

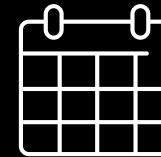
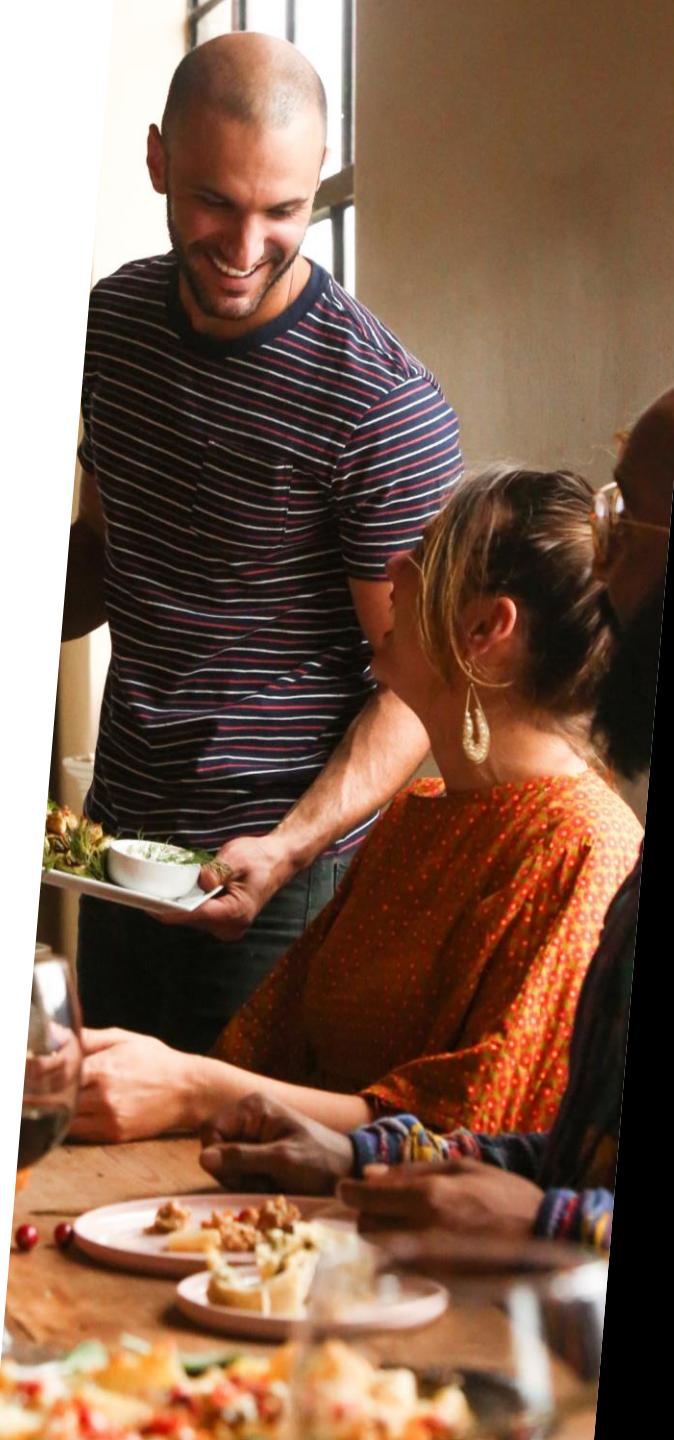
WarnerMedia 

...FRIENDS-GIVING

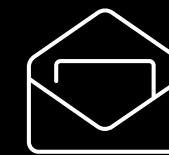
2021 PARTNERSHIP OPPORTUNITIES



FRIENDSGIVING HAS BECOME INGRAINED IN CULTURE.



Friendsgiving events **grew an average of 34.8% YOY** from 2014-2019, according to Evite ([Adweek](#)).



In 2018, **432,000+** people were invited to Friendsgiving parties through Evite's platform alone ([Adweek](#)).



From Nov. 2017-Nov. 2019, the number of people who **searched “Friendsgiving,”** grew **20%** ([YPulse](#)).



#friendsgiving has over **1.55MM** posts on Instagram.



AND “FRIENDS” REMAINS AS RELEVANT AS EVER.

Friends: The Reunion was watched by an estimated **29% of U.S. streaming households** on its first day of release as measured by TVision ([Variety](#)).

