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From: Kym Adair <kym@thearizonabowl.com>
Sent: Thursday, August 5, 2021 2:52 PM
To: COB_mail
Subject: Barstool Sports Arizona Bowl Information

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Here is information for the Board to consider as it relates to #16 on the agenda for Tuesday's meeting. Thank you!

Barstool Sports is the third largest sports media company in the country, only behind ESPN and Warner and that's without having any television distribution.

Barstool Sports is an internet comedy company that has been around since 2004. Since then, they have recorded hundreds of thousands of hours of content and produced over 100 brands. While it is true that in the past, they've had jokes that have missed, comedies and content that didn't land or stand the test of time, they have also evolved from those early years into the only sports media company with a female CEO, Erika Nardini (previously the Chief Marketing Officer at AOL), and an all-female C-Suite of Executives, with a leadership team with LGBTQ, Arab and Black representation.

Their staff of 280 are inclusive of every race, creed, color, and sexual orientation.

Their reach is unmatched.

- They are the fastest growing company on the internet and the preeminent digital media company in the attention economy
- They are THE content destination for the Millennial and Gen-Z audience, delivering innovative sports content that is authentic, relatable, funny and compelling
- Their audience is unmatched in loyalty
- Their fans root for them and their partners like a sports team
- They produce numerous live college football pregame shows and PPV shows per year
- They have 100+ Million monthly consumers, 132+ Monthly social followers, over 1500 Social accounts and 1.5B monthly video views
- They have the #1 sports podcast in America, they are the #1 creator of sports content in America, #1 Golf Franchise, #1 Hockey podcast, and they are the top publisher on TikTok

In short, Barstool Sports is objectively the most influential media company in America today.

In the past year, Barstool Sports and their Founder, Dave Portnoy, raised over \$40M to give to struggling small businesses hurting during this pandemic. Additionally, they give millions of dollars a year to charities across the

country and they were drawn to our commitment to give 100% of net proceeds to charities. They are focused on helping us raise more money for local charities than we ever have.

This past Spring, you may have heard that the NCAA canceled a College Women's Golf Championship Regional event because the course conditions were not up to championship standards. These women who were planning on playing in this event, were devastated. Not only had their chance to move on to the Finals been extinguished, they had their final collegiate games canceled right before their eyes. Barstool Sports and Sam "Riggs" Bozoian, Barstool Sports' Fore Play podcast host, learned of this and immediately stepped up to host a tournament for these Universities up the road in Chandler. Through Barstool Sports' efforts, all the travel, hotel accommodations, and golf fees for these student athletes were underwritten and they even managed to convince the NCAA to allow these teams to attend the tournament. A week after the Golf Championship Regional was canceled, 13 of the top women's golf teams in the country were playing in the first ever Let Them Play Tournament hosted by Barstool Sports. Barstool Sports turned an idea into an event and positively impacted these women's lives forever.

I have spent many hours with their CEO, Erika Nardini, as we put this deal together and their energy and enthusiasm for this game is unmatched. They are committed to following every rule I have set forth and want nothing more than to help us drive visitors to our community and raise money for charity. Are they unconventional? If you are over 40 like me, then yes you probably think so. But, ask your kids about the idea of a Barstool Sports Arizona Bowl and all of their favorite personalities being here to promote the game and watch how they light up and ask you to buy them tickets. The Board of the Arizona Bowl is filled with local business leaders and they went through a lengthy vetting process to evaluate Barstool as a partner. Although, there were a two to three moments in Barstool's past that their critics will use to highlight them as a misogynistic or racist company, the Board felt that those comments were made a long time ago, that the company had demonstrated that it wasn't a misogynistic or racist company, and felt comfortable that the company had evolved into a better version of itself, learning from some of those miscues. The Board also believe in Barstool Sports' commitment to help our community by driving hundreds of thousands of dollars to local charities.

The distribution of our game on the Barstool Sports digital platforms and social media channels will increase the Bowl game's visibility and watchability exponentially. It will be hard for you not to find our game. It will be available on the Barstool Sports website, through the Barstool Sports over the top app on apple TV, Roku and Kindle Fire, on their YouTube, Facebook and Twitter channels, and the game will be available on the websites of our participating teams and conferences. All of these platforms are free for anyone that has basic internet. To give perspective on the distribution to households across the country, CBS Sports Network (our previous broadcast partner) has about a 65M household distribution across the country, while the Barstool Platform is available to anyone with internet (which numbers in the hundreds of millions in the US). Previously, you had to have cable in order to see CBS Sports Network, which has seen a drastic decrease in subscribers as consumers have favored their smart TVs or digital television providers over traditional cable. We are absolutely confident that more people will watch us through the numerous digital platforms available to them than did on CBS Sports Network. To give some context, due to the Barstool Sports influence, over 2M people watched our announcement within the first few hours on Tuesday and we were the #2 Twitter topic for that day nationally. In 2020, we were fortunate enough to move from CBS Sports Network to CBS Television Network because the Sun Bowl canceled and we had about 1.7M viewers of our game. More people watched our announcement through Barstool than watched our game on CBS Television Network.

This is an exciting time for our game and this community. The entire community will benefit from the huge increase in tourism and visitors that will come to be a part of the festivities. Erika Nardini has committed to

execute a first-class professional title sponsorship, an innovative Bowl game streaming experience and a New Year's Eve celebration to benefit the many charities that support this bowl. Because of this commitment, we know that we will be able to distribute substantially more to charities after the 2021 game than in previous years. And, frankly, that's what this game is all about! 100% of our net proceeds go to local charities!

Please let me know if you have any questions!

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