

# The Washington Football Team

Why Giant Food Stores should partner  
with our franchise



X



COLOR



WHITE



# MEET THE TEAM



**Grace**



**Liam**



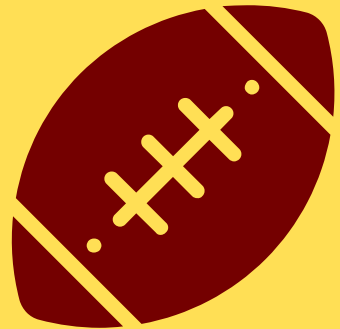
**Felicia**



**Erin**

# AGENDA

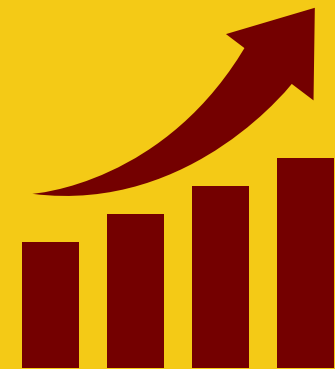
**Who We Are**



**Giant's Growth**



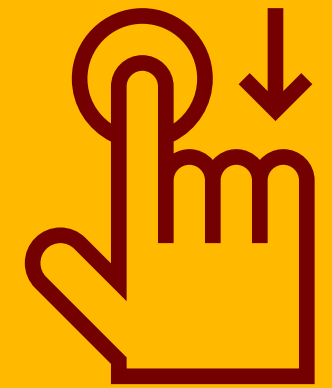
**Sponsorship  
Benefits**



**Activations**



**Brand Image  
Improvement**



# Who is the Washington Football Team?

- ★ A professional American football team based in the Washington metropolitan area.
- ★ Compete in the National Football League (NFL) under the NFC East Division
- ★ Established July 9th, 1932-  
One of the NFL's oldest and most storied franchises
- ★ Play in FedEx Field in Landover, Maryland, Headquarters and training facility located in Ashburn, Virginia.





