












# NFL Team & Sponsor Case Study

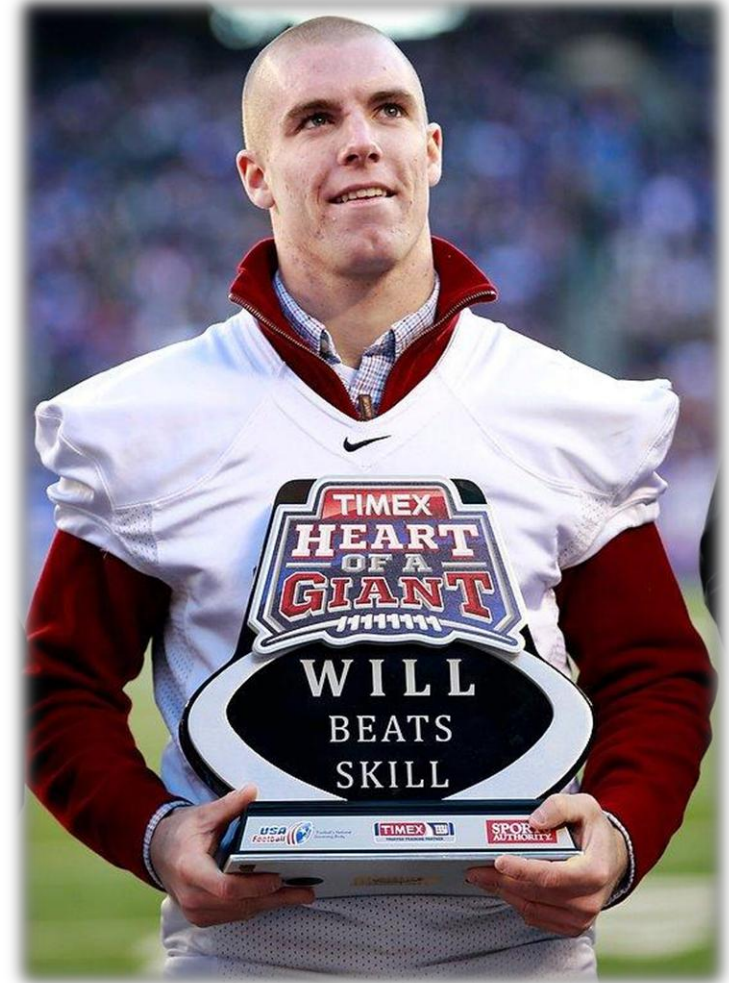




# Timex Heart of a Giant Overview

## Key Program Components:

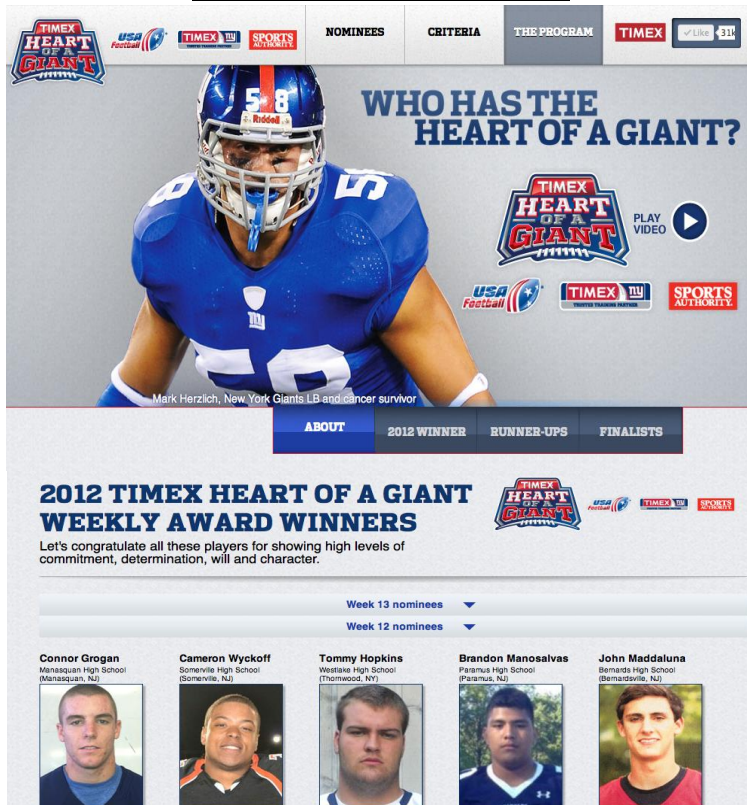
-  Branded micro-site
-  NFL player integration
-  Social Media Campaign
-  Branded promotional items
-  Leveraging of NY Giants relationship/assets
-  Timex trophy and check presentation
  -  \$5,000 equipment donation
-  Media/PR
-  Timex/USAF Sports Performance and Training Event





