



Top Case Studies of Q2

2022



OPENSPONSORSHIP

Raffall x Tyson Fury - Raffle for VIP ringside tickets

Brand: Raffall

About the brand: Raffall makes it easy for brands to host their own raffles online, enabling you to monetize your audience by selling tickets to win your products, personal items or experiences as prizes.

Why athletes: Athletes have strong personal connections with their fans, more than a traditional influencer would. Loyal fans create a strong community and will usually get behind and support the athletes' causes.

Who we worked with: VP of Marketing

Objective/Campaign: We are looking to partner with athletes who would love to create and promote their very own personal and authentic online competition that give their fans the chance to win any kind of prize offered by you.

Value:

- Cash (\$50,000)

Results:

- Successfully connected Raffall to boxing legend Tyson Fury
- Fury was able to create an Instagram video to run a raffle for his fans with a chance to win VIP ringside tickets to his sold out fight against Dillian Whyte and a pair of signed gloves.
- Had a total reach of 5.6 million, with nearly 20,000 likes

Deliverables:



Walmart Fashion x NFL athletes

Brand: Walmart Fashion

About the brand: Walmart is the world's largest company by revenue - Fortune 1 company

Why athletes: Professional athletes are always under the bright lights of the media and large stadiums and arenas, which in part has made fashion a big part of their lifestyle

Who we worked with: Marketing Manager, Content & Influencer Partnerships

Objective/Campaign: We are looking for fashion forward athletes who embody the Free Assembly image to create high quality content to position Walmart as a credible fashion destination.

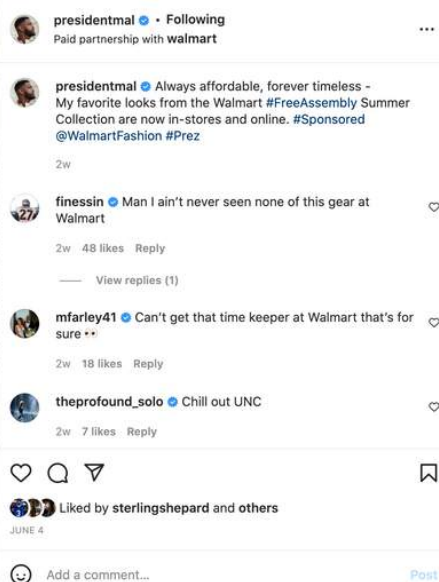
Value:

- Cash (\$30,000 - \$70,000)
- Product (\$400)

Results:

- Successfully connected Walmart with professional NBA and NFL athletes such as Micah Parsons, Myles Garrett, Quinn Cook, Jamal Adams, and others for Walmart's Spring Free Assembly x Summer Campaign
- Received over 110 applications

Deliverables:



Zhou Nutrition x OS Athletes - Plant Complete Campaign

Brand: Zhou Nutrition

About the brand: Started by a vegan-friendly group of runners, yogis, athletes, and outdoor enthusiasts, Zhou is a line of high-quality, science-backed supplements to help us fuel our bodies and minds!

Why athletes: Athletes make the perfect ambassadors for Zhou Nutrition supplements as it is essential for their body recovery and overall fitness

Who we worked with: Marketing Content Manager

Objective/Campaign: We are looking to partner with athletes to promote our supplements by posting a picture/video of themselves holding our Plant Complete protein powder container during or after their workout/training

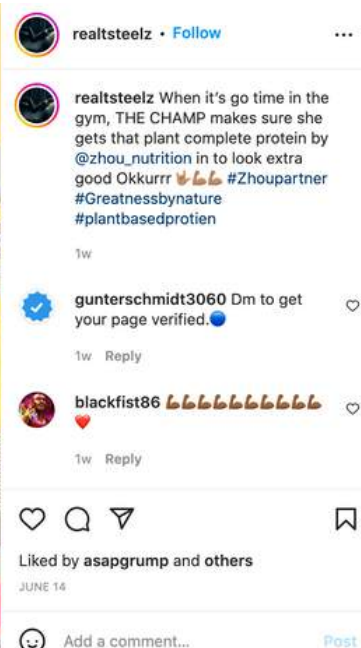
Value:

