

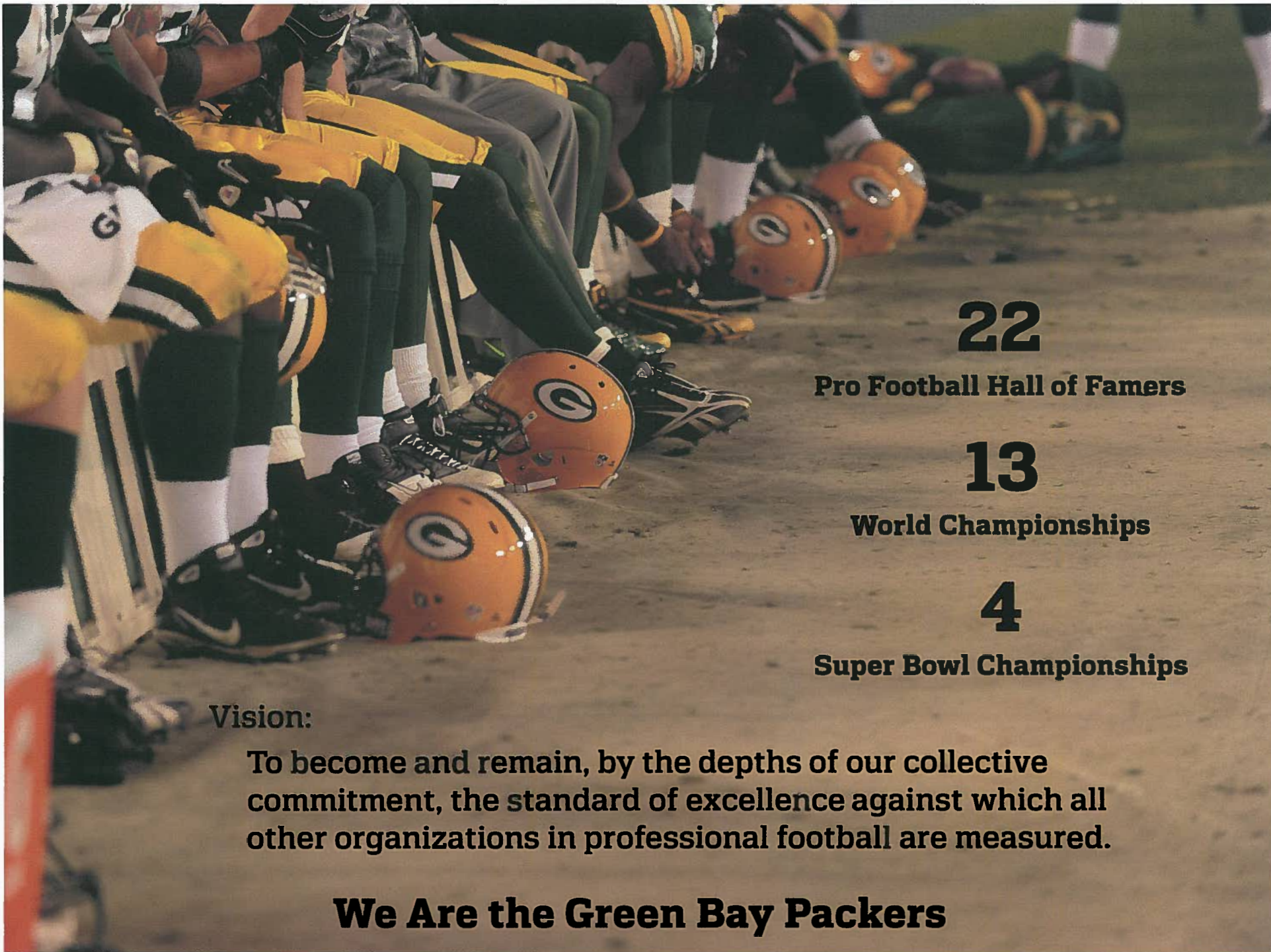


Digital Marketing Solutions

PACKERS

.com





22

Pro Football Hall of Famers

13

World Championships

4

Super Bowl Championships

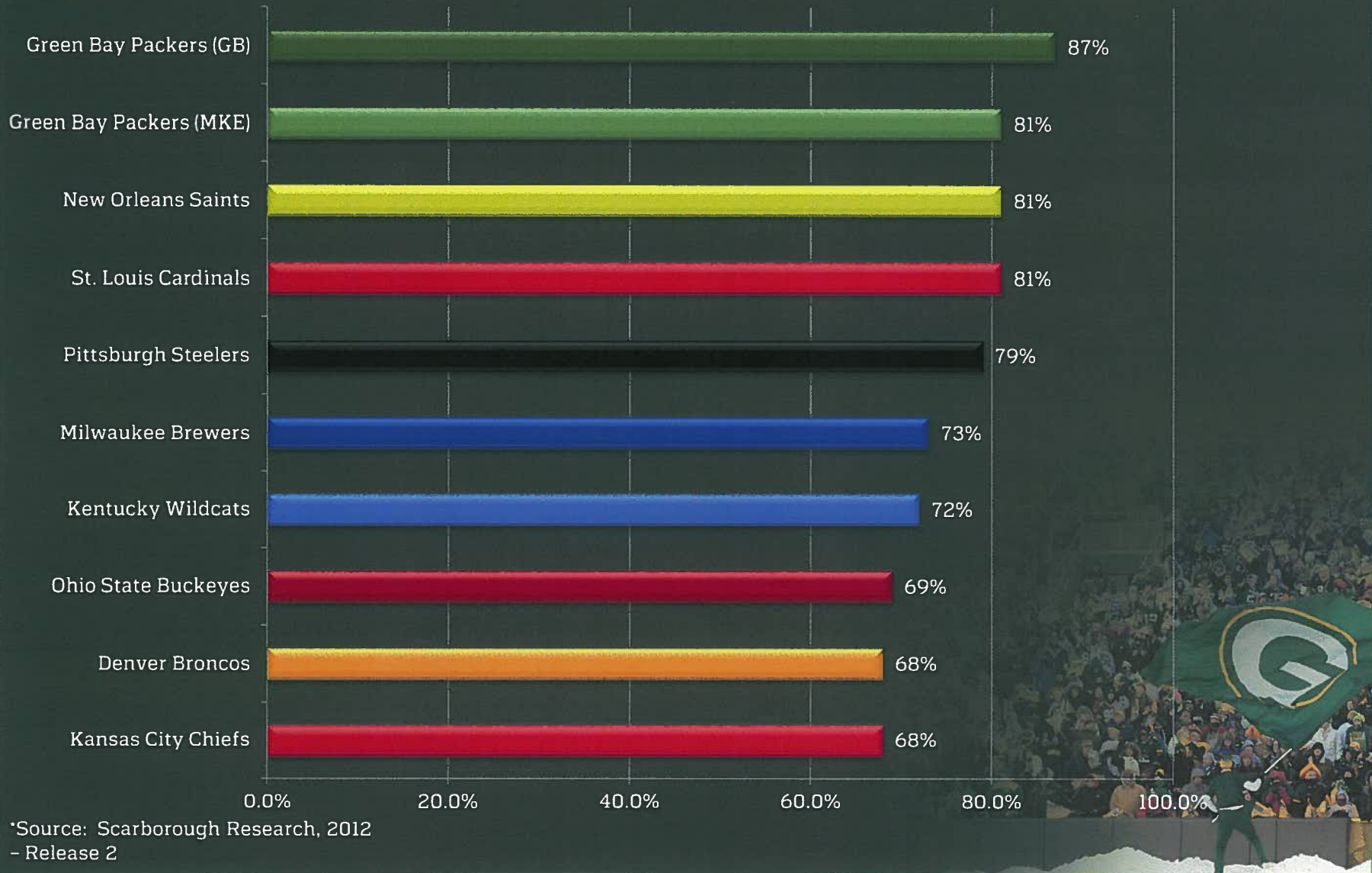
Vision:

To become and remain, by the depths of our collective commitment, the standard of excellence against which all other organizations in professional football are measured.

We Are the Green Bay Packers

Top 10 Markets All Fans (W,A,L)

The Packers are #1 in
all of sports!



*Source: Scarborough Research, 2012
- Release 2

Power of the NFL



The average NFL Fan spends over 200 hours engaged with the NFL each season.

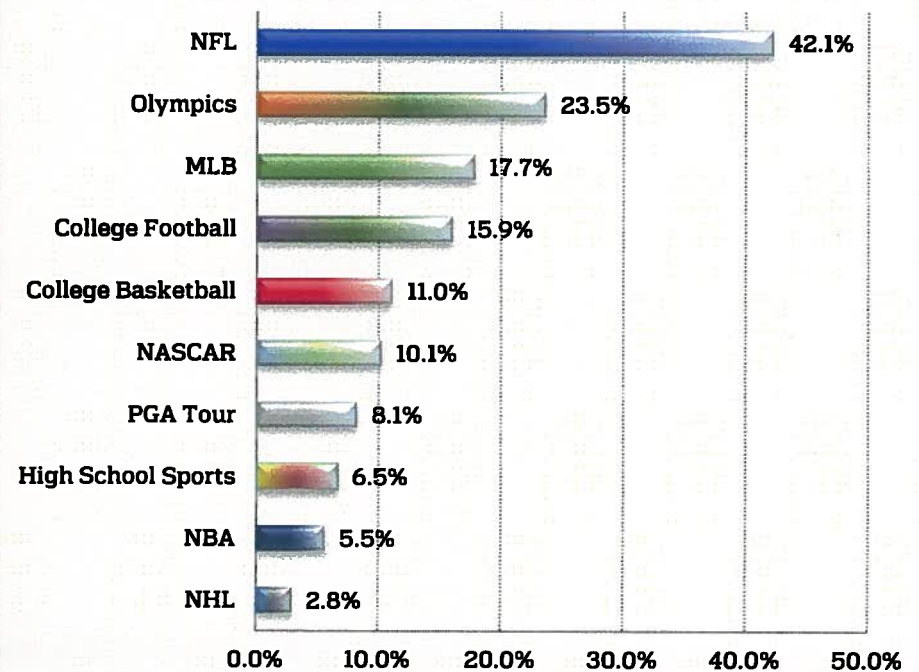
- Typical NFL Fans = 9.13 hours/week
- Avid NFL Fans = 12.55 hours/week
- In the off-season, NFL fans spend roughly 38% of their sports time on the NFL.