# Notable Achievements



**5<sup>TH</sup>**

**Most Valuable NFL  
Team**

**14<sup>TH</sup>**

**Most Valuable Sports  
Franchise Globally**

**10000+**

**Games Played**

**3**

**Super Bowl Titles**





# Importance of Community



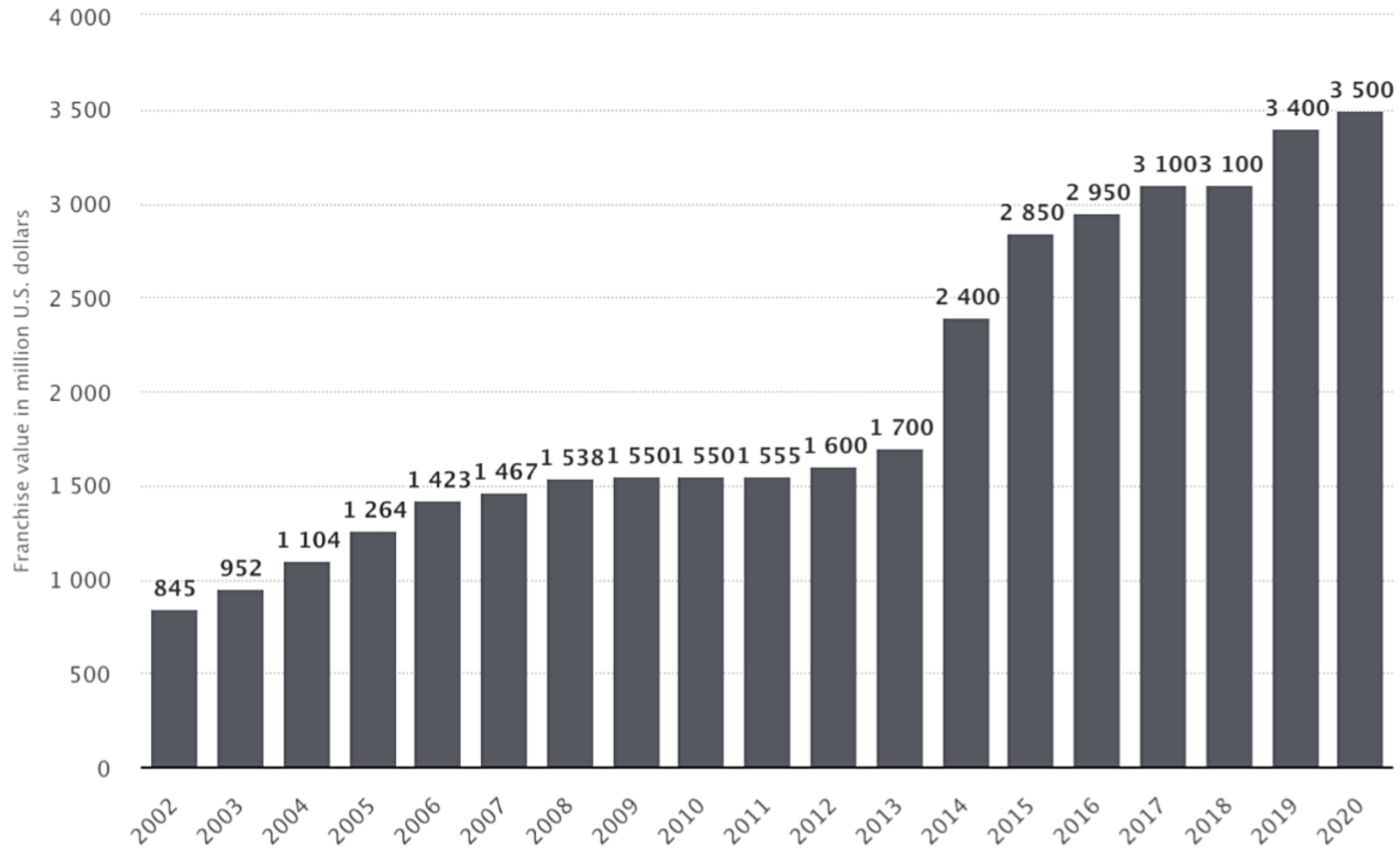


# Sponsorship Benefit: Value

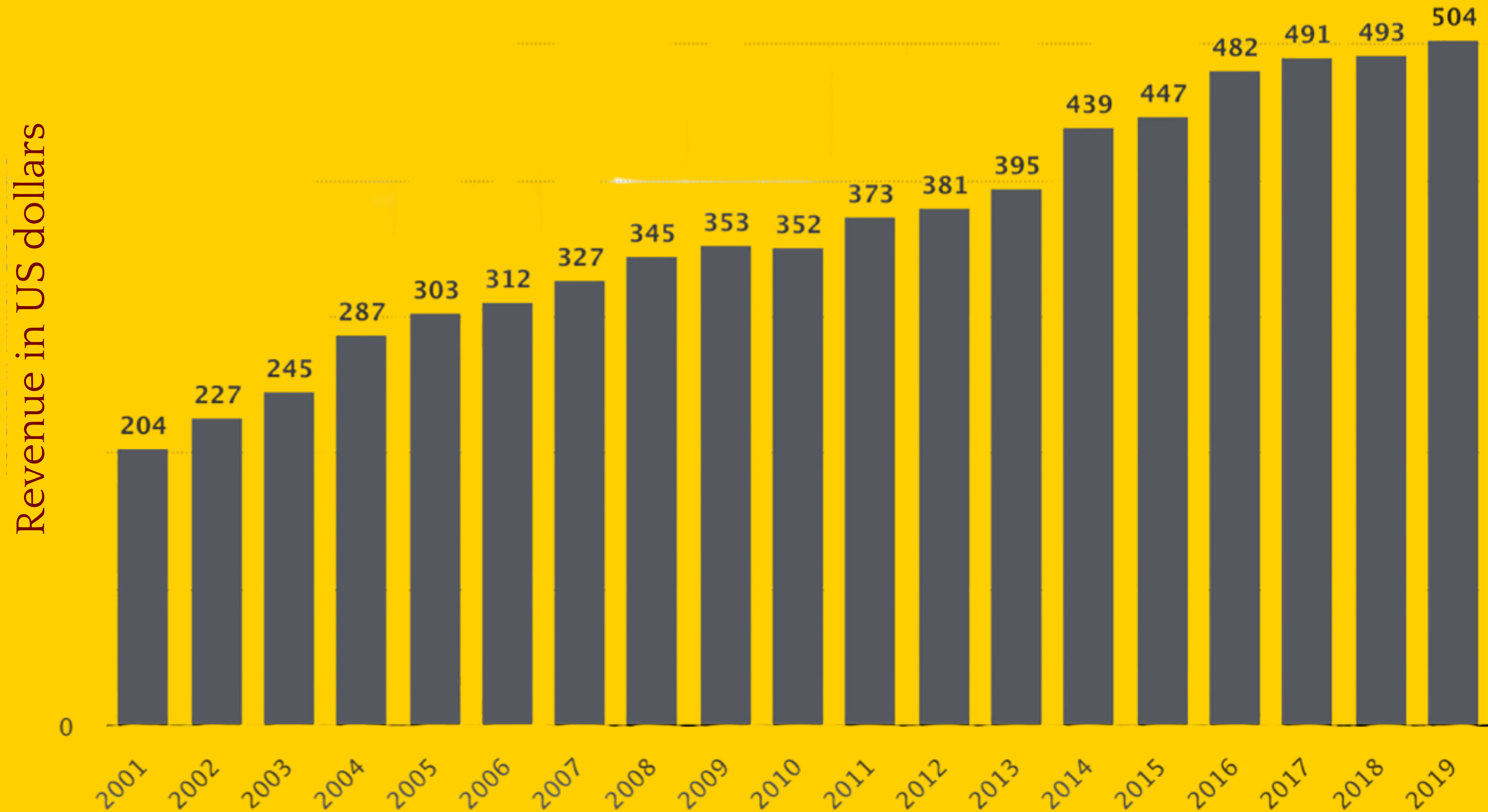


- NFL Value
  - Most watched sport in America
  - Consistent popularity Increasing
- Franchise Value
  - No. 5 ranked NFL team (Forbes)\$3.5 billion in 2020
- 2020 Season Optimism
  - Tied for first in NFC East
  - Potential to host playoff game in 12 years
  - Ron Rivera: 2013, 2015 NFL Coach of the Year

