

*EXCEL
PARTNERSHIPS:
TIFFANY & CO.
AND VOYAGER*

SIMONE BOTTER, JORDAN
FOUNTAIN, NYGEL LEWIS,
PASCAL MARCKTELL, VANI
PATEL, KARLEE WORTHEN



excelsports
M A N A G E M E N T

YOUR FALL 2021 INTERNS



Simone Botter
Properties
Columbia University



Jordan Fountain
Brand Marketing
Georgetown University



Nygel Lewis
Marketing
University of California, Los Angeles



Pascal Marckett
Baseball
Skidmore College



Vani Patel
HR & Operations
Manhattan College



Karlee Worthen
Social Media
Iona College

PROJECT OVERVIEW

We will be pitching Tiffany & Co. and Voyager across all of Excel's offerings and provide the best opportunities for our clients and the company to continue to grow.



AGENDA

- Our Companies – Tiffany & Co. and Voyager
- Tiffany & Co.
 - Industry Overview
 - Competitor Overview
 - Our Pitch – Robert Neal: Brand Ambassador
 - PR
- Voyager
 - Industry Overview
 - Competitor Overview
 - Our Pitch – Partnership with NRG
 - PR
- Q & A



TIFFANY & Co.

- Founded in 1837, Tiffany & Co. is a global luxury jeweler
- Known for elegance, innovative design, fine craftsmanship and creative excellence.
- Manufacture and market jewelry, watches and luxury accessories.
- Commitment to superlative quality



OVERVIEW OF JEWELRY INDUSTRY



Industry Value: \$230 billion

Expected to increase to almost \$300 billion by 2025



Jewelry in Sports

Athletes wear chains, earrings, necklaces, bracelets, etc.

Championship trophies are made by jewelry companies



TIFFANY & CO. COMPETITORS: PANDORA

- 56 Properties deals across 30 associations
- Disneyland & Disney World
- Name sponsor for Marathon/Triathlon/ Road Race events and NCAA Bowls
- NCAA Sponsorship deals
- Brand Ambassador deals with NBA Athletes
 - Jrue Holiday - "The Off Season"

The Pandora logo is displayed in white text on a black rectangular background. The word "PANDORA" is written in a bold, sans-serif font. A small crown icon is positioned above the letter "O".