America's Passion

- 182 million fans; the most avid in any sport.
- 17.5 million viewers: Average NFL Broadcast
 - Double NASCAR's average
 - Four times the combined average of the NBA, MLB and NHL.



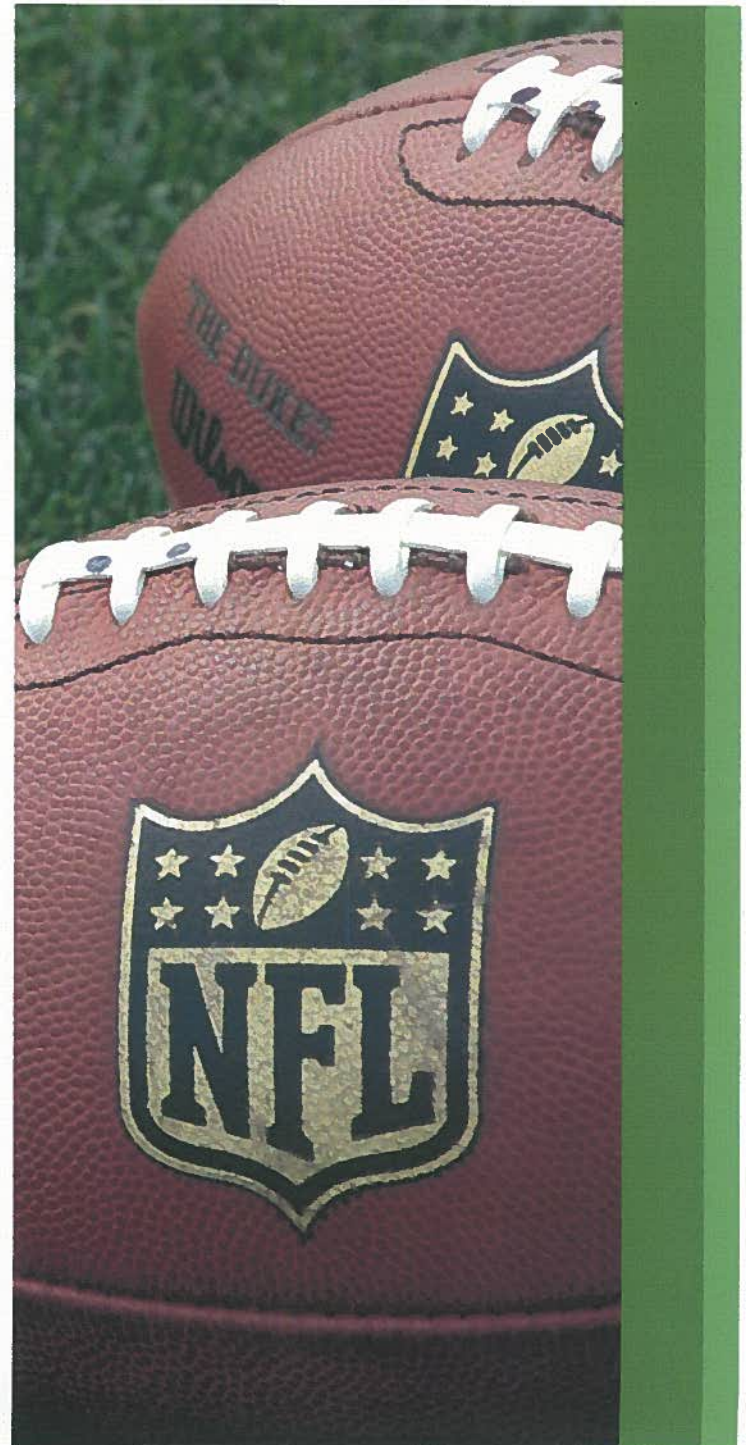
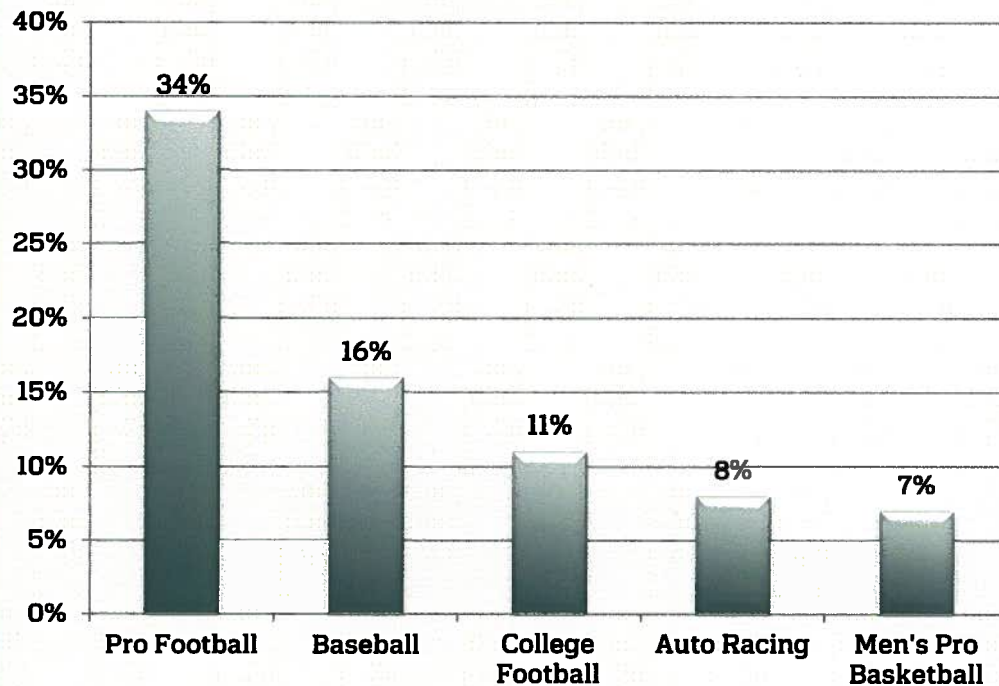
Fan Avidity - Very Interested (GB/MKE)



NFL Continues to Grow

In January 2013, Harris Poll's survey of America's favorite sports showed that the NFL continues to grow as a fan favorite. Over one-third of adults who say they follow at least one professional sport, say professional football is their favorite. The top five favorite sports are shown below.

Favorite Sports Among U.S. Fans

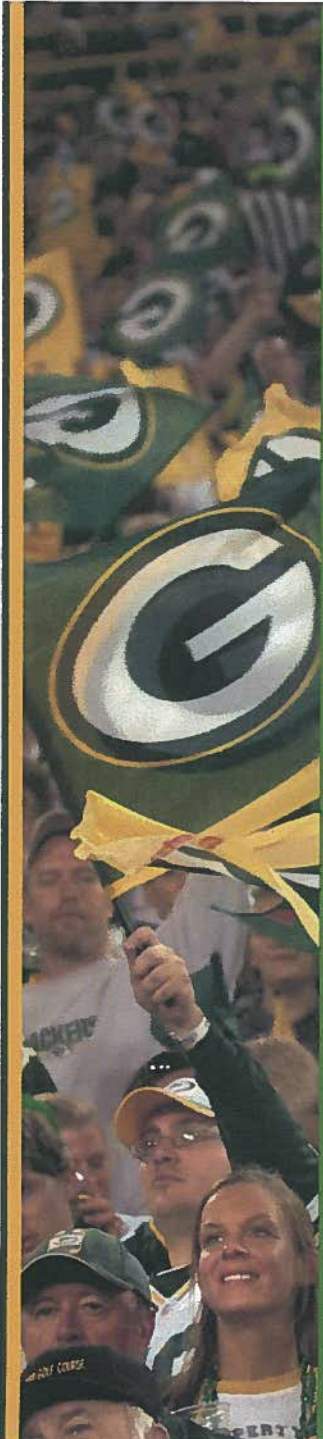
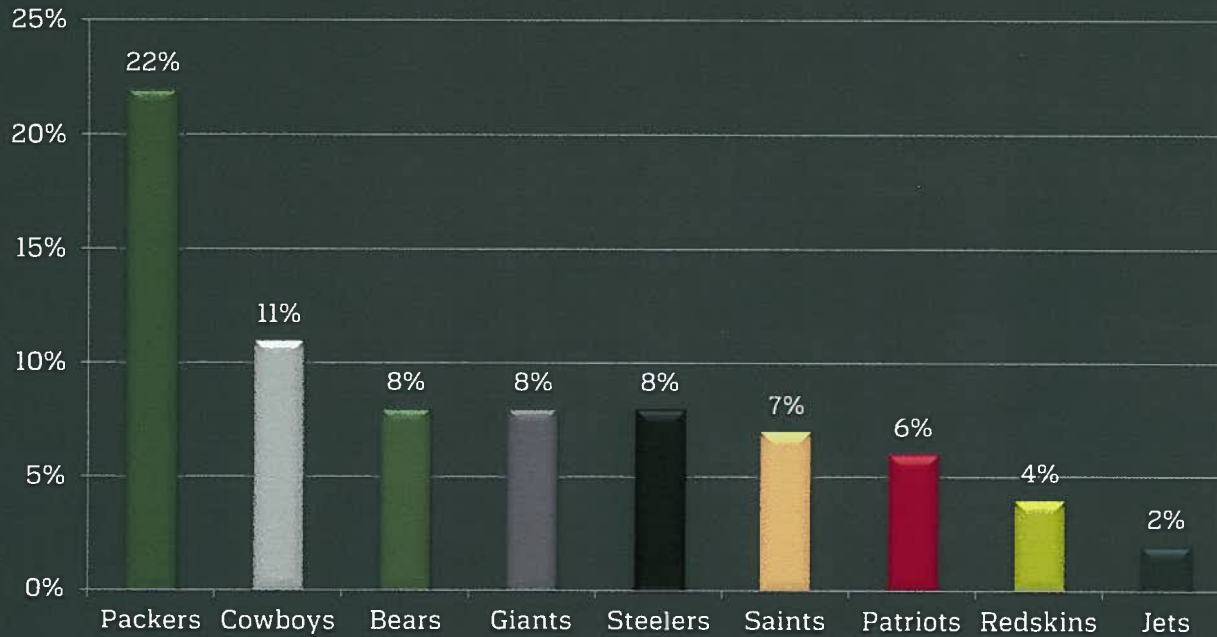


