



Brand Impact Through Music Sponsorships

June 24, 2020 | ANA Sponsorship & Experiential Marketing Presentation

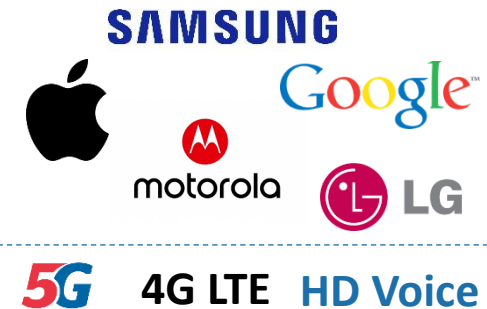


About Us



U.S. Cellular provides national network coverage, leading products, competitive pricing, and outstanding service in every customer interaction.

- **Founded:** 1983
- **Headquarters:** Chicago, IL
- **Customers:** Fifth-largest wireless carrier
- **Associates:** 5,600
- **Customer Care Centers:** Cedar Rapids, Knoxville, Tulsa, & Waukesha
- **Channels:** Corporate, Agent, Business, Government and National Retail
- **Network:** 5G, 4G LTE, VoLTE, Spectrum



2019 Highest Wireless Network Quality Performance in the North Central Region



Geographic Footprint

Our sponsorship portfolio is strategically designed to support the entire operational footprint through pro sports, college athletics, live events, music, fairs, festivals and venues.



Professional Sports | Fairs & Festivals | College | Venues | Community Concerts | Digital Content | Influencers | Local Market Extensions | Media Integrations | Mobile Tours

