



THE OKLAHOMAN
MEDIA COMPANY

The Oklahoman's All-City Prep Sports Awards

The Oklahoman's All-City Prep Sports Awards

C A M P A I G N D E T A I L S

Best Use of an Event to Build a News Brand
Group 1/Local, Regional Brands

Excerpt:

The Oklahoman created and executed a once-in-a-lifetime awards experience for outstanding high school athletes, headlined by five-time NFL MVP, Peyton Manning. With 1,200 attendees, this marks the largest awards event in Oklahoma City, recognizing 528 athletes from over 100 high schools across 12 sports. In fact, our male-athlete-of-the-year, Trae Young, is a current super-star in college basketball which helps continue to build awareness for our event. Finally, our event contributed to our community as we selected a non-profit beneficiary, Fields & Futures, to receive a donation from the proceeds.

Challenge:

Our challenge was to help raise awareness of the importance of high school athletics to our community because national statistics show students involved in organized athletics experience better grades, better attendance, higher graduation rates, and have a higher sense of self-worth and better social skills than non-participants.

Objective:

The primary objective was to sell sponsorships and tickets to the event in an effort to bring in new revenue for our company. Our secondary objective was to create an event that would be a once in a lifetime experience for outstanding high school athletes at the biggest sports awards event in the history of the Oklahoma City metro area. Our final objective was to promote our award-winning sports coverage as being the most comprehensive in the state of Oklahoma.

Campaign:

We developed a multi-media marketing campaign, designed to create excitement around sports and entice friends and family members of winning high school athletes and the general public to purchase tickets to our event. We hired Five-Time Super Bowl MVP, Peyton Manning as our keynote speaker. Our campaign included print and digital ads, TV and radio spots and social media. These channels provided brand awareness for The Oklahoman, event promotion and brand exposure for our sponsors.

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Results:

- Our event created huge gains in brand favorability for our sponsors, including a 61% increase for our title sponsor, national brand Braum's Ice Cream and Dairy Stores.
- In addition, our post-event research demonstrated that the event significantly improved brand favorability for The Oklahoman with 66% of attendees saying they viewed The Oklahoman more favorably following the event.
- Satisfaction for the event was enormous as well. In fact, 96% of attendees were pleased with the event and 95% of attendees said they would recommend the event
- Attendee quotes included:
 - o "The Oklahoman's All-City Prep Sports Awards was an amazing event that blew past all my expectations!" – Diana Jones
 - o "We loved the awards banquet! Everything about it was well done – from the decorations and food to the speakers and award presentations." – Laura Callahan
 - o "The evening was wonderful. Enjoyed seeing all the athletes together in such an inspiring atmosphere. Peyton Manning was a great speaker. Thank you for having such a wonderful event!" – Benny Coleman
- Campaign Metrics
 - o 58,998 page views
 - o 47,592 unique page views
 - o 2:14 avg time on site
 - o CTR for digital ads, Facebook ads, LinkedIn ads and email exceeded industry benchmarks (HubSpot, WordStream, LinkedIn, MailChimp) by 244%, 83%, 170% and 248% respectively.
 - o The Oklahoman's Facebook followers grew by 37%

