ACTIVATION STRATEGY - T

CORPORATE TEAM STRUCTURE ↗️

Role / Team
Integrated Strategy
Corporate Sales
Activation Strategy (AS)
National Partnership Management
Media Activation (MA)

ACTIVATION STRATEGY RESPONSI

Stage
Pre-Sale
Pre-Sale
Pre-Sale
Pre-Sale
Pre-Sale
Pre-Sale
Post-Sale
Post-Sale
Post-Sale
Post-Sale
Post-Sale
Post-Sale
Post-Sale

MEDIA ACTIVATION RESPONSIBIL

#
1
2
3

4
5
6
7
8

WHO TO CONTACT ↗️

Need
Opt-in lists for social campaigns
OAS reporting or metrics
Uploads / redirecting Fan365 help
Campaign missing in HUB or HUB emails
Adding impressions / line items to a deal sheet
Campaign missing in Customer Service HUB or ClickUp

SPORTS PROPERTIES STRUCTURE

How Learfield Sports Properties is structu

Team
Team 1
Team 2
Team 3
Team 4

Source Links

• Fan365 Activation: Roles & Responsibilitie
• Fan365 Corporate Partnerships Overview
• Sports Properties Org (March 2026)
• Sports Properties Chart

TEAM & ROLES

Description
Pre-sale and new business; feeds Corporate Sellers with data-backed proposals and media plans.
Closes nationwide multi-channel deals and hands off to Activation Strategy.
Fan365 activation team delivering campaign execution and measurable results.
Quarterbacks the deal elements and uses activation insights to drive renewals and upsells.
Builds, launches, and optimizes campaigns across display, video, CTV, social, and audio.

BILITIES ↗️

Responsibility
Provide deal background for MA/AS teams
Identify key property contacts for asset coordination
Support sales with Fan365 product expertise and pre-sale gu
Build tailored Fan365 plans for large sponsors with Media Ac
Join sales calls as the product expert
Represent the voice of the customer for product improvemer
Manage field comms via the regional email alias
Track submissions in ClickUp & HUB so assets are complete a
Troubleshoot submission or performance issues and update
Monitor live campaigns with AS & MA to hit delivery and perf
Share performance insights and dashboard exports with sale
Lead comms for national / multi-property deals
Document campaign exceptions; recommend process and pr

ITIES ↗️

Responsibility
Review deal objectives, targets, and geographies
Assist with pixel placement and troubleshoot issues
QA creative assets and URLs; coordinate with AS on missing i

Build and launch campaigns; confirm live status to AS
Monitor performance and pacing via the pacing dashboard
Keep campaign statuses current in HUB & Customer Service I
Raise campaign concerns in weekly regional syncs
Optimize pacing to deliver full impression goals

Go To
Social team (social@learfield.com)
AdOps team (adops@learfieldimgcollege.com)
Your regional AS alias (as_team1-4@learfield.com)
HUB product team
QC team
Operations

↗️

red, from leadership down to the four conference-based property

Conference Focus
Big 12 & ACC
Big Ten & Pac-12, plus News/Ag
SEC
G5 & mid-majors

s
(2026)

Key Responsibilities	Reference
Media planning, budget allocation across properties, impression splits, channel mix	Corporate Partnerships Overview (Bo
Deal closing, client relationship, handoff to activation	Corporate Partnerships Overview (Bo
Pre-sale product expertise, campaign QA, field comms, monitoring live campaigns, insights & reporting	Roles & Responsibilities (Box)
Deal coordination, renewals, upsells	Corporate Partnerships Overview (Bo
Pixel support, creative & URL QA, builds, pacing, HUB status updates	Roles & Responsibilities (Box)

idance
tivation
nts
nd launch on time
stakeholders
ormance goals
s and partners
oduct improvements

nfo

HUB

/ teams.

