

SPORTS PARTNERSHIPS

CAMPAIGN CONCEPTS

PARTNER BRANDING



DS BLUE LIGHT

CARDINALS
RED

BLACK

WHITE

YELLOW

make the
**ULTIMATE
CATCH**

#CATCHLARRY

desertschools.org/catchlarry

#CATCHLARRY

Din Pro Black Italic
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 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()

Din Pro Light Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()



win the
**ULTIMATE
FAN DAY**

DS BLUE LIGHT

COYOTES RED

BLACK

WHITE

YELLOW



make the
**ULTIMATE
GOAL**

desertschools.org/coyoteschecking

#COYOTESCHECKING



#COYOTESCHECKING

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CAMPAIGN STRATEGY



Instead of creating just a commercial, a unified campaign will be created to promote the partnerships, debit cards to engage members and fans by creating a fantasy football like experience where fans compete to win a variety of contests and giveaways in our various channels. Entries into the contest are monetized and assigned value based on importance.

Leaderboard

By making people compete, the ego will drive action as much as the passion for a team or player. The leaderboard will show who is winning, much like fantasy football and where their interactions are taking place. Prize levels will be visible so people can see they are competing for prizes such as suite tickets and meeting Shane or Larry, season tickets, autographed items and other campaign swag.

Shane and Larry branded products

In order to better facilitate cross sell opportunities and make it more natural promotions around our other products are branded to the player or team.

- Larry Auto Refi - \$500 cash back
- Larry Home Equity - \$500 cash back

Social Campaigns

Giveaways, contests and posts pushing traffic to the campaign websites, you get more points by sharing, liking and commenting on posts. This is still allowed on FB, run through our social contest software.

DS Live and user generated content

By pushing campaign traffic to the DS Live website we can allow fans to upload photos, experience DS Live, cross promote between the two. Share content between the two as well.

Other opportunities

Work the campaign into relationship rewards, give one point for someone who gets the sports partner debit cards and they receive discounts from the teams as outlined in the partner contracts.



LARRY STORYBOARD



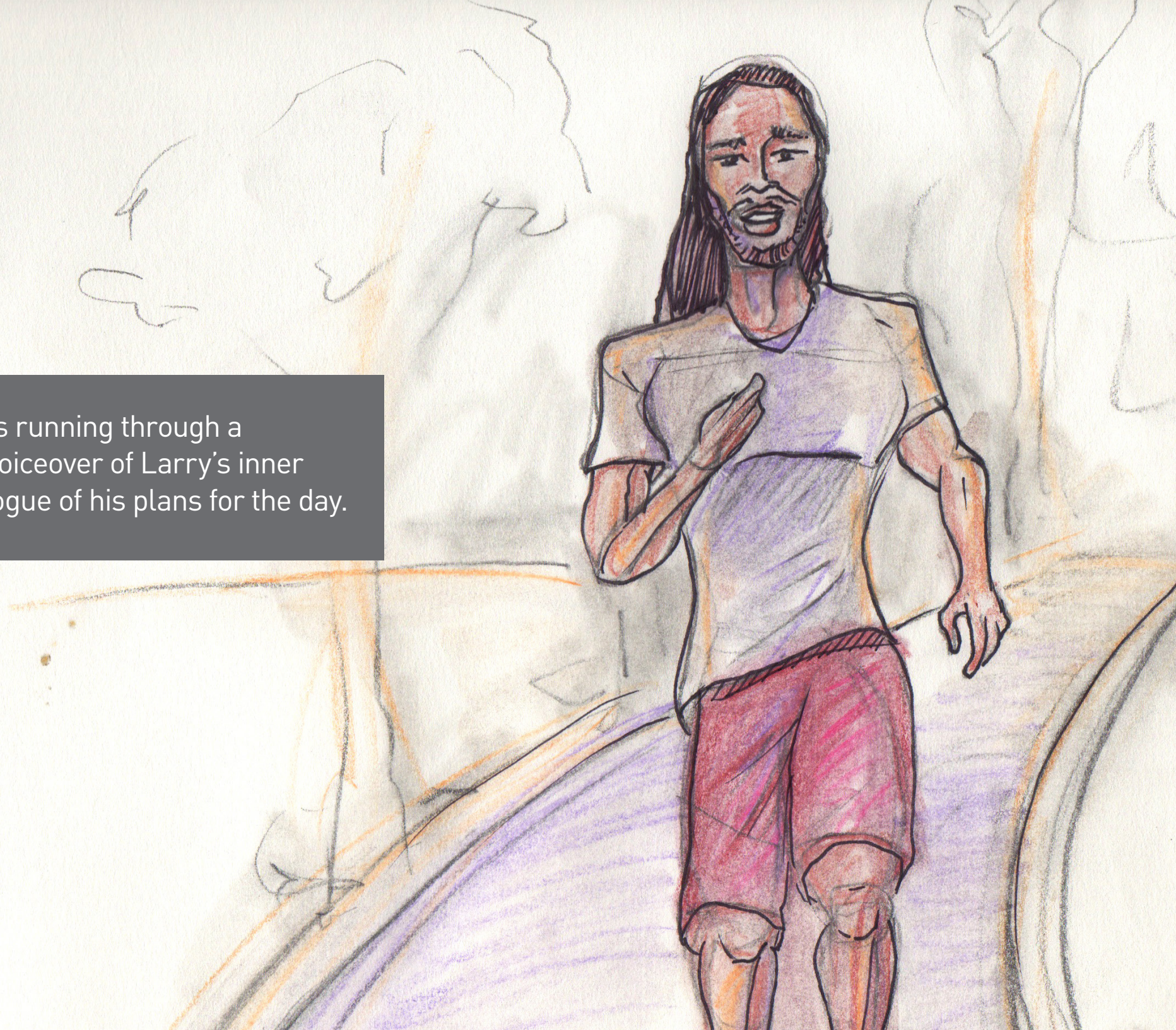
Open to Larry at practice doing football drills: running, catching, etc. Close-up of Larry receiving a pass.

Voiceover talking about Larry, Cardinals and the Desert Schools partnership.

Voiceover continues and is interrupted when Larry sidesteps a tackle from a security guard. Larry looks back, with a puzzled gesture and continues running.