The Oklahoman's All-City Prep Sports Awards

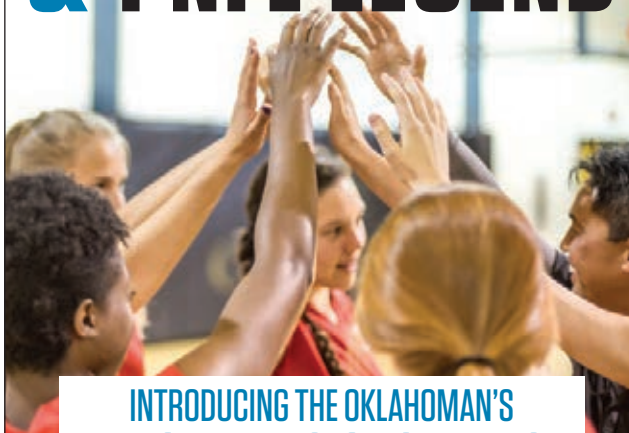
P R I N T A D S

P R I N T A D S O V E R V I E W

The Oklahoman's All-City Prep Sports Awards

F U L L P A G E P R I N T A D

528:100⁺:12
ATHLETES : SCHOOLS : SPORTS
& 1 NFL LEGEND



INTRODUCING THE OKLAHOMAN'S ALL-CITY PREP SPORTS AWARDS

JUNE 15, 2017 | 6 PM | COX CONVENTION CENTER

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FEATURING
KEYNOTE SPEAKER

**PEYTON
MANNING**

LEGENDARY
QUARTERBACK



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HONORING ONE METRO'S PREMIER HIGH SCHOOL ATHLETES

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OKLAHOMA CITY

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COX

MTM
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Loves

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GRRRL POWER!



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F U L L P A G E P R I N T A D

HIT IT THROW IT
SWIM IT
PITCH IT
CATCH IT
RUN IT BLOCK IT
SHOOT IT PIN IT
SINK IT KICK IT
WIN IT ACE IT

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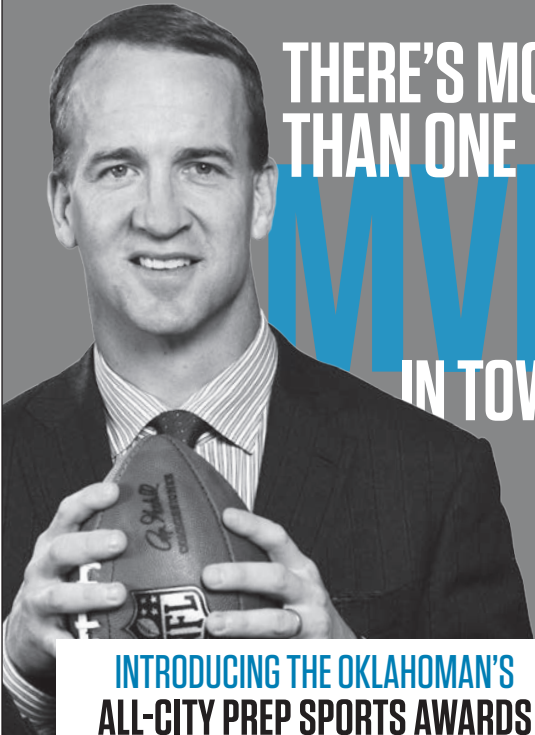
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**HELP US CELEBRATE OKC'S
OUTSTANDING ATHLETES!**

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Progression Ad - Page 1

**JOIN NFL MVP
PEYTON MANNING
& OVER 500 OF OKC'S
BEST HIGH SCHOOL ATHLETES
FOR DINNER & AWARDS**

COMING JUNE 15, 2017
COX CONVENTION CENTER

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Progression Ad - Page 2

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THANKS THESE GREAT
COMPANIES FOR
SUPPORTING HIGH
SCHOOL ATHLETIC
EXCELLENCE



BancFirst • Boomer Kia • Brand Talkers • OKC Energy
Turner Oil & Gas • United States Coast Guard • Bank of Oklahoma
John Marshall High School Foundation
Oklahoma Employees Credit Union • ONE Gas
VI Marketing and Branding



The Oklahoman's All-City Prep Sports Awards

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528 100+ 12 & 1 NFL LEGEND
ATHLETES SCHOOLS SPORTS

