



2022 INDIANAPOLIS COLTS SPONSORSHIP PITCH ANALYSIS



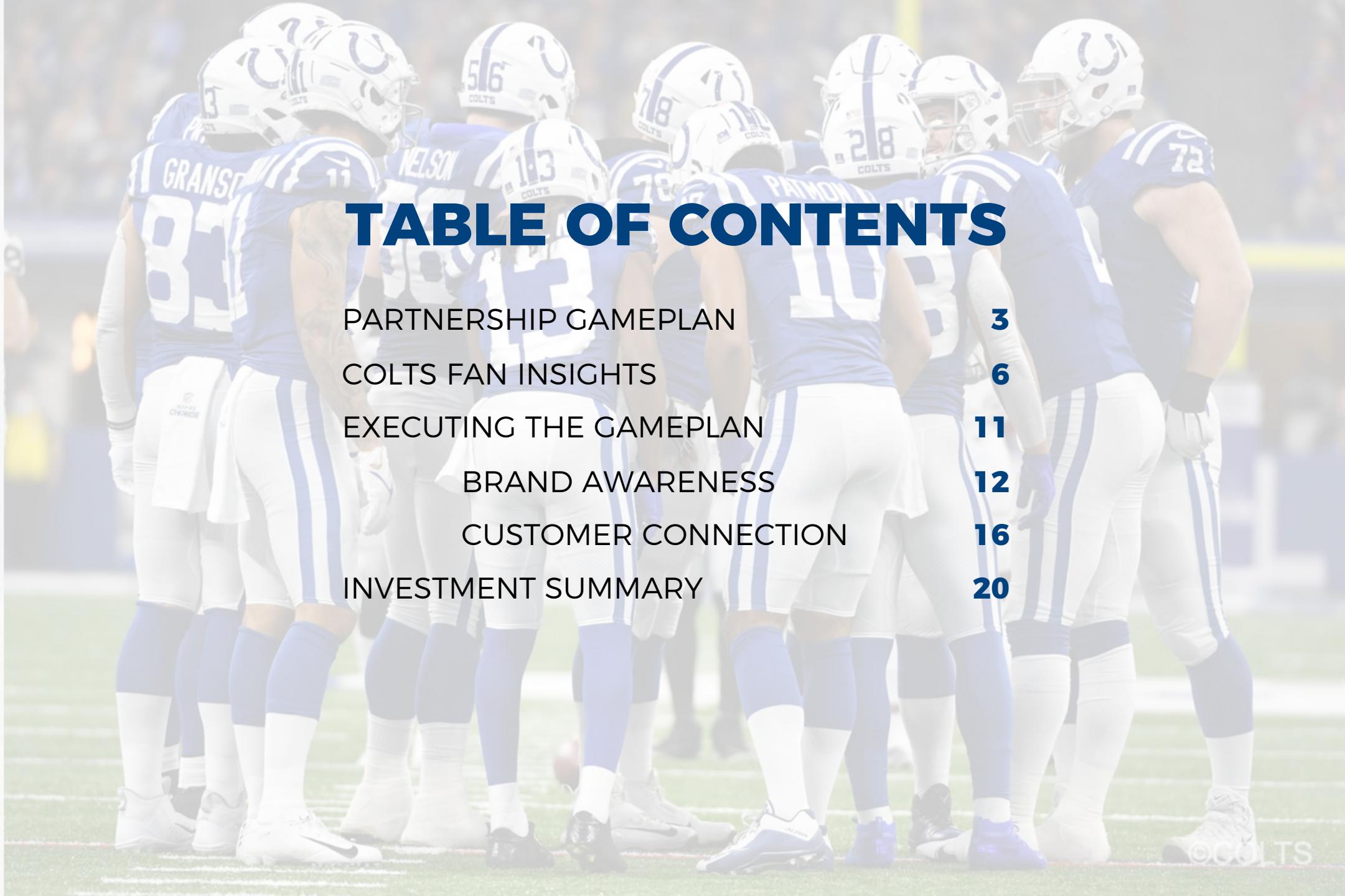


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PARTNERSHIP GAMEPLAN

THE GAMEPLAN

The deck has been created for **Toyota** to become the **exclusive automobile partner of the Indianapolis Colts**.

This partnership will allow Toyota to associate their brand with Colts IP, have multiple promotions and activations both in Lucas Oil Stadium and online, and win customers through the brand assets built by the partnership.

