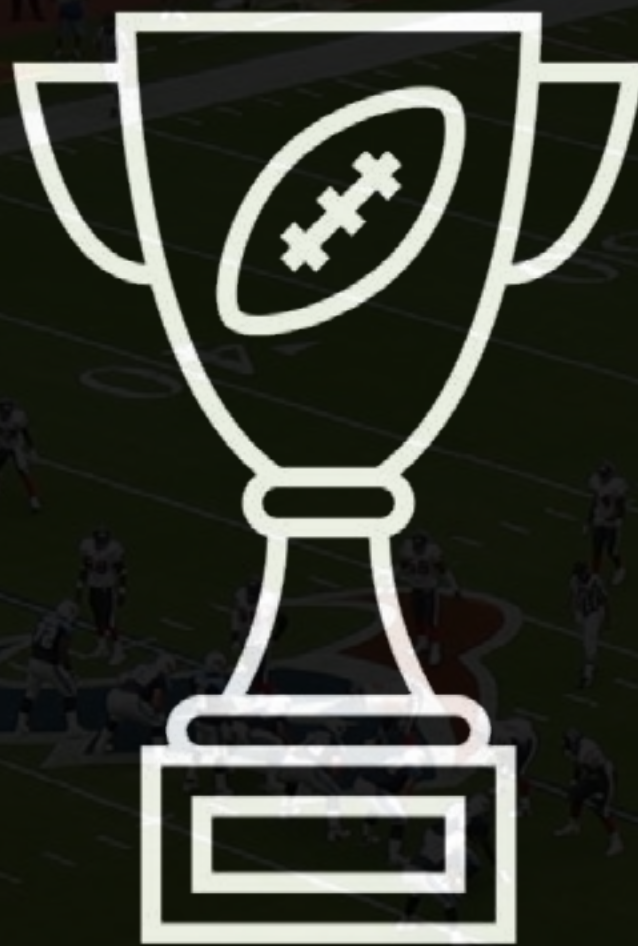


**REWARD: UNLOCKED**





# NFL FAN SURVEY



**THANK YOU FOR PLAYING!**





# SPORTS INNOVATION LAB

## Our approach to data provides several key advantages:

- Avoid huge data liability. We assume the risk of data storage and compliance.
- Make sense of your data. We provide meaningful insights and deepen your understand of your fans.
- See outside perspectives. Take advantage of comparisons across other properties.
- Gain a strategic asset. We help identify sponsors, brands, and affiliate audiences.
- Acquire actionable information. We help build and improve your marketing strategies.