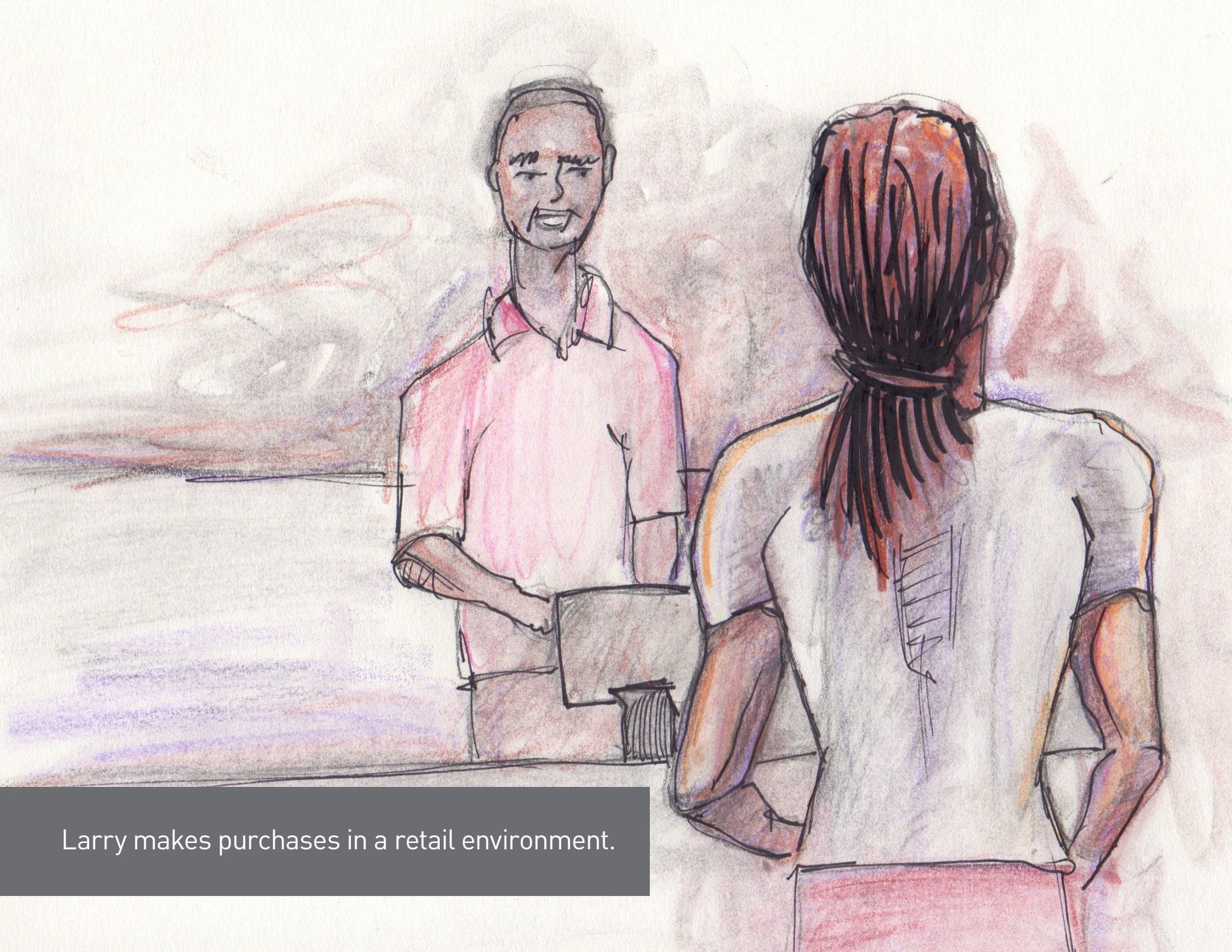


Larry is running through a park. Voiceover of Larry's inner monologue of his plans for the day.

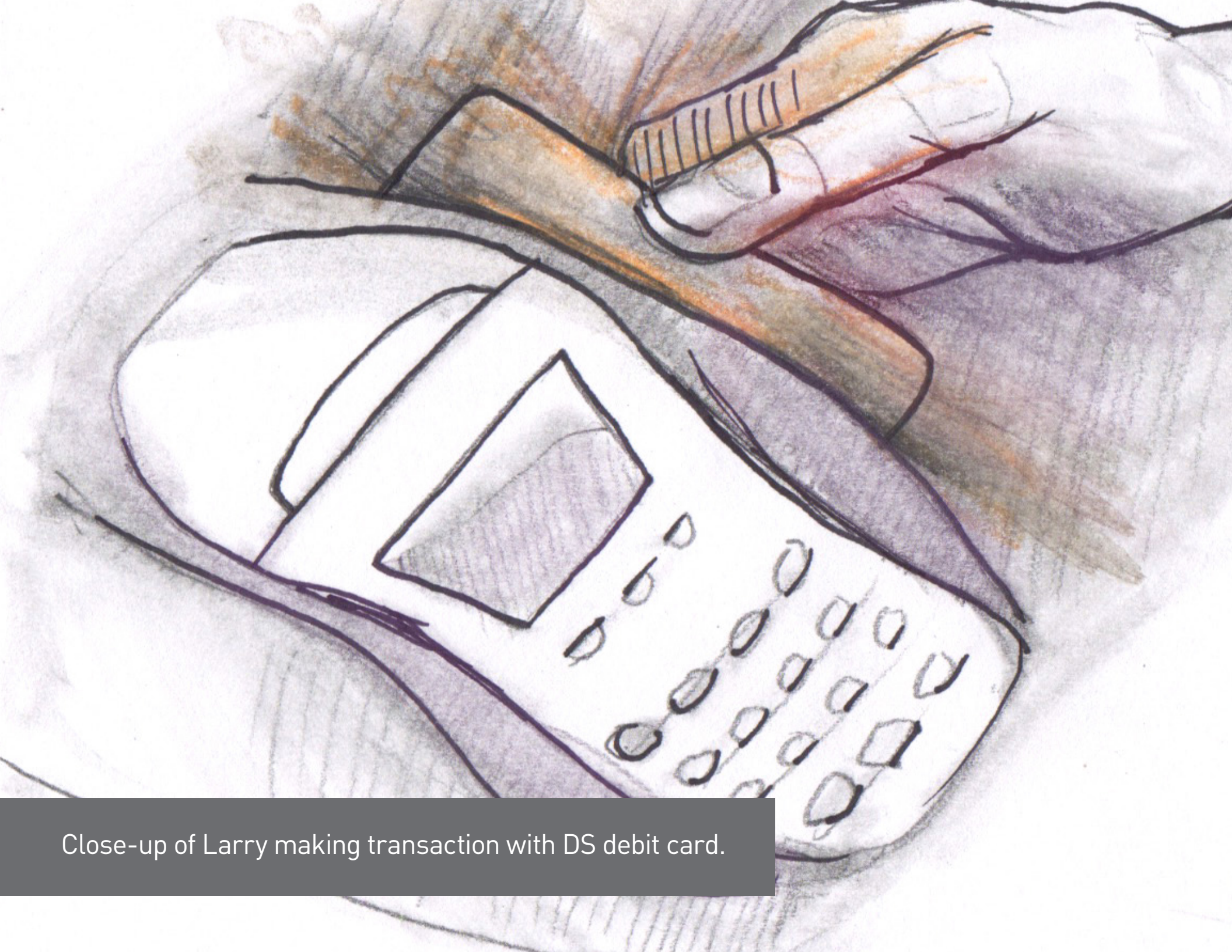


Voiceover is interrupted as other joggers attempt to catch Larry. Three joggers jump at Larry in a zig zag pattern and Larry continues on barely affected.