In 2020, Friends was the **most-watched comedy** on broadcast or cable TV w/ **96.7 billion minutes** viewed ([Uproxx](#)).

Millennials and Gen Z rank Friends as a **Top-10 Favorite TV Show** in 2020 ([YPulse](#)).

40% of those engaging with Friends on social channels are **Millennials** followed by **23%** being **Gen Z**.*

CELEBRATE WITH FRIENDS!

After a year of social distancing, this holiday season is certain to see a rebound in gatherings among friends. Join WarnerMedia as we engage fans and bring them together for **Friendsgiving festivities** across our properties.

This year, along with our annual Friends-giving linear + digital programming stunts on TBS, **[YOUR BRAND]** can tap into the first-ever **Friends-giving Virtual Turkey Trot OR Fan Bowl!**

Both opportunities will **drive significant brand awareness and relevancy** through aligning your brand with our **iconic IP** and this **powerful cultural phenom**. Partner with us to create a one-of-a-kind promotional campaign with cross-platform touchpoints and high-impact elements.



F·R·I·E·N·D·S

Check out the full scope of sponsorship opportunities available to advertisers in 4Q'21!



THE ONE WITH THE VIRTUAL TURKEY TROT

WarnerMedia is launching the inaugural Friends-giving Turkey Trot as the latest addition to its Virtual Run series.

This **virtual 1 Mile/5K/10K walk/run** will encourage Friends fans to channel their inner-Phoebe Buffay and run free like when they were kids, whether at home on the treadmill, around the neighborhood or at the local park.

OR

THE ONE WITH THE FRIENDS EXPERIENCE FAN BOWL

As of 3/17/21, The FRIENDS Experience flagship location has officially opened in NYC, showcasing the memorabilia of this timeless sitcom (along with can't-miss photo opps).

For this upcoming Thanksgiving, this space will become centerstage for the ultimate **Friends fan competition** dubbed the **Fan Bowl**. Think trivia contests, hilarious physical challenges and a very special Friendsgiving dinner hosted for a select group of Friends fans!

IN PARTNERSHIP W/ VENTURES ENDURANCE

IN PARTNERSHIP W/ SUPERFLY

+

THE ONE WITH THE FRIENDS-GIVING MARATHON

Be there for Friends superfans this November by sponsoring a **marathon of fan-favorite, Thanksgiving-themed Friends episodes** on TBS.

Episodes will air on our **linear network** and be made available for **on-demand viewing** on STB VOD + TBS O&O's thanks to **[YOUR BRAND]**.



THE ONE WITH THE VIRTUAL TURKEY TROT



THE ONE WITH THE VIRTUAL TURKEY TROT

RUN LIKE PHOEBE BUFFAY

For Thanksgiving this year, WarnerMedia is combining old and new traditions through a **virtual, Friendsgiving-themed Turkey Trot**. (This type of race has become a widespread and annual Thanksgiving tradition since its humble beginnings back in 1896.)

Participants will be encouraged to create their own course and commit to running/walking 1 mile, 5K or 10K in one-go or throughout mid-October to end of November. And of course, any good event will provide runners with the **coolest swag**, so we're mailing out race kits that include a personalized bib, crewneck sweatshirt, Friends-giving medal and more!

Come onboard as a **Presenting Partner** and receive **high-impact brand placements across the event website, email blasts, social posts, photo overlays and more!**



THE ONE WITH THE VIRTUAL TURKEY TROT

HIGH-IMPACT BRAND PLACEMENTS

The Presenting Partner of the Friends-giving Turkey Trot will be **heavily integrated into our promotional materials and marketing strategy** for the event. See below for examples from the Echelon x DC Wonder Woman Virtual Run. Sponsorship opportunity is **scalable** with three tiered options broken out in the [Appendix](#).