Example Schools	Reference
UNC, Duke, Louisville, Texas Tech, Kansas, TCU	Sports Properties Org (Box)
Michigan, Ohio State, Wisconsin, Oregon, Washington	Sports Properties Org (Box)
Alabama, Georgia, Texas, Oklahoma, Tennessee, Florida	Sports Properties Org (Box)
Montana, Marshall, Drake, Tulane, Big Sky schools	Sports Properties Org (Box)

HUB PLATFORM - CAMPAIGN MANAGEMENT

HUB PLATFORM OVERVIEW ↗️

HUB is where local Fan365 campaigns are submitted, QA'd, and tracked. I
campaign is found by its deal sheet number, and MA approves creative in

SUBMITTING A CAMPAIGN IN HUB ↗️

What sellers and properties see when they submit a Fan365 campaign, from t

Step #	Action
1	Click a sponsor to see all booked digital campaigns; filter by F
2	Check Assets Pending for campaigns not yet submitted
3	Set campaign dates (2 week minimum, 4 month maximum)
4	Pick geotargeting: statewide, or specific cities and DMAs
5	1M+ impressions: demographic targeting is available
6	Confirm accepted ad sizes for the campaign type
7	Add a working landing page URL and any notes
8	Upload assets (HUB flags anything it won't accept), then subr

HUB TICKETING & TROUBLESHOOTING ↗️

Log HUB bugs and requests in the Learfield FreshService portal.

Step #	Action
1	Go to learfield.freshservice.com/support/home
2	Bug: add a short description (e.g. "Inventory booked in Spons
3	Set type to Bug; describe exactly what's wrong and key timeli
4	Explain the impact: timelines, efficiency, miscommunication
5	Pick the campaign type (Fan365, OAS, Social) and add the dea
6	Paste the exact HUB campaign URL, then Confirm
7	Task (e.g. account setup): set type to Task; include property n
8	Track everything under Tickets

Source Links

- HUB Platform
- Submitting a Campaign in HUB
- HUB Ticketing & Troubleshooting

HUB emails the AS alias whenever a campaign or creative swap is submitted, each
HUB and sends it through to the API to build.

he Master Training Deck.

Y
nit to notify AS

sorCX not showing in HUB")
nes
l sheet #
ames & emails

CLICKUP WORKFLOWS - STANDARD OPERATING I

CREATIVE SUBMISSIONS & QA ↗️

QA a new Fan365 submission in ClickUp and HUB, approve visuals, and hand it

Step #	Action
1	Open Team view: Learfield space > Fan365 Local folder
2	In Backlog view, open the campaign task
3	Confirm automated fields: team, MA & AS assignment,
4	Move status to In Progress (it drops out of Backlog)
5	Open the HUB submission from the AS alias email (dea
6	QA dates, geo targeting, impression totals, and IP usag
7	QA assets for errors; make sure the landing page URL i
8	Click Save & Exit in HUB if you changed anything
9	Set Visual QA (CS) to Approved; tick IP/NIL, Sweepstake
10	AS & MA get notified; MA approves creative in HUB and

CREATIVE SWAPS ↗️

Process a creative swap request from the HUB email through to MA completion

Step #	Action
1	Review the Creative Swap Submission email from the H
2	Find the matching campaign task using the email's nan
3	QA the newest flight: matching ad sizes and a live landi
4	Search and select the deal sheet number and campaign
5	Assign a comment formatted Reason_DateTasked *det
6	Assign the comment to the right MA
7	Track it in Assigned to Me / Delegated by Me
8	When MA resolves it, check the Inbox notification and a

NEWSAG / BROWNFIELD CAMPAIGN PROCESSING ↗️

Brownfield / NewsAg campaigns come by email (booked in their Salesforce, not

Step #	Action
1	Get campaign details from the coordinator's IO email
2	Fan365 Local > Overview > Local - Campaign Creation F
3	Campaign name: ADM_Seasonless_2026-2027
4	Deal sheet and account number fields: enter NewsAg
5	Region: Team 2; Activation Season: Seasonless

6	Impression goal and start/end dates from the IO (manu
7	Platform: banners, in-stream & CTV = Display; social = S
8	Details field: inventory item, geotargeting, landing pag
9	Upload creative (use a placeholder if sizing errors), ther
10	In FY27 Team 2 Backlog, move to In Progress and appr

ASSIGNED COMMENT NAMING CONVENTIONS ↗️

Use these prefixes when assigning a comment for a live Fan365 campaign upd

Convention	Format
Swap	Swap_DateAssigned
URL	URL_DateAssigned
Geotargeting	Geotargeting_DateAssigned
Demotargeting	Demotargeting_DateAssigned
Tags	Tags_DateAssigned
Dates	Dates_DateAssigned
Pause	Pause_DateAssigned
Reporting	Reporting_DateAssigned
Combine	Combine_DateAssigned
Pixel	Pixel_DateAssigned
QA	QA_DateAssigned
Other	Other_DateAssigned

MAKEGOOD PROCESS ↗️

The three-part process when a campaign error needs a makegood.