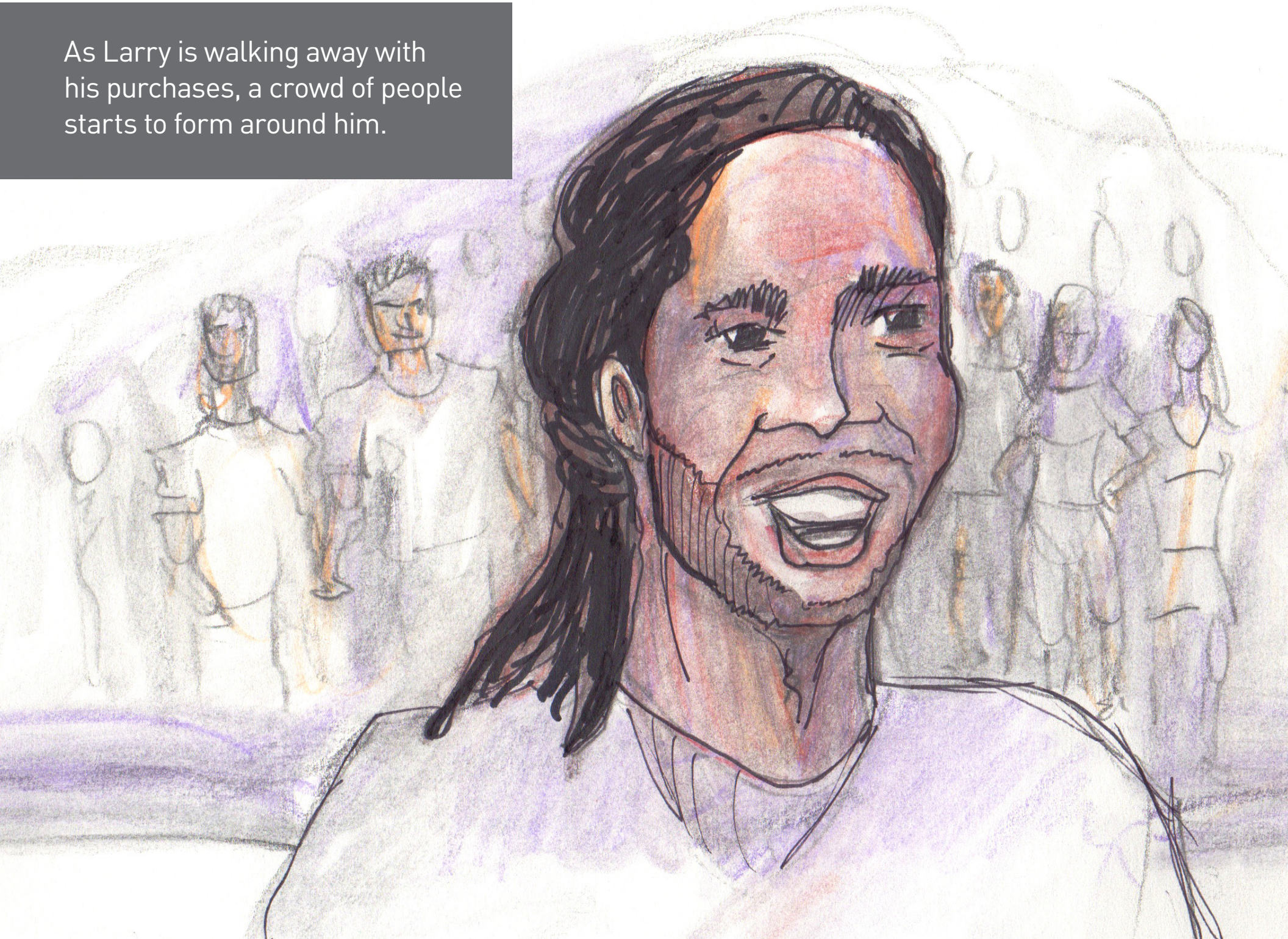


Larry makes purchases in a retail environment.



Close-up of Larry making transaction with DS debit card.

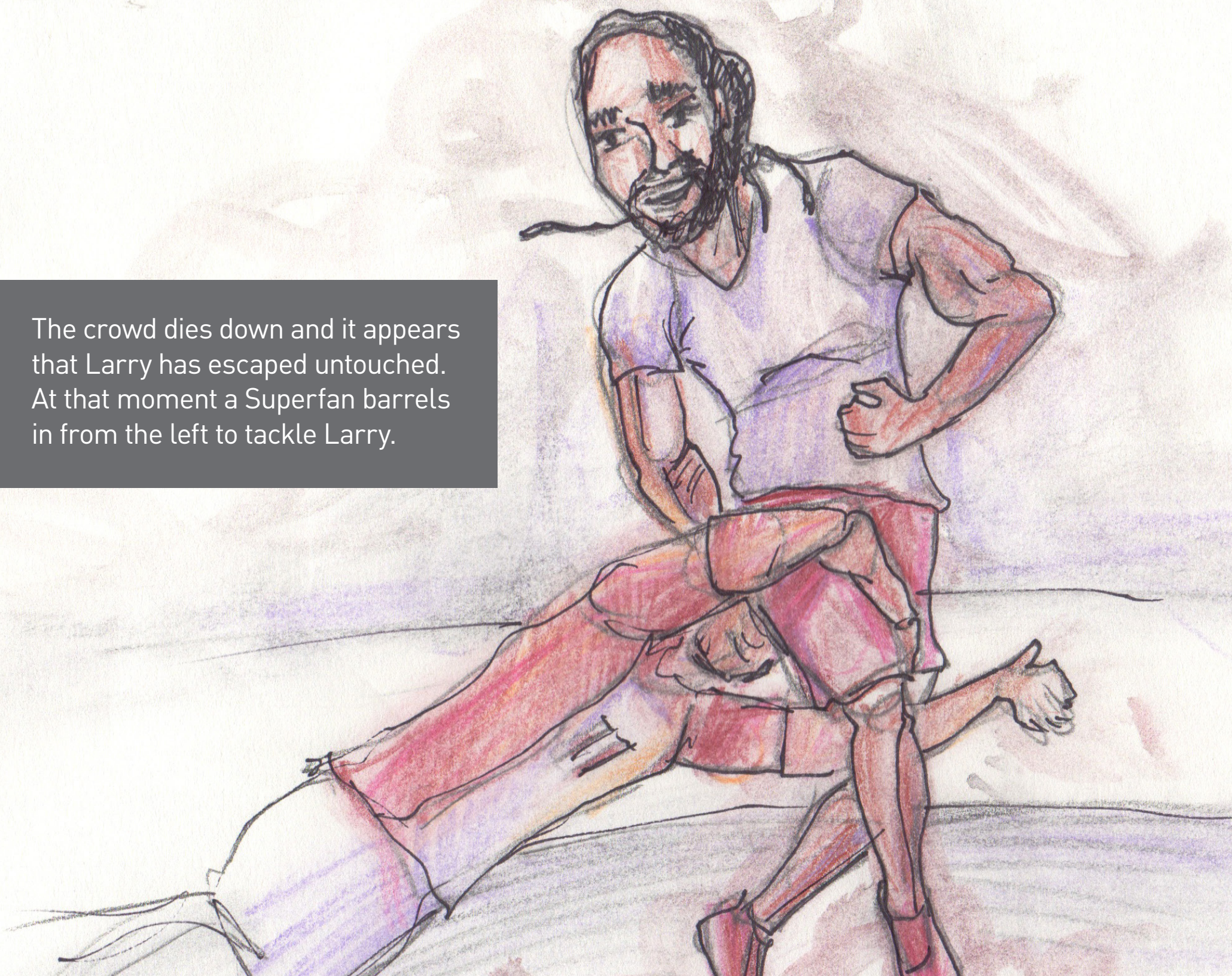
As Larry is walking away with his purchases, a crowd of people starts to form around him.





Shortly after stepping outside the store, Larry notices the crowd running after him. Larry begins to run.

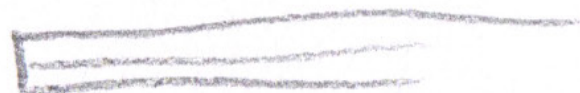
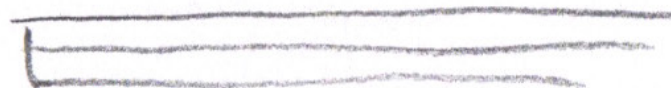
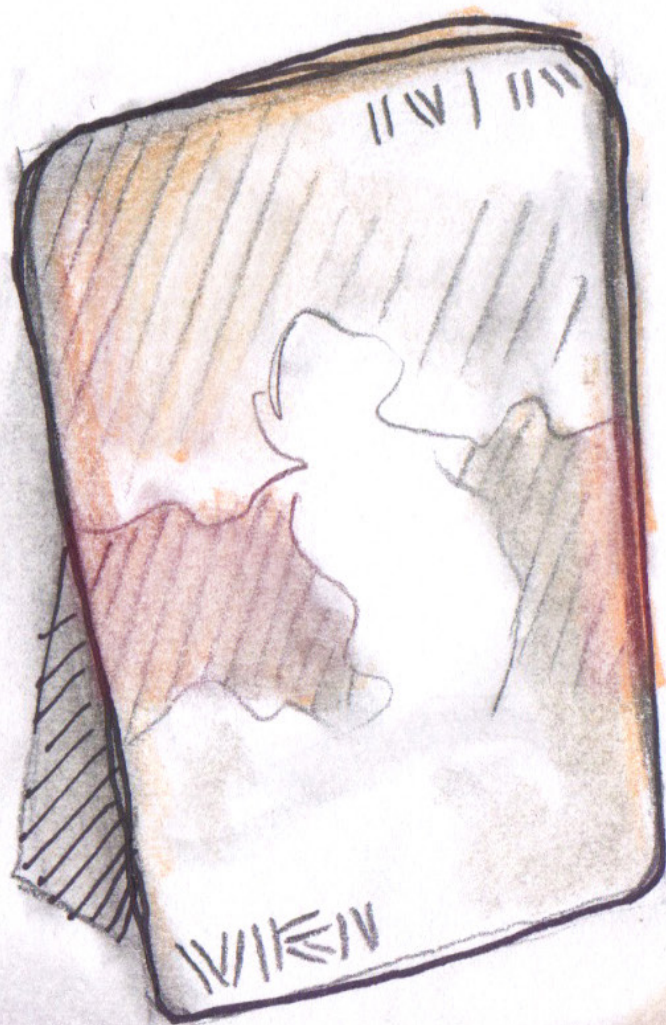
The crowd dies down and it appears that Larry has escaped untouched. At that moment a Superfan barrels in from the left to tackle Larry.



