

## 2019 MEDIA KIT

**ROARING  
RIOT**

THE  
**RIOT**  
REPORT



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## ABOUT US

The **Roaring Riot** is THE fan union of the Carolina Panthers. We grow and unite the Panthers' fan base through home game tailgates, events, and coordinated away game trips.



**The Riot Report** is a primary credentialed media source for the Carolina Panthers, covering the action on the field, as well as highlighting how fans interact with their favorite team.



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#DoYouRiot



## OUR MARKET

- The Carolina Panthers are the most popular sports franchise in the Carolinas and one of the region's most important businesses.
- The Panthers have over 8M social media followers.
- The NFL has over 50M social media followers.



- The Roaring Riot has over 8,000 members – representing 48 states and 15 countries (64% of members are in the greater Charlotte area).
- There are 40 full chapters of the Roaring Riot in various cities throughout the country. In 2017, we launched our first full international chapter in Monterrey, Mexico. In 2018, we added a full chapter in London, England as well as Sydney, Australia.
- Roaring Riot members have spent over \$2.3M in away game trips and events so far in 2019.





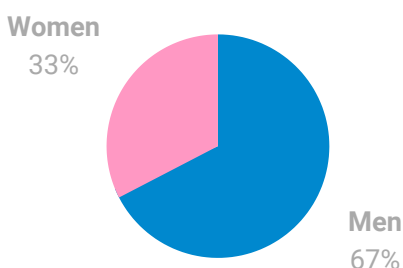
# OUR AUDIENCE

- All of our audience, at their core, are Carolina Panthers fans. Some might be diehards; others might be piling on the Panthers' bandwagon, but when Sunday comes, they don their black and blue, while cheering on their favorite team loud and proud. [The Riot Roars.](#)

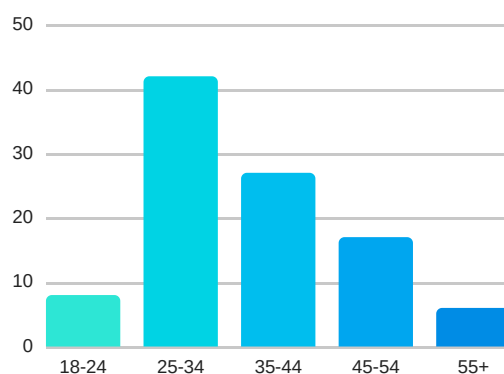
## Web Presence (Dec 15, 2018 - Dec 15, 2019)



### Gender



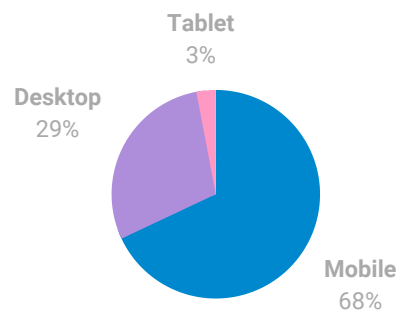
### Age



### Analytics

775K Sessions  
1.1M Unique Pageviews  
2.1M Pageviews

### Device Usage



46% Household Income Over \$75K

### Social Media Reach



19.5K



96.5K



28.1K



14.7K

# PARTNERSHIP OPPORTUNITIES

Our brand partners have a unique opportunity to create custom advertising campaigns that consist of both in-person activations and digital media offerings. No two campaigns are alike. We tailor each program to suit your specific needs and budget to ensure maximum exposure to our highly engaged audience.

## Branding Opportunities

### Digital

- Social Media Sponsorship
- Content Sponsorship
- Banner Advertising
- Podcast Network
- Podcast Studio
- Video Content
- Email Marketing
- Photo Galleries
- Series Sponsorship
- Logo Integration
- Roaring Riot App
- Draft Coverage

### In-Person

- Membership Package
- T-Shirt Branding
- Away Game Trips
- Tailgate Presence
- Watch Parties
- Experiential Engagement
- Live Events
- Speaking Engagements
- Training Camp
- In-Person Activations

## Partners



# BE A ROARING RIOT SUPPORTER



**ROARING RIOT**





## JOIN US

Visit Our Websites:

[Roaring Riot](#)

[The Riot Report](#)

Contact Us:

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[#DoYouRiot](#)

