



Los Angeles Times

**2022 SUPER  
BOWL  
OPPORTUNITIES**



A photograph of the Los Angeles Times building at night. The building is a modern, multi-story structure with a curved facade and many windows. The "Los Angeles Times" logo is illuminated in white on the top right corner of the building. In the foreground, there are dark silhouettes of trees and a street with light trails from passing vehicles. The sky is dark with some clouds.

# Los Angeles Times

## REACHES MORE PEOPLE NOW THAN ANY OTHER TIME IN OUR HISTORY

- More visitors than top news sites: Associated Press, Reuters, Vox, U.S. News, Time and BuzzFeed News.
- 21st century newsroom. Rich. Dynamic.
- 72% of traffic comes from outside the L.A. DMA
- Over 45 million monthly unique visitors
- Over 81 million monthly page views
- Award-winning Sports coverage
- **Successful**
  - 1 of 2 have HHI \$100K+
  - 79% attended college | 52% 4-year degree+
- **Influential**
  - 64% are politically active
  - 58% donated to a non-profit organization

Source: Competitors (comScore, Multi-Platform, Oct-Dec 2020 Avg), Traffic (Google Analytics, Oct-Dec 2020 Avg)

Source: comScore, Multi-Platform, Oct-Dec 2020 Avg



An aerial photograph of a city street, likely in San Francisco, showing a row of houses and parked cars on the street. In the background, a dense city skyline with various skyscrapers is visible under a hazy sky. The image is partially obscured by a dark gradient on the right side.

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# THOUGHT-STARTERS

# NFLPA PITCH DAY

NFLPA's Pitch Day will provide a select group of innovative minority and women entrepreneurs in the early stages of their business an opportunity to present their companies and ideas.

A distinguished panel of judges comprised of an NFL player and an audience of industry experts will sit in on presentations. 2021 included Magic Johnson, DeMaurice Smith and Kathy Ireland. Pitch Day participants will compete for access to funding, mentorship, and the NFLPA's unique assets which may include group licensing rights.

## PARTNER BENEFIT

- A seat on the judging panel
- Logo placement on signage and marketing collateral
- Discounts, branded product giveaway opportunities
- Branded coffee bar and/or lounge onsite



Concepts are for discussions purposes only and will require approval from L.A. Times management





# SUPER BOWL GUIDE

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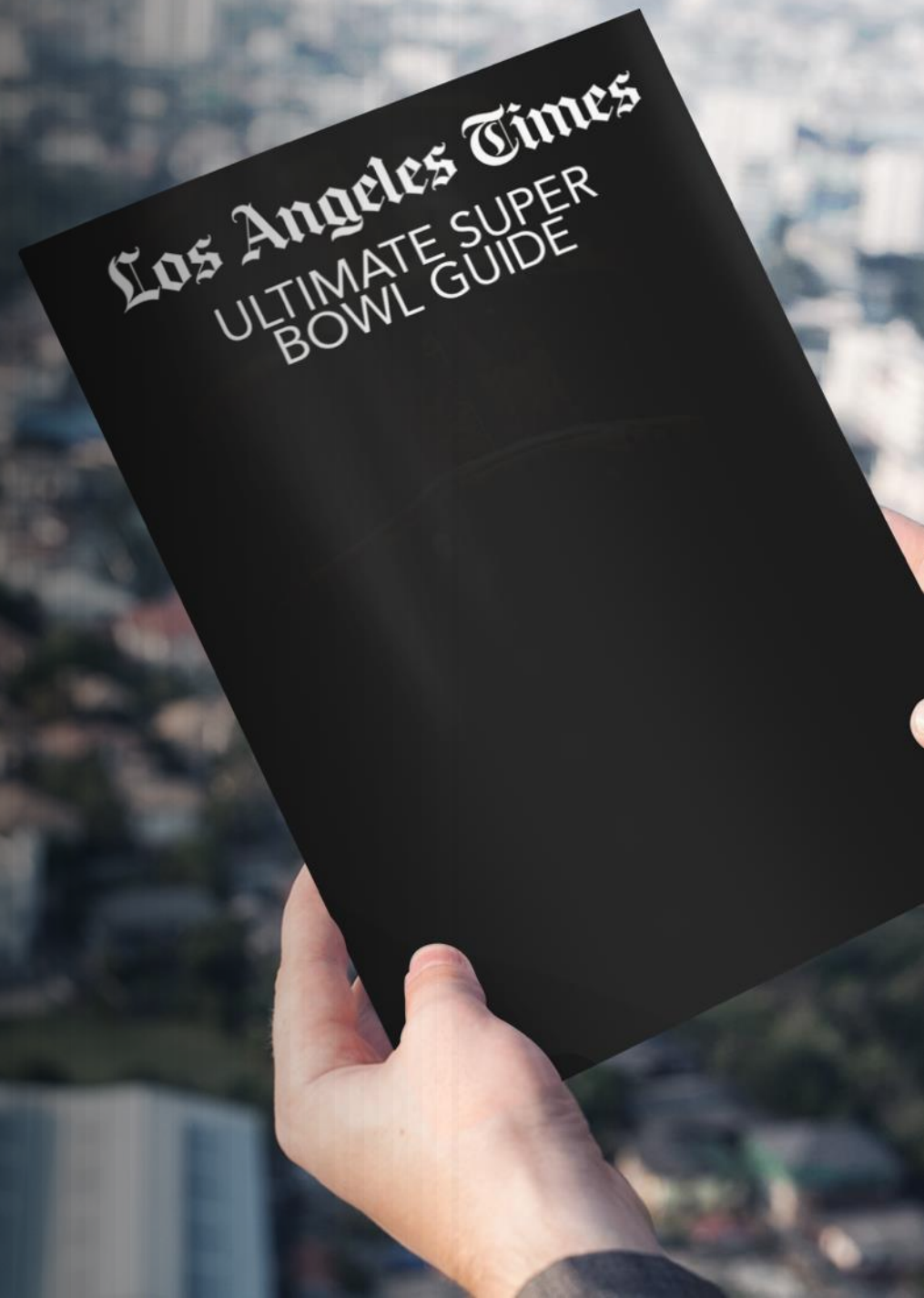
- The L.A. Times Editorial Team will create the best guide to all things happening in Los Angeles around the Super Bowl.
- Our Super Bowl hub will include:
  - Editorial Features
  - Interactive map and photo galleries
  - Information on festivals, parties, restaurants, concerts, etc.
  - Crowd sourced perspectives & insider tips
  - Fun-to-read guides and reviews allowing readers to peek at menus

## PARTNER BENEFIT

- Full page ad in Super Bowl Guide
- 100% SOV within the digital reproduction



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# CUSTOM VIDEO SERIES

- **The concept:** Videos will feature NFL legends like Emmitt Smith, Jerry Rice, or Joe Montana entering a custom branded lounge. They'll order a morning coffee and run into Executive Sports Editor Chris Stone or NFL writer Sam Farmer. After a brief chat in the lounge, they'll hop in the car with Chris or Sam who will give them a tour of the city as they visit notable L.A. locations like SoFi Stadium, Randy's Donuts, or Venice Beach. On the drive they'll discuss a wide range of topics covering the past, present and future of the game.

## PARTNER BENEFIT

- "Presenting Sponsor" of the video series
- 100% SOV on the page
- Videos will be distributed on LATIMES.com and social channels



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**THANK YOU**