The Superfan emerges and finds
in place of Larry, the DS debit
card. The Superfan is overjoyed.



Cut to over the Superfan's shoulder, zoomed in on the front of the card. Graphics and voiceover relating to card and Desert Schools.



LARRY WEBSITE

Using footage caught from the commercial shoot the website will use interactive features to engage users and encourage them to share. Users will be able to simulate catching Larry in three scenes.

DESERT SCHOOLS
FEDERAL CREDIT UNION

catch
LARRY

As one of the NFL's most popular players Larry is in demand. Try your luck at catching Larry or enter to win a chance to meet him or signed gear.

REGISTER NOW

TRY TO CATCH LARRY

GET THE LARRY DEBIT CARD

EXPERIENCE DS LIVE

WIN LARRY SWAG

JOIN DESERT SCHOOLS

Using footage caught from the commercial shoot the website will use interactive features to engage users and encourage them to share. Users will be able to simulate catching Larry in three scenes.

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[REGISTER NOW](#)

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[GET THE LARRY DEBIT CARD](#)

[EXPERIENCE DS LIVE](#)

[WIN LARRY SWAG](#)

[JOIN DESERT SCHOOLS](#)

To promote the card, users can navigate to a live footage scene that features the card, talks about features and being the ultimate fan. From here leads can be funneled to OAO or a generic lead form to join Desert Schools and receive their card.

DESERT SCHOOLS
FEDERAL CREDIT UNION

win a day with
LARRY

For a limited time Larry Fitzgerald or Cardinals fans can win the ultimate fan experience when they get the Larry card with a Desert Schools checking account.

REGISTER NOW

TRY TO CATCH LARRY

GET THE LARRY DEBIT CARD

EXPERIENCE DS LIVE

WIN LARRY SWAG

JOIN DESERT SCHOOLS

The contest will be focused on prizes for the Ultimate Fan including meeting Larry, suite tickets, autographed gear and swag items. The contest will be driven by interaction points such as social media, DS Live, Larry card, purchases and showing that you are, the Ultimate Fan.

DESERT SCHOOLS
FEDERAL CREDIT UNION

PLAY **BIG** WIN **BIG**

TRY TO CATCH LARRY

GET THE LARRY DEBIT CARD

EXPERIENCE DS LIVE

WIN LARRY SWAG

JOIN DESERT SCHOOLS

The contest will be focused on prizes for the Ultimate Fan including meeting Larry, suite tickets, autographed gear and swag items. The contest will be driven by interaction points such as social media, DS Live, Larry card, purchases and showing that you are, the Ultimate Fan.

DESERT SCHOOLS
FEDERAL CREDIT UNION

PLAY **BIG** WIN **BIG**

autographed
LARRY JERSEY

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consectetuer adise piscining elit,
sed diam nonummy nibh euis
moded tincidunt ut laoreet.

ENTER TO WIN

TRY TO CATCH LARRY **GET THE LARRY DEBIT CARD** **EXPERIENCE DS LIVE** **WIN LARRY SWAG** **JOIN DESERT SCHOOLS**

The campaign will be tightly integrated with DS Live cross-promoting the experience, the DS Live website and it's relevance to the campaign. Users who interact with the partner campaigns will automatically be offered the option to opt into DS Live emails and content.

DESERT SCHOOLS
FEDERAL CREDIT UNION

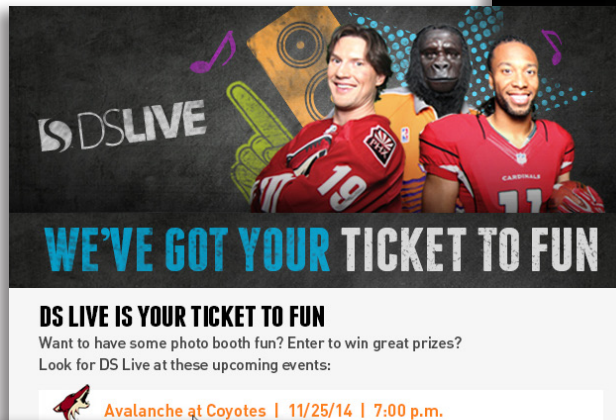
the ultimate
PREGAME

Come to the game and visit the ultimate pregame experience. Enter to win prizes, receive giveaways or take a photo with your favorite team.

[VIEW EVENTS](#)

[TRY TO CATCH LARRY](#) [GET THE LARRY DEBIT CARD](#) [EXPERIENCE DS LIVE](#) [WIN LARRY SWAG](#) [JOIN DESERT SCHOOLS](#)

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Avalanche at Coyotes | 11/25/14 | 7:00 p.m.



7:00 p.m.

6:00 p.m.

2:05 p.m.

10 p.m.

6:00 p.m.

11/21/14 | 6:30 p.m.



INTERCEPT YOUR PHOTO



BLITZ YOUR PHOTO BY SHARING WITH #DSLIVE

Once you post your photo, you'll be the envy of your friends and family. Tell them to get in on the action at the next DSLIVE Experience—whether it's the Coyotes, Cardinals, Suns, or a local festival or concert.



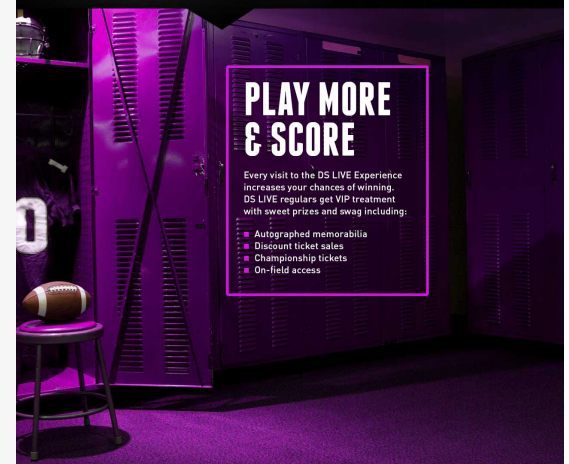
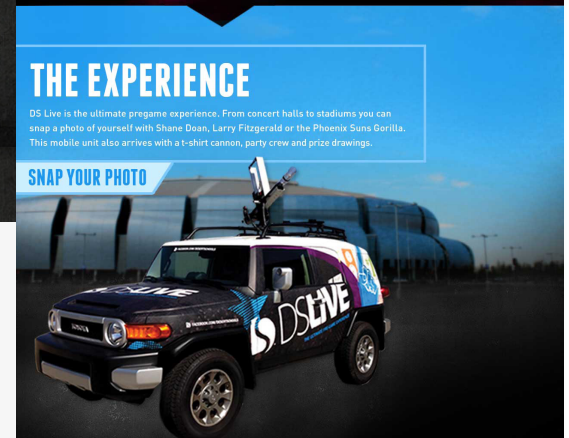
PLAY MORE AND SCORE

Every visit to the DSLIVE Experience increases your chances of winning. Just go to the kiosk and enter to win **\$5,000 cash or two tickets to the big game!** DSLIVE Ambassadors will notify winners by phone. We hope you score big—and look forward to seeing you again soon.