Step #	Action
1	Email leadership with: DS #, sponsor, property, reason,
2	Send a custom activation email to AS, MA, and leadersh
3	Log it in the Errors & Makegoods doc in Box

ERRORS & MAKEGOODS: COMMON CAUSES ↗️

Running log of Fan365 errors vs. true makegoods. Worth reading for the patter

Issue	What Happened / Lesson
Late launches	campaign never got added to the tracker
Underdelivery	flight dates in HUB didn't match the DSP build
Blank creative	ads flagged for "policy violations" in DCM

Old creative served	API failed, MA cloned an old campaign, new creative ne
Impressions but zero clicks	creative rejected or flagged but still serving unrendere

FORMS ↗️

Resource	What It Is
Local Campaign Cr	Form that creates a new Fan365 Local campaign task in ClickUp.

Source Links

• Creative Submissions & QA
• Creative Swaps
• NewsAg / Brownfield Campaign Processing
• Assigned Comment Naming Conventions
• Makegood Process
• Errors & Makegoods Log
• Local Campaign Creation Form

PROCEDURES

to MA.

QA status
l sheet # or link)
ge
s live
s, or internal graphics if they apply
l sends to API

|.

IUB AS alias
ning
ng page
n
ails
any notes

SponsorCX), so AS creates them by hand.

orm

ual build, 5-day minimum turnaround)
ocial
e URL
n Submit
ove Visual QA; follow up in weekly regional syncs

ate or request.

Use Case	Example
Creative asset swap request	Swap_10.7
Landing page URL update	URL_10.7
Geographic targeting change	Geotargeting_10.7
Demographic targeting change	Demotargeting_10.7
Tracking tag update	Tags_10.7
Campaign date adjustment	Dates_10.7
Campaign pause request	Pause_10.7
Reporting request or update	Reporting_10.7
Campaign combination request	Combine_10.7
Pixel placement or update	Pixel_10.7
Quality assurance review	QA_10.7
Miscellaneous requests	Other_10.7

original impression goal, makegood impressions & spend, detailed reason, solution
ip with "Makegood" in the subject

rns.

ever added. Manual builds need QA
d. Pacing looks normal, so check CTR too

Platform	Link
ClickUp	**Open ↗️**

REPORTING & DASHBOARDS

DASHBOARD OVERVIEW ↗️

Tour of the Fan365 dashboards: performance, alerts, industry, video, and pacing

Step #	Action
1	Performance Summary: all Fan365 campaigns; set date
2	Scroll for month, property, placement, and team break
3	Performance Alerts (inherits your filters): filter No Click
4	Bring flagged campaigns to MA in weekly team syncs
5	Industry Overview: pick an industry for Brand Strategy
6	Video Measurement: VCR trends and funnel
7	Pacing Dash: filter High / Moderate Risk and your team

HOW TO PULL CAMPAIGN METRICS ↗️

Pull a single campaign's numbers when a seller or property asks.

Step #	Action
1	Open Performance Summary
2	Filter by deal sheet # or full campaign name; pick the ri
3	Review totals and trend; compare display CTR to HUB v
4	Grab month and placement breakouts if requested
5	For video, open Video Measurement and filter the sam
6	Check VCR vs. In-Stream and CTV benchmarks; use the

DASHBOARDS

Dashboard	What It's For
Performance Summa	Main Fan365 performance view across all campaigns.
Industry Analysis Da	Performance by industry, useful for benchmarks and pitch support.

LOCAL FAN365 BENCHMARKS ↗️

Metric	Benchmark
Display CTR	0.08-0.10%
In-Stream VCR	60-70%
CTV VCR	98%
Audio ACR	98%

Source Links

• Dashboard Overview
• How to Pull Campaign Metrics
• Performance Summary Dashboard
• Industry Analysis Dashboard
• Fan365 Master Training Deck (2026)

risk.

range to FY or flight dates
outs
s for 2+ Weeks
or property questions
number

ght season & FY
vrap reporting
e campaign
funnel for creative insights

Platform	Link
Tableau	**Open** ↗️
Tableau	**Open** ↗️

PRODUCT, STRATEGY & BEST PRACTICES

FAN365 MASTER TRAINING DECK (2026) ↗️

The new-hire Fan365 training deck. Best single overview of the product and how activati

#	What's Inside
1	AS role: digital product expertise, pre-sale support with Bran
2	How Fan365 works: fans' visits build the Fanbase audience, th
3	IP inclusion is the secret sauce: co-branded school marks mal
4	Channels: display, in-stream video, CTV (100MM+ imps/yr; Hu
5	Covers HUB submission, targeting & tracking, creative best p

FAN365 MASTER PITCH DECK (2026) ↗️

Property-facing pitch slides. Pull the ones you need into another deck and leave the rest.