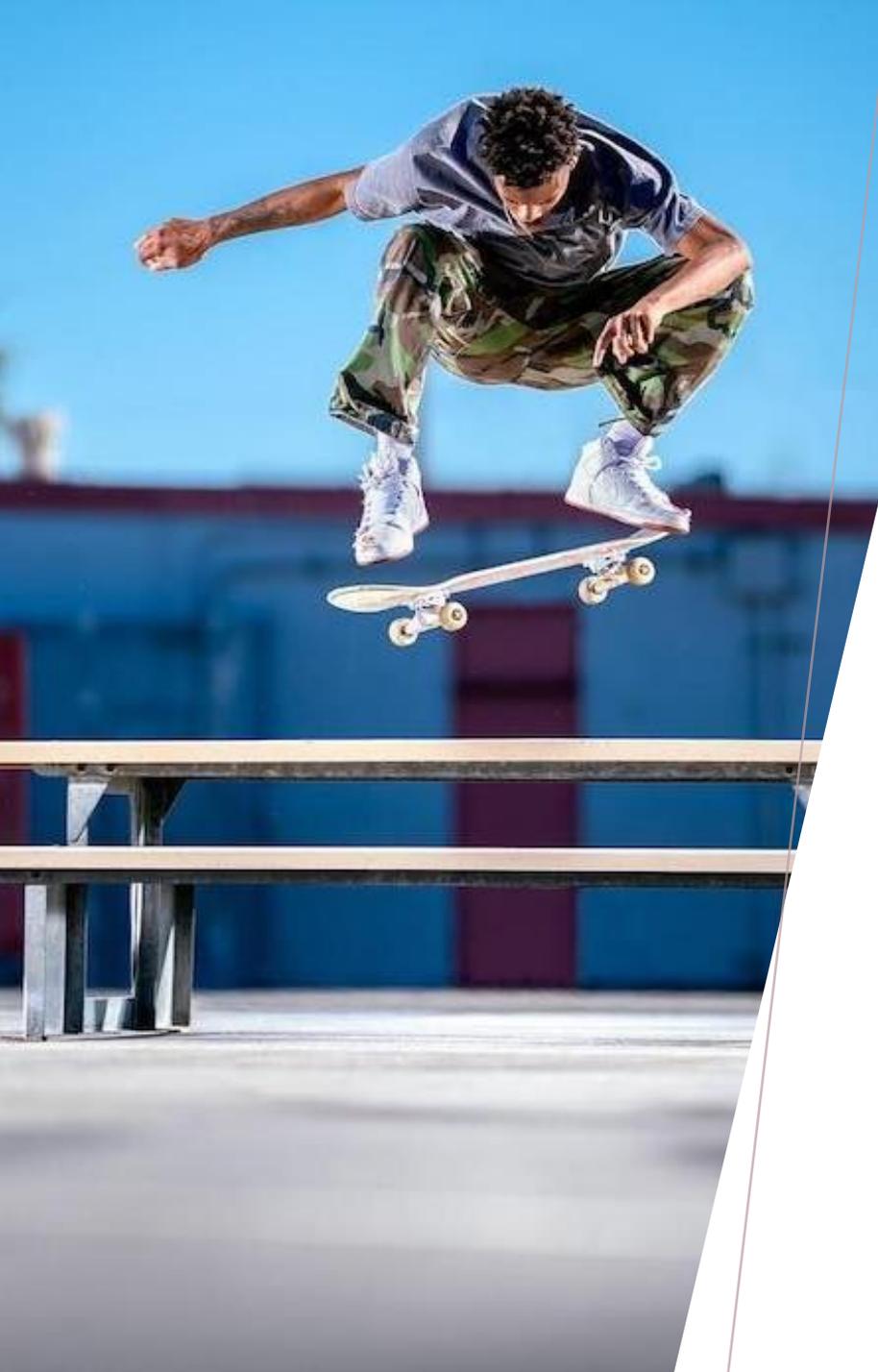
PANDORA



TIFFANY & CO. COMPETITORS: SWAROVSKI

- Highest Grossing Business Unit Internationally
 - 2800 stores
 - 170 countries
 - €2.6 Billion in revenue (2016)
- Vendor Deals with various MLB and NHL teams
 - Jewlery
 - Team gear





ABOUT ROBERT NEAL

AGE: 25

SPORT: Skateboarding

INSTAGRAM: @robertneal_//261k followers

SPONSORS: StockX, Primitive

SKATE STYLE: Street Skateboarder



TIFFANY & CO. X ROBERT NEAL

Robert Neal as brand ambassador:

- He aligns with Tiffany's recent campaigns to diversify and expand to the street style community
 - Beyoncé, JAY-Z "ABOUT LOVE" Scholarship Program for Students at Five HBCUs
 - Kyle Kuzma recently announced as brand ambassador
 - Supreme x Tiffany & Co. collab





TIFFANY & CO. X ROBERT NEAL

Why Robert?

- Robert was the first skateboarder to become a brand ambassador for StockX-- one of the biggest streetwear websites
- 261k highly engaged followers on Instagram with an average engagement rate of ~10%
- Louis Vuitton "Oversized" eyewear campaign model



TIFFANY & CO. X ROBERT NEAL ACTIVATIONS

Dog Collar

- Robert is a proud and passionate dog dad
- Potential for charitable efforts (I.e. ASPCA, Best Friends Animal Society, etc...)

Skateboarding Exhibition

- Meet and greet event
- Using limited edition Tiffany blue boards
- Wearing Tiffany blue Nike sneakers

What it means for Tiffany & Co.