[/DesertSchools](#) [@DesertSchools](#) [desertschools.org](#)

This is a marketing message brought to you by:
Desert Schools Federal Credit Union, 148 N. 48th St. Phoenix, AZ 85034

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GET MORE CRED' WITH OUR FAN DEBIT CARDS

Are you a Cardinals or Coyotes fan? Open a checking and savings account with Desert Schools and score an exclusive Larry Fitzgerald or Shane Doan Visa® debit card.

Our fan cards also come with VIP treatment. We're committed to providing solutions that meet your needs. Building relationships that go beyond business as usual. And giving back in ways that positively impact our community.

CLICK FOR MORE INFO



[/DesertSchools](#) [@DesertSchools](#) [desertschools.org](#)

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catch LARRY

As one of the NFL's most popular players Larry is in demand. Try your luck at catching Larry or enter to win a chance to meet him or signed gear.

REGISTER NOW

TRY TO CATCH LARRY

GET THE LARRY DEBIT CARD

EXPERIENCE DS LIVE

WIN LARRY SWAG

JOIN DESERT SCHOOLS



TAKE YOUR GAME TO THE NEXT LEVEL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eueos.

GET THE CARD



CATCH A PHOTO WITH LARRY

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ENTER TO WIN



VISIT US AT THE GAME

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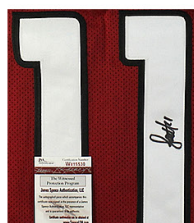
FIND DS LIVE



MEET LARRY



SIGNED SHOES



SIGNED JERSEY



SIGNED HELMET

PLAY BIG. WIN BIG.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliq.

NAME

EMAIL

PHONE NUMBER

AGE

ENTER TO WIN

SIGN UP FOR SPECIAL OFFERS & NEWS

SIGN UP NOW

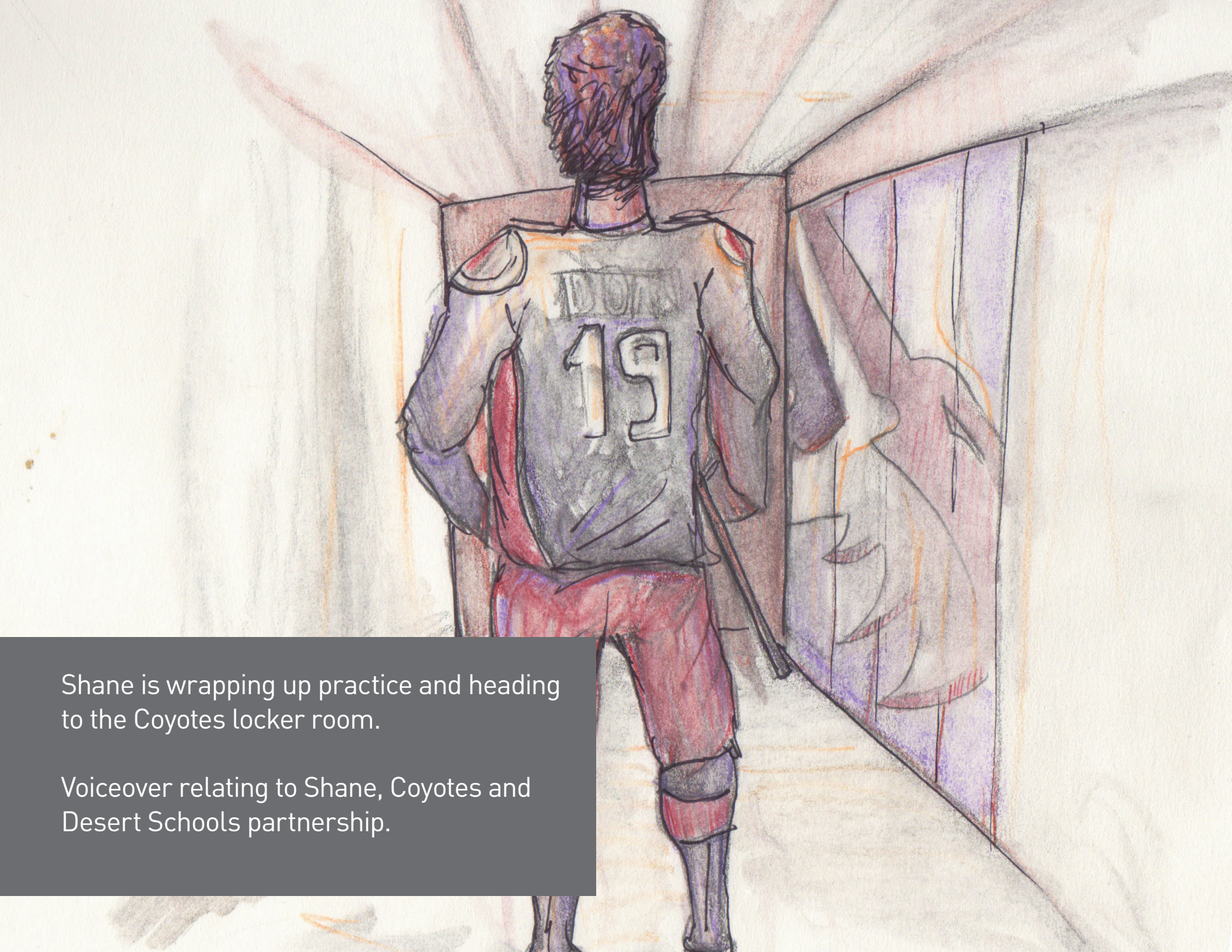
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COYOTES CONCEPT