SEE MORE ON [DCWONDERWOMANRUN.COM!](#)



**YOUR VIRTUAL
RUN KIT!**

REGISTER NOW

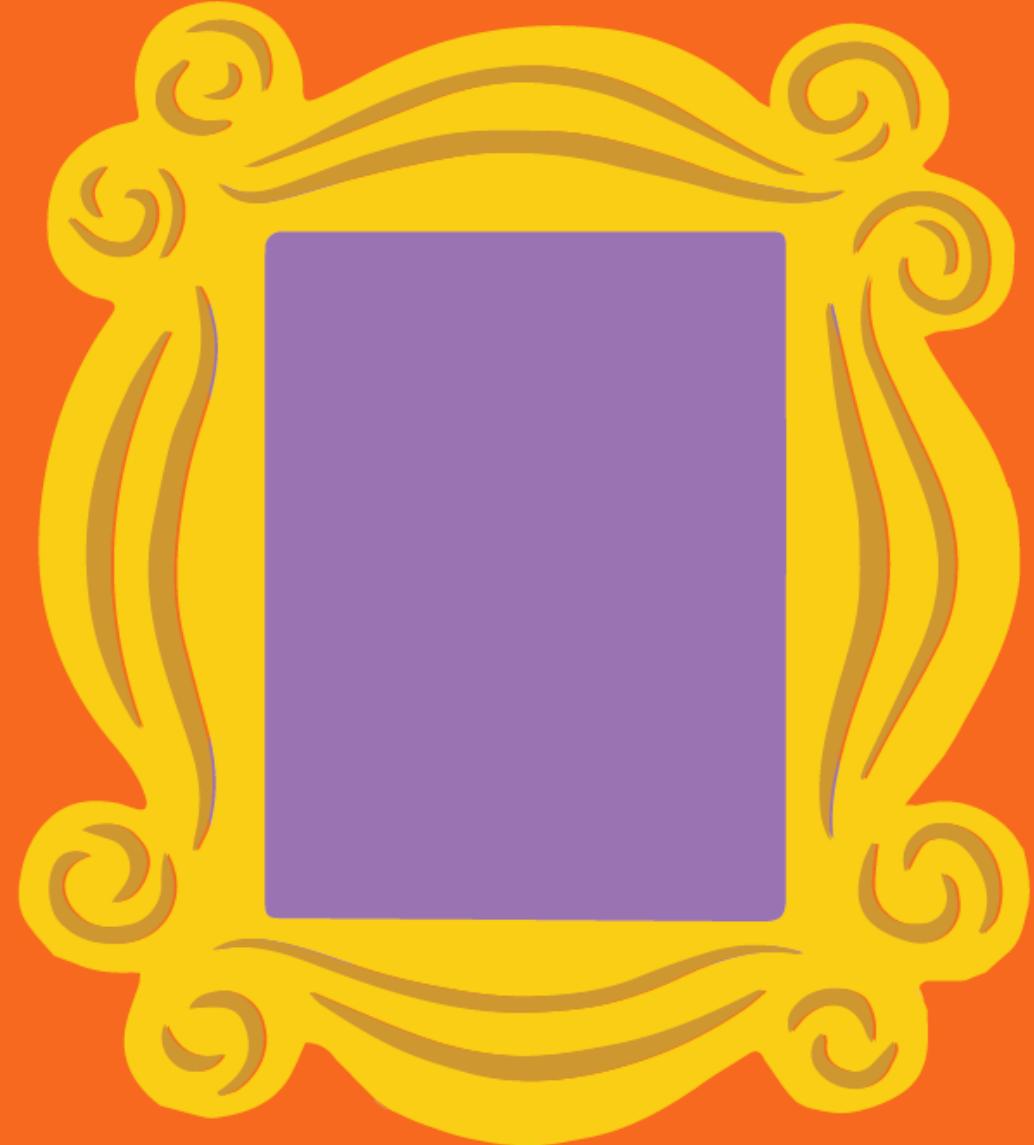


**CLICK
HERE!**

CLICK [HERE](#) IF THE VIDEO DOESN'T PLAY.

*Details/execution for the Friends-giving Virtual Turkey Trot are highly subject to change.

THE ONE WITH THE
FRIENDS
EXPERIENCE
FAN BOWL



THE ONE WITH THE FRIENDS EXPERIENCE FAN BOWL

FRIENDS-GIVING CELEBRATION

The FRIENDS Experience in NYC is inviting a small group of diehard superfans to compete in the ultimate Friends competition.

From testing their show knowledge to challenging them to perform “the Routine” and more, these contestants will face each other to win the coveted grand prize: a Friendsgiving dinner in Monica’s apartment!

This event is being hosted in collaboration with Superfly X, who will create **eleven video vignettes** for a **short-form video series** (:15-:60s in length per video).