#	What's Inside
1	Intro: first-party data, how Fan365 works, IP inclusion, multi-c
2	Every campaign gets The Trade Desk / Google brand safety, v
3	Channel slides: display, in-stream, social, display + social bun
4	CTV + audio pairing stats show recall and awareness lift vs. ei
5	Also includes best practices and recap slide templates

CAMPAIGN REQUIREMENTS ↗️

Rule	Detail
Display minimum	250k impressions; the 100k add-on only pairs with a base pac
Campaign length	2 weeks to 4 months; can activate any time in the fiscal year
Social	Runs on Facebook & Instagram; needs advertiser-level access
Targeting	Geo on every campaign; demo targeting and site visit pixel n
Custom targeting	Advanced interest targeting or custom measurement: check t
What's new	Smaller Fan365 Social buys, a Display + Social bundle, and fix

FY 26-27 DEFAULT SEASON DATES ↗️

Season	Dates
Summer	July 1 - September 1
Fall	August 21 - November 30
Winter	November 3 - March 31
Spring	April 1 - June 30

WHEN TO USE WHAT ↗️

Channel	Guidance
Connected TV	Awareness & PSA messaging; :30 preferred; unskippable; QR
In-Stream Video	Awareness & storytelling; :15 preferred; clickable; pre & mid-r
Fan365 Social	Serves from the brand's FB/IG page; can use school IP; brand
Learfield Content	Serves from the school's page; softer, awareness-style CTAs;
Display + Social Bundle	Engagement & click-driving campaigns, NIL / content-forwar

CREATIVE SPECS ↗️

Channel	Spec
Banners	300x250, 160x600, 728x90, 320x50, 970x90, 970x66; premiun
In-stream / CTV / OTT	:15 or :30, .MP4, 1920x1080, 23.98 or 29.97 fps, 48kHz audio,
Audio	:15, :30 or :60; MP3, WAV, WMA or OGG; 128 kbps+ constant b
Social feed	1200x628 or 1080x1080 image; headline 25 chars, primary te
Social story	1080x1920 (9:16), JPEG or PNG, max 30MB

CREATIVE BEST PRACTICES ↗️

Format	Best Practice
Display banners	Use school IP when possible, a clear CTA if action-driven, and
Video	IP in the spot or a static L-Bar, an obvious CTA, horizontal and
Social	Lead with strong visuals, concise copy, a strong hook, clear h

RATE CARD ↗️

Full local and national rate cards are on the Rates & Benchmarks tab.

MORE RESOURCES

Resource	What It Is
Case Studies	Fan365 case studies to share with sellers and properties.
Communication Cale	Year-round framework for comms: seasonal shifts, key moments, team priorities, and reminders.

Source Links

- Fan365 Master Training Deck (2026)
- Fan365 Master Pitch Deck (2026)
- Fan365 Pricing, Activation & Features (Rates, Inventory & Best Practices)
- Channels, Packages & Rate Card

• Case Studies
• Communication Calendar & Touchpoints

on works.

d Strategy, activation support for OAS, Fan365 & Social
nen co-branded ads follow them across the web
ke the ads feel authentic
ılu, Disney+, Paramount, Philo, Tubi), social, audio
ractices, Creative Services, case studies, and recap slides

channel delivery
iewability, and frequency capping
dle, CTV, audio
ther alone

kage
s to partner pages
eed 1M+ impressions
feasibility with AS
ed hard costs

codes OK; co-branded L-Bar encouraged
roll; avoid QR codes
l ad copy OK; unlimited quantity
limited by school
d creative, younger demos

n 300x600 & 970x250. Max 300KB (.jpg, .gif, .png)
16:9 / 4:5 / 1:1. Max 1GB
bitrate; trimmed of silence
xt 90 chars recommended

clean cohesive visuals
d cohesive
eadline & CTA, direct offer

Platform	Link
Box	Open ↗️
Artifact	Open ↗️

INVENTORY & SPONSORCX

SPONSORCX TASKFLOW PROCESS (VIA QC) ↗️

Request an inventory change from QC and confirm it landed in SponsorCX and HU

Step #	Action
1	Search the deal sheet # in SponsorCX and open the dea
2	Tasks > Inventory Change - QC
3	Spell out exactly which line items to add or adjust
4	Save to send it to QC; wait for the completion email
5	Verify in SponsorCX (filter inventory to Fan365)
6	Verify in HUB (can take a few hours to sync)
7	Confirm with the property once HUB matches