# Branded Micro-site/NFL Player Integration

## Branded Micro-site:



[www.USAFootball.com/TIMEX](http://www.USAFootball.com/TIMEX)

- Sponsor/NFL team branded
- 87,000+ page views; 65,000+ player votes (Oct.-Dec.)

## NFL player integration:



### NY Giants linebacker Mark Herzlich

- Spokesperson for the program (Cancer Survivor/excellent example of how hard work and perseverance can help you achieve goals)
- USA Football and NY Giants created 2 video vignettes featuring Mark Herzlich and used them to promote the Timex Heart of a Giant program







# Social Media - Facebook



All participants were given unique tools to help lobby for votes. Athletes received sponsor branded digital flyers with their headshots which were uploaded to facebook and tagged, Timex Heart of a Giant cover photos and more.



Saint Peter's Prep shared a link.  
December 6

And speaking of Shane Huber, he's been nominated for the "Timex Heart of a Giant" award – your votes can help him win (and earn a \$5000 donation to Prep) and be recognized during teh Giants' final home game of the regular season.



Timex Heart of a Giant  
www2.usafootball.com

The grand prize winner will receive a \$5,000 equipment donation for his high school and recognition on-field during the N.Y. Giants Week 17 home game against Philadelphia.

Like · Comment · Share

11 people like this.



Write a comment...



Raritan Rockets shared Dan Gant's photo.  
about a minute ago

If you can, please go to the link and vote for my Raritan Junior, and Co-Captain of the Varisty Football team, Tyler Jones.

I was able to vote again so please help Tyler.

I think if he wins, I might get an autograph from Tyler. I have enough photos of him!

Congratulations to Tyler Jones for being named by Timex, USA Football and the New York Giants as a WEEK 10 WINNER for the Timex Heart of a Giant program.

Vote for Tyler at [www.usafootball.com/timex](http://www.usafootball.com/timex) for the opportunity to win a \$5,000 equipment donation for his school's football program!



USA Football  
Liked · December 17 via Sprout Social

After 8 weeks of voting, we are happy to announce the finalists in our Timex Heart of the Giant program! Each finalist received the most votes of his nominee group and is now eligible for the grand prize: A \$5,000 equipment donation for his high school and recognition on the field during the Giants' Week 17 home game against Philadelphia.

Congratulations to Tommy Ballerini, junior QB at Bergen C...See More

Like · Comment · Share

Chelsea Smith and 27 others like this.



Write a comment...

Recommended Pages See All



Chicken Town  
Lisa Gant Thomas likes this.  
Like



Cameron Wyckoff and 4 other friends shared a link.



Timex Heart of a Giant  
www2.usafootball.com

The grand prize winner will receive a \$5,000 equipment donation for his high school and recognition on-field during the N.Y. Giants Week 17

Share



Cameron Wyckoff

Hey Please vote for me to win \$5000 for SHS even if you already voted DO IT AGAIN . Im under week 12 so dont miss it .

Like · Comment · a few seconds ago



Cameron Wyckoff

Hey the last day for voting is friday and i really want to win the \$5000 For SHS .please vote for me under week 12 . And its not enough for just you to vote spread the word please !

Like · Comment · 8 minutes ago



## NOMINEE

Commitment | Determination | Will | Character



Week 10 Winner  
**TYLER JONES**  
Raritan High School  
Hazlet, NJ

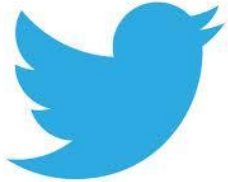
Vote for me as the hardest working football player in the tri-state area.

