sports coverage

No matter the sport or the season, reach and engage sports fans... and hit your media plays outta the park!

Sports fans seek out brands which are affiliated with their favorite teams and pastimes. To align your brand with this sports audience, deliver your message consistently through contextually relevant placements in both physical and mobile digital channels.

Engage your primary audiences across any sport, any season – or all year long! Whether you’re activating a sponsorship to reap more exposure from your investment or trying to get close to the sporting action for less cost per impression, our integrated packages are designed to get your brand noticed.

Year-round coverage:
- Regular game days
- Playoff series
- Championship games
- Rallies and victory parades
- College/professional leagues
- Sporting good stores
- Hall of Fame Museums
- Community fields/stadiums
- Multi-market exposure
- Branded experiences

Every campaign is customized and scalable! We will collaborate with each advertiser brand to plan nationwide coverage and routing that meets the campaign’s objectives.

Watch Supercuts dominate Major League Baseball

mobile billboards | mobile display | field marketing | experiential marketing

doitoutdoors.com | diousa.com
“OOH is growing at such a rate because it’s highly impactful, uncluttered and doesn’t suffer from the problems of other traditional mediums. TV has cord cutters and skippable ads, digital has fraud and viewability problems. OOH ads can’t be skipped or fast-forwarded.”
// Steve Olenski, CMO Network, Forbes

“Today’s advertising creatives and media planners grew up with the internet in the palm of their hands; they get digital media and push it forward. We want to show them some ideas are too big to stay trapped online. Bold ideas need a bold platform.”
// Stephen Frietas, CMO, OAAA

Out-of-home media formats:
Big, bold presence in the physical world. Head-turning results. A larger-than-life mobile billboard offers real estate for your creative that can’t be ignored. Drive your message to your precise audience: sporting events and sporting stores. Out-of-home media drives more online engagement per dollar spent than any other channel. A mobile billboard campaign can offer coverage across multiple sports leagues and markets.

Pro Tip: Get multiple versions of creative printed in advance to quickly change as teams progress!

Field marketing:
Directly interact with sports fans at the events and key points of interest the campaign is targeting. Brand ambassadors can activate with Segways, Jet Packs, sampling bikes or giant ad balloons, to name a few. Provide electric shuttle rides between tailgating lots and stadium entrances. Distribute swag or discounts, or engage using augmented reality or virtual reality experiences.

Live brand experiences:
Activate a sponsorship on-site with a unique experience, or offer a tailgating party outside the stadium. Capture the moment to generate earned media success. Inspire the press and influencers to share your experiences to a wider audience of sports enthusiasts.

Mobile display advertising:
Optimize your digital marketing budget by pairing it with an out-of-home campaign for improved click-through-rates. Reach sports fans based on demographics, location or lifestyle segments. Maximize exposure across online sports publishers. Reach devices through display based on which specific sports apps are installed. Geofence key events and apply retargeting for more frequency.

Get started on an annual coverage plan to maximize exposure to the right sports fans.