[YOUR BRAND] can come in as the **Title Sponsor** and be **authentically woven into parts of the competition/captured content**. Your integrations will be shared and amplified across **The FRIENDS Experience + TBS social channels**. These videos will also run in The FRIENDS Experience NYC from 11/22-26, further extending their reach.



THE ONE WITH THE FRIENDS EXPERIENCE FAN BOWL

ROUNDS OF COMPETITION

The Friends-giving Fan Bowl will be a **hybrid game show** and **holiday dinner special** split into **multiple competition segments, cooking demos, and special guest appearances**. Contestants will compete at trivia and physical tasks that utilize the onsite set recreations. All of which provide excellent opportunities for **product placements** and **sponsor integrations**. See [Appendix](#) for sponsorship elements.

CAN THIS BE MORE EXCITING?



STEP INSIDE THE FRIENDS EXPERIENCE IN NYC

*Details/execution for The FRIENDS Experience Fan Bowl are highly subject to change.

THE ONE WITH
THE FRIENDS-
GIVING
MARATHON



CROSS-PLATFORM PROMOTION

Time to sit back, relax and grab your Thanksgiving pants for TBS's yearly Friends-giving marathon! By combining an event partnership with our **cross-platform media package**, **[YOUR BRAND]** will truly **own this cultural moment** and significantly **extend the reach** of your sponsorship.



LINEAR PROGRAMMING STUNT

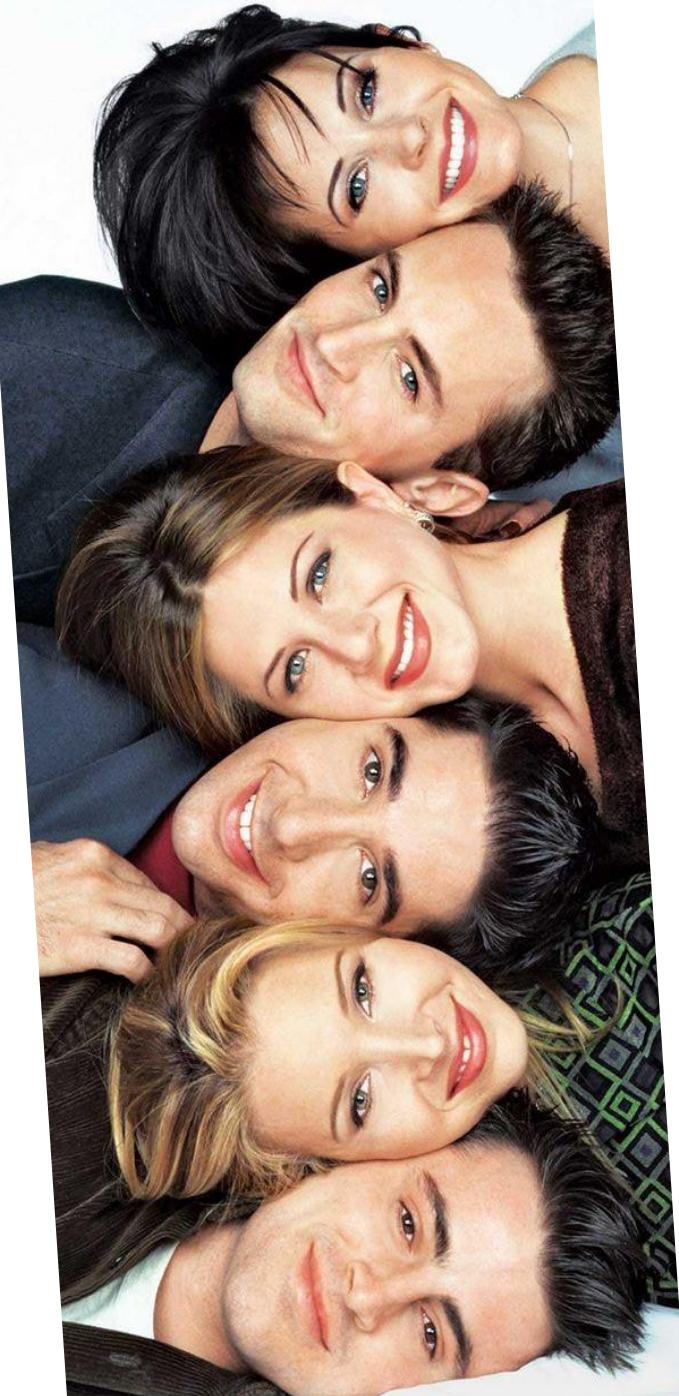
- Airs 11/25/21, 1p-6p
- (10x) Thanksgiving-themed Friends Episodes
 - Episodes may include The One Where Underdog Gets Away; The One with the Football; The One with the Thanksgiving Flashbacks; etc.
- (5x) :10 In-Show Billboards, air w/ commercial adjacency
- (5x) TBS Friends-giving units required
- Potential for IPGAs, Simultaneous Promo Graphics and/or in-program QR Codes