# Franchise Value

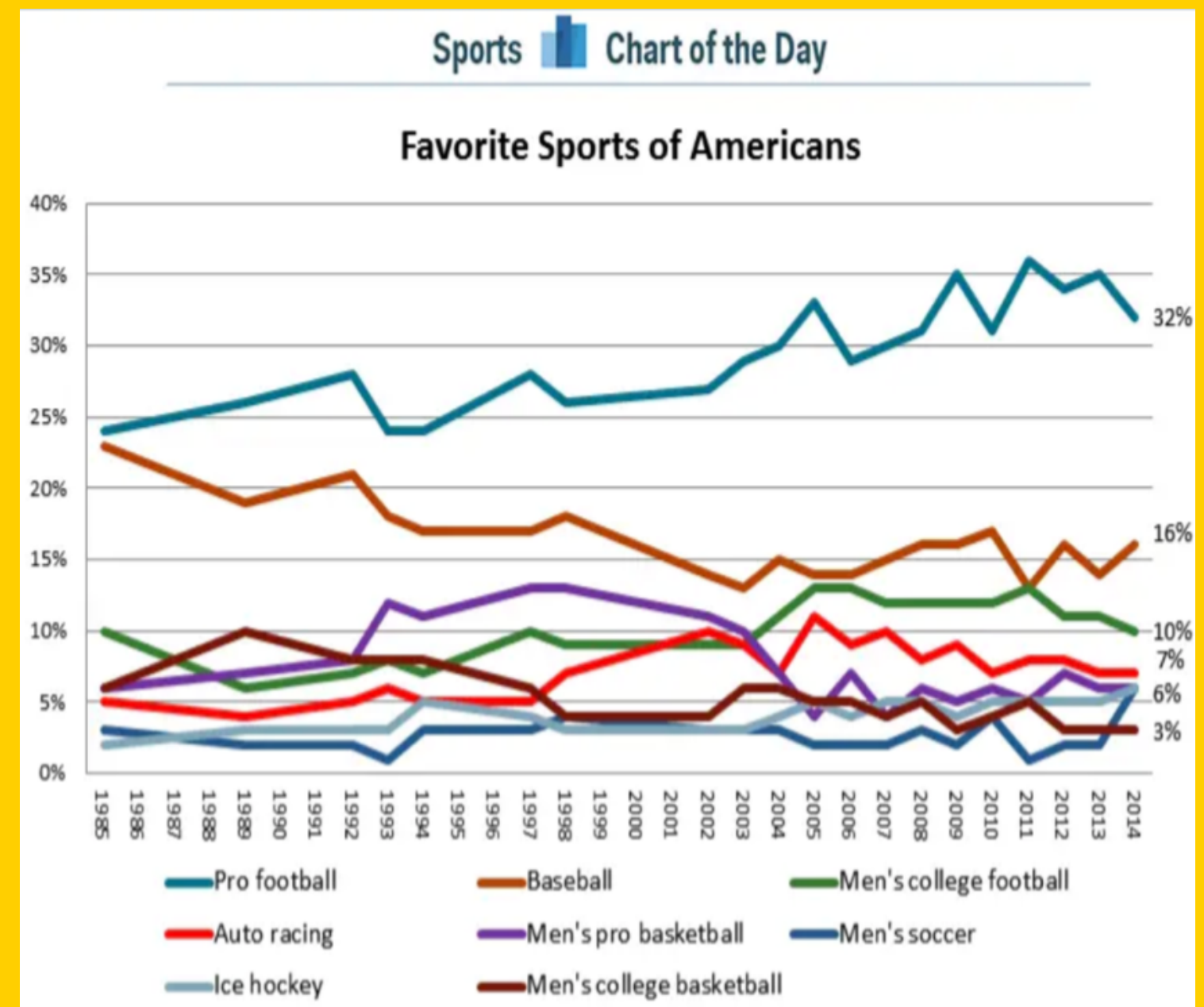
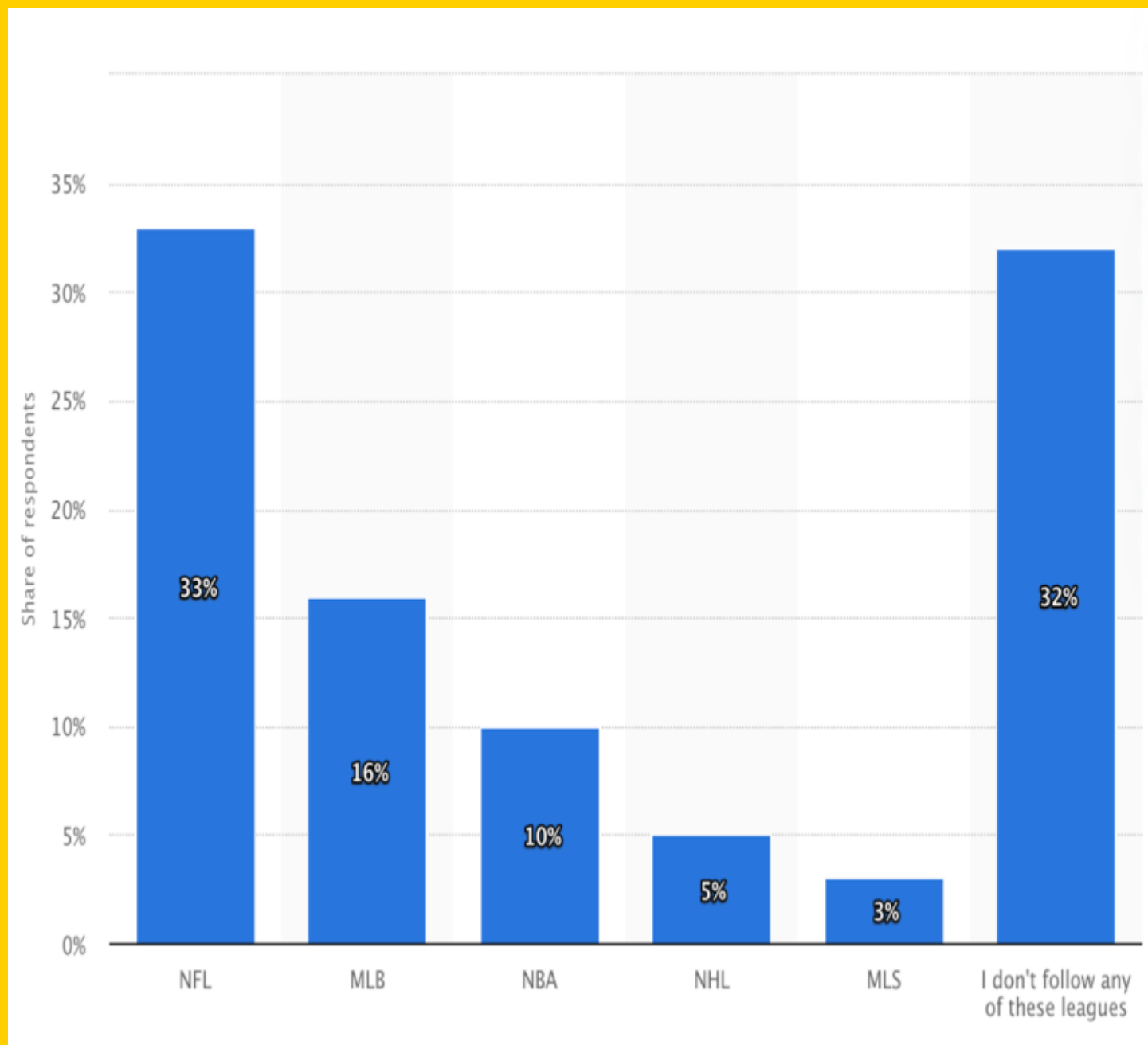