Green Bay Packers America's Team

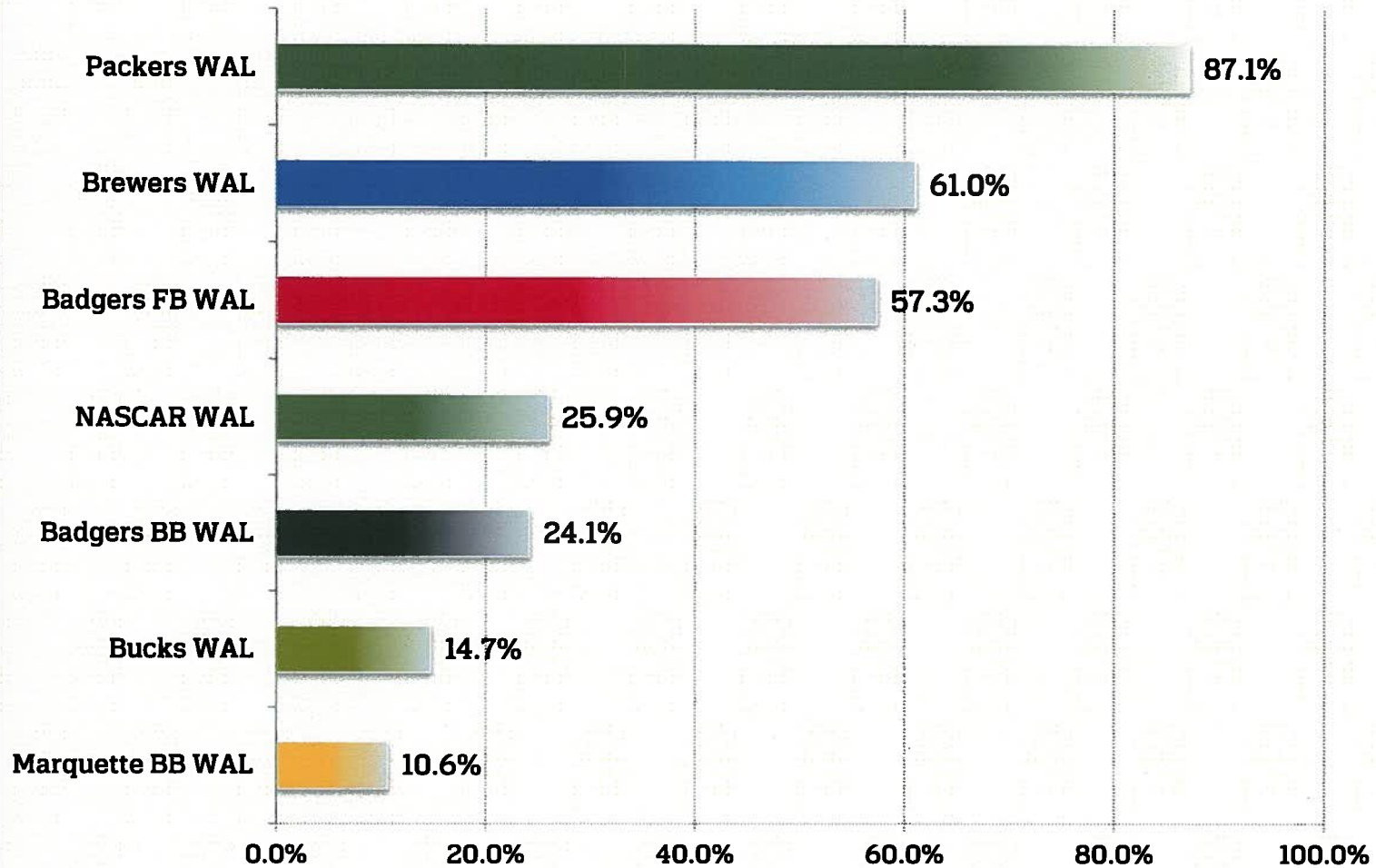
In December 2011, Public Policy Polling asked survey respondents nationwide to name their most favorite team in the National Football League.



America's Team



Packers Brand Dominates WI Sports



WAL = people who either Watch, Attend and/or Listen to the game

*Source: Scarborough
Research, 2012 - Release 2



We Are the Green Bay Packers

100,000+

Fans on Season Ticket Holder Waiting List

#1

Brand in all of Sports

Turnkey Sports and Entertainment Survey 2008

#1

Stadium Experience in NFL

ESPN The Magazine: Ultimate Standings 2012

#1

Overall NFL Franchise

ESPN The Magazine: Ultimate Standings 2012

#1

NFL Team Apparel Sales

NFL / NFL.com 2011

"One thing about the Packers it's a team with a great tradition, a great and a wonderful tradition. A glory that is the Packers has been developed for one thing only and that's pride."

- Vince Lombardi



There is a place, a very unique place. Where generations have come together on many Sunday afternoons. A brand born from a pride and tradition. Where our single minded goal is to preserve and carry on that legacy for years to come.

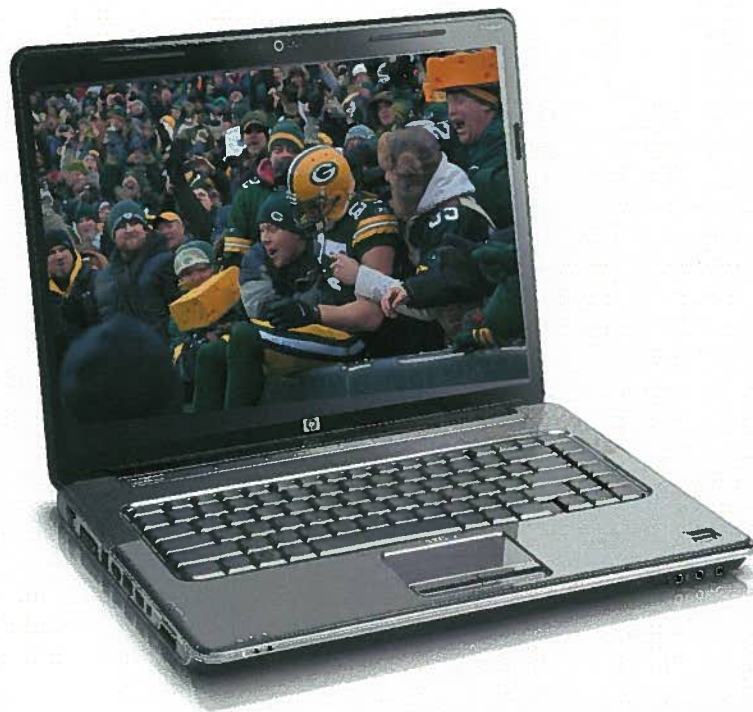
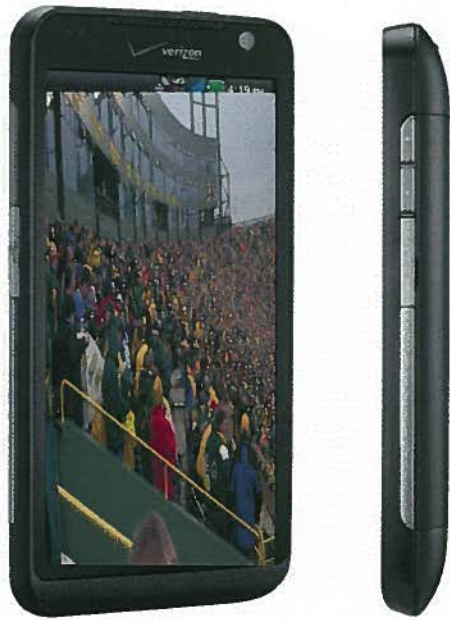


We ask you to be part of our proud tradition.



Pride. Teamwork. Glory. Tradition





Why Packers.com?

Let's look at our engaged,
growing, digital
audience.....