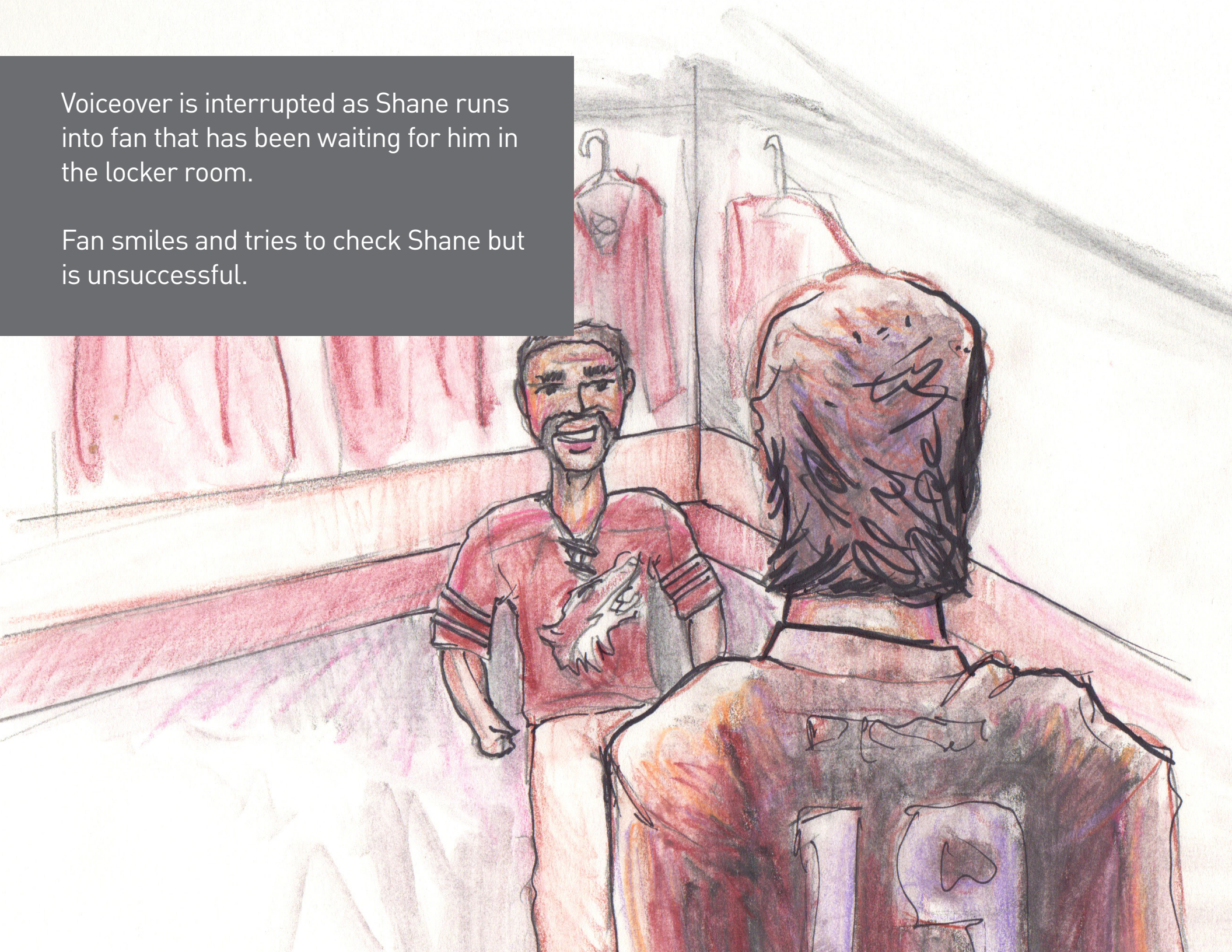


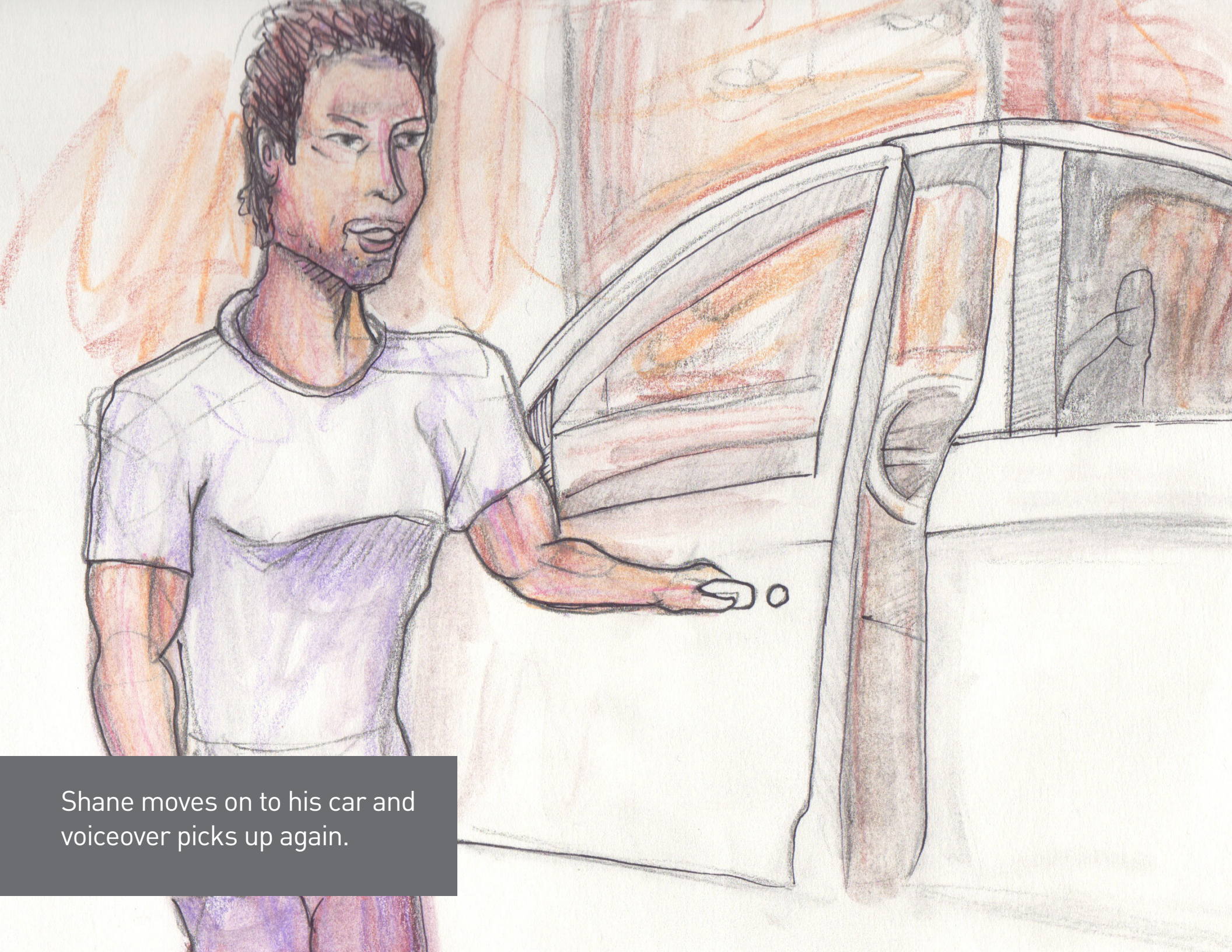
Shane is wrapping up practice and heading to the Coyotes locker room.

Voiceover relating to Shane, Coyotes and Desert Schools partnership.

Voiceover is interrupted as Shane runs into fan that has been waiting for him in the locker room.

Fan smiles and tries to check Shane but is unsuccessful.





Shane moves on to his car and voiceover picks up again.

Voiceover is interrupted as fan leaps towards Shane and just misses him. Shane drives away.





Shane makes purchases in a retail environment.