LAUREN ALAINA

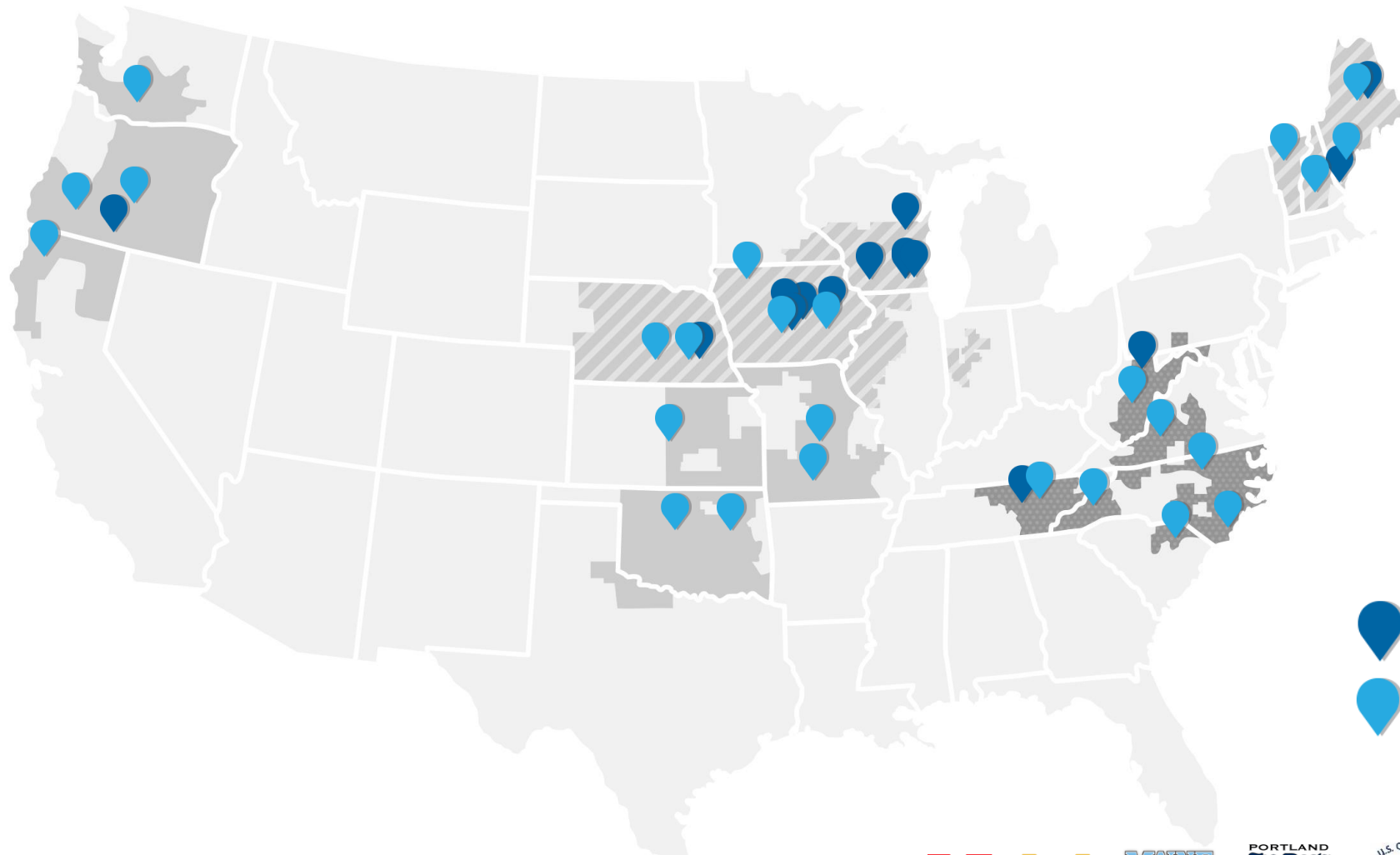
DUSTIN LYNCH



MACKLEMORE

HIGH VALLEY

COLE SWINDELL



Sponsorship Type

-  Properties
-  Campaigns & Events



Professional Sports | Fairs & Festivals | College | Venues | Community Concerts | Digital Content | Influencers | Local Market Extensions | Media Integrations | Mobile Tours

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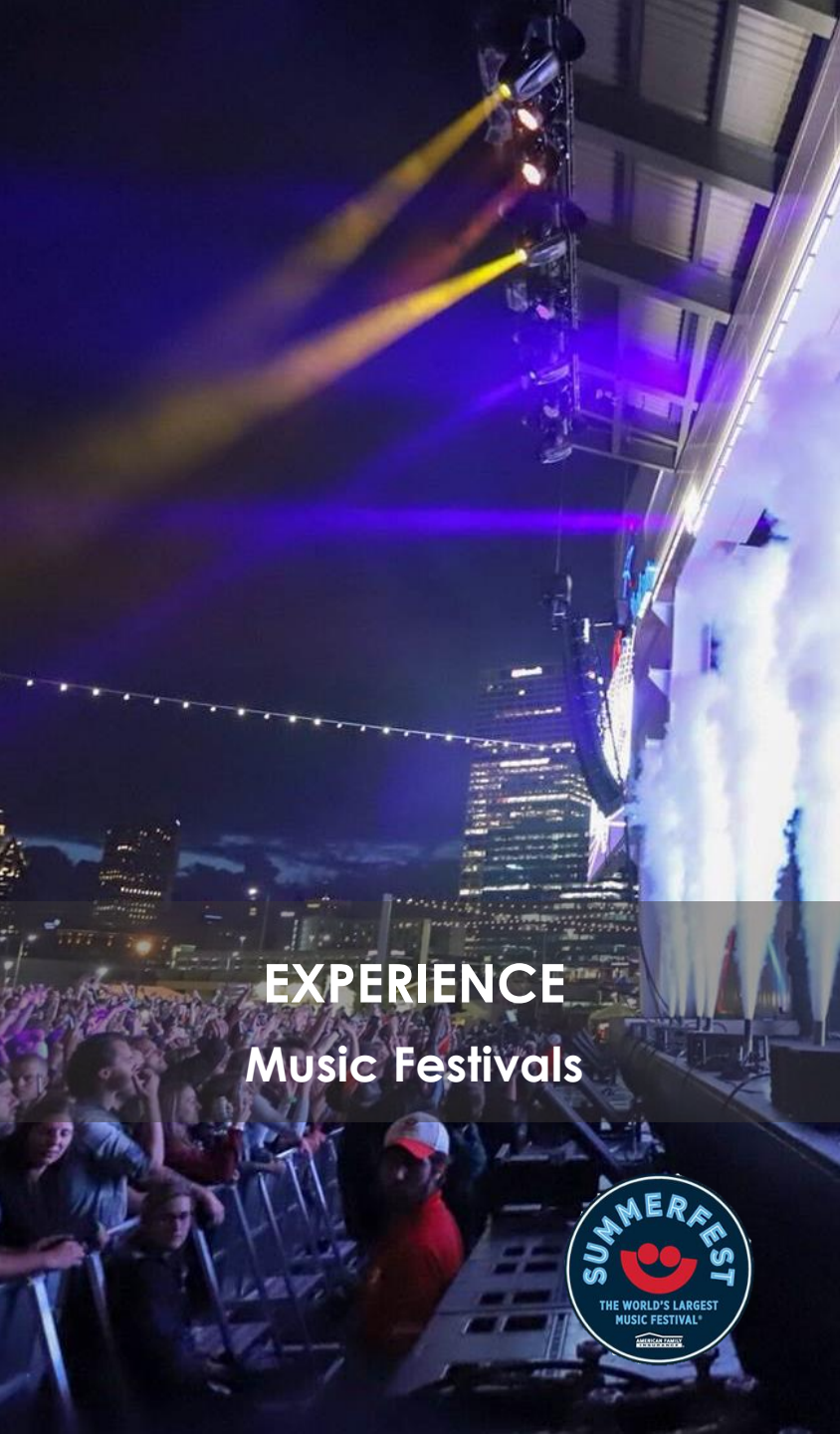
DUSTIN LYNCH