This Colts proposal:

- Will develop awareness and engagement assets to help Toyota build brand affinity with our Colts fan base. We will showcase the Toyota brand across our social and digital channels, traditional media and stadium settings.
- Will utilize key Colts hospitality & events to help enhance the relationship between Toyota dealers and their key customers in our market.



TOYOTA

OFFICIAL VEHICLE OF THE INDIANAPOLIS COLTS

PARTNERSHIP OBJECTIVES

Partnering with the Colts allows Toyota to leverage the most recognizable sports brand in Indiana and demonstrates support for the area and the team.

This Colts-Toyota partnership has been built to meet the following objectives:

1. BRAND AWARENESS:

- Showcase the Toyota brand through a well-designed Toyota Concourse and multiple activation locations throughout Lucas Oil Stadium for events throughout the year
- Drive brand engagement with Colts fans through promotional programs on Colts digital, social, and traditional media.

2. CUSTOMER CONNECTION:

- Utilize Colts IP and reward programs to deeply connect and engage with Colts in a trackbale way
- Incentivize Toyota dealers in Indiana and strengthen their relationship with key customers through VIP hospitality and experiences





COLTS FAN INSIGHTS

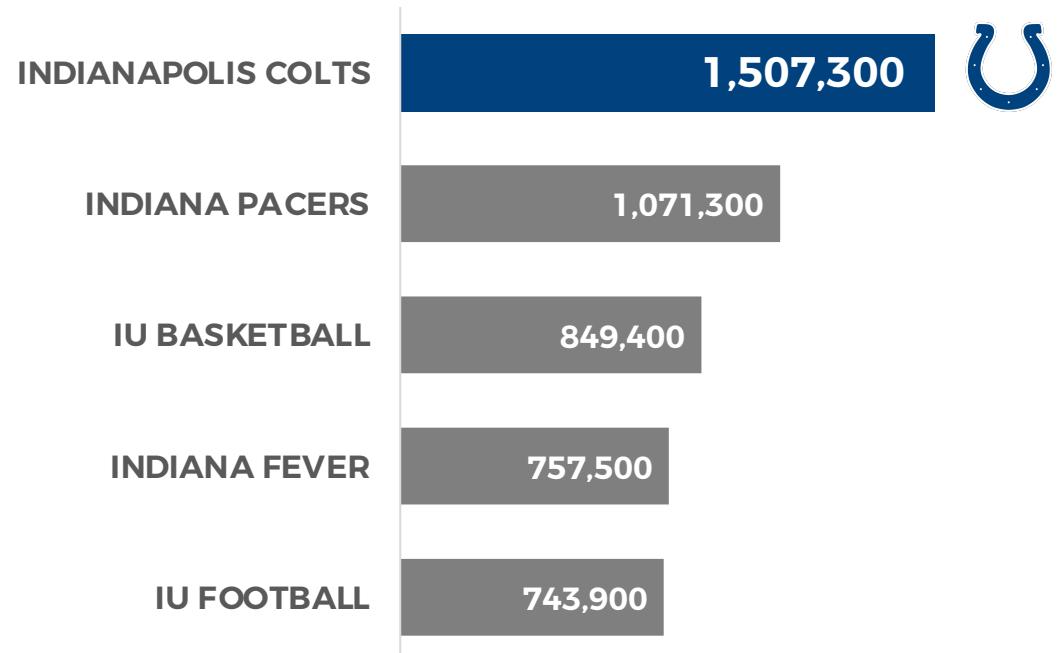
COLTS: #1 SPORTS BRAND IN INDIANA

The Colts have the largest fan base of any sports team in Indiana - 1.51 million fan.

- The Colts compete in the NFL, #1 sports league and most powerful entertainment brand in the country.
- Colts fans are 7x more likely to attend 6-10 NFL games and over 3x more likely to attend 10+ games.