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LEGENDARY QUARTERBACK

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FRESH UP!**

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100+
HIGH
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12 SPORTS
& 1 NFL
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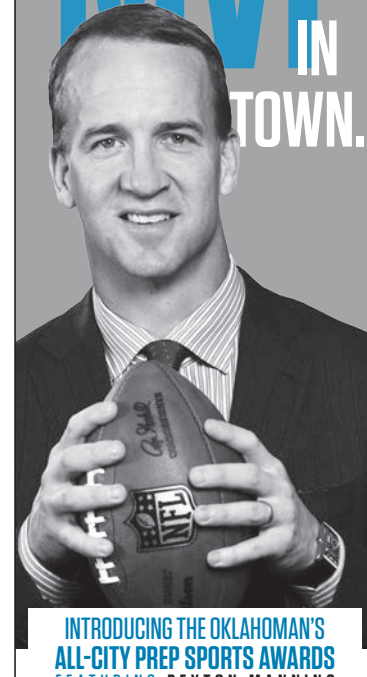
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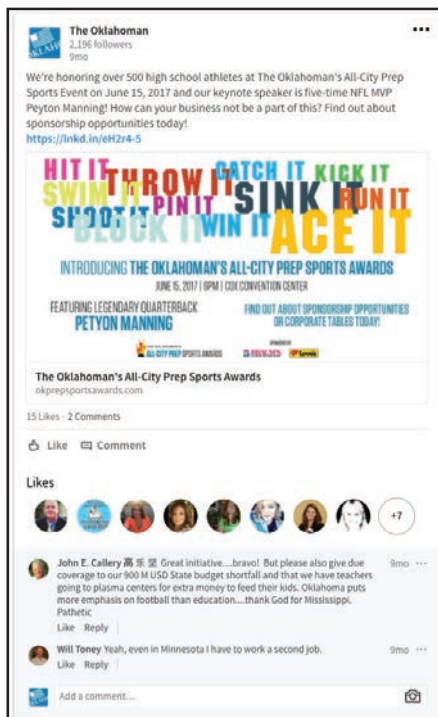
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The Oklahoman's All-City Prep Sports Awards

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Introducing The Oklahoman's All-City Prep Sports Awards
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WHAT HAPPENS WHEN YOU COMBINE
528 **100⁺** **12**
ATHLETES SCHOOLS SPORTS
& 1 NFL LEGEND?




INTRODUCING
**THE OKLAHOMAN'S ALL-CITY
PREP SPORTS AWARDS**

THURSDAY, JUNE 15, 2017 | VIP RECEPTION 5PM
DINNER 6PM | COX CONVENTION CENTER




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The Oklahoman's All-City Prep Sports Awards

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The Oklahoman's All-City Prep Sports Awards
Helping leaders inspire the crowd! Meet & greet your heroes! - Pictured On a Field!



Introducing The Oklahoman's All-City Prep Sports Awards

June 15, 2017 | 6PM | Cox Convention Center

High school sports is not only empowering for young women, it helps prepare them for future success.

That's why we're proud to introduce The Oklahoman's All-City Prep Sports Awards, created to recognize and reward some of the OKC Metro's most accomplished female and male high school athletes.

From some NFL, even Peyton Manning will also be on hand to headline the event.

Fields & Futures, a local organization dedicated to getting more kids involved in sports, has been named beneficiary.

How can your company get involved?
Just call 405.475.3773 to reserve a corporate table or visit our website to purchase your ticket today!

**FEATURING KEYNOTE
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Introducing The Oklahoman's
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June 15, 2017 | 6PM | Cox Convention Center

What do you get when you combine 528 high school athletes, more than 100 high schools, 12 sports and once the-time NFL MVP?


You get The Oklahoman's All-City Prep Sports Awards Event, created to recognize the Metro's most accomplished high school athletes for their on-field success, academic achievement and community influence.

Five-time NFL MVP Peyton Manning will be on hand to headline the event.

Fields & Futures, a local organization dedicated to getting more kids involved in sports, has been named beneficiary.


How can your company get involved? Just call 405.475.3771 to reserve a corporate table or visit our website to purchase your ticket today!

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The Oklahoman's All-City Prep Sports Awards

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**MEET TODAY'S
CHAMPIONS
& TOMORROW'S
LEADERS**

**Introducing The Oklahoman's
All-City Prep Sports Awards**

June 15, 2017 | 6PM | Cox Convention Center

Research shows kids who participate in sports are more likely to stay in school, achieve better grades, graduate and become more productive adults.