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HIGH VALLEY

COLE SWINDELL



EXPERIENCE
Music Festivals



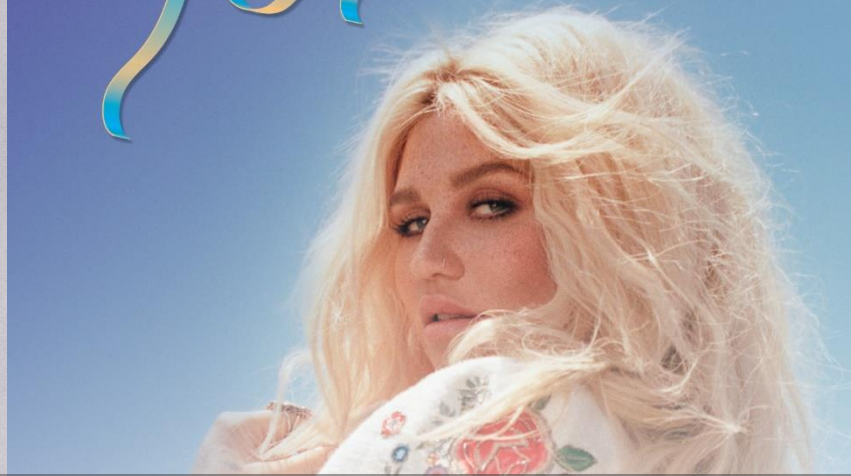
DUSTIN LYNCH



INFLUENCE
Music Artists

 **U.S. Cellular**
PRESENTS

Kashba



AFFINITY
Community Concerts



FREE CONCERT

NOVEMBER 2 | U.S. CELLULAR CENTER | CEDAR RAPIDS, IOWA
DOORS OPEN AT 6 P.M.

Ticket required for entry into the event. Visit USCellularCelebrates.com for ticket stop details. All tickets will be general admission with seating on a first come, first serve basis. Ticket quantities are limited and not for resale. Fees for parking may be required.



Viability of Music Sponsorships

- Music is the number one universal passion point and the industry is in a period of massive disruption.
- Both Millennials and Gen Z's have the unprecedented personal connectivity to the musicians they are passionate about.
- As the business underpinnings of the music industry evolves, music artists are exploring new ways to connect with fans and generate revenues.
- Harnessing the power of music can drive advocacy for the brand.



Brand Activation Considerations

Staying creative, relevant and credible are the biggest challenges with music sponsorship activations.

Artist Selection

- Partner with an artist who understands and appreciates your brand, industry and/or cause to bring their own experiences and expertise into the conversation.
- Leverage industry research to identify music genres and artists who are relevant/trending in geo-targeted markets.

Campaign Content Creation

- Provide the target audience with ways to explore your content and get involved with the brand message.
- Millennials need to feel like they are participating in moments that others are talking about. Gen Z's want to assert their creativity and take control of the experiences.