**1.51M
FANS IN INDIANA**

**6.36M
FANS NATIONALLY**



Source: YouGov Profiles+ USA 2022-06-19, US Census Bureau

AUTO PURCHASE

Overall, Colts fans as a whole are more likely than non-fans to make a new car purchase in the future:

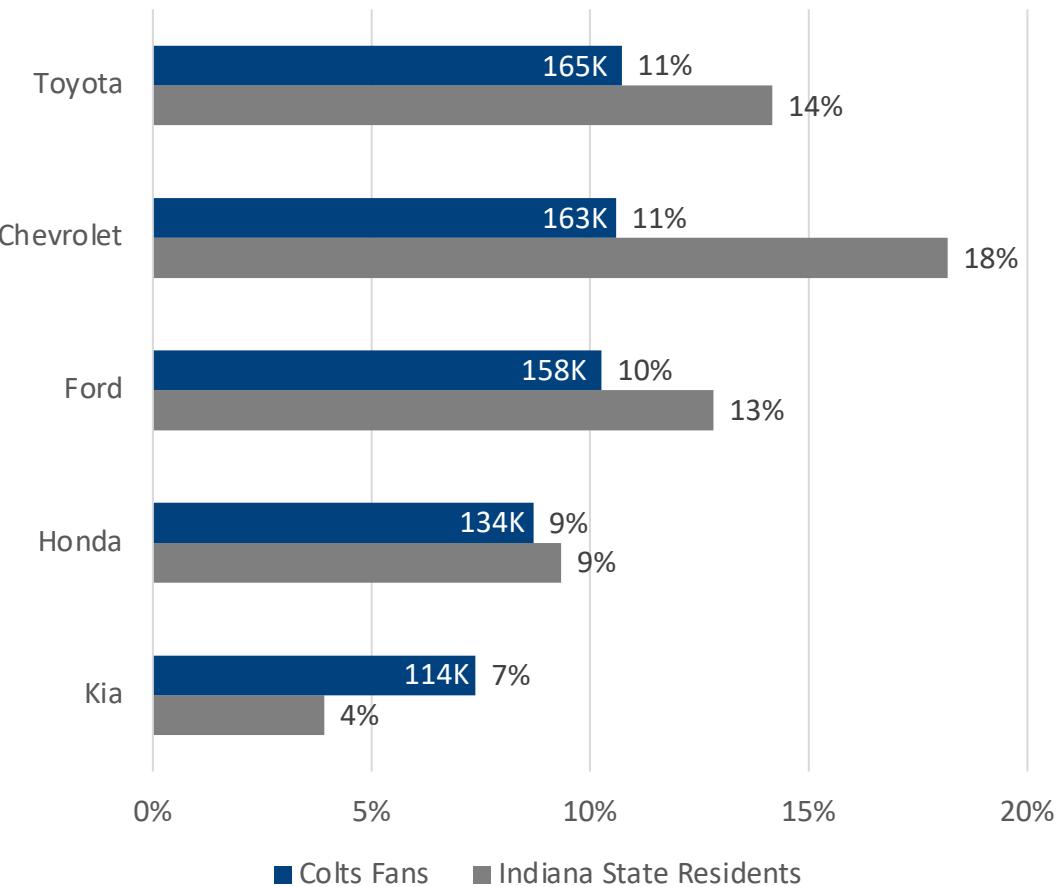
- 22% of Colts fans expect to buy a new car in the next 12 months, which over-indexes compared to those state residents of which only 6% has the purchase intent.

Toyota ranks #1 among car brands that Colts fans are most likely to purchase (see table on right):

- 11% of Colts fans select Toyota exclusively regarding car purchase intent while 14% of state residents make Toyota their first choice, implying opportunity for growth of Toyota's attractiveness within Colts fans.

Read as: 11% of general Colts fans indicated that Toyota is the car brand they are most likely to purchase, which represents an estimated 165,000 fans in the state.

PURCHASE INTENT



Source: YouGov Profiles+ USA 2022-06-19

BRAND INSIGHTS

24%

of Colts fans **consider Toyota as car brand leader in innovation and technology**, compared to 19% of state residents

16%

of Colts fans **consider Toyota as car brand leader in sustainability and environmentally friendly**, compared to 10% of state residents