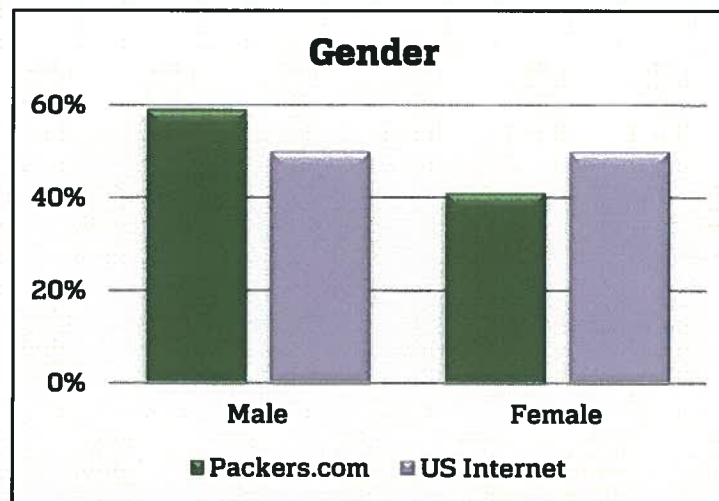
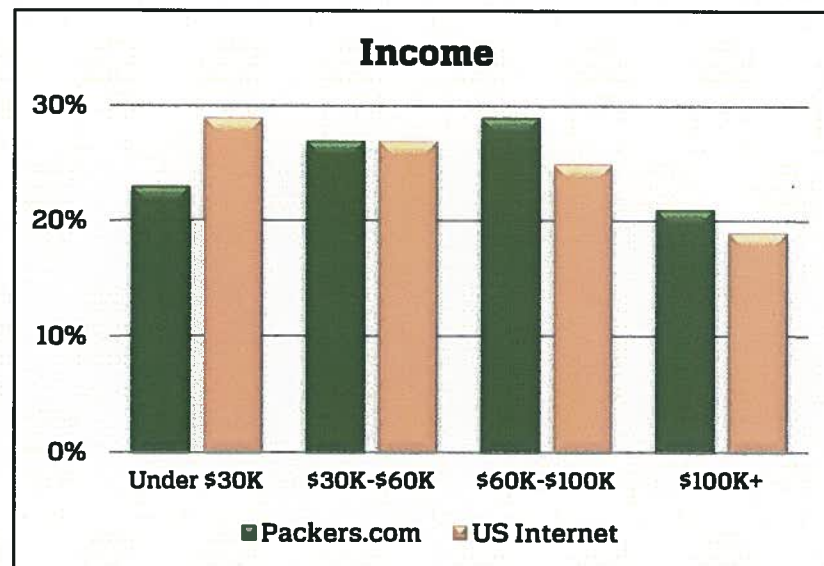
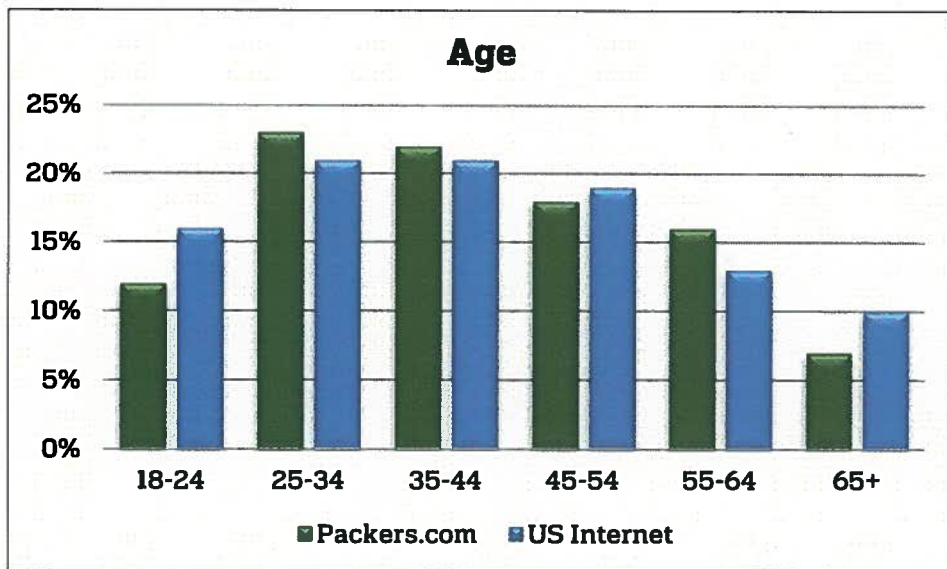
Key Metrics Packers.com

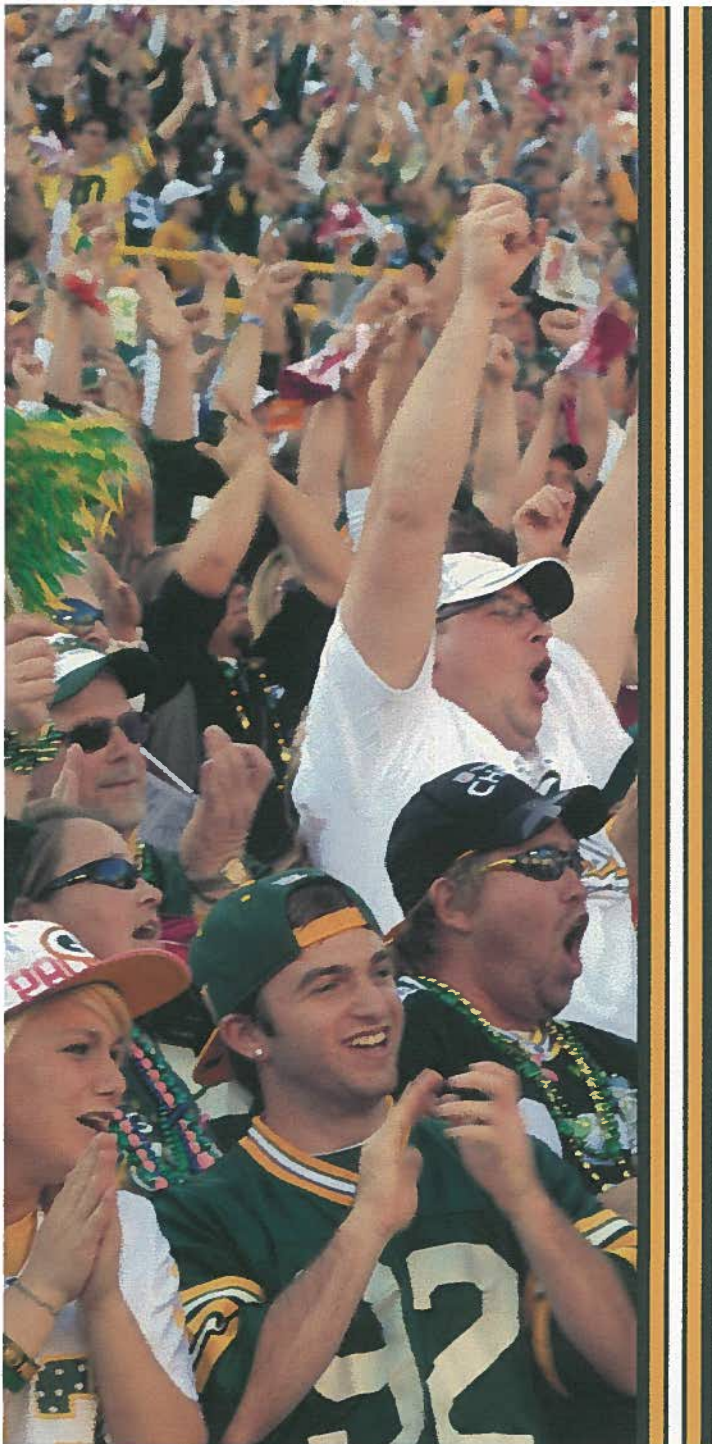
- #1 most visited website in the NFL.
- Consistent, quality traffic year long, peaking during football season
- Engaged audience:
 - Multiple page views per visit
 - Return multiple times per month
 - Average duration: 7 minutes
- Monthly Averages:
 - Visits 3.2 million
 - Unique Visitors 1.6 million (2.8m daily unique)
 - Page Views 9.4 million (annual averages - peaks during seasons and reduces post season)

The screenshot shows the Packers.com website homepage. At the top, there is a navigation bar with links for TEAM, NEWS & EVENTS, HISTORY, FAN ZONE, MEDIA CENTER, GAME DAY, COMMUNITY, TICKETS, FANTASY, and LANDFARM FIELD. Below this is a large banner for the 2013 Prospect Primer featuring Montee Ball, with the text 'MONTEE BALL WISCONSIN RB'. To the right of the banner is an 'askVIC' section with a 'QUESTION NOW' button and an 'OPINION' section. Below the banner is a social media bar with icons for Facebook, Twitter, and YouTube. At the bottom, there are sections for 'VIDEOS', 'BLOG', and a 'KOHL'S COUNTDOWN TO KICKOFF' timer showing 34 days, 06 hours, 31 min, and 47 sec remaining.



Packers.com Demographics





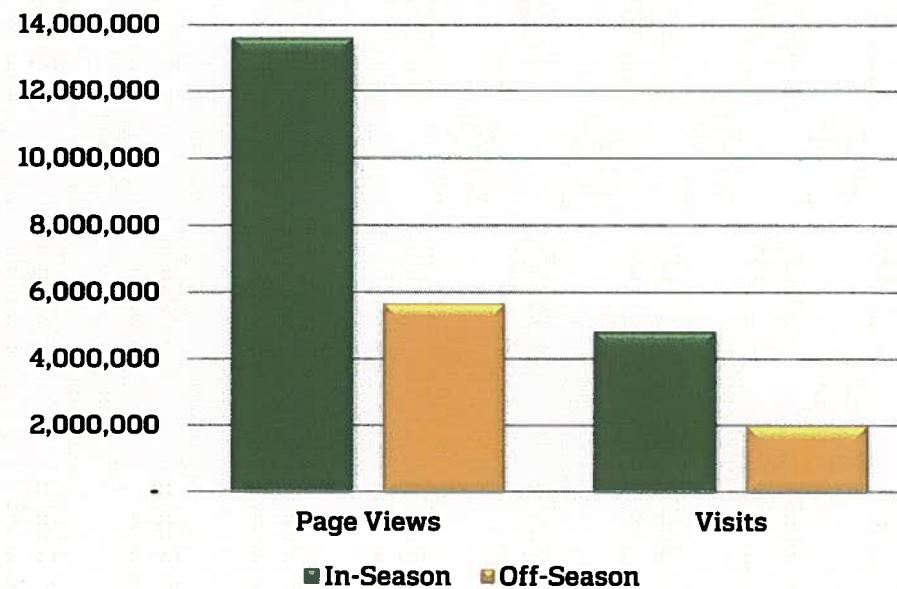
Packers.com Metrics

Throughout the season, approximately 30.28% of Packers.com visitors return to packers.com per month.