# The Football Teams Franchise Revenue





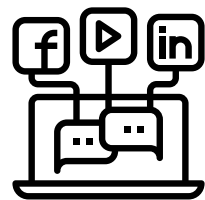
# NFL Value



# Sponsorship Benefit: Following

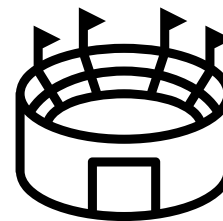


## Social Media



- Facebook:
  - 1.88 million followers
- Twitter:
  - 1.2 million followers
- Instagram:
  - 831,000 followers

## Stadium



- Second largest stadium in NFL/Holds 82,000
- Advertising space on FedEx Field grounds
- Halftime activities

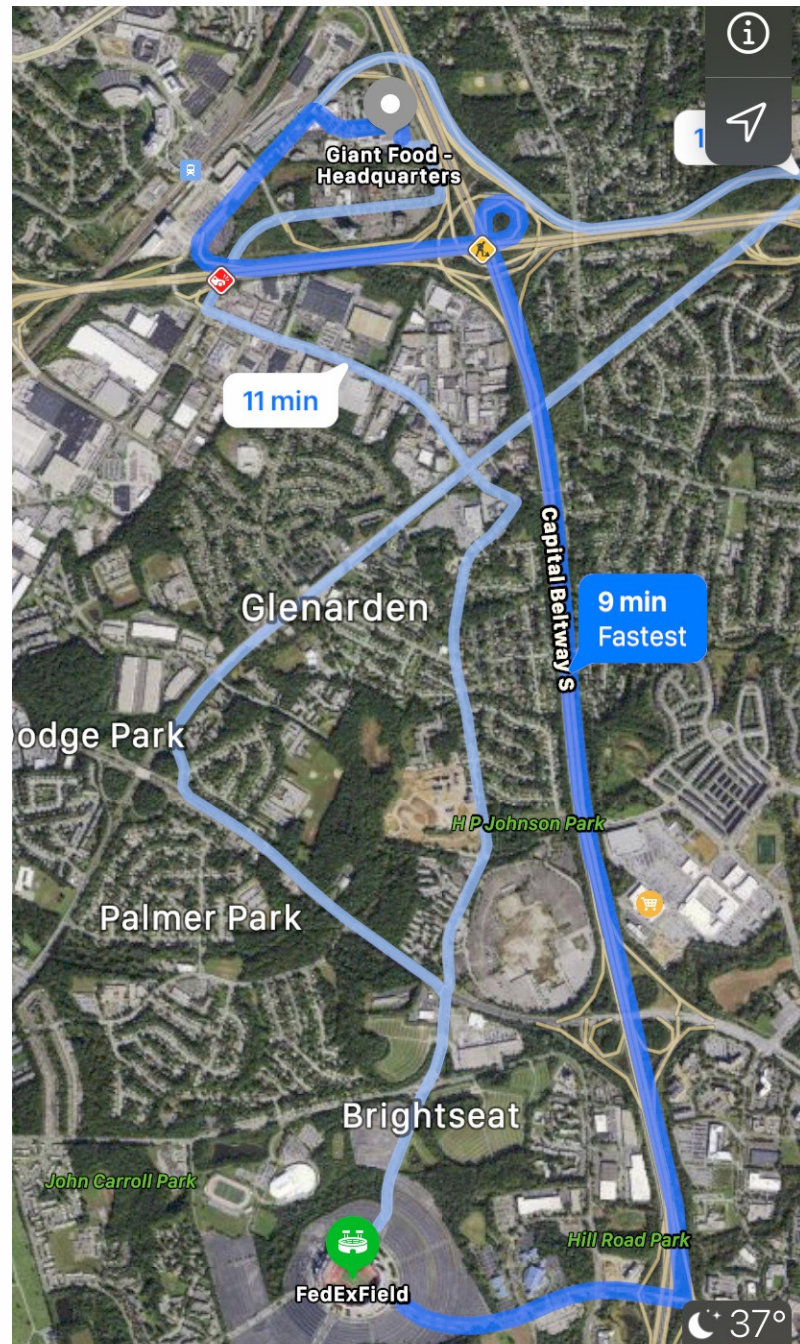
## TV Ratings



- NFC East has the largest TV markets: NYC, PHL, WASH, & DAL
- Dallas Cowboys game- 30.3 million viewers
- In 2019, through eight games, the NFL averaged 15.8 million viewers per game
  - $15.8 \text{ Million} * 16 \text{ games} = 252.8 \text{ Million}$



# Sponsorship Benefit: Location



- Giant Foods Headquarters to Football Stadium
  - 9 minute drive

- Washington DC's most popular franchise in the past 50 years



- Giant Food Stores
  - Pennsylvania, Maryland, Virginia, West Virginia

- NFC East: Pennsylvania, Maryland/Virginia, New York, Texas
  - 4 of the top 8 target markets