TOYOTA
ENVIRONMENTAL CHALLENGE 2050



BRAND INSIGHTS

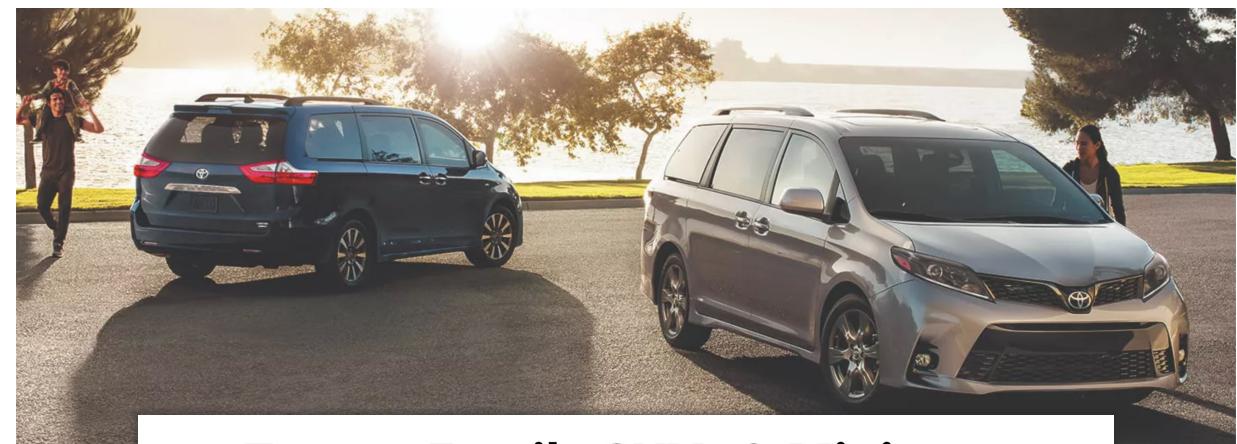
Toyota is designed for safety:

- 81% of Colts fans agree that their cars should be equipped with as many safety features as possible.
- Toyota Safety Sense™ (TSS) packed with active safety features comes standard for driving safety

Toyota is designed for family needs:

- 85% of Colts fans agree that having a car that works well for the whole family is very important to them.
- Toyota keeps your family safe and comfortable during everyday travel and on road trips with these family SUVs and minivans, highlights as Toyota Highlander and Toyota Sienna.

DESIGNED FOR SAFETY



Toyota Family SUVs & Minivans



EXECUTING THE GAMEPLAN



PARTNERSHIP OBJECTIVE #1

BRAND AWARENESS

The following programs have been developed to increase brand awareness with Colts fans and showcase Toyota as the preferred automobile of Colts fans:

1. Toyota Concourse in Lucas Oil Stadium
2. Toyota Corner in Touchdown Town
3. Amplification

TOYOTA CONCOURSE LUCAS OIL STADIUM

Lucas Oil Stadium is a multipurpose facility seating over 67,000 fans while hosting world-class events with over 1.5 million visitors annually.

There will be a special concourse dedicated to Toyota in the northwest corner of the venue with an elaborate interactive Toyota display including:

- Video walls showing vehicle footage and Toyota's sustainable battery system for its electrified powertrains
- An interactive player wall which also showcases the central Indiana Toyota dealers
- The Concourse will also be highlighting Toyota's Indiana presence including multiple manufacturing factories and over 10,000 local jobs affected.



TOYOTA CORNER TOUCHDOWN TOWN

Touchdown Town is a pre-game place where thousands of Colts fans gather every game day outside the North gates of Lucas Oil Stadium.

- **Toyota will have a reserved activation space (Toyota Corner) for all Colts home games**
- **Toyota can set up vehicle displays and promote in-market promotions**
- **Colts will provide utilities as necessary and team merchandise (even game tickets) as rewards for the promotions**