The average time fans spend on packers.com:

- In-Season: 6:53
- Off-Season: 7:03

Packers.com Per Month



Where does www.packers.com rank?

Besides being the #1 website in the NFL in terms of traffic, we also rank strong against local media sites. This chart compares unique visitors.

Information versus
Entertainment websites



Regional Media Comparison

	September 2011	December 2011	March 2012
	Season Kick-off	End of Regular Season	Dead Zone
JSONline.com	1,062,223	1,005,333	1,041,779
Packers.com	983,427	1,298,417	340,025
Fox Sports WI	471,190	567,303	346,997
Green Bay Press Gazette	375,665	414,715	355,601
ESPN Milwaukee	15,848	19,000	14,511
Cheesehead TV	13,451	12,703	7,119

Stats provided by Compete.com.

It is important to realize there may be a +/- 10% error margin, as it's a free service.



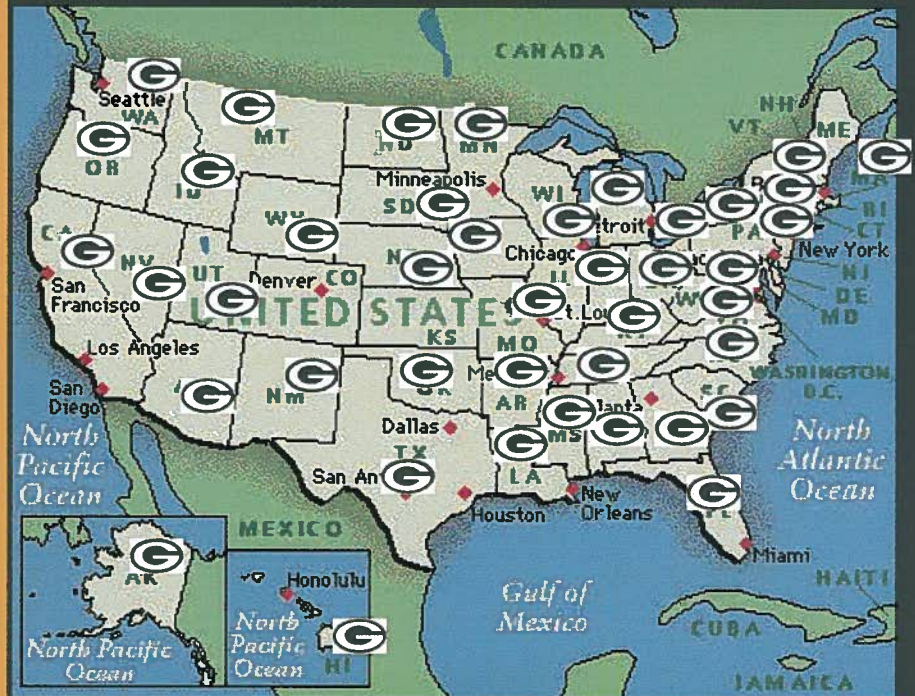
Packers.com Visitors are Everywhere....

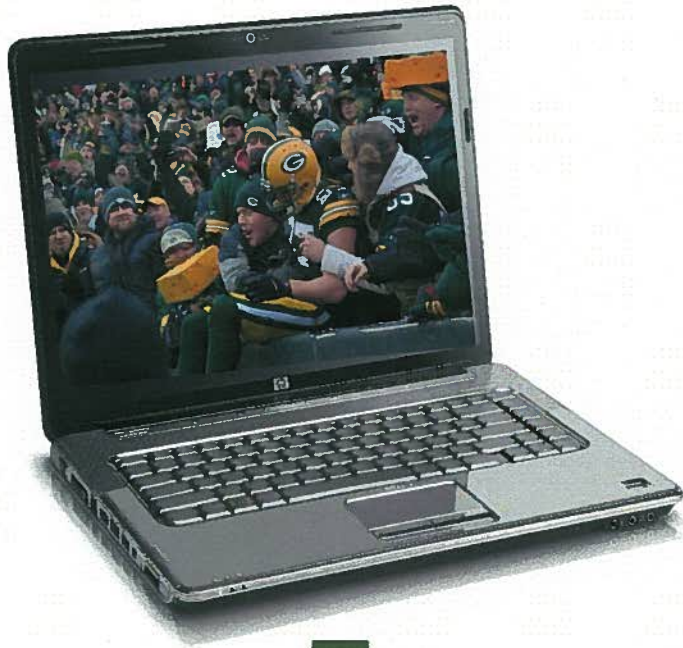
Packers.com has monthly visitors from all 50 states!

Top 10 states in 2012 Visiting Packers.com:

1. Wisconsin - 26%
2. California
3. Illinois
4. Minnesota
5. Texas
6. Florida
7. New York
8. Michigan
9. Ohio
10. Iowa

Geo-targeting can be available when applicable





*Connecting the
Right Digital
Solution to the
Right Partner....*



Social Media – the Audience

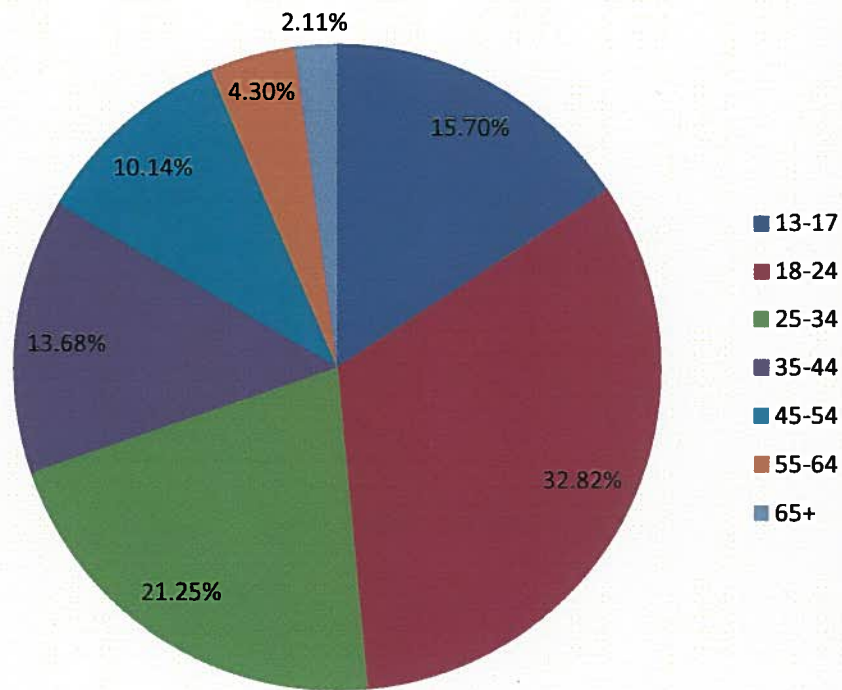
Who is the Social Media Audience?

- Over 434,000 followers on Twitter
- Over 3.4 Million fans on Facebook
- On a monthly basis, we reach 23,439,399 people through Facebook
- 316,467 people are talking about our Facebook content
- We have an engaged Social Media audience that we can connect and align with your brand
- Our engagement means we can help you enhance and grow your Social Media followers

Talk to your Sales Executive about customized social media opportunities for your business.....

The image displays two screenshots of the Green Bay Packers' social media presence. The top screenshot shows the Twitter profile for @packers, featuring the team's logo, a bio, and statistics: 11,541 tweets, 39 following, and 318,285 followers. Below the profile are several tweets, including one about signing rookie CB James Nixon and another discussing team leadership. The bottom screenshot shows the Facebook profile for Green Bay Packers, featuring a large photo of players in action, the team name, and navigation tabs for About, Photos, Gameday Chat, Videos, and Twitter. The profile also shows a post about a team leader poll and a section for friends.

Social Media – the Audience



Looking at monthly
Facebook averages,
over 54% of our
audience is 18-34 year-
old adults.

See chart reflecting audience
breakdown



Facebook Reward Program Sponsor

With almost 3.5 million followers, our Facebook audience is engaged with our content by Liking, Commenting and Sharing our posts daily. This program rewards the most loyal fans for this activity.