That's important to our community and that's why we're proud to introduce The Oklahoman's All-City Prep Sports Awards Event. Six of the OKC Metro's most accomplished high school athletes will be recognized for their on-field success, academic achievement and community influence.

Five-time NFL MVP Peyton Manning will also be on hand to headline the event.

Fields & Futures, a local organization dedicated to getting more kids involved in sports, has been named beneficiary.

How can your company get involved?
Just call 405.475.3771 to reserve a corporate table or [visit our website](#) to purchase your ticket today!

**FEATURING KEYNOTE
SPEAKER**

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MANNING**

**LEGENDARY
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AWARDING ONE OF THE TOP 100 HIGH SCHOOL ATHLETES



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Introducing The Oklahoman's
All-City Prep Sports Awards

June 15, 2017 | 6PM | Cox Convention Center

With 528 high school athletes, more than 100 schools, 12 sports and one five-time NFL MVP, The Oklahoman's All-City Prep Sports Awards Event is OKC Metro's biggest-ever sports awards event.

Five-time NFL MVP Peyton Manning will also be on hand to headline the event.

Fields & Futures, a local organization dedicated to getting more kids involved in sports, has been named beneficiary.

How can your company get involved? Just call 405.475.3771 to reserve your corporate table or [visit our website](#) to purchase your ticket!

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THE OKLAHOMAN'S
ALL-CITY PREP SPORTS AWARDS

CONSIDERING ONE METHOD OF PEPPER HIGH SCHOOL, ATHLETES

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The Oklahoman's All-City Prep Sports Awards

E M A I L B L A S T

Ever dreamed of having dinner with Peyton Manning? Well...
Having dinner meeting this crowd? [Watch it in your dreams](#) - [Reserve to a friend](#)



**Introducing The Oklahoman's
All-City Prep Sports Awards**
June 15, 2017 | 6PM | Cox Convention Center

Join Peyton Manning and more than 500 high school athletes for The Oklahoman's inaugural All-City Prep Sports Awards, OKC's biggest sports awards event ever!

We're recognizing the Metro's most accomplished athletes for their on-field success, academic achievement and community influence. Help us honor these amazing kids by reserving a corporate table or by purchasing your ticket today — dinner will be served!