Visit [USAFootball.com/Timex](http://USAFootball.com/Timex) and cast your vote.





# Social Media - Twitter



Using the #HeartofaGiant hash tag, participants “campaigned” to their friends, family and fellow students to vote for them on USAFootball.com/TIMEX to become a finalist for the Timex Heart of a Giant award.

 **L (E)X [Nº1] @AyeGibbz** 7 Nov  
Take a second to VOTE for BROOKLYN TECH FOOTBALL CAPTAIN Justin Minucci. #ROLLTECH #heartofagiant usafootball.com/timex  
Expand Reply Retweet Favorite

 **usafootball @usafootball** 11 Nov  
Who has the @TimexSports #HeartofAGiant? Vote now at bit.ly/SkT8aO & RT to share w/ friends.  
Expand Reply Retweet Favorite

 **walter decanio @walter\_decanio** 4 Nov  
“@babyjesus75: S/O to @walter\_decanio for being in the big board at MetLife stadium!” You were at the game !  
Expand Reply Retweet Favorite

 **Roman Oben @R\_Oben** 6h  
RT @usafootball: Don't forget vote for @TimexSports #HeartOfAGiant contender! RT to remind friends, family to vote! bit.ly/SkT8aO  
Expand Reply Retweet Favorite

 **Sam The Sloth @penguinseat\_sam** 8 Nov  
Vote for Equan!!! I voted for my Timex Heart of a Giant contender. You can, too, at j.mp/WM5tKI #heartofagiant usafootball.com/timex  
Expand

 **Ryan McHale @Ryan\_McBoss** 8 Nov  
I voted for my Timex Heart of a Giant contender. You can, too, at j.mp/WM5tKI #heartofagiant usafootball.com/timex  
Expand

 **Amy C. Cimino @Miss1015** 8 Nov  
Vote for Equan!!! I voted for my Timex Heart of a Giant contender. You can, too, at j.mp/WM5tKI #heartofagiant usafootball.com/timex  
Expand

 **Conlan Rose @aceman999999** 7 Nov  
I voted for my Timex Heart of a Giant contender. You can, too, at j.mp/WM5tKI #heartofagiant usafootball.com/timex  
Expand

 **George Knoth @georgeknoth** 7 Nov  
Please keep voting everyone! It doesn't close until December 14th! Remember, week 8! j.mp/WM5tKI #heartofagiant usafootball.com/timex  
Expand

 **Uncle Millz @N3xtBigThing34** 7 Nov  
Since u are all on here you all might as well go on this link and vote for me usafootball.com/timex #HeartOfAGiant  
Expand Reply Retweet Favorite

 **The Sachem Report @SachemReport** 13h  
VOTE for @TCrossan1 from @SachemFootball in the #Timex #HeartofAGiant contest: sachemreport.com/2012/11/21/vot... #GoArrows  
Followed by Steven Casali  
Expand

 **Danny Danko13 @DD\_\_013** 16h  
Vote for @Tharp\_52 for #heartofagiant at usafootball.com/timex everyone vote and tell your friends to vote for @Tharp\_52 to help him win!!!!  
Favorited by Zach Tharp  
Expand

 **usafootball @usafootball** 19 Nov  
Vote now for your @TimexSports #HeartOfAGiant contender! RT to remind friends, family to vote, too! bit.ly/SkT8aO  
Expand





# Branded Promotional Items/NY Giants Assets

## Branded Promotional Items:



Athletes, coaches and athletic directors from enrolled schools all received Timex Heart of a Giant/NFL team branded items, including a t-shirt, bag and visor