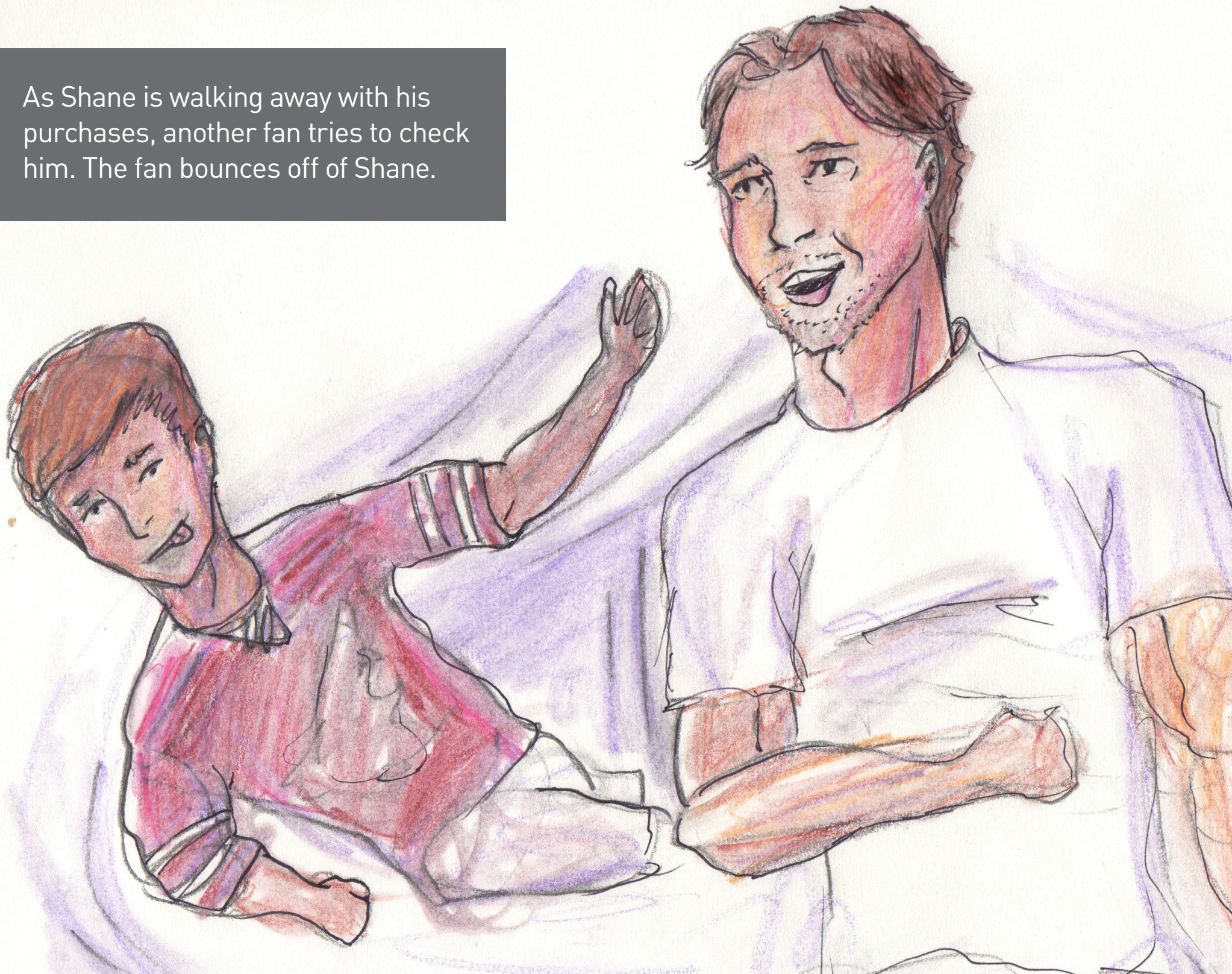


Close-up of Shane making transaction with DS debit card.

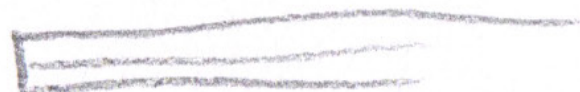
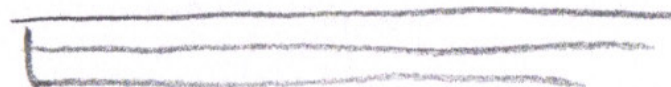
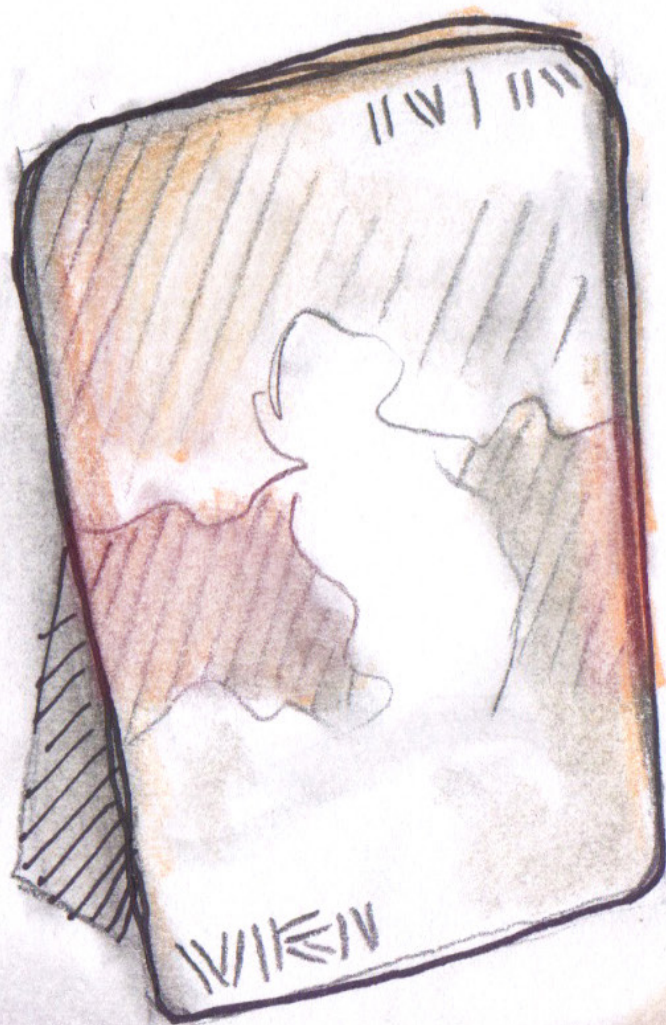


As Shane is walking away, a crowd of people starts to form around him.

As Shane is walking away with his purchases, another fan tries to check him. The fan bounces off of Shane.



Cut to on the ground by Superfan's hand, zoomed in on the front of the card. Graphics and voiceover relating to card and Desert Schools.



COYOTES WEBSITE

Using footage caught from the commercial shoot the website will use interactive features to engage users and encourage them to share. Users will be able to simulate trying to check Shane in the scenes.

DESERT SCHOOLS
FEDERAL CREDIT UNION

check
SHANE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

[REGISTER NOW](#)

« »

[TRY TO CHECK SHANE](#)

[GET THE COYOTES DEBIT CARD](#)

[EXPERIENCE DS LIVE](#)

[WIN COYOTES SWAG](#)

[JOIN DESERT SCHOOLS](#)

Using footage caught from the commercial shoot the website will use interactive features to engage users and encourage them to share. Users will be able to simulate trying to check Shane in the scenes.

DESERT SCHOOLS
FEDERAL CREDIT UNION

check
SHANE

« »

REGISTER NOW

TRY TO
CHECK SHANE

GET THE
COYOTES DEBIT CARD

EXPERIENCE
DS LIVE

WIN
COYOTES SWAG

JOIN
DESERT SCHOOLS



TAKE YOUR GAME TO THE NEXT LEVEL

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GET THE CARD



CATCH A PHOTO WITH SHANE

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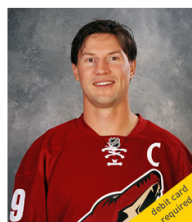
ENTER TO WIN



VISIT US AT THE GAME

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FIND DS LIVE



MEET SHANE



SIGNED STICK



SIGNED JERSEY



SIGNED PUCK

PLAY BIG. WIN BIG.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliq.