# Sponsorship Benefit: Brand Image Improvements



Consumers have become more concerned about whether companies are contributing to the betterment of society.

If a business contributes to the community, its bearing of the social responsibilities can lead consumers to identify themselves with the business image and become loyal to the brand.

Getting good press through doing good works is considered by businesses to be one of the best ways to advertise the company.



# Giant's Social Media Accounts



289,000 followers



12,500 followers

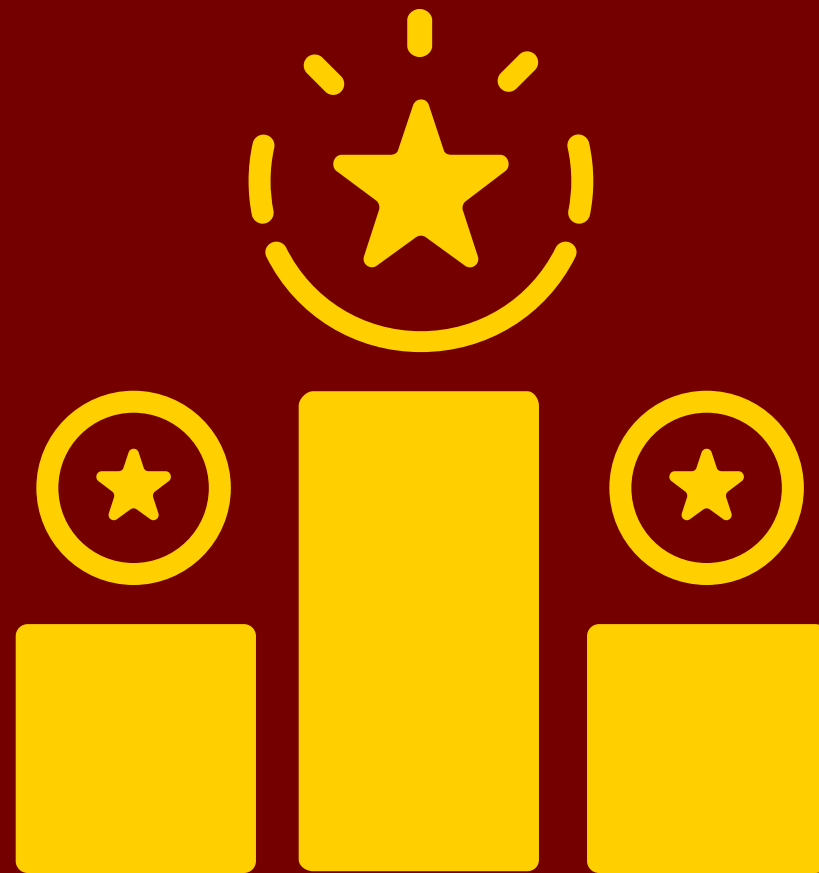


















24,700 followers





# Giant's Competitors



1		 Colleen Wegman President & CEO	82/100	50,000	--	\$9.7B
2		 CEO	--	138,000	--	\$36.3B
3		 Meg Ham President	52/100	63,000	--	\$3B
4		 CEO	--	144	--	\$64.1M
5		 John Mackey Co-Founder & CEO	70/100	60,030	\$23M	\$16B
6		 W.Rodney McMullen Chairman & CEO	59/100	453,000	--	\$128.9B
7		 Brian Cornell Chairman & CEO	82/100	360,000	\$150K	\$84.7B
8		 Doug McMillon President & CEO	70/100	2,200,000	\$6.9M	\$542B