On-Site Event Engagement

- Creative experiences that provides your target audience with social currency among their peers. It doesn't have to be complicated.

Community Concerts

Milestone Marketing Platform



Community Concerts

Community concerts can be a viable platform for generating an extensive media coverage while driving regional consumer affinity, positive sentiment, and engagement – particularly with Millennials.

Concept

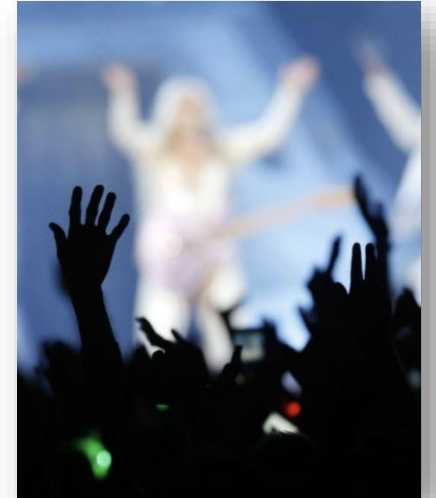
- Deliver a FREE community concert to celebrate anniversary milestones
 - No catch or gimmicks – 100% free concert
 - Open to both customers and non-customers
 - Award winning artist with full set production

Key Objectives

- Drive **positive sentiment** within the community toward the U.S. Cellular brand
- Generate significant **regional publicity** with focused brand messaging
- **Engage** with consumers and prospects to capture sales qualified **leads**
- Drive **traffic** to participating retail locations
- Celebrate **customer loyalty** - go above and beyond to serve our local customers

2019 Macklemore concert - [#1 Feel Good Story in S. Oregon \(NBC Ch. 5\)](#)

2018 Kesha concert - [Top 10 Event in Cedar Rapids \(The Gazette\)](#)



Storyline Integration | Print

Macklemore fans line up for free concert tickets, more available this weekend

by Matt Jordan | September 12, 2019 1:08 pm



Macklemore to perform free show October 4 at Bi-Mart Amphitheater in southern Oregon

by News Staff | Wednesday, September 4th 2019



GRAMMY AWARD WINNER MACKLEMORE WILL BE PERFORMING AT THE BI-MART AMPHITHEATER FOR FREE



Grammy award winner Macklemore will be performing at the Bi-Mart Amphitheater in Central Point for free on October 4th.

Posted: Sep 3, 2019 9:38 AM
Updated: Sep 3, 2019 11:09 AM
Posted By: Ambar Rodriguez



CENTRAL POINT, Ore. — Grammy award winner Macklemore will be performing at the Bi-Mart Amphitheater in Central Point for free on October 4th.

Mail Tribune

Cellphone company sponsors 'thank you' concert for Rogue ...

MEDFORD — U.S. Cellular stores around the Rogue Valley generated ... The company hosted a free Kesha concert in November for customers ...
Sep 27, 2019



DesMoinesRegister.com

Kesha is headlining a concert in Iowa next month — and it's free

Acclaimed "Praying" and "Woman" pop star Kesha plans to headline a free concert Nov. 2 at the U.S. Cellular Center in Cedar Rapids, a Friday ...
Oct 3, 2018



UI The Daily Iowan

Kesha rocks the U.S. Cellular Center at free concert over the ...

Pop artist Kesha performed a free show at the U.S. Cellular Center in Cedar Rapids on Friday night. Kesha+takes+the+stage+at+the+US+ ...
Nov 6, 2018



The Daily Iowan

150
THE INDEPENDENT NEWSPAPER OF THE UNIVERSITY OF IOWA COMMUNITY SINCE 1848

U.S. Cellular to give away free Kesha tickets In celebration of the 30th anniversary of service in Cedar Rapids, U.S. Cellular will give away free Kesha tickets