DEALS & ACCOUNTS: BONUS ↗️

How to add a bonus asset to a deal sheet in SponsorCX.

Step #	Action
1	Open the Accounts tile and select the account
2	Click the Overview tab, then Add Bonus Asset
3	Pick the deal sheet # from the Deal dropdown (this is w
4	Search for the asset and select the inventory item
5	Select the correct rate card option
6	Click Add Bonus Asset to confirm
7	Back on Overview, check the item now shows a Bonus A

INVENTORY SOLD DETAILS ↗️

The Sold Details by Inventory report: every inventory item sold, by account. Lives i

Step #	Action
1	In SponsorCX, click Data in the left nav, then Sales Repo
2	Open the _L365-SCX folder (Historical KORE holds old L
3	Open a workbook, or use the search bar top right if you
4	Star reports you use; set a default page via your initial :
5	Need a walkthrough? Reach out to your team's Sales Ar

L365 / SPONSORCX SALES REPORTS AVAILABLE ↗️

Report	What's In It

Property Summary	Pacing to budget, centerpiece revenue, rep performan
Account Summary	Detailed account list: gross, trade, agency commission,
Sold Details by Inventory	Detailed list of inventory sold, by account
Centerpiece Tracker	Jersey patch, FB/BB logos & naming rights; contracted
Contract Search	Search contracted deals across Learfield
By permission	National, Learfield Impact: NIL, VP Reporting

MORE RESOURCES

Resource	What It Is
Deals & Accounts: So	How to find sold sponsorship inventory on a deal in SponsorCX.
Deals & Accounts: Co	How to pull up a deal's contract in SponsorCX.

Source Links

- SponsorCX Taskflow Process (via QC)
- Deals & Accounts: Bonus
- Inventory Sold Details
- Deals & Accounts: Sold Inventory
- Deals & Accounts: Contracts

JB.

al

what ties the bonus to the deal)
Asset tag

n the L365 / SponsorCX Sales Reports (Tableau).

orts
365 data)
u know the report name
> Set as Start Page > For Me
nalyst

ce to goal, NIL fund hard costs, recently closed, % to rate & inventory mix
ad revenue and costs
and proposal activity

Platform	Link
Scribe	Open ↗️
Scribe	Open ↗️

NATIONAL END-TO-END WORKFLOWS

HOW NATIONAL WORKS ↗️

Multi-property, higher-budget deals sold by Corporate Sales and activated ce
Partnership Management.

FAN365 CORPORATE PARTNERSHIPS OVERVIEW (2026) ↗️

How the four corporate teams work together, and the Fan365 story we tell nation

#	Key Points
1	Integrated Strategy: pre-sale and new business; data-b
2	Corporate Sales: closes nationwide multi-channel deals
3	Activation Strategy: national Fan365 execution and mea
4	National Partnership Management: quarterbacks deal (
5	Fan365 reaches 100M known college sports fans; 600M
6	Platform: targeted digital (display, OLV, social, CTV, auc

MEDIA PLANNING WITH INTEGRATED STRATEGY ↗️

How Integrated Strategy supports Corporate Sales on digital plans, budget splits,

#	Key Points
1	One point of contact from pre-sale for digital channels
2	Works with Partnership Strategy on budget allocation a
3	Stages: Opportunity > Pitch > Set-up/Launch > In-Flight
4	Can analyze live campaigns for optimizations and supp

PM ORG CHART ↗️

Partnership Management structure. Check SponsorCX to see who the seller is

CORPORATE CAMPAIGN CLICKUP INTAKE FORM ↗️

Submit the intake, then finish setup in the client's space.

