

# OPENDORSE FOR AGENCIES

We've made it easy for you to secure, organize, and activate athlete influencers for your client's next social media campaign. It all starts with our athlete roster recommendation strategy.

## THE PROCESS

All we need from you is the following to get started:



CAMPAIGN OBJECTIVES



TIME FRAME



TARGET AUDIENCE

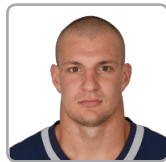
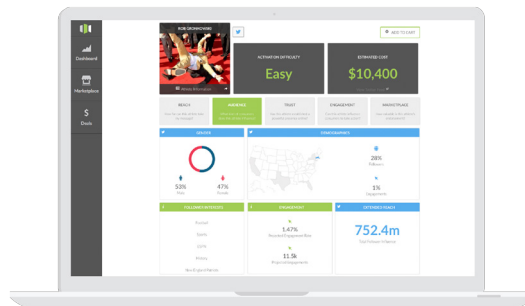


BUDGET RANGE

## CUSTOM GAME PLAN

Our talent activation and campaigns team will then evaluate your client's campaign goals and provide you with a recommended athlete roster that aligns with your marketing objectives.

A deep analysis of each player's marketability and unique interests is aggregated to ensure the roster shared provides the best possible outcome for the activations.



**ROB GRONKOWSKI**

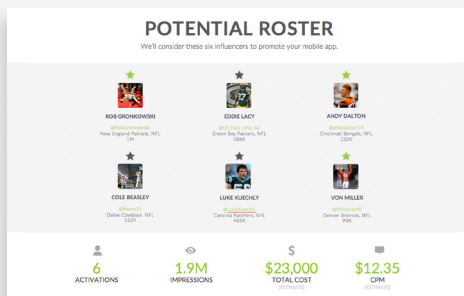
@RobGronkowski  
New England Patriots | NFL

**Reach:** 1,077,879  
**Follower Demographics:** 17% from Boston  
**Actionability:** Average 876 engagements (last 5 tweets)  
**Personality:** Outgoing, Funny, Interactive  
**Genre:** Humor, Travel, Sports  
**Topics:** Gronk, Family, Patriots, Events, Marketing

- + High actionability, see Gronk Party Bus campaign
- + One of the most marketable players in NFL
- + Top selling jersey for tight end

## WHAT'S INCLUDED

An athlete recommendation strategy includes a campaign overview, custom data evaluation, and your potential athlete roster—along with expected levels of the following:



- ACTIVATIONS
- IMPRESSIONS
- TOTAL COST
- ORGANIC CPM

## HOW TO GET STARTED

Let us help you work confidently with athlete influencers. Contact us to get your personalized recommendation strategy.

Contact Adi Kunalic at 402 431 0766 or [adi@opendorse.com](mailto:adi@opendorse.com).