**HELP US CELEBRATE THESE
OUTSTANDING HS ATHLETES.**

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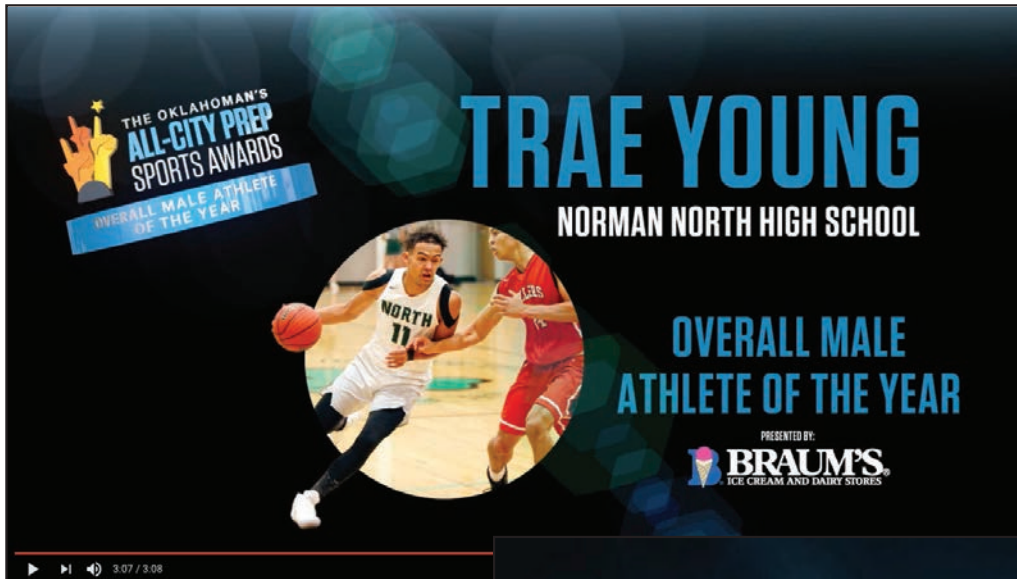
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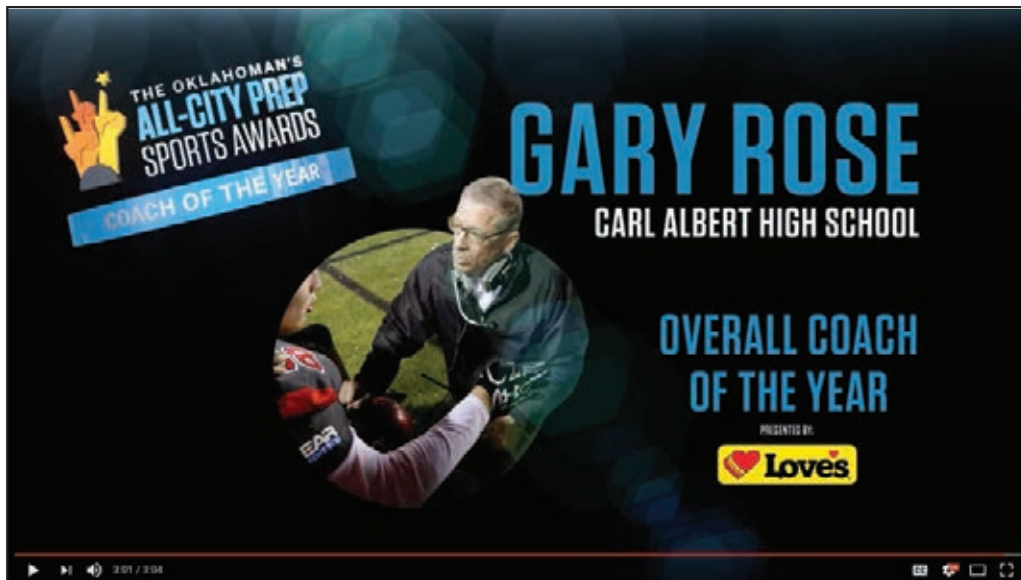
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WHAT HAPPENS WHEN YOU COMBINE

528 ATHLETES,
100+ HIGH SCHOOLS,
12 SPORTS AND
1 NFL LEGEND?

Find Out Inside!

The Oklahoman's All-City Prep Sports Awards

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The Oklahoman's All-City Prep Sports Awards

I N V I T A T I O N S



Front Side - Gold Foil Press



Back Side - Gold Foil Press

The Oklahoman's All-City Prep Sports Awards

I N V I T A T I O N S



Dear Name,

High school athletics are an important part of life in Oklahoma. National statistics show students involved in organized athletics experience better grades, better attendance, higher graduation rates, and have an increased sense of self-worth and better social skills than non-participants. Because we are committed to helping make Oklahoma a better place to live, work and raise a family, we truly understand the magnitude of high school sports for our community.

In fact, no other media brand does as much to celebrate high school athletics. That's why we've created The Oklahoman's All-City Prep Sports Awards event, where we, along with a select group of sponsors, will recognize more than 500 student-athletes for their on-field success, academic achievement and community involvement.

Our keynote speaker during this once-in-a-lifetime event will be none other than the legendary, five-time NFL MVP, Peyton Manning. The event will be held on Thursday, June 15, 2017, at the Cox Convention Center in Oklahoma City.

