

Los Angeles Times

SPORTS FAN BAR HUB

Sports, at its heart, is about tribes. SoCal boasts hometown sanctuaries for those carrying on collegiate allegiances, cheeseheads chowderheads, and Vikings fanatics.

Where does a Saints fan go on Gameday? Where would the Fighting Irish fans go on Saturday afternoons? Where does a Chiefs fan watch a Monday Night Football game?

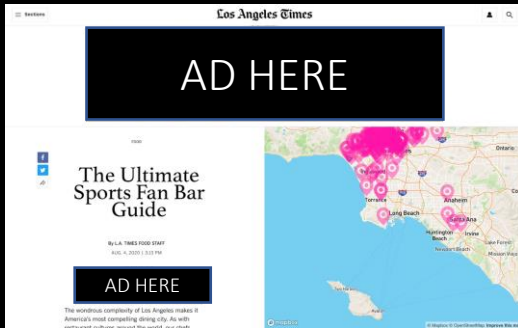
We're creating the ultimate sports bar discovery platform for the college football and NFL fan on game days for the largest sports diaspora in the most sprawling county in America!

Features

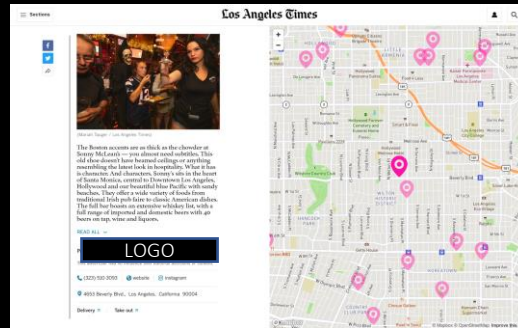
- People will comment & share insider tips
- Fun-to-read guides and reviews and readers will be able to peek at the menu
- There will be an interactive map and photo galleries
- Associated stories live in print and/or digital
- There will be related L.A. Times articles embedded on the page and we will highlight bars as they begin to open in our communities



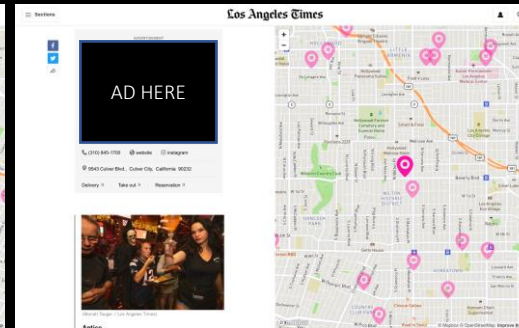
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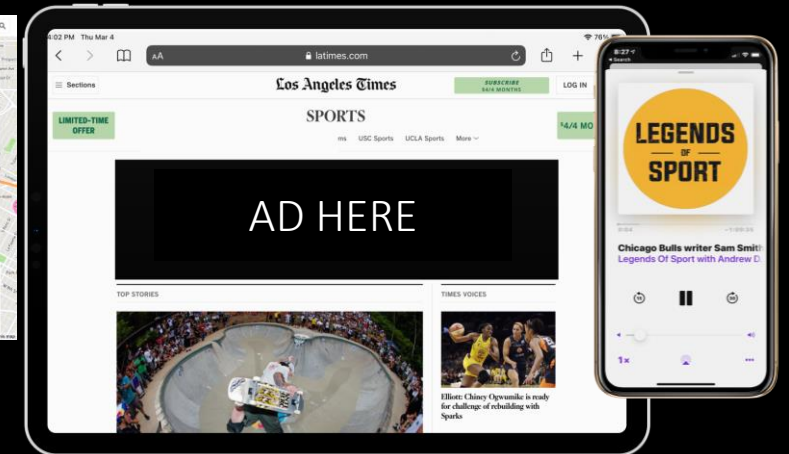
As users enter the hub, they'll be greeted by two large ads surrounding the welcome page



Each venue will have a "Presented by" designation



The messaging can change on a weekly basis as new specials and promotions are announced at individual venues



The 360 Opportunity

- 100% SOV of the hub for 6 months – Through Super Bowl 2022 hosted in LA
- 12 sports section takeovers on key dates
- 24 weeks of Sports Report Newsletters
- 12 sports section takeovers on key days
- 12-episode sponsorship of Legends of Sport
- 1 full page ad in the 2022 Super Bowl special section
- Presenting Partner logo lockup across the \$200K+ House Marketing Plan
 - Across newsletters, podcasts, social and digital to promote the partnership and include your logo as a presenting partner