AMPLIFICATION

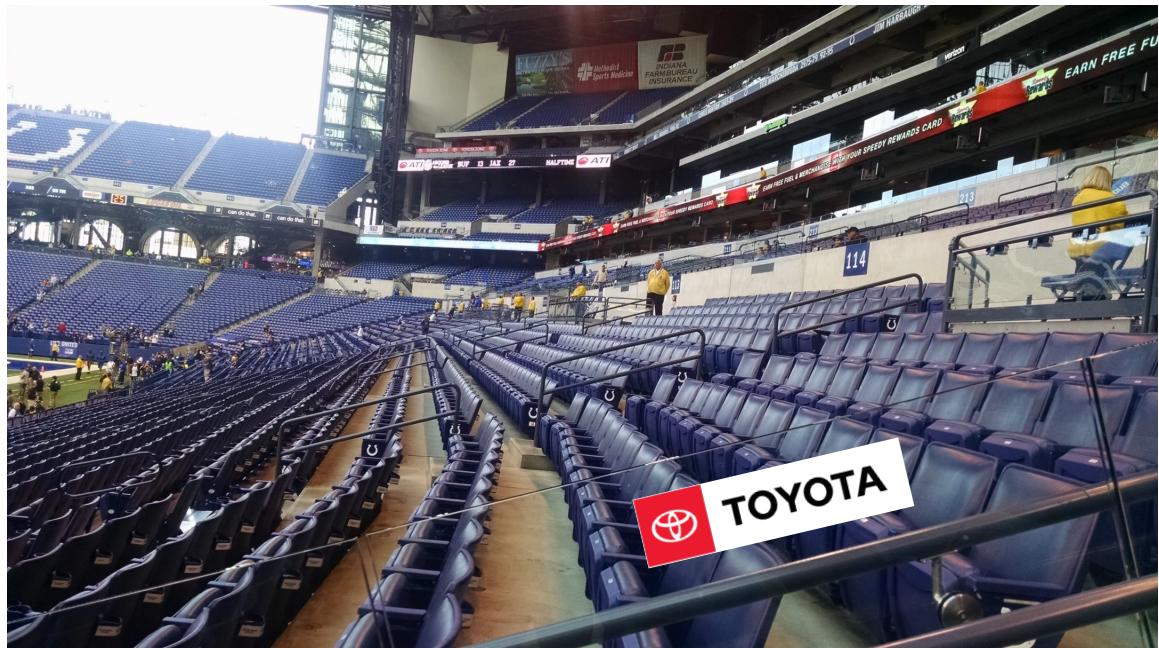
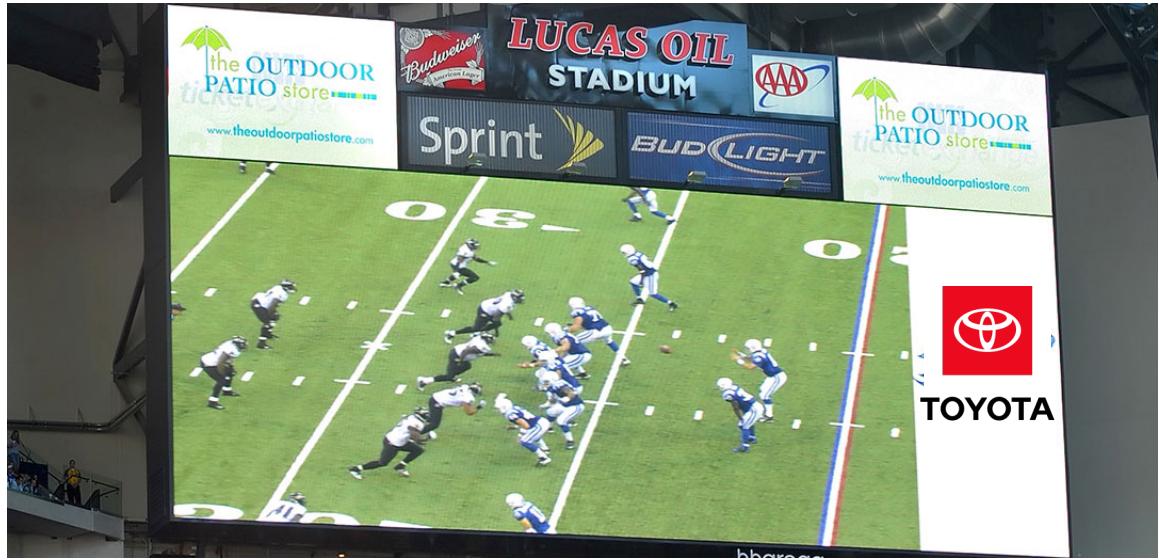
The Colts will aim to enhance Toyota messaging by integrating the brand into Colts gameday, digital/social, traditional media and in-stadium concourse assets.

- **In-stadium Signage**

- Large video board along with LED ribbon boards and digital signage throughout the stadium during Colts home games – location mutually determined
- Stadium TV Network Ad Rotation