Step #	Action
1	Submit the corporate campaign intake
2	Create the property list
3	Fill campaign details: budget, start/end dates, properti
4	Set up tasks by phase with MA assignments
5	Dealsheet QA: send a SponsorCX Inventory Change tas
6	Add tags if needed (1x1, 3rd party, video / non-video fo
7	Set up Box folders: Creatives, Reporting, Media Plans, E

AD TRAFFICKING GRID (BLANK) ↗️

The grid AS fills in to traffic approved creative with national naming conventions.

#	Rules
1	Color code: yellow = new/added creative, red = paused,
2	Tabs per format: display & in-stream, Meta, native, You
3	Naming: advertisername_campaignnameandyear_form
4	Each tab lists character limits for headlines, body copy,

DEALSHEET QA ↗️

Resource	What It Is
Deals in SponsorCX	Where national deal sheets live. Start dealsheet QA here.
National Inventory C	Internal QA workbooks checking SponsorCX against the media plan and contract.
Inventory Change Fo	Screenshot proof of deal sheet inventory change requests sent to QC.

IN-FLIGHT MANAGEMENT ↗️

#	What Happens
1	Pacing checks and optimizations run as ClickUp tasks
2	Mid-campaign recaps and adjustments
3	Creative swaps
4	Escalations (ad serving, pacing, client emergencies): AS

FAN365 REPORTING TEMPLATE (2026) ↗️

Standard Excel template for bi-weekly or monthly client reporting. Ask if the client

#	Template Details
1	Tabs: Total Summary and Monthly Metrics
2	Columns: channel, placement, impressions, clicks, CTR,
3	Break display out by school and ad size

NATIONAL POWERPOINT REPORTING TEMPLATE ↗️

The 2026-27 national season report template.

#	Report Sections
1	Executive Overview: objective, media mix, KPIs, campai
2	Key Learnings: optimizations, channel highlights, YoY, g
3	Looking Ahead: next-season priorities and recommend

4	Appendix: creative assets, Brand Lift Study results
5	Tell the why, not just the numbers. Use AI to polish insi

DASHBOARDS, TRACKERS & MEETINGS

Resource	What It Is
Fan365 National Loo	National campaign performance and pacing.
National HUB Campa	Lower-revenue national campaigns run through HUB instead of manual setup; this tracks them.
Fan365 National Age	Weekly national meeting with MAs. Agenda builds automatically every Thursday.
Internal National Bi-	Internal Activation Strategy touch base on national campaigns, HUB-managed campaigns, and reporting.

NATIONAL BENCHMARKS ↗️

Metric	Benchmark
Display CTR	0.10%
Social CTR	0.44%
OLV VCR	70%
CTV VCR	99%

Source Links

- Fan365 Corporate Partnerships Overview (2026)
- Media Planning with Integrated Strategy
- PM Org Chart
- Corporate Campaign ClickUp Intake Form
- Ad Trafficking Grid (Social - Blank)
- Deals in SponsorCX
- National Inventory QA Folder
- Inventory Change Folder
- Fan365 Reporting Template (2026)
- National PowerPoint Reporting Template
- Fan365 National Looker Dashboard
- National HUB Campaign Performance Tracker
- Fan365 National Agenda
- Internal National Bi-Weekly Connect

ntrally. Most don't run through HUB, so the workflow is more manual and leans on

al brands.

acked proposals and media plans
, hands off to Activation Strategy
asurable results
elements; uses activation insights for renewals & upsells
I+ data points; 80% of fans unreachable via 3rd-party data
dio), O&O (150+ official athletic sites, 2.8B imps/yr), social activation

and channel mix.

and strategy
across properties, impression splits, and channel mix
ort post-campaign reporting

s on each deal.

es
k to QC
r Brand Lift Studies)
BLS

Specs match local.

, blue = edits only
Tube, CTV, audio, TikTok, Pinterest, LinkedIn
ıat_v1 (e.g. _ctv_vid_v1_length)
and CTAs

Platform	Link
SponsorCX	**Open** ↗️
Box	**Open** ↗️
Box	**Open** ↗️

owns comms and troubleshoots with the assigned MA

has their own first.

video completes, VCR

gn snapshot & totals
growth drivers
ations

ghts and headers

Platform	Link
Looker	Open ↗️
Box	Open ↗️
ClickUp	Open ↗️
ClickUp	Open ↗️

RATES & BENCHMARKS

FAN365 LOCAL RATE CARD ↗️

Package	Guaranteed imps
Display Banner	250,000
Display Banner	500,000
Display Banner + Demo Targeting	1,000,000
Display Banner + Demo & Site Visit Tracking	2,000,000
Display Banner 100k Add-On	100,000
In-Stream Video	250,000
In-Stream Video	500,000
Connected TV	200,000
Connected TV	500,000
Social: Geo & Demo FB/IG Feed (display or video)	750,000
Social: Geo & Demo FB/IG Feed (display or video)	1,000,000
Social: Geo & Demo FB/IG Feed (display or video)	1,500,000
Audio	250,000