- Helps expand Tiffany's target audience to attract a younger generation
- Still an extension to Tiffany's existing campaign

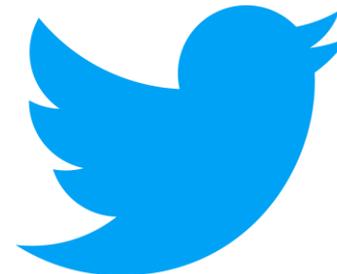
What it means for Excel

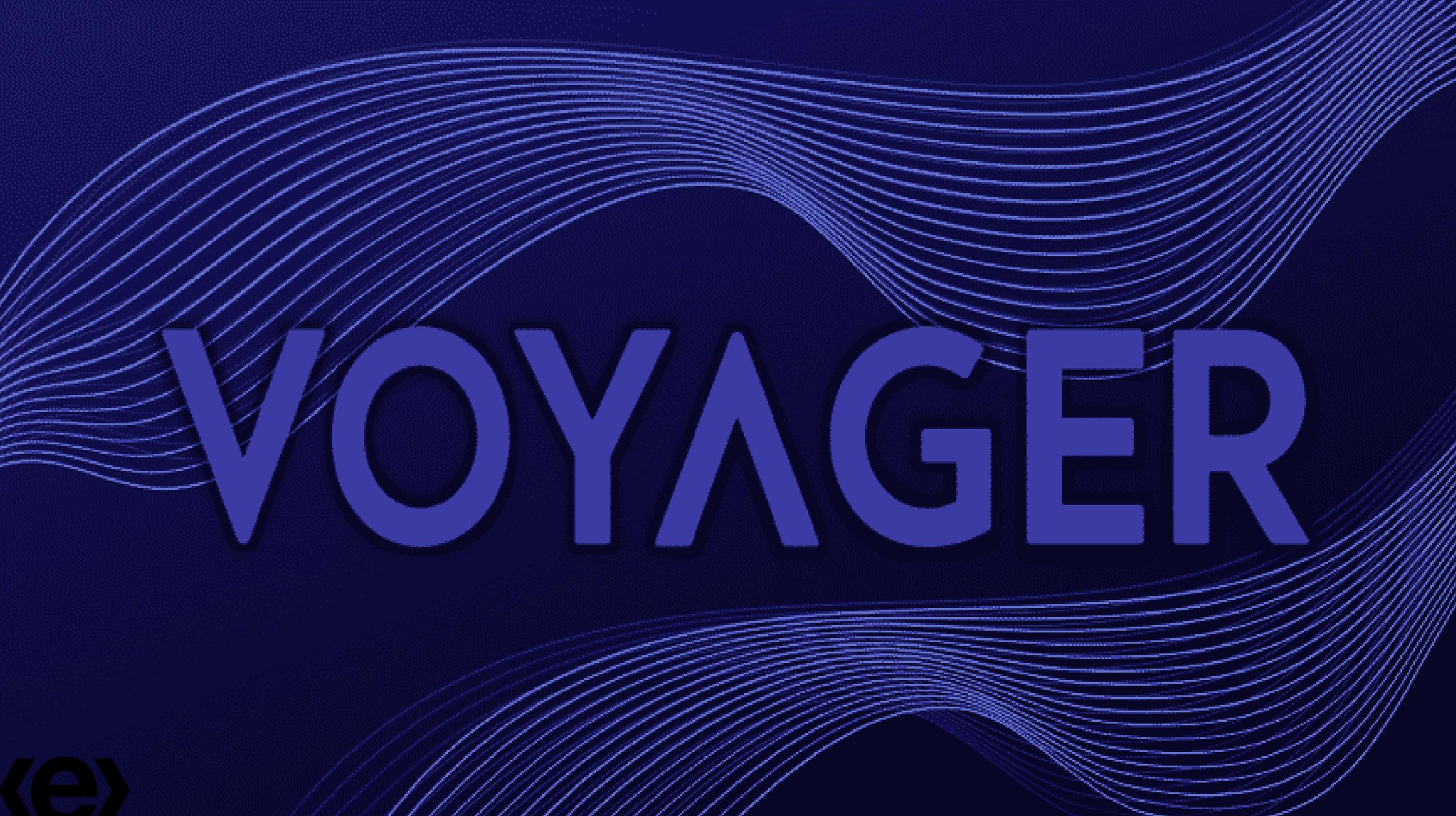
- Lucrative deal
- When pitching new clients, it showcases we value athletes beyond the big 4, and can identify significant opportunities