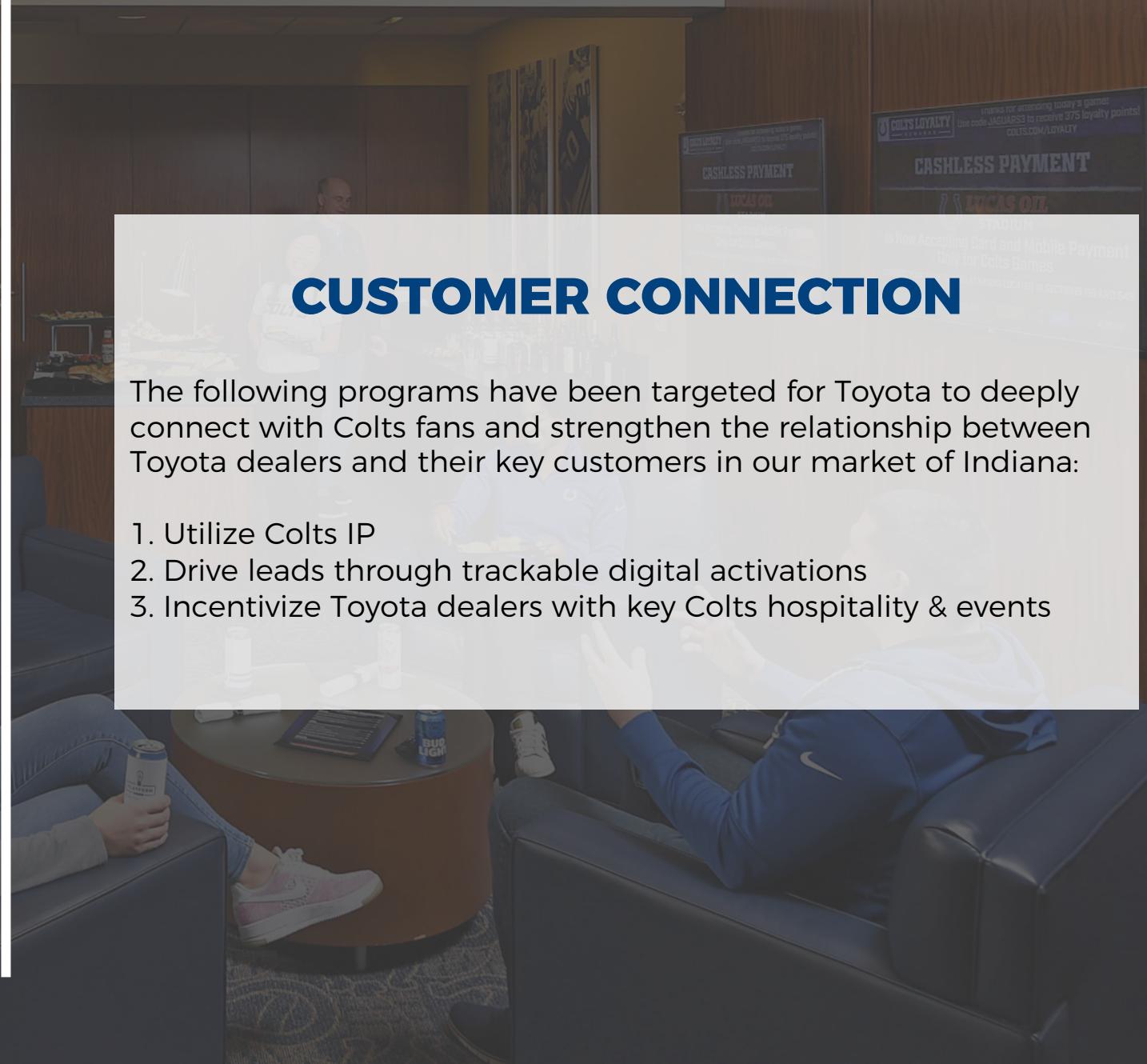
- **Promotional elements**

- Gameday ads aired during full season on radio and TV
- A special Toyota Zone seating area - Colt fans can win tickets by registering at any Central Indiana Toyota dealer
- Colts.com Banner Ads
- Mobiel App and social media targeted campaign





PARTNERSHIP OBJECTIVE #2



The following programs have been targeted for Toyota to deeply connect with Colts fans and strengthen the relationship between Toyota dealers and their key customers in our market of Indiana:

1. Utilize Colts IP
2. Drive leads through trackable digital activations
3. Incentivize Toyota dealers with key Colts hospitality & events