NATIONAL RATE CARD (SELL CPM & HARD COST) ↗️

Channel	Sell CPM
OAS	$15
Display	$20
Social	$25
OLV	$30
CTV	$100

LOCAL FAN365 BENCHMARKS ↗️

Metric	Benchmark
Display CTR	0.08-0.10%
In-Stream VCR	60-70%
CTV VCR	98%
Audio ACR	98%

NATIONAL FAN365 BENCHMARKS ↗️

Metric	Benchmark
Display CTR	0.10%

Social CTR	0.44%
OLV VCR	70%
CTV VCR	99%

Source Links

• Channels, Packages & Rate Card

• Fan365 Master Training Deck (2026)

Measurement	List price	Fixed hard cost
Imps, Clicks & CTR	$7,250	$1,640
Imps, Clicks & CTR	$14,500	$3,280
Imps, Clicks, CTR & Site Visits	$29,000	$6,560
Imps, Clicks, CTR & Site Visits	$58,000	$13,120
Imps, Clicks & CTR	$2,900	$656
Imps, Clicks, CTR & VCR	$15,000	$2,393
Imps, Clicks, CTR & VCR	$30,000	$4,785
Imps & VCR	$22,000	$6,226
Imps & VCR	$50,000	$15,565
Imps, Clicks, Site Visits & Engagement	$25,500	$7,110
Imps, Clicks, Site Visits & Engagement	$34,000	$9,480
Imps, Clicks, Site Visits & Engagement	$51,000	$14,220
Imps & Audio Completion Rate	$15,000	$4,938

Hard Cost CPM	Margin / CPM	Hard Cost %
$0	$15.00	0%
$7.00	$13.44	~32.8%
$10.00	$15.52	~37.9%
$10.00	$20.43	~31.9%
$31.00	$28.87	~51.9%

GLOSSARY - SELLER

SELLER & GM LINGO ↗️

The words sellers and GMs use,

Term
Asset
Audit
Bottom line
Deal / Package
IP / Rights
MMR
OAS
Partner
Property
Product
Rate card
Social+

Source Links

• Seller & GM Lingo

& GM TERMS

so you know what they mean on the first call.

Meaning
Traditional stadium inventory: video boards, signage, in-stadium banners
The hard cost of a line item on the rate card
Net revenue to the property after hard costs. GMs get credit for net, so they push to protect it
A sponsorship with multiple elements
A school's marks and logos that sponsors pay to use
Multimedia Rights: local/regional deals (1-2 nearby properties) vs. national multi-property deals
Official Athletics Site: school-owned sites, mostly built by Sidearm
A sponsor
A university
One of the digital offerings
The system sellers enter deals into, made of line items
Schools pay for an on-site Learfield social media manager to create content

RESOURCE INDEX - ALL LINKS

Section	Resource
Team & Roles	Fan365 Activation: Roles & Responsibilities
Team & Roles	Sports Properties Org (March 2026)
Team & Roles	Sports Properties Chart
HUB	HUB Platform
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HUB	HUB Ticketing & Troubleshooting
ClickUp Workflows	Creative Submissions & QA
ClickUp Workflows	Creative Swaps
ClickUp Workflows	Local Campaign Creation Form
ClickUp Workflows	NewsAg / Brownfield Campaign Processing
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Product, Strategy & Best Practices	Fan365 Creative Specs
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Inventory & SponsorCX	Inventory Sold Details
Inventory & SponsorCX	Deals & Accounts: Sold Inventory
Inventory & SponsorCX	Deals & Accounts: Contracts
Inventory & SponsorCX	Deals & Accounts: Bonus
National / Corporate	Fan365 Corporate Partnerships Overview (2026)
National / Corporate	Media Planning with Integrated Strategy
National / Corporate	PM Org Chart
National / Corporate	Corporate Campaign ClickUp Intake Form
National / Corporate	Ad Trafficking Grid (Social - Blank)
National / Corporate	Deals in SponsorCX
National / Corporate	National Inventory QA Folder
National / Corporate	Inventory Change Folder
National / Corporate	Fan365 Reporting Template (2026)
National / Corporate	National PowerPoint Reporting Template
National / Corporate	Fan365 National Looker Dashboard
National / Corporate	National HUB Campaign Performance Tracker
National / Corporate	Fan365 National Agenda