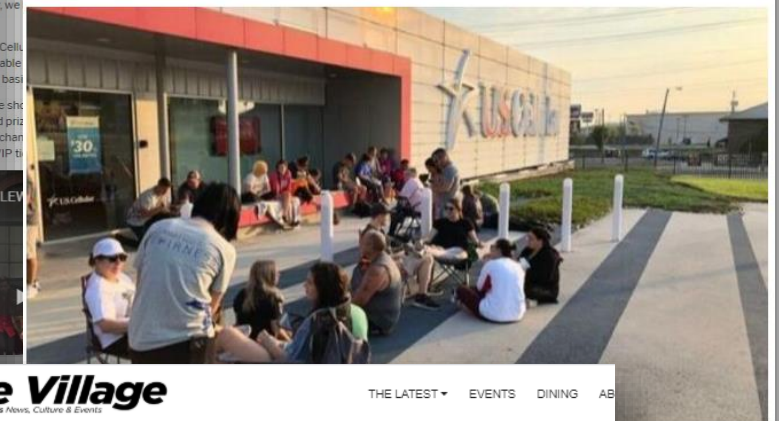
Adrian Enzastiga, Arts Reporter
October 12, 2018

On Oct. 13 at 10 a.m., U.S. Cellular will give away free tickets to a Nov. 2 Kesha concert.

Individuals must be 16 or older. 350 tickets will be given away at seven U.S. Cellular locations in Iowa City, Coralville, North Liberty, and Cedar Rapids. They will be given out starting at 10 a.m. on Oct. 13.



Fans line up early for free Macklemore concert tickets



Little Village

Iowa City/Cedar Rapids News, Culture & Events

THE LATEST ▾ EVENTS DINING AB

U.S. Cellular brings Kesha to CR, celebrating 30 years of cell service

Posted on Oct 8, 2018 by Genevieve Trainor

Storyline Integration | Social



When you turn 30, you throw a party! And man, does @uscellular know how to celebrate?!?!
 @macklemore was 🍑!!! And I had the best of times with my girls! 🥰🥰 #happy30 #southernoregon #live #concert #macklemore #uscellularcelebrates #uscellular #celebrate #nowfm

April Dawn Rathje 9 hrs · 🌐
 Kesha was amazing and US Cellular did a great job putting on this event.
 7



Awesome free Macklemore Concert in Medford, Oregon last night!! Thanks to @uscellular for providing a bomb show for our community! Love @macklemore!! #macklemoreconcert

Denise Buker THANK YOU US CELLULAR!!! It was a great night!!! Happy 30th Anniversary in style!!!
 Like · Reply · 8w

Amy Bowen Thank you Macklemore and US Cellular for doing this! You rock!!! We appreciate you and can't wait to see your show!!!!
 Like · Reply · 10w

Asia Robinson I gotta say, US Cell was very organized! They fed us, gave us drinks and everything was nicely structured. No chaos. No drama!
 Like · Reply · 10w

Tony Sanchez Thank you U.S Cellular, we had a blast!
 Like · Reply · 8w



Shoutout to my cell phone provider for giving eastern Iowa a free @iiswhois concert tonight. Had a great time with these ladies jamming to some newer and older music of Kesha's!
 #uscellularcelebrates #kesha #animals #concert

Samantha Knudson 20 hrs · 🌐

Fantastic job with the concert! Very well organized!!! Props for the organization! No crazy lines no long waits, tons of seats. Thank you for a great experience! Kesha put on a great show.

Pedro ThePhintastic Painter is 🥰 feeling excited.
 October 25 · 🌐

"This Is Freaking Awesome!" Free Macklemore Concert Presented By US Cellular At Thompson Boiling Arena Tonight! I'm Going With My Cousin Gabriel Who Invited Me So Thank You. Who Else Is Going In Knoxville, Tn.



US Cellular celebrates 30 years in Medford with MACKLEMORE free concert!! #uscellular #uscellularcelebrates #macklemore #medfordoregon

Storyline Integration | Broadcast

FOX 26 LIVE NEWS AT 7 **7:53**
MACKLEMORE TO PERFORM FREE CONCERT IN CENTRAL POINT
BURNING HOME IN MERLIN. THE 2-ALARM FIRE BROUGHT OUT 8 DIFFER