Average Reach: 170,092

Average Impressions: 412,953

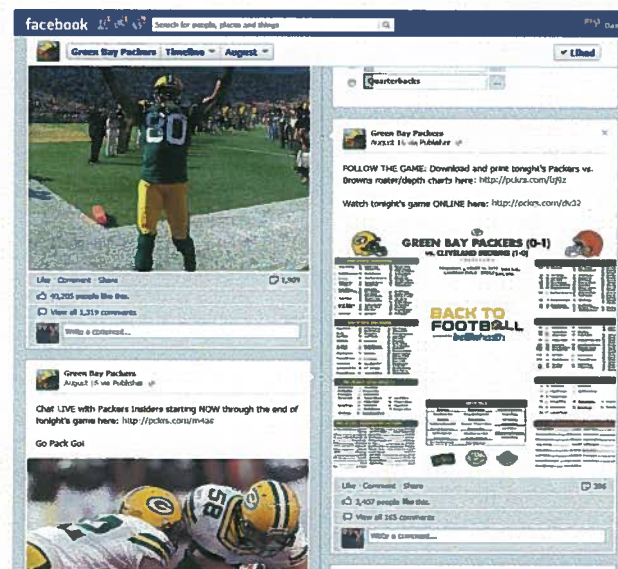
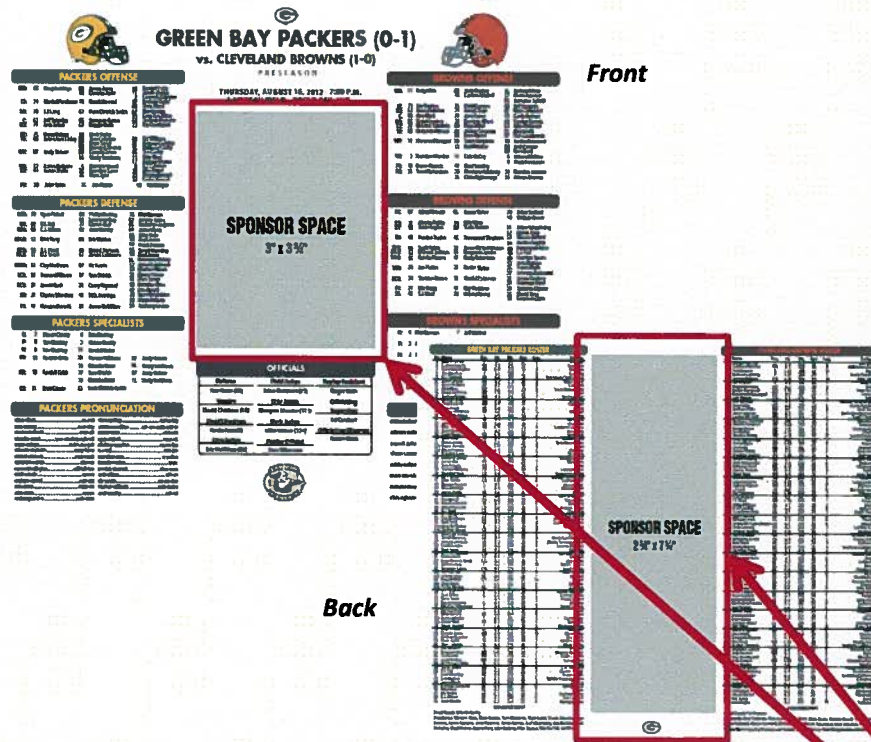
Inclusions:

- Exclusive Sponsorship of this program
- Co-branding pages on the heading of the application
- Logo/Branding on all posts within this application
- Logo can be linkable to your Facebook page
- Allows an ability to reward our fans for 'Liking' your Facebook page and grow your Social Media followers
- Ability to provide or sponsor all prizing for the program

Case Study Success: Current sponsor is Packers Everywhere, whose Social Media site grew by over 20%

The image displays two screenshots of the Green Bay Packers Facebook page. The top screenshot shows a post titled "THE DEPTH CHART" with a "Like this Green Bay Packers Post" button. Below the post is a "The Depth Chart Leaderboard" listing fan names and their like counts (e.g., Makayla Luce, Linda Busalacchi, Roberta Vandev...).

The bottom screenshot shows the "SHARING THE LOVE" rewards program sign-up page. It includes a "Join Now" button and a "Sign Up" link. Below this, it lists "Recent Winners" for "October Monthly Prizes - Packers Mini Helmet" and "October 14th Weekly Reward - New Era 9Forty Cap". It also displays "Current Rewards" including "Grand Prize - 2 Tickets + Sideline Passes".



Flip Card Sponsorship

- Printed Version: Distributed to the Press Box and 7,000 suite ticket holders
- Electronic Version: Posted on Twitter and Facebook, with printable version for download on www.packers.com
 - 54% of Packers' Facebook fans/followers are ages 18 - 34
 - First electronic posting reached over 704,000 people

Inclusions:

- Ad on front/back of electronic flip card for all Packers home games.
- Logo inclusion on printed version

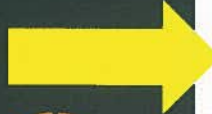


Music Fan Poll Sponsorship

Before each home Packer game during the 2012 season, we will be conducting a poll asking fans what song they would like to hear during the first game break. Poll will be conducted through Facebook and promoted through our e-newsletter, social media and in-game announcements.



PACKERS



The screenshot shows the Facebook profile for the Green Bay Packers. At the top, there is a search bar and a navigation menu. The main header features a large image of a Packers player in a green jersey (number 44) running with the ball, with a Vikings player in a purple jersey (number 3) tackling him. To the right of the image is the Packers logo and the text "23 FINAL 14". Below the header, the page name "Green Bay Packers" is displayed, along with "3,380,595 likes · 191,105 talking about this · 19,560 were here". There are buttons for "Liked", "Message", and a currency icon. Below this, there are several tabs: "About", "Photos", "The Depth Chart", "Rewards", and "Gameday Chat". A "Highlights" dropdown menu is visible. The main content area shows a post from "Green Bay Packers" dated "November 28" with a question: "Last home game, you picked 'Rock and Roll' by Led Zeppelin and we played it at Lambeau Field. For this Sunday's game, what song should we play at Lambeau Field for the Packers vs. Vikings?". Below the question is a list of four song options, each with a radio button and a three-dot menu icon: "Cruise - Florida Georgia Line", "Some Nights - Fun", "What I Like About You - The Romantics", and "Good Hearted Woman - Willie Nelson". To the right of the post, there are statistics: "153 Friends Connected to Green Bay Packers", "152 friends like this.", and "3 friends were here". There are also several small thumbnail images of fans and a "LIVE CHAT" button.

Music Fan Poll Sponsorship

The poll has an average reach of over 711,000 people with 11,000 people talking about it (voting, commenting and/or sharing).

Results are announced over the PA and on the video board during the game as an intro to the song (shown as UPS promotion below)

LAMBEAU FIELD

G 10 3 TOL 3 7 10:45 DOWN 1 TO GO 10 BALL ON 21 QTR 2ND

DIGIORNO
IT'S NOT DELIVERY.
IT'S DIGIORNO.

ups YOU SAY IT WE PLAY IT

PACKERS.com

TEAM COMPARISON

MIN	STATISTICS	GB
6	First Downs	7
76	Total Net Yards	136
40	Net Rushing	30
36	Net Passing	106
2-10	Penalties	1-10
0	Fumbles	0
0	Interceptions	0
8:12	Time of Poss	10:11

verizon **mitsubishi electric** **DIAMOND VISION** **ONEIDA NATION**

Music Fan Poll Sponsorship

Sponsorship Inclusions:

- 'Sponsored by' text listing next to Social Media posts regarding poll (includes both the post and the results)
- Sponsor mention during in-game blog on www.packers.com (receives about 12,000 page views on game day)
- Sponsor will have logo in promotional banner on pre-game e-newsletter which is distributed to 200,000 fans
- Logo on in-game graphics, shown on scoreboard, when song plays
- 'Sponsored by' audio on PA announcement as song is about to play

Season rate: \$30,000

Division Matchup - Get Ready for Packers vs. Vikings
 Trouble viewing this email? [Webinar](#)



PACKERS
vs. Vikings

Sunday, December 2
 Noon Kickoff
 Game presented by:
ticketmaster
 The Official Ticket Exchange of the NFL

EVERYTHING
 You Need to Know About
 Gameday at Lambeau Field!

CLICK HERE!

GETTING READY FOR THE GAME...

Share the Spirit. **PACKERS vs. Vikings PREVIEW** **SECURITY CARRY-INS & GATES** **FREE Green Bay Metro Bus Service**
 SHOP NOW PACKERS PRO SHOP To and from the game!

DON'T MISS ON GAMEDAY!

TOYS FOR TOTS COLLECTION **Anthem & Flyover** **FREE TAILGATE ZONE** **Play60**
 GAMEDAY TAILGATE PARTY! Come Warm Up!

festival of lights **Vernon Biever THE MAN BEHIND THE CAMERA** **YOU SAY IT. WE PLAY IT.**
 Saturday, December 1, 2012 **CLICK HERE** Vote on a song to play next gameday! **GO NOW**

Forward To a Fan



Packers Everywhere

Packers Everywhere is a fan-engagement website and mobile app with a purpose of bringing Packers fans together to watch games at their local establishments every Sunday.

The site focuses on helping the team build even stronger relationships with its fans by on the fan experience, encouraging users to upload photos, tell stories, and share their Packers obsession.

No matter how far they are from Wisconsin, Packers fans now have a direct way to engage and connect with each other



The screenshot shows the Packers Everywhere website interface. At the top, there is a navigation bar with the Packers Everywhere logo on the left and a promotional banner for "Relive Every Packers Game Online in Commercial Free HD" with a "BUY NOW" button. Below the navigation bar is a main heading "JOIN PACKERS FANS. WATCH THE GAME." with input fields for "email address" and "zip code", a "JOIN US" button, and social media links for Facebook and Twitter. A secondary navigation bar includes "FIND BARS & EVENTS", "STORIES", "MOBILE APP", "ABOUT", "PHOTO GALLERIES", and "FOR BABY". The main content area features a large banner for the "PACKERS EVERYWHERE ONLINE COOKBOOK" with "OVER 100 RECIPES FROM PACKERS FANS EVERYWHERE". Below this banner are two buttons: "CHECK OUT PACKERS FAN RECIPES" and "SUBMIT YOUR OWN RECIPE". To the right of the main content is a vertical sidebar with a "Relive Every Packers Game Online in Commercial Free HD" banner and a "BUY NOW" button. At the bottom of the main content area, there are three smaller promotional tiles: "FOOD WHERSE TO WATCH GAMBS", "VISIT THE PACKERS PRO SHOP", and "RENEWED GLORY. GET IT WHERE THE PROS SHOP". The bottom of the page features a large "G" logo.

