BEFORE WE GET INTO EDGE

Sponsorship and agency media work in different ways

Why brands need help on both sides, and where EDGE comes in

SPONSORSHIP- SOLD BY YOU

The annual deal.

Defined inventory: signage, in-game features, social mentions, hospitality. Sold once, runs through the season. Builds awareness and association with the property and their fanbase.

AGENCY MEDIA – RUN BY EDGE

The everyday job.

Search, social, programmatic, CTV. Always on, always optimizing. Requires daily management, platform expertise, and constant tuning to drive measurable performance.

WHAT THIS LOOKS LIKE IN PRACTICE

Picture a regional burger chain with 12 locations.

Their **sponsorship** with the local university puts them on stadium signage and gets them mentioned during games. That's your deal. But Monday through Sunday, that same chain is also running Google ads for "burgers near me," boosting Instagram posts about the new milkshake, and serving CTV ads to families within 10 miles of each location. That's **agency media**. A completely different operation. That's where EDGE comes in.

EDGE Max runs the agency work for them. EDGE Campaign Pro gives them the tools to run it themselves.

WHO IS EDGE

Meet EDGE

Learfield's marketing and media solutions company. What you need to know when sponsors ask.

WHAT EDGE DOES

EDGE gives Learfield sponsors real digital capability (search, social, programmatic, CTV) so they get measurable performance from their relationship with us, not just visibility.

120M	2B	500+	25+
consumer records nationwide	annual ad impressions for partner brands	EDGE-managed sponsorship partnerships	years of media expertise

Media Strategy and Planning

Highly targeted campaigns grounded in market research, audience segmentation, and proprietary 1P data, managed in-house by platform specialists.

Measurement and Analytics

Custom performance dashboards, multi-touch attribution, and Conversion API implementation to maximize signal and ROAS.

Creative Services

Concept development, dynamic ad design, landing pages, and on-platform optimization that balances brand storytelling with performance.

THE SERVICE MODELS

Two Ways Sponsors Work With EDGE

Full-service or self-serve, built for very different sponsor profiles

FULL-SERVICE

EDGE Max

We run the campaigns for them.

- Our team plans, builds, and runs digital ad campaigns on the brand's behalf
- Search, social, programmatic video and display
- Dedicated strategy and account team end-to-end

BUILT FOR

Ambitious brands spending $2M+ per year on digital marketing

Targeting 600+ Sponsors

SELF-SERVICE

EDGE Campaign Pro

They run the campaigns with support from us.

- One platform to build and manage campaigns across search, social, and programmatic
- AI-powered tools for creative, targeting, and optimization
- EDGE support available when they need it

BUILT FOR

SMBs spending $3K to $10K per month on digital

Targeting 6,300 Sponsors

CASE STUDY: SOONER SPORTS PROPERTIES + FOWLER AUTOMOTIVE

On the Lot: From Sponsorship to Total Partnership

How Sooner Sports Properties grew Fowler Automotive's investment by layering EDGE-managed digital

$300K

FY24 Digital Sponsorship Investment

Inclusive of Social, CTV and Fan365 Display assets with NIL and custom video production support from the OU Social+ team.

$1.2MM

EDGE-Managed Media

Including CTV, Radio, Linear TV and Cable layered on top of the sponsorship spend.

135K+

Social Engagements

Across Fowler's six Oklahoma dealership Meta accounts, generated through EDGE-run campaigns.

THE RESULT

+67% Year-Over-Year Sponsorship Revenue

Layering EDGE-managed media on top of sponsorship grew the total partnership and the property's revenue with it.

WHAT THIS MEANS FOR PROPERTIES

Fowler's $300K base sponsorship became a **$1.5MM total partnership** when EDGE took over their broader media. More wallet share for Learfield, more revenue to the property, and a stickier sponsor at renewal.

Raising the Stakes With Huskies NIL

A packaged NIL concept that brought EDGE-managed media into the mix and grew property revenue

FY26 INVESTMENT

$400K

Total Angel of the Winds investment in the bundled package

INCREMENTAL TO THE PROPERTY

+$270K

Net new revenue to Huskies Sports Properties

THE PACKAGE

Bundled NIL concept

Huskies Sports Properties and Learfield Studios pitched a packaged NIL concept to Angel of the Winds that secured investment in sponsorship, production, and agency media budget.

COMPONENTS IN THE MIX

- **NIL IP**
- **FAN365**
- **Learfield Studios Production**
- **EDGE Media Amplification**

What this means for properties: bundling EDGE-managed media into the pitch grew the deal size and the property's cut of it. Incremental dollars that wouldn't exist without EDGE in the mix.

KEY FAQS

Talking About EDGE With Your Sponsors

Answers to common questions from Sponsors and Properties

What is EDGE?

Learfield's in-house marketing and media solutions company. EDGE runs digital advertising (search, social, programmatic, CTV) for brands to generate measurable performance and real results.

How does EDGE fit with my Learfield sponsorship?

EDGE extends what your sponsorship already does. Sponsorship drives awareness; EDGE manages the rest of a brand's paid media in parallel to drive measurable results based on brands' goals.

Do I have to switch agencies?

Not necessarily. Campaign Pro could build autonomy for in-house teams to keep agency retainers at a minimum. Max replaces an agency for brands that want one team running everything.

Max or Campaign Pro: what's the difference?

Max is full-service for ambitious brands spending $2M+ per year. Campaign Pro is a self-service platform for SMBs spending $3K to $10K per month on digital.

How is it priced?

Max is a managed agency engagement scoped to the specific to each brand. Campaign Pro is a platform fee on top of media spend, with no agency markup. Both are quoted upfront.

Who runs the campaigns day to day?

Max: a dedicated EDGE strategy and account team. Campaign Pro: the brand's own team, with EDGE support available and a dedicated account manager from day one.

How long does it take to get started?

Campaign Pro: under an hour to set up, in-market the same week. Max: 2 to 4 weeks from agreement signature to first campaign live, depending on creative and strategic scope.

What does my Property earn from EDGE deals?

Properties earn **7.5% commission on first-year gross profit** from any MMR sponsor that signs with EDGE Max or Campaign Pro.