MACKLEMORE PERFORMANCE
CENTRAL POINT

- OCTOBER 4TH
- BI-MART AMPITHEATER
- TICKETS AVAILABLE AT U.S. CELLULAR STORES

12 NEWSWATCH
11:52 AM 74°

U.S. Cellular
U.S. CELLULAR PRESENTS
MACKLEMORE
A FREE COMMUNITY CELEBRATION

HAPPENING NEXT MONTH
MACKLEMORE TO PERFORM IN FREE CONCERT
THOMPSON-BOLING ARENA - KNOXVILLE

5 KOBIS.COM

LINING UP FOR FREE CONCERT TICKETS
MEDFORD
THE DOG WALK AND FAIR. REGISTRATION STARTS AT 9 AM AND THE WALK 8:08 AM 54°

12 NEWSWATCH

USCELLULARCELEBRATES.COM
MORE INFORMATION

5 KOBIS.COM

LIVE

SURPRISE MACKLEMORE TICKET DROP

6 abc 91° 5:06 FORECASTS

LIVE

ANDRYANNA SHEPPARD
MACKLEMORE CONCERT

12 NEWSWATCH
6:35 PM 60°

THOUSANDS FILL THE EXPO FOR FREE MACKLEMORE CONCERT
JACKSON COUNTY EXPO

12 NEWSWATCH
11:04 PM 50°

U.S. Cellular
CUSTOMER ENTRANCE

FOX 26 FIRST NEWS AT 10 **MACKLEMORE CONCERT**
JACKSON COUNTY EXPO

5 KOBIS.COM

HAPPENING NOW

NBC'S NEWS STUDIO **LIVE**

5 KOBIS.COM

MACKLEMORE CONCERT TRAFFIC FLOW

MACKLEMORE CONCERT TONIGHT
CENTRAL POINT

5 6:02AM

DO NOT TAKE IMMEDIATE ACTION. ONE OF THE

Planning Elements

Budgeting & Insurance

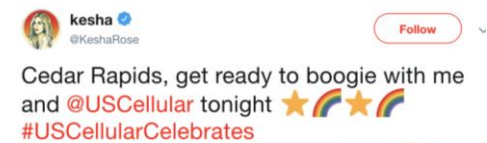
- Artist booking (w/ rights attached)
- Concert production
- Promotional & on-site activation
- Liability coverage

Support Team & Resources

- Booking / production agency
- Artist management group
- Public relations agency
- Venue management
- Internal market staff

Artist Agreement

- Market relevance
- Promotional & song rights
- Payment terms
- Ticket distribution strategy
- Venue capacity



Planning Elements

Concert Announcement

- Concert announcement (what)
- Milestone celebration (why)
- Ticket distro & eligibility (how)
- Content hub (where)

Ticket Distribution

- Eligibility & distribution policies
- Distribution outlet accessibility, locations & timing
- Ticket allocation plan (audience, media, B2B, internal, trade-outs)
- Staffing & consumer experience

Live Concert

- Venue & market selection
- General admin, VIP & staff parking
- Event security & entrance line control
- Presence marketing & engagement
- Stage messaging & production quality





WELCOME

DJ
GEMINEYE





2018 Kesha Concert Highlights

Cedar Rapids, IA

ATTENDANCE

5.1K

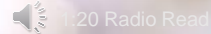
Ticketed Guests



EARNED MEDIA

10M

Impressions



SOCIAL

4.9M

Impressions



ENGAGEMENTS

78.9K

Engagements



2019 Macklemore Concert Highlights

Medford, OR & Knoxville, TN

ATTENDANCE

11K

Ticketed Guests



EARNED MEDIA

16M

Impressions



SOCIAL

15.1M

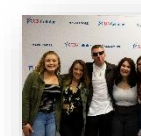
Impressions



ENGAGEMENTS

135K

Engagements



Music Artist Sponsorships

Hyper-Local Marketing Platform



Music Artist Sponsorship Campaigns

Music artist sponsorships can be a viable brand marketing platform for engaging audiences in both national and hyper-local markets.

Concept

Leverage a market-relevant music artist's persona to reach and engage consumers through authentic storytelling and experiences that ties back to the brand.

Key Objectives

- Increase **brand affinity** through consumers' #1 passion point – music.
- Increase **brand mentions** and **engagement** through unique, sharable content and call-to-actions.
- Drive **cultural conversations** through authentic behind-the-scenes storytelling that is relatable to the brand.
- Generate **leads** through compelling promotional offers and creating once-in-a-lifetime experiences.