## NY Giants Assets:



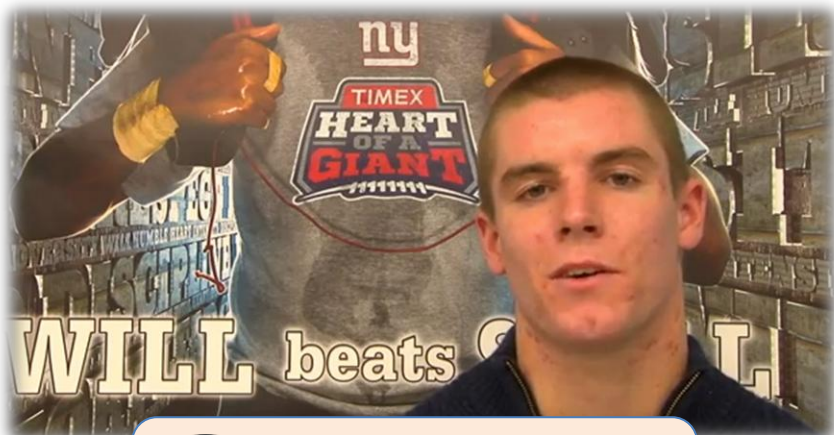
- Hospitality/Suite access for Heart of a Giant winners
- On-field access for Timex Heart of a Giant winners
- Weekly winners displayed on jumbotron during Giants home games
- Access to Timex Performance Center (Giants Training Facility)





# Video Submissions

All finalists were required to submit a video as their final push to be crowned the regional Timex Heart of a Giant award winner. Athletes worked with coaches and utilized their resources to put together some excellent videos to show Timex and USA Football why they had the “Heart of a Giant.”



**PLAY VIDEO**

**2012 Timex Heart of a Giant Winner Connor Grogan**



**PLAY VIDEO**

**2012 Timex Heart of a Giant Honorable Mention Dominick Trautz**





# On-Field Presentation



2012 Timex Heart of a Giant winner Connor Grogan of Manasquan (N.J.) High School, along with his head coach, Jay Price, were presented with the Timex Heart of a Giant trophy and a check for \$5,000 good towards new football equipment for their school's football program. The presentation was held at a Giants home game.





# Sports Performance & Training Event

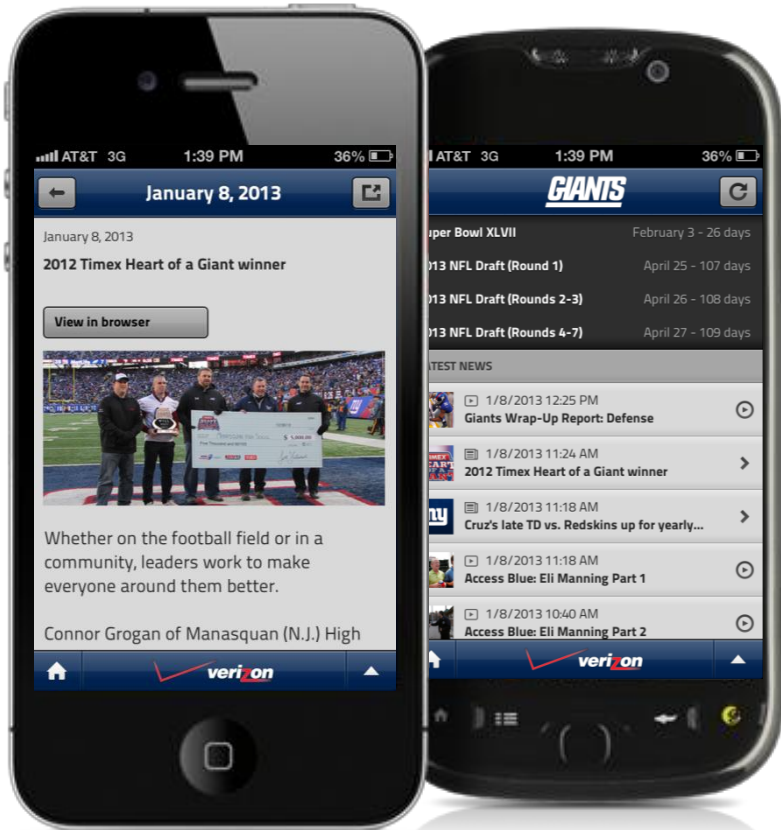


All 60 Timex Heart of a Giant nominees and their coaches were invited to attend a cutting edge sports performance and training event at the Timex Performance Center. Attendees heard from some of the most respected individuals in the sports performance field and learned how to improve their personal/team training programs. Other topics covered included Concussion Awareness and Heads Up Football Tackling instruction.





# Media



New York Giants Mobile App



Local newspapers







# Online Media

94.3 The Point THE JERSEY SHORE'S HIT MUSIC CHANNEL

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### Help This Manasquan High School Football Player Win With The NY Giants!