COMMUNICATION STRATEGY

- **TIFFANY'S & CO x ROBERT NEAL:**
 - Work with Tiffany & Co and Lee Harmon internally to discuss media outreach strategy; align on photoshoot and event details
 - Reach out to GQ Sports' Tyler Tynes to do a profile on Robert and announce him as a brand ambassador for Tiffany's
 - Create social post for Excel Twitter, Facebook, Instagram, LinkedIn pages





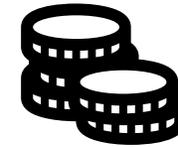
VOYAGER



OVERVIEW OF CRYPTO INDUSTRY

What is Crypto?

- A digital currency, backed by digital signatures to keep the currency safe



Industry Value: \$3 Trillion

- Expected to double in value in the next 5 years



Crypto Trading

- 12% of Americans have traded cryptocurrency in the last year
- Over 3,000 new forms of cryptocurrency were created in the last year



VOYAGER COMPETITORS: FTX

- 42 SPONSORSHIP DEALS OVER THE LAST 12 MONTHS:
- \$120 million deal with TSM E-Sport League
- MLB official sponsor
- Properties & Naming rights
 - Cal Berkley Stadium
 - MLB
 - Miami Heat
- Sponsor of Fan Voting Platform for the ICC Men's T20 World Cup
- Award Sponsor For League of Legend Championship Series
- Ambassador Deals with high profile clients such as Stephen Curry and Logan Paul



VOYAGER COMPETITORS: CRYPTO.COM

CRYPTO.COM

- 16 SPONSORSHIPS OVER THE LAST 12 MONTHS:
- Crypto.com Arena in Los Angeles
- Serie A and 3 Italian Clubs (Venezia F.C., Empoli, Salernitana)
- Formula 1- billboards on tracks and stage fixed logo names
- UFC- First-ever fight kit partner and launch of Crypto.com Digital Collectibles
- Los Angeles Kings
- Twitch