Packers Everywhere



- 197,600+ fans registered so far on PackersEverywhere.com website
- 71,000+ submitted fan entries (photos, stories and content suggestions)
- 1,800+ registered bars/restaurants that are "Official Packers Everywhere" establishments
- 29% of bars have logged in and continue to update their profiles/offerings for Packers fans
- 500,000+ bar/event searches since inception on 8/1/2011 (this is through only four games)



Packers Everywhere

Partnership Opportunities Include:

- Mobile APP sponsorship – over 49k downloads
- Social Media – over 33k Facebook followers
- Eblasts – banners and dedicated emails (average open rate is 45% and CTR is 23%, well above industry averages)
- Customizable contest sponsorships – engage your brand with our fans
- Impressions on website
- Video pre-roll ads



The screenshot displays the Packers Everywhere website interface. At the top, there is a navigation bar with the following elements: a 'Relive Every Packers Game Online in Commercial Free HD' banner with a helmet icon; a 'GAME REWIND BUY NOW' button with a 'DON'T MISS A MOMENT' tagline and 'Get the Packers App' link; a 'JOIN PACKERS FANS. WATCH THE GAME.' section with input fields for 'email address' and 'zip code', a 'JOIN US' button, social media icons for Twitter and Facebook, a 'PACKERS.COM' button, and a 'LOG IN USING FACEBOOK' button. Below the navigation bar is a menu with links for 'FIND BARS & EVENTS', 'STORIES', 'MOBILE APP', 'ABOUT', 'PHOTO GALLERIES', and 'FOR BARS'. The main content area is titled 'PACKERS FANS PHOTO ALBUMS' and includes a 'SCROLL DOWN TO SEE MORE ALBUMS' prompt. A large photo gallery is featured, showing a wedding party with a bride and groom, and a play button icon overlaid on the image. To the right of the gallery is a sidebar with several interactive buttons: 'JOIN THE TEAM', 'SUGGEST A BAR', 'PASS IT ON', 'FIND UPCOMING EVENTS', and 'SHARE YOUR PACKERS STORY'. Below these buttons is an 'INVITE YOUR FRIENDS' section with social media share counts for Facebook (100) and Twitter (104). At the bottom right of the sidebar, there is a 'Relive Every Packers Game Online in Commercial Free HD' banner with a helmet icon. The bottom of the page features a large 'G' logo.

Internet Advertising Variety of Ad Units

In 2012, Packers.com averaged over 1.6 million unique visitors per month.

Inclusions:

- Determined quantity of impressions served during the season, the year, or a designation period of time. Ad units available (only some pictured):
- 160x600
- 160x150
- 728x90
- 300x250
- 300x100



All artwork for website use to be provided by COMPANY and is subject to the approval of the Green Bay Packers marketing department.

The screenshot shows the Packers.com homepage with a large featured article titled "10 things Packers have to do to beat the Broncos". Other visible elements include the "askVIC" sidebar, a "BOB HOPE" advertisement, and various navigation links like "TEAM", "NEWS & EVENTS", and "TICKETS".

This screenshot shows the Packers.com homepage with a large featured article titled "Rodgers wins MVP, excited about future". The article includes a photo of Aaron Rodgers and a sub-headline "Rodgers wins MVP, excited about future". Other elements include the "askVIC" sidebar, a "KOHLS COUNTDOWN TO KICKOFF" banner, and various navigation links.

This screenshot shows the Packers.com homepage with a large featured article titled "10 things Packers have to do to beat the Broncos". The article includes a photo of Aaron Rodgers and a sub-headline "10 things Packers have to do to beat the Broncos". Other elements include the "askVIC" sidebar, a "KOHLS COUNTDOWN TO KICKOFF" banner, and various navigation links.

Purchase your **PACKERS STOCK** here.

Current Mega Millions Jackpot \$32 Million
Click here for game details

From the Packers
Official
Tour Company!

Digital Advertising – Video Pre roll Ads

COMPANY could receive (determined quantity) video pre-roll impressions, geographically targeted to the most relevant region(s)

Example Inclusions:

- (Determined Quantity) video pre-rolls, 15 seconds long
- (Determined Quantity) (300x250) ads running below the video and remaining on the page the entire time the video is playing
- Video skin ad surrounding video player box
- Video pre-roll ads are the highest performing ad unit on www.packers.com
- COMPANY is responsible for ad creative



Static video skin to border the video player

Your 15 second video that plays before ours

300x250 ad to run during the duration of both your pre-roll and our video

The screenshot shows a video player on the DIGIORNO website. The video title is "VIDEO ASK VIC". The video content features a man in a kitchen setting, likely the "Video Ask Vic" mentioned in the text. The video player is framed by a "BE GAME DAY READY!" skin. Below the video player is a social media sharing bar with options for "AUTO PLAY", "Like", "Send", "Tweet", and "G+". Below the sharing bar is a "WATCH" section with a "POP-OUT PLAYER" and "DOWNLOAD AUDIO" option. The article below the video is titled "Video Ask Vic: Take care of your cap" and is dated "Posted: Mar 6, 2013". A 300x250 advertisement for DIGIORNO is visible at the bottom right of the page, with the text "FRESH-BAKED TASTE. THAT DESERVES A LAMBEAU LEAP."

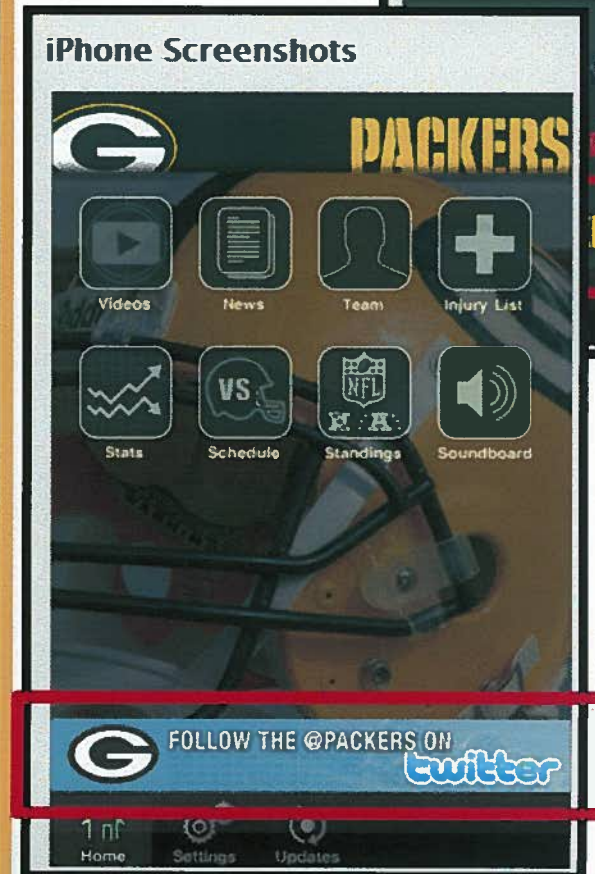
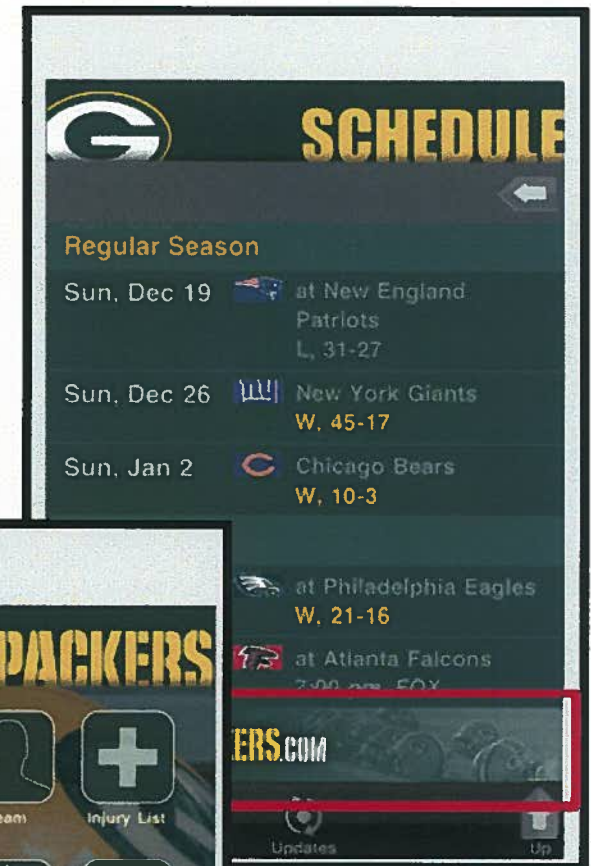
Packers Mobile Application

The Packers new Mobile Application allows fans to connect with Packers content 24/7. The app includes up-to-date Packers news, stats, video and more.

- 688,000+ downloads as of October 2012
- Average monthly page views: Over 7,700,000 million
- Case Study 1: Meguiar's ads received 12,728 clicks in just a three-week window
- Case Study 2: Wisconsin Milk Marketing Board ran a ticket promotion for 2 months and received over 56,000 clicks and 30,000 email entries!

Inclusions:

- Ad placement on the Packers Mobile App
 - COMPANY would received 2/3 of all mobile impressions. Will rotate between Pro Shop ad so no other advertisers will run during this promotional period



Home Page Banner

Capture the Green Bay Packers fans' attention in a unique way by taking over a premium position on the homepage for an entire day. A great way to make a big marketing splash to push a product or service.

Inclusions:

- Take over the homepage for one entire day with the 960x61 ad unit in the center of the page
- Exclusive to one advertiser (for one day) per week
- Average daily page views is over 117,000



The image shows a screenshot of the Green Bay Packers website homepage. A large yellow arrow points from the text on the left to a banner advertisement on the website. The banner is for a live event titled "A Night With Herb Adderley & Dawn Robinson" on Thursday, November 23, 2011, at 6PM - 8PM in Lambeau Field. The banner includes the text "LAST CHANCE! RESERVE YOUR TICKET TUESDAY FOR THIS LIVE EVENT!". The website background features a red background with a repeating Verizon logo pattern. Other visible content includes a "G" logo, "Madden" game promotion, "askVIC" section, "Kohl's Countdown to Kickoff", "Green Bay Packers Extra Points Credit Card \$200 Cash Back", and "Hot Topics" section.