DIGITAL CURATED STUNT

- (15x) TOTAL Sponsored Friends Episodes across 3 weeks, (5x) made available per week on TBS digital platforms
- (1x) :05 Branded Open Slate leads into sponsored episodes on OLV, OTT/CTV and/or STB VOD
- 100% SOV Logo Placement alongside video content on homepage, show section page and FEP of TBS O&Os (OLV + OTT/CTV)
- Inclusion/mention in TBS e-Newsletter
- (1x) Sponsored Push Notification to TBS app users
- (1x) In-App Promo Alert driving viewership of curated episodes

SOCIAL SPONSORED EDIT

- (2x) Custom Posts driving to Friends-giving Stunts, encouraging participation of Turkey Trot and/or promoting Fan Bowl sponsor integration
 - Shared via TBS social handles (FB and/or IG)
 - Mix of thematically-aligned show clips, dynamic/static images, etc.
 - Handshake Tag and/or Branded End Card where applicable
- Guaranteed Views/Audience Targeting via WM proprietary social amplification tool
- Option to add on WM-developed Social Commerce Tools



FRIENDS-GIVING PACKAGES

FRIENDS 360° PROMOTIONAL PACKAGE (Linear | Digital | Social | Consumer Experience)

- TBS/TNETS
 - Friends-giving **Linear** Programming Stunt
 - Curated **Digital** Friends Stunt
 - (2x) Sponsored Edit/Custom Posts + **Social Amplification**
- Consumer Experience
 - Virtual Turkey Trot **OR**
 - The FRIENDS Experience Fan Bowl

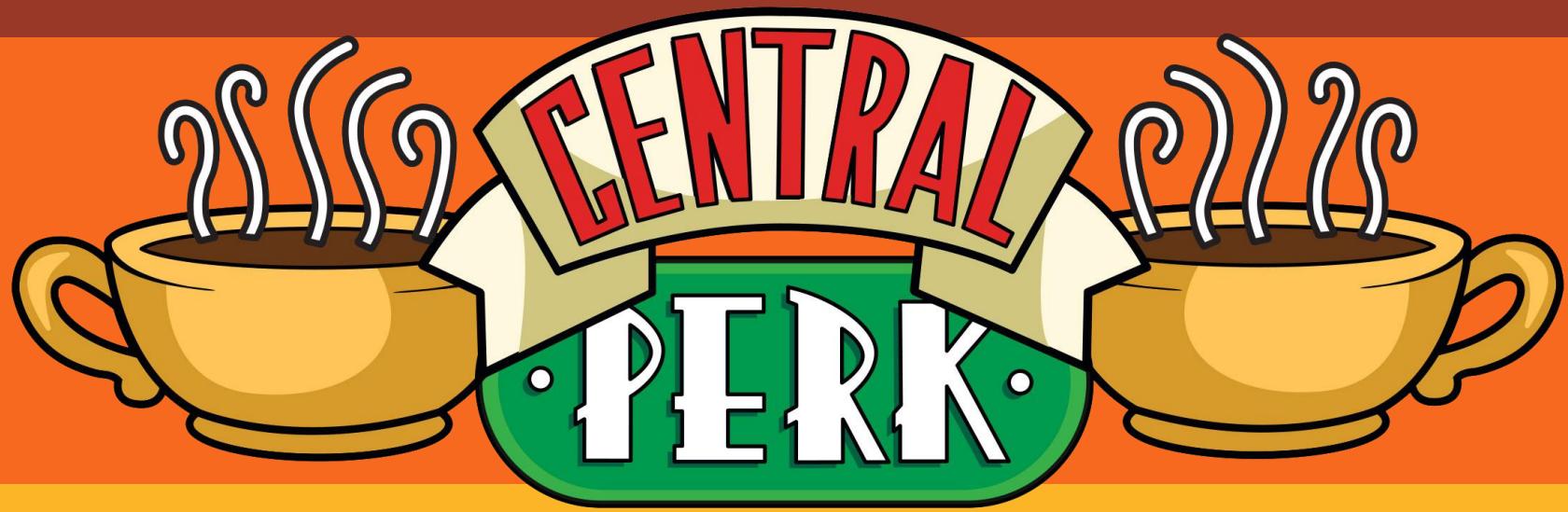
FRIENDSGIVING DIGITAL/SOCIAL TAKEOVER PACKAGE (Digital | Social | Consumer Experience)