By Liz Jersesi 2 days ago



Connor Grogan was recently recognized by the N.Y. Giants in their "Heart of a Giant Award", and now he needs your votes! Take a moment to read his heartwarming letter:

The N.Y. Giant's award recognizes athletes who not only work hard but have persevered in the face of adversity with an indomitable will and character. While most athletes discussed themselves in their essays explaining why they should win, Connor wrote the following:

WHY I HAVE THE HEART OF A GIANT, By Connor Grogan:

I would like to take this time to turn the focus towards my football team as a whole. After all, football is the ultimate team game. Just three weeks ago, our community of Manasquan, New Jersey was hit with a hurricane that caused damage more devastating than we ever could have imagined. To walk out of the house (many not our own because we were forced to evacuate) on Tuesday, October 30 and see that everything we had ever known our whole lives was turned into rubble was an indescribable feeling of tragedy. We could have retreated back inside and drowned in our sorrows. We could have complained to one another about what material items we lost as a result of the "superstorm." We did just the opposite, though. We as a team acted like Warriors and showed determination like I had never seen before. The Manasquan High School football team sprung into action, unloading trucks of food and

Photo of Connor Grogan taken by Cliff Lavee of aishoremedia.net

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Editor Matthew McGevna matthew.mcgevena@patch.com

SachemPatch 37°

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Breaking: Varsity Boys Soccer Playoff Games Cancelled Thursday

Schools, Sports

### Steve Casali In The Running For 'Heart of a Giant' Prize

New York Giants campaign aimed at recognizing players who exemplify "giant" leadership and hard work.

By Matthew McGevna | Email the author | 9:00 am

Recommend 9 | Tweet 0 | Email | Print | Comment

Sachem East running back Steven Casali has been entered into the running to benefit from an NFL campaign that could bring \$5,000 in equipment to the high school.

Casali is one of 10 varsity football players whose story has been selected for the Timex Week 9 "Heart of a Giant" campaign, according to the Sachem Report. The outreach effort is sponsored by the New York Giants and USA Football as a way of acknowledging students who exemplify commitment, determination, and character on the gridiron.

Casali joins three other Long Islanders (one from Brooklyn the other from Newfield High in Seiden) as part of the 10 Week 9 candidates. The campaign will feature 10 new players every

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NOMINEE

Stamford: 41°F

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### Heart of a Giant

Westhill football player nominated for award

By Samantha Mckelvie Stamford, CT | Added on December 05, 2012 at 12:36 PM



Chris Soule CO-CAPTAIN, WESTHILL HIGH SCHOOL FOOTBALL

Video not playing correctly? Click here for alternate version

Westhill High School football player Chris Soule is one of 60 finalists for the Timex Heart of a Giant award sponsored by the New York Giants. The grand prize winner is honored as the hardest working athlete in the Tri-State area, receives a \$5,000 equipment donation for his high school, and is recognized on the field during the NY Giants' week 17 home game against The Philadelphia Eagles.

MADONIA RESTAURANT & BAR Sign the drive Event

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### Local football player has the 'Heart of a Giant' this season

THURSDAY NOVEMBER 22, 2012, 11:55 AM BY EDWARD KENSNIK CORRESPONDENT COMMUNITY NEWS (GARFIELD EDITION)

PAGES: 1 2 > DISPLAY ON ONE PAGE | PRINT | E-MAIL

WALLINGTON — The election might have been completed a couple of weeks ago, but there is a very important one ongoing for Wallington and Ryan Adzima.

The school and the sophomore quarterback are looking for your vote.

Adzima is one of the finalists for the Heart of a Giant Program sponsored by the NFL team. The sophomore has a shot to win \$5,000 worth of football equipment for the program if he takes the grand prize.

Where the Panthers and other football fans come into play is that it will be based on voting that can be done at www.usafootball.com/timex. The voting ends on Dec. 14 and the voting allows only one vote per device (for example, desktop, laptop, smart phone, tablet).

According to Wallington head football coach Barry Blauvelt, the award is based on the player's hard work and that was the case with Adzima.

After transferring from Don Bosco, Adzima worked doubly and triply hard to get ready for his first full season at Wallington.

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