



2018 MEDIA KIT

**ROARING
RIOT**

THE
RIOT
REPORT



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ABOUT US

The **Roaring Riot** is the unofficial 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 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 7M social media followers
- The NFL has over 50M social media followers



- The Roaring Riot has over 5,100 members – representing 44 states and 13 countries (62% of members are in the greater Charlotte area)
- There are 36 full chapters of the Roaring Riot in various cities throughout the country. In 2017, we launched our first full international Chapter in Monterrey, Mexico
- Roaring Riot members spent over \$450K in away game trips and events in 2017





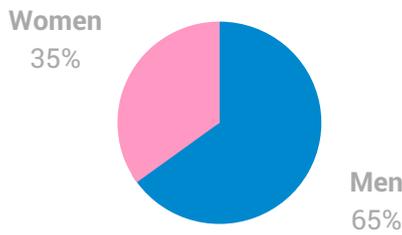
OUR AUDIENCE

- 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, cheering on their favorite team loud and proud. [The Riot Roars.](#)

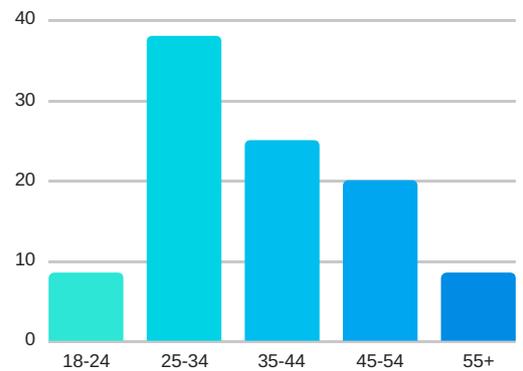
Web Presence (July 1, 2017 – Jan 1, 2018)



Gender



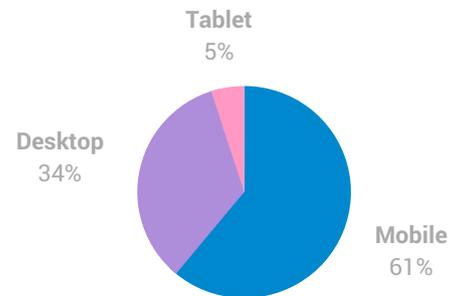
Age



Analytics

156K Sessions
92K Unique Visitors
460K Pageviews

Device Usage



49% Household Income Over \$75K

Social Media Reach



13.5K



12.2K



15.2K



13.7K

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 Sponsorship
- Video Content
- Email Marketing
- Photo Galleries
- Series Sponsorship
- Contests
- Logo Integration
- Roaring Riot App

In-Person

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

Partners



SHIPT





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