- TBS/TNETS
 - Curated **Digital** Friends Stunt
 - (2x) Sponsored Edit/Custom Posts + **Social Amplification**
- Consumer Experience
 - Virtual Turkey Trot **OR**
 - The FRIENDS Experience Fan Bowl

COMMITMENT DEADLINE: 10/1/21

*Offerings/elements subject to change pending availability as well as final Brand, Network and Legal approvals. 6-8 weeks lead time required for execution.

APPENDIX



TIER 1: PRESENTING PARTNER

- Category exclusivity, full naming rights and logo lock-up
- IP rights to use Friends-giving Virtual Run marks and logo for promotional purposes, pending final approval
- Rights to create co-branded content to be made available through event and client owned marketing channels, pending final approval
- One (1) national email and organic social post on all social media channels announcing partnership
- A banner ad (hyper-linked) and custom content on all marketing emails
- A banner ad (hyper-linked) and custom content on registration confirmation email
- Logo inclusion (hyper-linked) wherever sponsors are listed on the website
- Dedicated co-branded email and organic social posts (FB, IG and/or IG Story) to all participants
- Logo inclusion on race bib and finisher certificate (final placement pending timing)
- Logo inclusion on all participant photographs and digital overlays
- Opportunity to include a product and/or offer in every participant goodie bag
- Twenty (20) complimentary race registrations

TIER 2: PREMIER SPONSORSHIP

- Category exclusivity
- IP rights to use Virtual Run marks & logo (and other assets TBD) for promotional purposes, pending final approval
- A banner ad (hyper-linked) and custom content on all marketing emails
- A banner ad (hyper-linked) and custom content on registration confirmation email
- Logo inclusion (hyper-linked) wherever sponsors are listed on the website
- Three (3) co-branded emails and organic social posts (FB, IG and/or IG Story) to all participants
- One (1) dedicated email to all participants
- Logo inclusion on race bib and finisher certificate
- A branded sticker or overlay for participants to add to uploaded photographs
- Opportunity to include a product and/or offer in every participant goodie bag
- Ten (10) complimentary race registrations

TIER 3: ELITE SPONSORSHIP

- IP rights to use Virtual Run marks & logo (and other assets TBD) for promotional purposes (pending final approval)
- Logo inclusion (hyper-linked) on all emails and website pages (hyper-linked)
- One (1) co-branded email to all participants
- One (1) co-branded, organic social post (FB, IG, and/or IG Story) to all participants
- The opportunity to include an offer in every participant goodie bag
- Five (5) complimentary race registrations



VIRTUAL RUN SERIES 2020 + 2021

In 2020, as a response to COVID, Warner Bros launched a **Virtual Run Series across five themes/IP** that garnered **over 100,000 fan participation** in just **six months**. As 2021 comes to close, we've brought back some fan-favorite runs and are kicking off the first-ever Friends-giving Turkey Trot this fall!

2020 THEMES/VIRTUAL RUNS	2021 THEMES/VIRTUAL RUNS

The F.R.I.E.N.D.S Experience

The One in New York City

FAN BOWL SPONSORSHIP ELEMENTS

- (1-2x) Active Integrations within the Fan Bowl content, exact creative concept(s) TBD
- Branded End Card attached to all (11x) video vignettes
- All vignettes to be shared via The FRIENDS Experience social handles (FB + IG) and email database during Thanksgiving week
- Cutdown of integration(s) to be amplified via @TBSNetwork social handles (FB and/or IF)
- Videos to run on select screens within The FRIENDS Experience NYC (11/22/21-11/26/21)