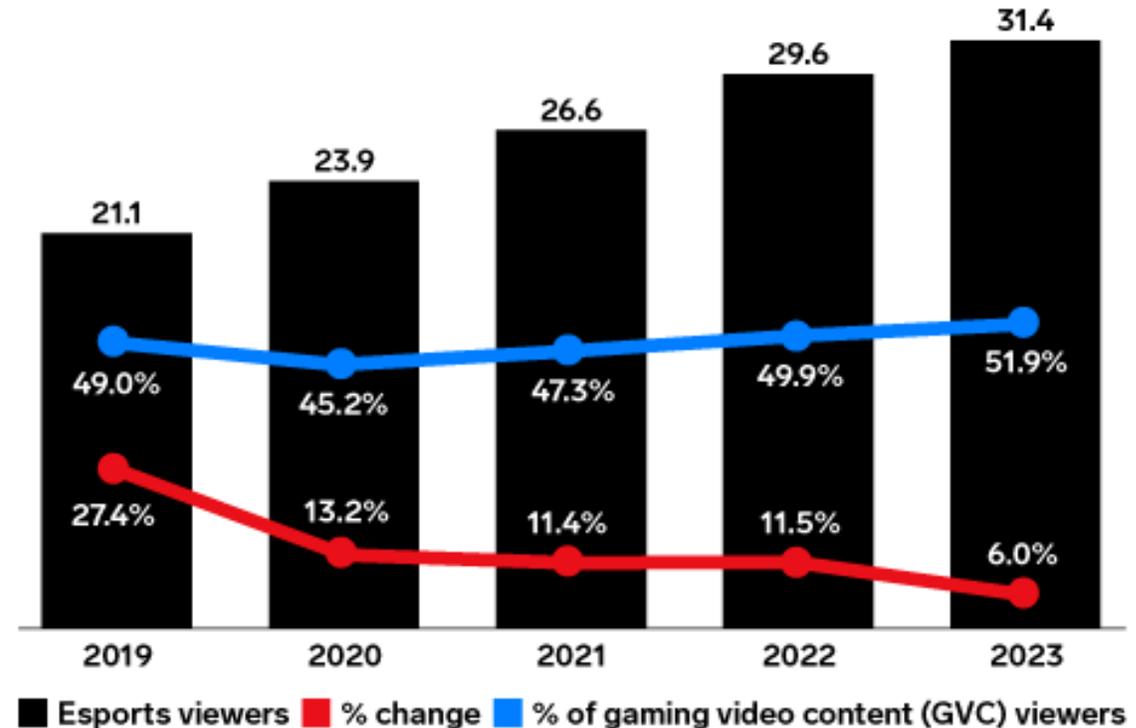


E-SPORTS INDUSTRY OVERVIEW

- Market Growth Trends
- Revenue Streams Stats
- Esport Teams and Advertising
- Esports Ecosystem

US Esports Viewers, 2019-2023

millions, % change, and % of gaming video content (GVC) viewers



Note: internet users of any age who watch organized gaming competitions among professional players and teams (e.g., Evolution Championship Series, League of Legends Championship Series, and Overwatch League) hosted on digital video platforms at least once per month; read as "21.1 million esports viewers is 49.0% of gaming video content viewers"

Source: eMarketer, Feb 2021



VOYAGER X NRG

Why NRG?

- NRG right now does not have a crypto based partner.
- NRG currently competes in 8-different e-sports thus a wider range of audience.
- E-Sports is an innovative concept whose innovation is aligned with the one of cryptocurrencies.
- Demographic of E-Sport viewership is 61% 16-34 years old and 31% of Adults in the US aged 18-29 have invested or traded cryptocurrencies.
- NRG is based out of Los Angeles, CA. The state is in the top 10 for crypto trades over the last year.
- Crypto use has increased by 655% in the state of California over the past year.

NRG

AUTHENTIC GAMING COMMUNITY



LANDSCAPE ANALYSIS- NRG E-SPORTS



Category:
Auto
Insurance
Designation:
Naming rights
partner for
Organization



Category:
Clothing
Designation:
Official
Partner



Category:
Gaming
Designation:
Exclusive
Headset
Partner



Category:
Food
Designation:
Naming rights
partner for
Organization



LANDSCAPE ANALYSIS- FS PARTNERSHIPS ACROSS E-SPORTS



Cash App

Category:
Payment
Solutions

Partnership:
100 Thieves

zytara

Category:
Digital Banking

Partnership:
Dignitas

SoFi 

Category:
Personal
Finance

Partnership:
Nerd Street
Gamers

coinbase

Category:
Cryptocurrency

Partnership:
Evil Geniuses



mastercard

Category:
Financial
Services

Partnership:
Riot Games
League of
Legends



VOYAGER PITCH

Partnership with NRG:

- Would allow Voyager to tap into the e-sports industry (a missing partner), whose demographic perfectly fits the one using services like Voyager. Many crypto competitors are also doing the same.

What is included in the partnership?

- Voyager Logo on all team jerseys
- Access to fan activations- e.g. e-sport game that fans can take part in which they win tokens tradeable voyager
- Creation of an official NRG NFT
- Official naming sponsor of a future NRG tournament



NRG

AUTHENTIC GAMING COMMUNITY



COMMUNICATION STRATEGY

VOYAGER x NRG:

- Work with Voyager and NRG teams to craft the press release and ensure Excel inclusion
- Secure embargoed coverage with Forbes' Steven Ehrlich and coordinate executive interviews
- Create social graphic to post on Excel Twitter, Meta (Facebook), Instagram, LinkedIn pages

Forbes

**Excel brokers esports
group NRG-Voyager
Digital crypto partnership
deal**



QUESTIONS?



THANK YOU!