National / Corporate	Internal National Bi-Weekly Connect

What It Is	Link
What AS and MA own before and after a sale, plus which team to contact for what.	Open ↗
How Learfield Sports Properties is structured, from leadership down to the four conference-based property teams.	Open ↗
The sports properties list in spreadsheet form, for quick lookups by school.	Open ↗
Overview of the HUB platform: campaign submissions, creative QA, deal sheet details, and campaign status.	Open ↗
What sellers and properties see when they submit a Fan365 campaign, from the Master Training Deck.	Open ↗
Log HUB bugs and requests in the Learfield FreshService portal.	Open ↗
QA a new Fan365 submission in ClickUp and HUB, approve visuals, and hand it to MA.	Open ↗
Process a creative swap request from the HUB email through to MA completion.	Open ↗
Form that creates a new Fan365 Local campaign task in ClickUp.	Open ↗
Brownfield / NewsAg campaigns come by email (booked in their Salesforce, not SponsorCX), so AS creates them by hand.	Open ↗
Use these prefixes when assigning a comment for a live Fan365 campaign update or request.	Open ↗
The three-part process when a campaign error needs a makegood.	Open ↗
Running log of Fan365 errors vs. true makegoods. Worth reading for the patterns.	Open ↗
Tour of the Fan365 dashboards: performance, alerts, industry, video, and pacing risk.	Open ↗
Main Fan365 performance view across all campaigns.	Open ↗
Performance by industry, useful for benchmarks and pitch support.	Open ↗
Pull a single campaign's numbers when a seller or property asks.	Open ↗
The new-hire Fan365 training deck. Best single overview of the product and how activation works.	Open ↗
Property-facing pitch slides. Pull the ones you need into another deck and leave the rest.	Open ↗
The internal rules of the road: what's new, campaign requirements, season dates, and when to use what. Rate card slides are inside the deck.	Open ↗

Accepted sizes and file specs to share when requesting assets.	**Open** ↗️
Fan365 local packages: guaranteed impressions, what gets measured, list price, and fixed hard cost.	**Open** ↗️
Fan365 case studies to share with sellers and properties.	**Open** ↗️
The words sellers and GMs use, so you know what they mean on the first call.	**Open** ↗️
Year-round framework for comms: seasonal shifts, key moments, team priorities, and reminders.	**Open** ↗️
Request an inventory change from QC and confirm it landed in SponsorCX and HUB.	**Open** ↗️
The Sold Details by Inventory report: every inventory item sold, by account. Lives in the L365 / SponsorCX Sales Reports (Tableau).	**Open** ↗️
How to find sold sponsorship inventory on a deal in SponsorCX.	**Open** ↗️
How to pull up a deal's contract in SponsorCX.	**Open** ↗️
How to add a bonus asset to a deal sheet in SponsorCX.	**Open** ↗️
How the four corporate teams work together, and the Fan365 story we tell national brands.	**Open** ↗️
How Integrated Strategy supports Corporate Sales on digital plans, budget splits, and channel mix.	**Open** ↗️
Partnership Management structure. Check SponsorCX to see who the seller is on each deal.	**Open** ↗️
Submit the intake, then finish setup in the client's space.	**Open** ↗️
The grid AS fills in to traffic approved creative with national naming conventions. Specs match local.	**Open** ↗️
Where national deal sheets live. Start dealsheet QA here.	**Open** ↗️
Internal QA workbooks checking SponsorCX against the media plan and contract.	**Open** ↗️
Screenshot proof of deal sheet inventory change requests sent to QC.	**Open** ↗️
Standard Excel template for bi-weekly or monthly client reporting. Ask if the client has their own first.	**Open** ↗️
The 2026-27 national season report template.	**Open** ↗️
National campaign performance and pacing.	**Open** ↗️
Lower-revenue national campaigns run through HUB instead of manual setup; this tracks them.	**Open** ↗️
Weekly national meeting with MAs. Agenda builds automatically every Thursday.	**Open** ↗️

Internal Activation Strategy touch base on national campaigns, HUB-managed campaigns, and reporting.	**Open ↗️**