LAUREN ALAINA

HIGH VALLEY

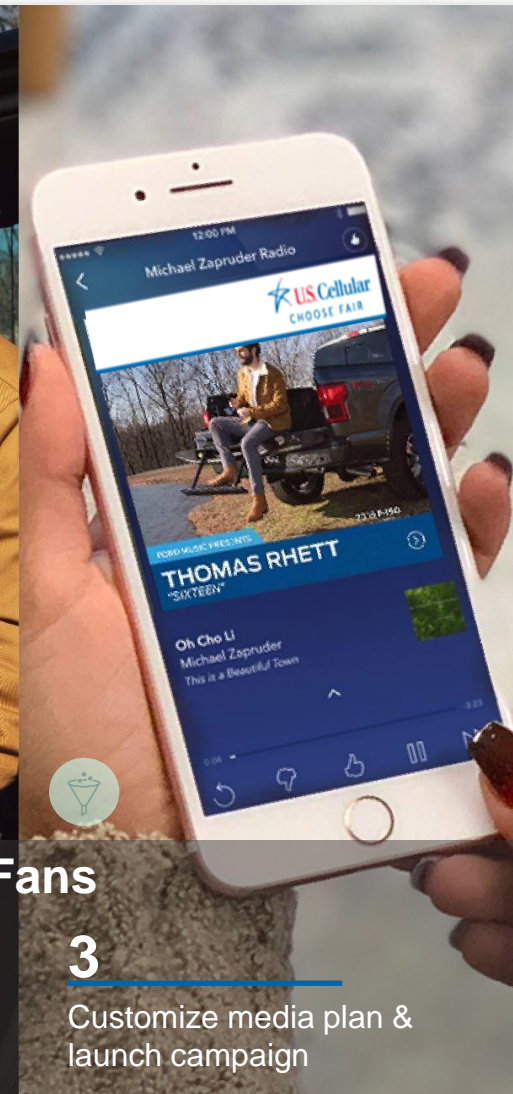
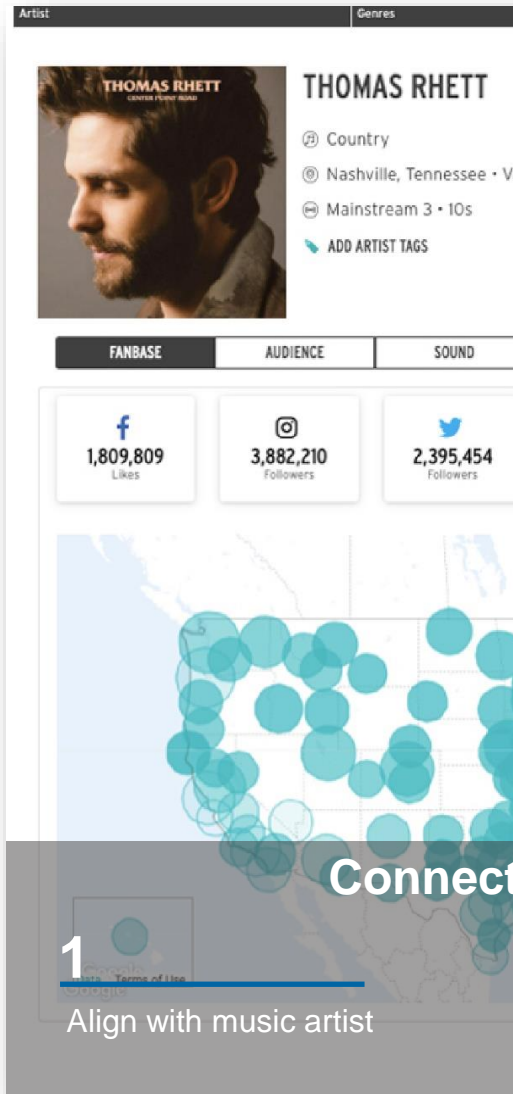
D U S T I N L Y N C H

COLE SWINDELL

Concept

Leverage music artist persona and influence to drive consumer affinity, engagement, and connection.