# About the Boys & Girls Club of Greater Washington

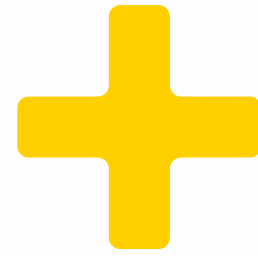


- ☀ 15 different sites covering a span of 75 miles across the Washington DC area
- ☀ Provides after school programming for over 1,400 children who would otherwise be on the street or at home alone
- ☀ BGCCW does not turn down any child who does not have the facilities to pay

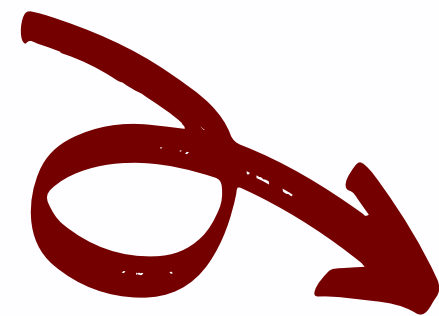


**BOYS & GIRLS CLUBS  
OF AMERICA**



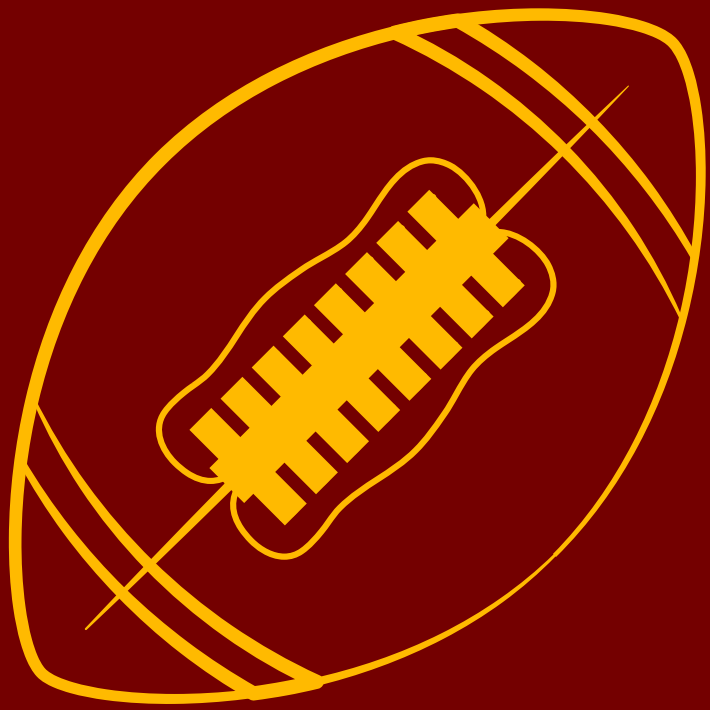


Giant



**BOYS & GIRLS CLUBS  
OF AMERICA**

# Brand Congruence



\*Giant and The Football Team have an immense dedication to the DMV area and its families

- Reliability

## The Football Team

- Team
- Effort
- Tradition
- Community Outreach
- Health & wellness

## Giant

- Integrity
- Courage
- Teamwork
- Care
- Food Education



# Covid-19 Deliverables



- In May of 2020 the Boys & Girls club started in person aftercare again for the children of essential workers
- In order for for after school programming to run safely and smoothly right now, the program needs ample supplies including snacks, PPE, and monetary donations
- Together Giant Foods and the Washington Football Team could provide these supplies and other services during this holiday season



# Zoom with Your Favorite Football Team Players



Earlier this year, Shaq surprised a group of Boys & Girls Club students from Atlanta with words of advice in getting through the pandemic



# Activation: The Shopping Cart Challenge



- On the Washington Football Team Instagram Account, a star Football Team player will be featured filling up his shopping cart at Giant with groceries and explaining his favorite foods.
- When the cart is filled up, a picture of it will also be posted to the story with a answer box to guess the price
- The fan who guesses the total price of everything in the shopping cart first wins a signed jersey by that player.





