



WALTER PAYTON
MAN OF THE YEAR

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2020 Influencer Marketing & Activation Conference



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CHARITY CHALLENGE

Nationwide Paid Influencers



Akbar Gbajabiamila

Former NFL Player & NFL Network Analyst

66K FOLLOWERS



Aditi Kinkhabwala

Sports Reporter for the NFL Network

128K FOLLOWERS



Joe Thomas

Former NFL Player for the Cleveland Browns

236K FOLLOWERS



Cameron Magruder

YouTuber & Notable Cowboys Fan

177K FOLLOWERS

Eleven tweets from four influencers resulted in **over 6.8M impressions and 200K engagements**



32 teammates shared congrats videos of their WPMOY nominee teammates, **resulting in over 21M impressions and 6.5M video views**

Organic Support

William Shatner asks followers to vote for Panther Greg Olsen in charity challenge



By 1 December 11, 2017 at 6:23 PM EST - Updated August 14 at 10:35 AM
CHARLOTTE, NC (WBTV) - William Shatner, who is well known for his role in Star Trek, tweeted support of Carolina Panther's tight end Greg Olsen winning the 2017 Walter Payton NFL Man Of Charity Challenge.

Greg Olsen received over 1.2M votes, **largely supported by influencers outside of the NFL eco-system**



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Compelling Content

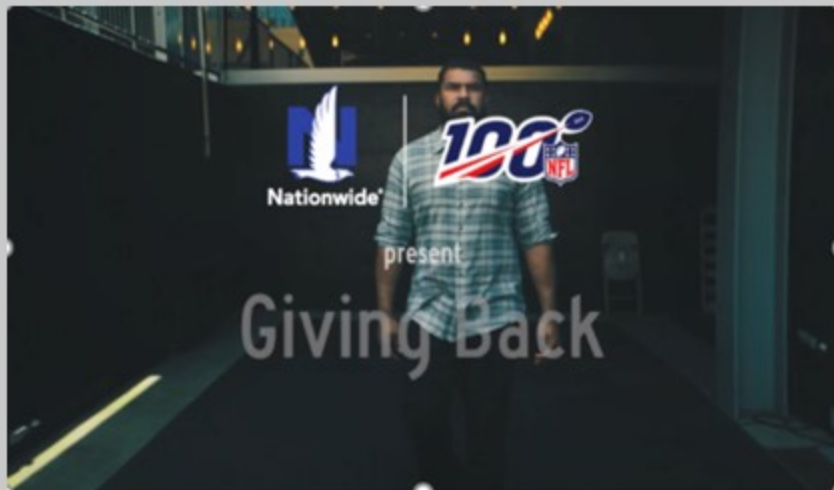
CREATIVE

WPMOY Hero Shorts

CHRIS LONG



CAM HEYWARD



DEVIN MCCOURTY



2019 content centered the stories of former winners and nominees

The featured athletes, teammates, team partners and foundations/organizations contributed to over 2.5M engagements and placements on NFL Network programming



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UNBENIRSCHKE MOLON



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 SWANN
 BROOKS
 INCENT
 WILLIAMS
 BIRK
 BOLDIN
 CAMPBELL
 STABACH
 WARNER
 ITZGER
 DAWSON
 ANDERSON
 PAYTON
 LARGENT
 THE
 SHIELD
 STEPHENSON
 AIKMAN
 DUERSON
 HARRIS
 B. MANNING
 BREES
 WITTE
 BLON
 HAD
 ARY
 O
 NIS
 TT
 ILLMA
 LANDA
 DAVIS SR
 WILLIAMS



SUPER BOWL ACTIVATIONS

SUPER BOWL PROGRAMMING



Red Carpet Clip



The combination of rich content and influential athletes resulted in a 700% increase in video views on Nationwide's O&O channels