NAME

EMAIL

PHONE NUMBER

AGE

ENTER TO WIN

SIGN UP FOR SPECIAL OFFERS & NEWS

SIGN UP NOW

CONNECT HERE



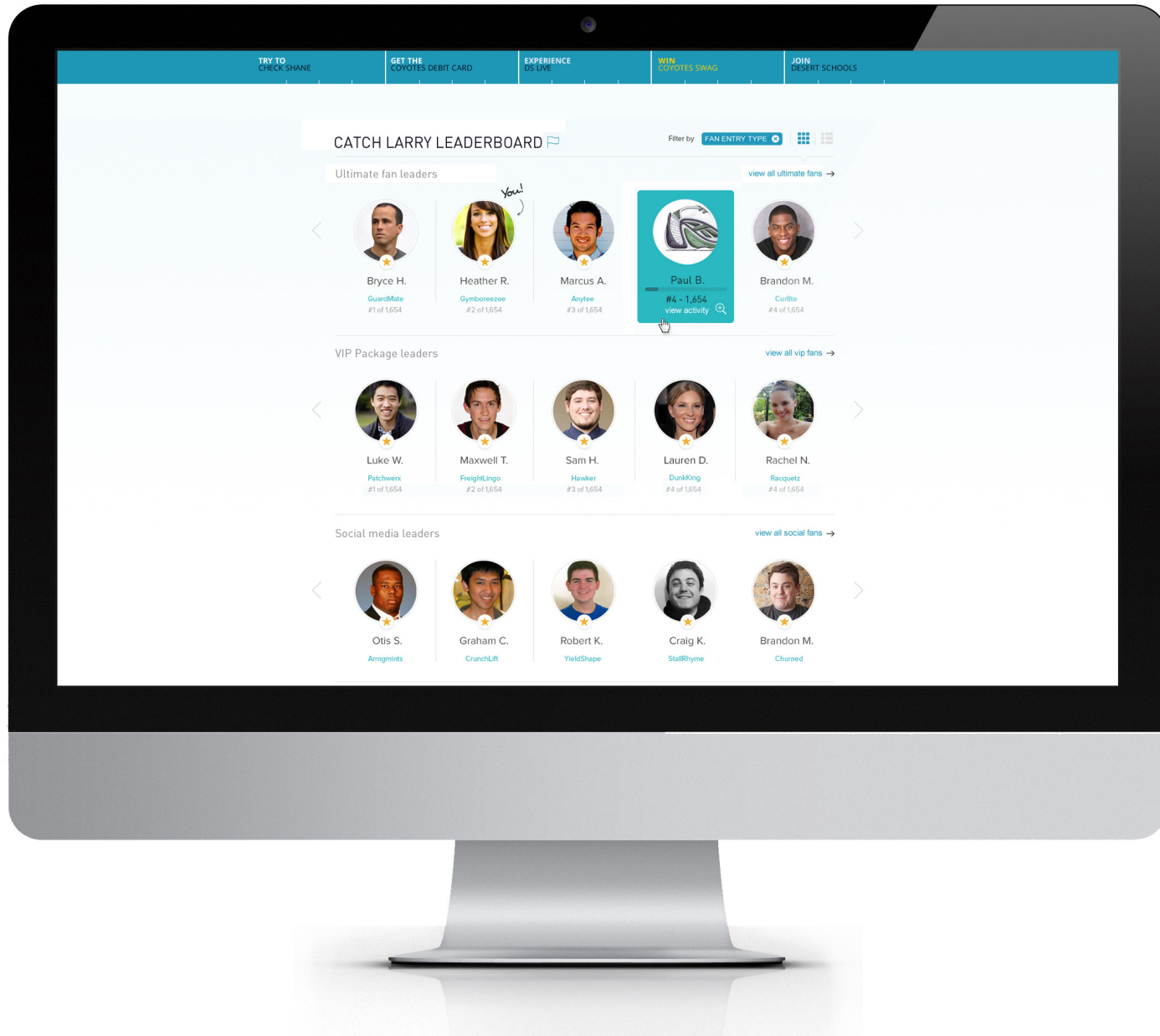
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CONTEST LEADERBOARD

44 CONTEST LEADERBOARD

The leaderboard will show participants of the content where they rank as the Ultimate Fan and in what categories they are dominating. Prizes can be awarded by category and a main prize.



SUPPORTING MATERIALS

46 DIGITAL MARKETING

Promotion of the campaign will utilize all of our channels including branch, TV, radio but our digital channels will drive engagement through contests, posts and promotions in order to keep the campaign relevant over its lifespan.



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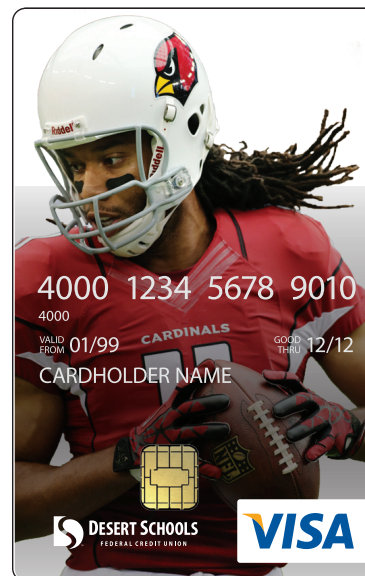
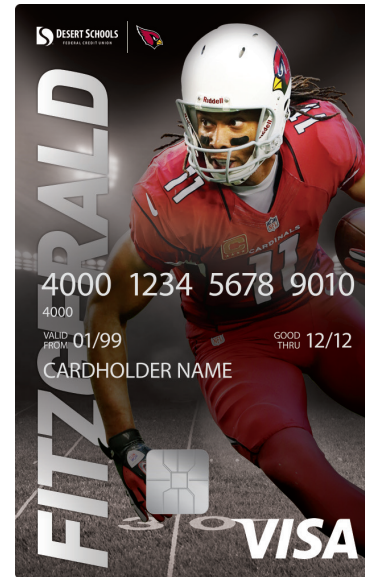


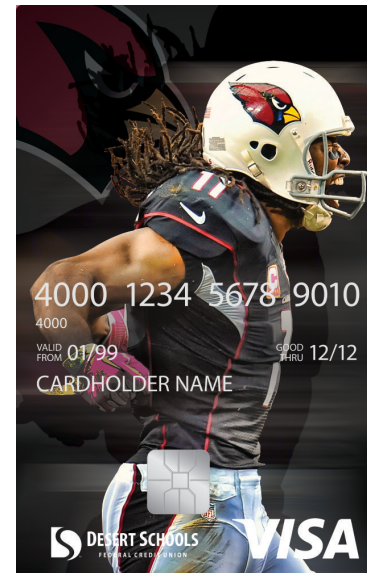
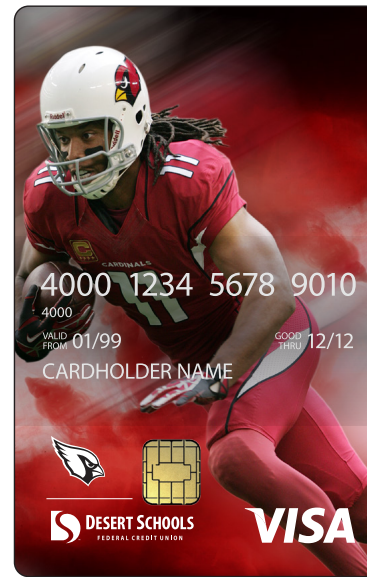
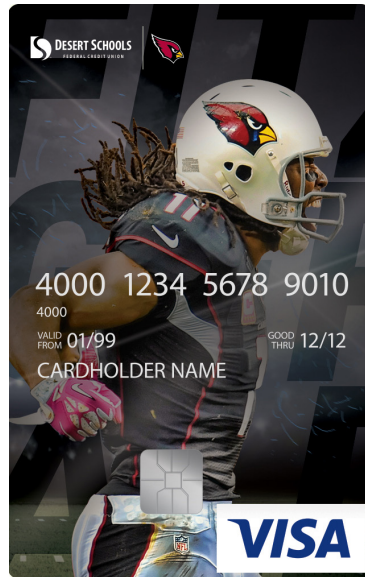
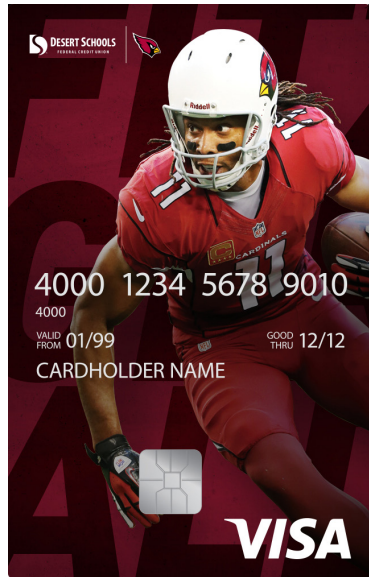
CONTEST PACKAGING

The winning contestants will receive a VIP, Ultimate fan prize box that includes premium swag. Each campaign will receive an appropriately branded package and be encouraged to share on social media.



DEBIT CARD





QUESTIONS / APPLAUSE