

Introducing **CORE**

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Collegiate Outreach and Engagement

CORE will be our influencer program for partnering with college athletes.



Stacking the Roster: Why College Athletes?

Uncharted Territory

The NCAA has only recently lifted its rule to allow student athletes to accept endorsement deals.

This is the first full school year that this opportunity, for advertisers and athletes alike, even exists.

Budget Option

Since student athletes are new to the influencer marketplace and most have yet to grow a massive following, many of the ones we want to work with will not be charging particularly high rates.

Bigger Impact

According to a [recent report](#), student athletes boast an engagement rate of over 6% on Instagram, over 5% on TikTok, and do 12x as well as their non-athlete college influencer peers on Twitter.





Rookie Season: our First Project

Part I: Purple District Targeting

A few :15 GOTV video ads to be posted to athlete Instagram accounts **and** trafficked locally in a few identified districts from our own Facebook and Instagram

Part II: Statewide Supercut

one :30 video ad using clips of athletes from different schools, to be posted to athlete Instagram accounts **and** trafficked statewide from our own Facebook and Instagram



Warming Up:

Preparing to Work with Talent

1



determine which regions are the biggest priority for this cycle, research athletes on the Opendorse, and use the [vetting guide](#) for potential candidates

2



based on rates on Opendorse and what budget we have for GOTV, we determine a total budget for the project including what offer to make to each athlete

3



create briefs for each athlete, including expectations for the content itself and any scripts, which channels of theirs and/or ours the content will be posted to, and deadlines

Executing the Play:

Working with Talent

4



approach each athlete with an offer,
send a brief for each piece of content,
and make each deadline clear

5



maintain contact with athletes
through the Opendorse platform,
negotiate rates if need be, and
contact B-team as a last resort

6



review content made by athletes,
add logo and other creative as
needed, and approve for posting by
athlete and/or our team

Beating the Buzzer: Project Timeline

Tuesday, October 25	pitch approved by Bhavik, follow-up sent to Opendorse, budget for project set
Wednesday, October 26	brief and scripts written and approved, offers sent to athletes with Monday 10:00 AM deadline
Friday, October 28	B-team contacted by now if needed, communication with athletes over weekend
Monday, October 31	content from athletes reviewed and approved, Susan begins supercut
Tuesday, November 1	Part I content posted by athletes and trafficked on our channels, Part II posted ASAP

CORE Athletes Starting Lineup

Sawyer Schick

Quarterback, UW-La Crosse Football

2.2k Instagram followers

Haley Johannesen

Winger, UW-Eau Claire soccer

2.0k Instagram followers

Sydney Byrd

Defender, UW-Green Bay Soccer

9.2k Instagram followers

Jordan King

Guard, Marquette Basketball

3.6k Instagram followers

Eliot Turnquist

Pitcher, UW-Milwaukee Baseball

1.0k Instagram followers

Chez Mellusi

Running Back, UW-Madison Football

12.5k Instagram followers

CORE Athletes B-Team

N/A

There are currently no other athletes on the Opendorse platform representing UW-La Crosse.

Ella Novak

Midfielder, UW-Eau Claire Lacrosse

1.5k Instagram followers

Abby Gardner

Libero, UW-Green Bay Volleyball

1.1 Instagram followers

Trey Baskin

Thrower, Marquette Track and Field

1.3k Instagram followers

Emily Burns

Distance, UW-Milwaukee T&F and XC

1.0k Instagram followers

Julius Davis

Running Back, UW-Madison Football

8.8k Instagram followers

On-Deck Circle: Future Possibilities

Campus Events

We can loop Brianna, our Youth Organizing Director, in for this one - if athletes can make their athletics peers aware of the event, there could be more draw to in-person rallies, voter registration drives, and more!

GOTV Round II

The April election will see dramatically lower voter turnout, but we have an opportunity to pitch voting in a non-standard election cycle as “staying active in the off-season.”

Building Relationships

Any athletes that work well with us in crunch time will likely be great fits to continue a partnership with going forward, and athletes that see initial success of this program are more likely to join the next round.





Thank you!