# ACTIVATION: GIANT SAVINGS WITH THE WASHINGTON FOOTBALL TEAM SHOPPERS CARD

The Washington Football shoppers card will give you access to countless discounts and cash back if you shop at giant

The Giant Win deal: The day after a Football Team Win, every customer with a WFT shopper's will get a % of their purchase depending on how much the team wins by

Washington wins by 7  
-> 7% off the purchase

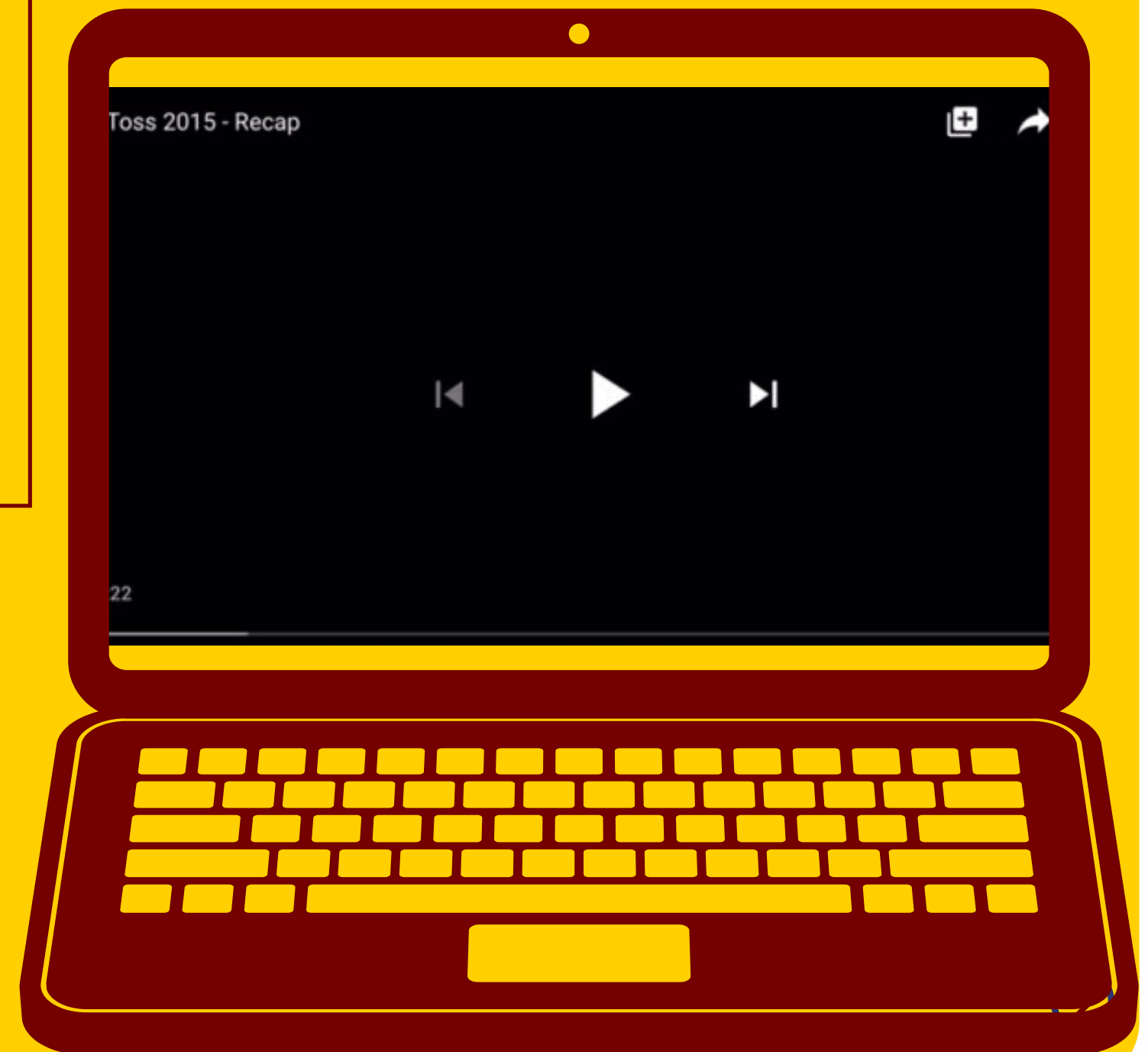


# Giant Turkey Toss



## Halftime Activity

- Contestants will line up at midfield and toss the frozen turkeys as far as they can
- The winner receives a \$100 Giant Giftcard







# Activation: Giant Food Drive



- Giant prop shopping cart behind the endzone with the Giant logo
- Additional prop shopping carts in and around the stadium for people to donate food to



Thank you!  
- The Washington  
Football Team



X