- Feature a beloved artist with a strong sense of integrity, commitment to the brand message, and a powerful fan connection to ignite the brand.
- Elevate the brand messaging through compelling branded stories in the voice of the artist...and others.
- Distribute the custom content across social, digital, radio and video channels where fans are engaging with music and artists.
- Create memorable and sharable moments for fans.



Connecting Artists, Brands & Fans


Connecting Artists, Brands & Fans



Social Media

Dustin Lynch with U.S. Cellular.
Published by Brad Hersh [?] · Paid Partnership · ⚙️

Remember y'all, U.S. Cellular and I want to give you a chance to win a trip out to Chicago for my upcoming show! We're talking round-trip tickets, hotel, backstage passes, and a whole lot more.
Ends 7/15/19. No Purch. Nec. See Official Rules & Enter: bit.ly/2E9VjPc
#USCellularConnects



Enter now for your chance to win. Hope to see you there.

568,274 People Reached 17,640 Engagements [Boost Post](#)

Dustin Lynch with U.S. Cellular.
Published by Brad Hersh [?] · Paid Partnership · ⚙️

Summer is finally here and I'm excited to announce my partnership with U.S. Cellular! We're giving some lucky fan a chance to win a VIP experience including tickets and a flyaway to my upcoming show in Chicago.
Ends 7/15/19. No Purch. Nec. See Official Rules & Enter: bit.ly/2E9VjPc
#USCellularConnects




Enter for a chance to win a VIP experience with **DUSTIN LYNCH**

DUSTINLYNCH.USCCEVENTS.COM
U.S. Cellular Sweepstakes Entry
NO PURCHASE NECESSARY. Open to residents of the 48 contiguous...

658,630 People Reached 10,237 Engagements [Boost Post](#)

Dustin Lynch with U.S. Cellular.
Published by Brad Hersh [?] · Paid Partnership · ⚙️

See what inspired me to write Ridin' Roads! Tell me a little something about your younger days! usccevents.com/dustinlynch U.S. Cellular
#USCellularConnects




driving back roads,

311,506 People Reached 7,802 Engagements [Boost Post](#)

Dustin Lynch with U.S. Cellular.
Published by Brad Hersh [?] · Paid Partnership · ⚙️

My friends at U.S. Cellular want to treat y'all to an unforgettable VIP experience!
- Round trip fly-away to my show in Chicago
- Private helicopter tour of the city
- VIP Meet & Greet with premium seating for my show... See More



DUSTINLYNCH.USCCEVENTS.COM
U.S. Cellular Sweepstakes Entry
NO PURCHASE NECESSARY. Open to residents of the 48 contiguous...

810,483 People Reached 14,206 Engagements [Boost Post](#)



Carmelle Petty 1 month ago

Us Cellular got it right! With Dustin!!! He's the poster child of a sweet heart and beautiful personality♥ loving DL thanks for this!!!



Barbara Danielson I like the music, and US Cellular. Love to win



Angela N Kyle Hotz I'm your #1 Fan Dustin! And I love my US Cellular phone.

Like · Reply · Message · 4w



2

Insights (Example)

- 4.41 % Facebook engagement rate (4.2x higher than industry avg)
- 55% YouTube view rate (1.6x higher than industry avg)
- 2:08 video view duration (2.3x higher than industry avg)
- 481K est. video minutes watched
- 14.5K conversions

CAMPAIGN METRICS		
	Actual	Benchmark
OVERALL ENGAGEMENT RATE <small>% OF AD INTERACTIONS ACROSS ALL IMPRESSIONS</small>	6%	4%
VIDEO AVG. VIEW RATE <small>% OF CONSUMERS WATCHING VIDEO 30+ SECONDS</small>	55%	34%
VIDEO AVG. VIEW DURATION <small>AVERAGE TIME SPENT BY VIEWERS WATCHING VIDEO</small>	2:08	0:55
GROSS ADDS	3rd highest platform	--

Facebook: Average engagement for Technology ads – 1.04% YouTube: Average view rate – 37.7% Pandora: Average audio everywhere engagement rate (Telecom) - 0.03%
 Instagram: Average engagement of Top 25 Brands – 1.60% YouTube: Average video view duration - 0:55 Display: Average display everywhere engagement rate (Telecom) - 0.25%



U.S. Cellular® presents

Thank you