Homepage Wallpaper

Have the opportunity to be exclusive to the homepage of www.packers.com with a premium ad placement. Homepage averages 120,000 page views in one day. Make a big impact and push on a product or service!

Ad unit is the 'Wallpaper' which encompasses the entire background of the homepage. One portion on each side is clickable to your web site. A high impact ad with unique creative offerings.

Take over the wallpaper for an entire day!
Exclusive to one advertiser (for one day) per week.



verizon

CHECK OUT THIS SEASON'S LATEST 4G LTE SMARTPHONES

verizon

iPhone 5

The biggest thing to happen to iPhone since iPhone.

Buy Now

Buy Now

GIVE THE GIFT OF MADDEN ON THE PS3 SYSTEM.

TICKET CENTER

askVIC

HERB ADERLEY, DAVE ROBINSON RETURN TO LAMBEAU

LAST CHANCE: RESERVE YOUR TICKET TUESDAY FOR THIS LIVE EVENT!

A Night With Herb Aderley & Dave Robinson

VIDEOS

BLOGS

KOHL'S COUNTDOWN TO MADDEN

GREEN BAY PACKERS EXTRA POINTS CREDIT CARD \$200 CASH BACK

2X BENEFITS

4G ANNUAL FREE

4G ANNUAL FREE

4G ANNUAL FREE

INSTANT REPLAY

INSTANT REPLAY

INSTANT REPLAY

Premium Ad Placement

Chip Ad

- Located on the top of the home page and all interior pages of www.packers.com
- Highest ad unit above the fold, available for purchase
- Sold by the impression
- Great way to make a product/promotional push or give your brand a strong digital presence



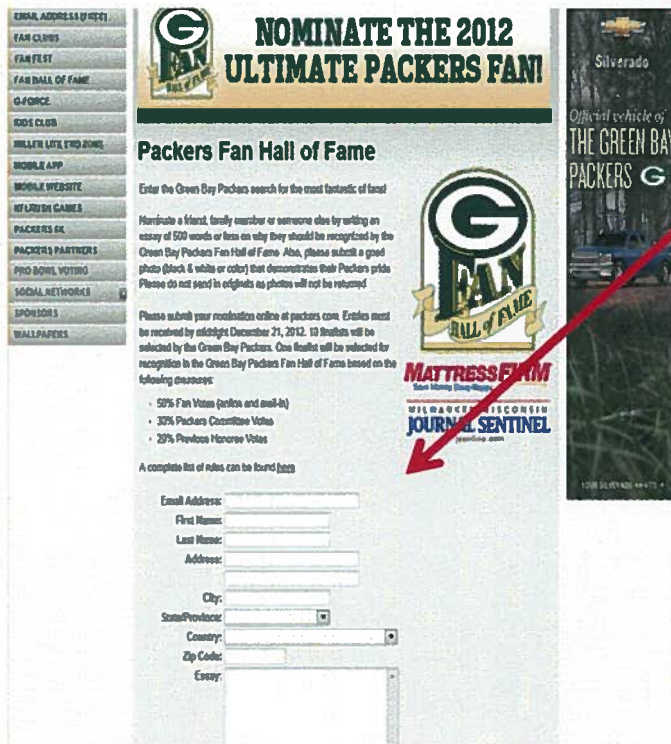
A screenshot of the Green Bay Packers website home page. A red arrow points from the 'Premium Ad Placement' text to a red-bordered box in the top right corner. This box contains the 'TICKET CENTER' advertisement, which includes links for 'BUY PACKERS ACCOUNT', 'GROUP TICKETS', 'CHECK/PLAN SEATING', 'SINGLE-GAME TICKETS', 'SEASON TICKETS', and 'BUY A SELL TICKETS'. Below the ad, the website header features the Bridgestone logo with the text 'WHEN PERFORMANCE IS ON THE LINE' and 'SEE THE TIRES'. The main navigation bar includes 'TEAM', 'NEWS & EVENTS', 'HISTORY', 'FAN ZONE', 'MEDIA CENTER', 'GAMEBAY', 'COMMUNITY', 'TICKETS', 'FANTASY', and 'LAMBEAU FIELD'. The main content area shows a photo of a player with the number 77 and a headline: 'Jake Long tops crop of free-agent tackles'. To the right, there is an 'askVIC' section with a 'QUESTION NOW' button and an 'OPINION' article titled 'CONOR HAS DECIDED ON A WORD'. At the bottom, there are social media icons for Facebook, Twitter, and Google+, along with a 'VIDEOS' section, a 'BLOG' section, and a 'KOHL'S COUNTDOWN TO KICKOFF' timer for the NFL Draft.



Digital – Contest Development Page

VALUE: The Green Bay Packers can create and host a 'Contest' page that can help you capture email addresses and promote your current offers or contests.

- Page would look similar to this: http://nfl.packers.com/fan_zone/contests/badger_mutual_essay_contest/ but would include fields for a user to 'Enter' your ticket contest, and provide their name and email address. You would have an icon here
- We would create and host the page on our website here: <http://www.packers.com/fan-zone/contests.html>
- Your digital ads could link to this page and users could also come to it on their own. You can find this page under 'Fan Zone', then 'Contests'
- We can help manage the database and provide you emails on a weekly or monthly basis
- You can also drive traffic to this page off your website and your social media site to help encourage even more entries. ***Entries ultimately are sales leads for future business!***
- Examples: Contest, offers associated with the game, Enter to win...



Email

With 250,000 subscribers to our e-newsletters, we have a unique ability to connect you with this engaged email audience.

- Open Rate: 25.3% unique opens
- Click Through Average: 7.5% (unique clicks)
- Both are above industry averages

Opportunities:

- Banner ads
- Personalized, dedicated promotional offer to our email distribution list
(with the approval of the marketing department; offer has to be in-line with Packers brand)



The screenshot shows the Green Bay Packers website homepage. At the top is the Packers logo and navigation menu. A large article features Aaron Rodgers with the headline "Rodgers says Packers 'going to be ready'". Below this are several smaller articles and advertisements, including one for Penske truck rentals and another for Arians. The bottom of the page features a large Packers logo.

Exclusive Offer to E-Newsletter Subscribers – E blast

Inclusions:

- **(Determined Quantity) email offer that the Packers would send out on General Mill's behalf to the e-newsletter subscribers who opted in for Packer partner offers.**
- **Dates TBD that makes most sense and is in line with your marketing strategy.**
- **Email list includes about 210,000 emails as of today (this is the number of our subscribers who opted in to receive partner offers)**
- **Email should include details regarding an exclusive offer from your client**
- **Availability exists during the off season**

Your customer is responsible for providing any company logos and all text to be included in the email. Packers will proof and create the email with our branding. Final proof will be sent to you for review and proofing.



Customized Opportunities

The Green Bay Packers like to customize marketing opportunities that make the most sense for each partner.

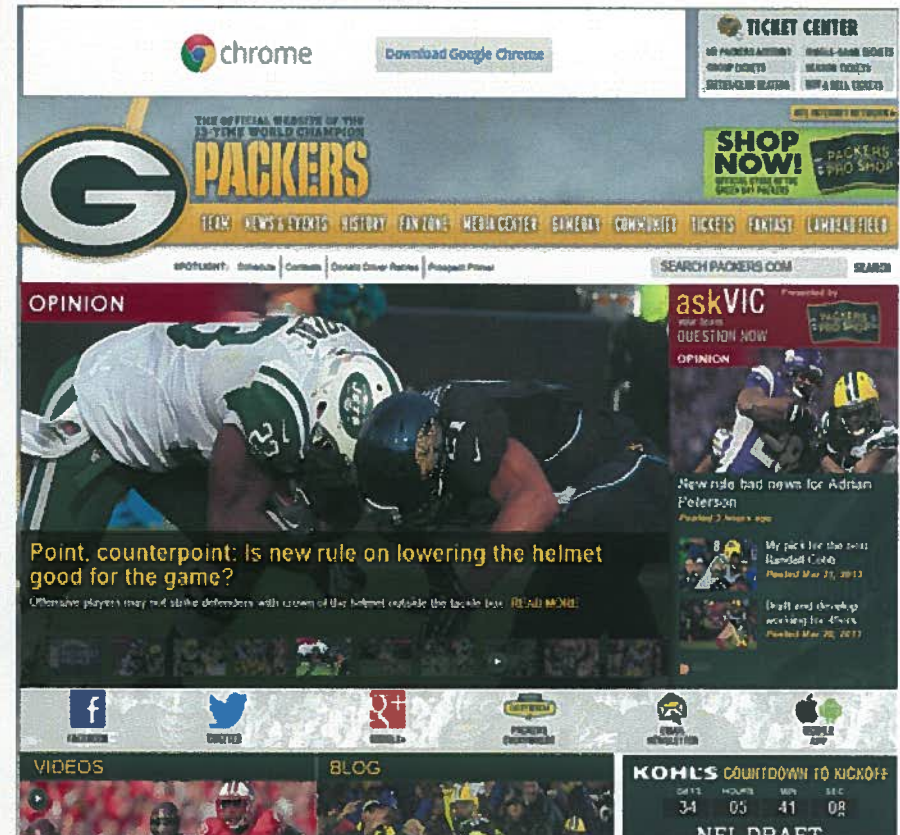
We can fit a variety of budgets

We can target locally, regionally and nationally

We will help show you ROI

No matter who your target audience is; we have a creative way to help you connect with them.

Bring us your ideas or bring us your marketing goals and let's find the right solution for you...



2013 GREEN BAY PACKERS OPPONENTS

HOME GAMES:



AWAY GAMES:



THANK YOU!

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