Beyond highlighting the accomplishments of over 500 high school athletes, we are proud to announce that Fields & Futures will be our beneficiary. Fields & Futures is a non-profit serving Oklahoma City Public Schools Athletics in its mission to grow student participation in sports by rebuilding 44 athletic fields across the city. Why should this be important to you? Because sports participation is a proven way to motivate kids to stay in school and increase their focus on grades and attendance, helping put more students on a better path to graduation. *If they play, they stay and if they stay, they graduate* — that's not only good news for our student-athletes, but for our city and our community as well.

Please join us in celebrating the stunning achievements student-athletes make in our community by becoming an official event sponsor or by purchasing a table. Our sponsorship opportunities are included in the enclosed brochure. For more information, please contact Wayne Snow, Vice President of Advertising, at wsnow@oklahoman.com or (405) 475-3771.

We look forward to seeing you on June 15th at The Oklahoman's All-City Prep Sports Awards.

Sincerely,

Christopher P. Reen
President and Publisher
The Oklahoman Media Company
100 West Main, Suite 100
Oklahoma City, OK 73102

THE OKLAHOMAN

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

Letter

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100+ HIGH SCHOOLS,
12 SPORTS AND
1 NFL LEGEND?

Find Out Inside!



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S A L E S C O L L A T E R A L

WHAT HAPPENS WHEN YOU COMBINE

528 : **100⁺** : **12**

ATHLETES : SCHOOLS : SPORTS

& 1 NFL LEGEND?



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ALL-CITY PREP SPORTS AWARDS
HONORING OKC METRO'S PREMIER HIGH SCHOOL ATHLETES

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NEWSPAPER ARTICLE



SPORTS

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ALL-CITY PREP SPORTS AWARDS

Manning to headline event

First banquet to honor local athletes takes place June 15

FROM STAFF REPORTERS

The Oklahoman's All-City Prep Sports Awards, celebrating top high school athletes, is set for June 15 at the Cox Convention Center.

Legendary quarterback Peyton Manning, the NFL's only five-time Most Valuable Player and a 14-time Pro Bowl selection, will be the guest of honor at the Oklahoman's All-City Prep Sports Awards in June, sports executives said.



Over 100 of the best students of honor in the Oklahoma City sports scene will come together to the first All-City Prep Sports Awards. The year-end program includes a gala dinner and award ceremony with Manning, 37 major awards in various sports plus awards for Male and Female Athlete of the Year, Coach of the Year and Team of the Year.



Seven-time NFL quarterback, and five-time MVP, Peyton Manning will be the guest of honor at The Oklahoman's All-City Prep Sports Awards in June, sports executives said.

THUNDER

Behind the scenes of the NBA's MVP vote



Russell Westbrook

If Russell Westbrook is going to win the NBA's Most Valuable Player award, this year's voting will have to look the other way.

In what many consider a fairer than last year's Westbrook and James Harden, who squared off Sunday (10 p.m., ABC), the discussion on value has taken center stage.

What does most valuable? Is it Westbrook's ability to keep the Thunder in play-off position after losing Kevin Durant? Is it Westbrook's statistical numbers — his pursuit of a triple-double average and Oscar Robertson's single-season record for triple-doubles? Is it Harden shooting the Rockets into a last-place tie for the first time in 10 years? Or is it being arguably

OSU BASKETBALL



Oklahoma State coach Mike Boynton said he won't last he'll be given the chance to take over the Cowboys after last season's win, sports executives said.

Boynton ready to work on team, fans



Mike Boynton

STILLWATER — Last Saturday, seven days after the Cowboys were knocked out of the NCAA Tournament, Mike Boynton was hanging out at an Oklahoma City shopping mall.

Just off a tradition as soon as a season ends, he consults the next day to his family, which usually means changing diapers and listening to the big plans with his young children, while his wife Jenny looks on.

And so it was last Saturday, when the day was interrupted by a text.

OSU BASKETBALL

OSU BASKETBALL

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NCAA DI WOMEN'S BASKETBALL

OKLAHOMA CITY REGIONAL

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The Oklahoman's All-City Prep Sports Awards

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