LET THE HORSESHOE WORK FOR YOU

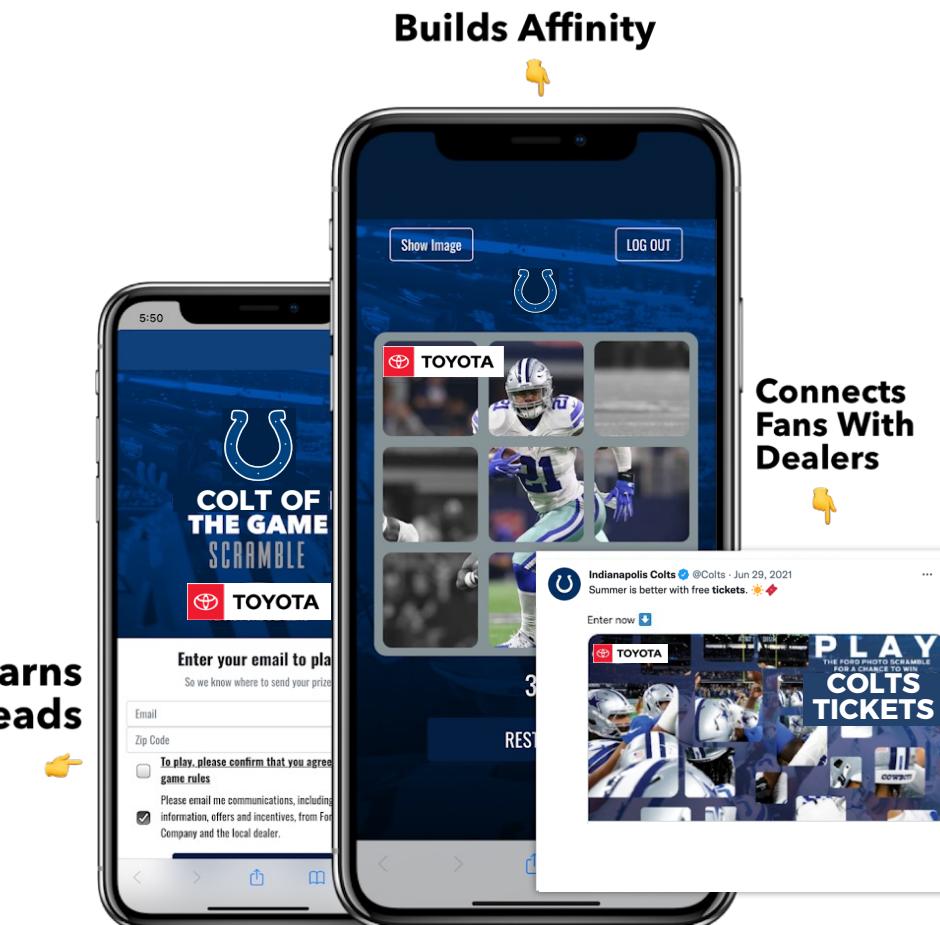


I UTILIZE COLTS IP

The Colts brand has a 39-year legacy in Indiana and deeply connects with our fan base. Toyota will be able to connect with Colts fans as potential customers by partnering with the team and leveraging one of Indiana's most recognizable brands.

- **Toyota will have Colts IP rights within the team's designated DMA**
- **Toyota will receive "Official Vehicle of the Indianapolis Colts" designation**
- E.g. Toyota can produce Colts special edition of its vehicles by utilizing Colts IP and team assets

CUSTOM-DESIGNED DIGITAL ACTIVATIONS



On average, 52% of fans that play digital activations will opt-in to receive more information from the partner.

These digital activations are designed to drive leads and connect Toyota with car buyers during the season in a more engaging and trackable way

- Earn fan emails and receive marketing opt-ins for Toyota local dealers, qualifying them for additional outreach and build reciprocity with customers
- Easily shared across all social media channels to maximize outreach, build community, and organically spread brand message
- E.g. Photo Scramble, Trivia, Scratch & Win



VIP EVENTS & TICKETS

The partnership will offer unique incentives for Toyota dealers in Central Indiana which may include:

- **VIP Gameday Experience** (Sideline seats, pre-game sideline passes and Concession gift card) for a game
- **Invite to Colts VIP Events** (Colts Luncheon Series, Colts Classic Golf Outing, Training Camp), opportunity to entertain clients and network with fellow sponsors
- **Season tickets** at preferred locations and parking pass

A professional American football player from the Indianapolis Colts stands on a field, wearing a blue jersey with the number 53. He has his arms wide open and is looking towards the camera. The background is a blurred stadium crowd.

INVESTMENT SUMMARY



INVESTMENT SUMMARY

Investment: \$2,000,000

Term: 5 years

Annual Escalator: 5%

Playoffs: \$500,000