- Cash (up to \$1,000)
- Product (\$60)

Results:

- Received 90 applications for the campaign so far
- Zhou Nutrition has accepted 18 deals so far and still receiving more

Deliverables:



Play Your Court x Bryan Brothers - Video Ad Campaign

Brand: Play Your Court

About the brand: PlayYourCourt is a platform with a simple mission: make tennis available to everyone, everywhere. Tennis players of all levels are welcome in this networking community designed to put you in touch with evenly-matched local players

Why athletes: Athletes understand the struggles of needing to sharpen their skills but having no one to train or practice with

Who we worked with: Founder & CEO

Objective/Campaign: The "Tinder for Tennis Opponents" is here - and we're looking for a brand ambassador!

Value:

- Cash (up to \$15,000)

Results:

- We successfully connected Play Your Court with the Bryan Brothers, retired doubles tennis players and the most successful duo of all time
- The sponsored video generated 88k views and over 2.5k likes

Deliverables:



Blitz Innovation x Taylor Red

Brand: Blitz Innovation

About the brand: A corporation that purchases smaller brands and their products then sells them through platforms like Amazon

Why Taylor Red: Taylor Red has a fanbase that receives not only entertainment but lifestyle advice from the group making product marketing extremely well suited for them.

Who we worked with: CEO and Founder

Objective/Campaign:

- To promote Blitz Innovation's Birdhouse and Gazebo products
- Post featuring Clever Garden hanging birdhouses - hang it in your yard, showcase it in natural light/outside

Value:

- Cash (\$480)
- Product (\$100)

Results:

- Successfully connected Blitz Innovation with Taylor Red
- 2 posts and 2 stories were made to promote the Garden Birdhouse and Garden Gazebo
- Overall this campaign had a total like count of nearly 3000 and nearly 40 comments
- Campaign had a cost per engagement of \$0.46

Deliverables:



Element Nutritional Sciences x OS Powerlifter

Brand: Element Nutritional Sciences

About the brand: Element Nutritional Sciences was born from a desire to develop and deliver products based on pure nutritional science. Our company is built on the passion to utilize modern science to innovate and deliver high value nutrition products that enhance the well being of all our consumers and allow them to maximize their health and longevity

Why athletes: Athletes and nutrition go hand in hand as athletes need to keep their bodies in tip top shape through nutrition and modern science

Who we worked with: Founder & CEO

Objective/Campaign: Post a picture of yourself preparing, drinking, enjoying, or posing with the product. Mention what you thought of the taste and your experience from taking the product (e.g. an improvement in recovery)

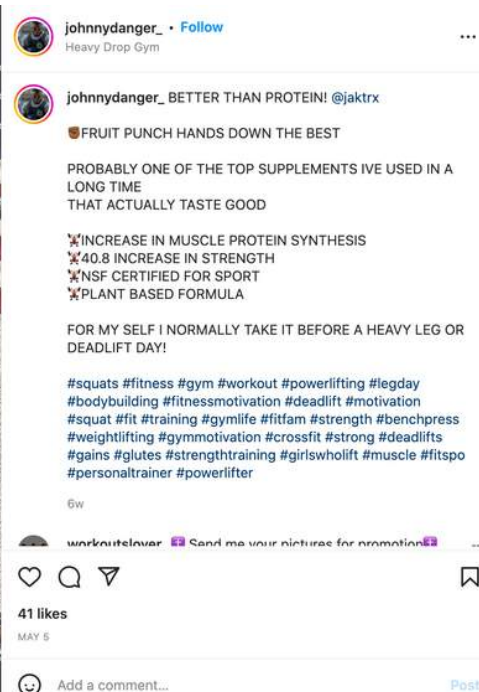
Value:

- Cash (\$80)
- Product (\$100)

Results:

- Successfully connected a powerlifter with a nutrition lifestyle brand

Deliverables:



Contact Us Today

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