

# Pro vs. College Football

## Not All Sports Fandom is the Same

*After the College Football Playoff, Opendorse analyzed the social media audiences of the NFC and AFC Championship teams (Kansas City Chiefs, Buffalo Bills, Philadelphia Eagles and Washington Commanders) and compared them to the fans of the CFP Semifinalist teams (Ohio State Buckeyes, Notre Dame Fighting Irish, Texas Longhorns and Penn State Nittany Lions). The data shows that college athlete influencers are the most effective media buy in sports.*

### NFL FOLLOWERS > CFP FOLLOWERS

The Chiefs + Bills + Eagles + Commanders audience is 9.1x larger than Ohio State + Notre Dame + Texas + Penn State. 67.5M total followers compared to 6.2M.

This pro football data set is skewed by Patrick Mahomes and Travis Kelce accounting for about 20.2M combined followers – about 30% of the combined following of all four NFC and AFC Championship teams (212 active roster players).



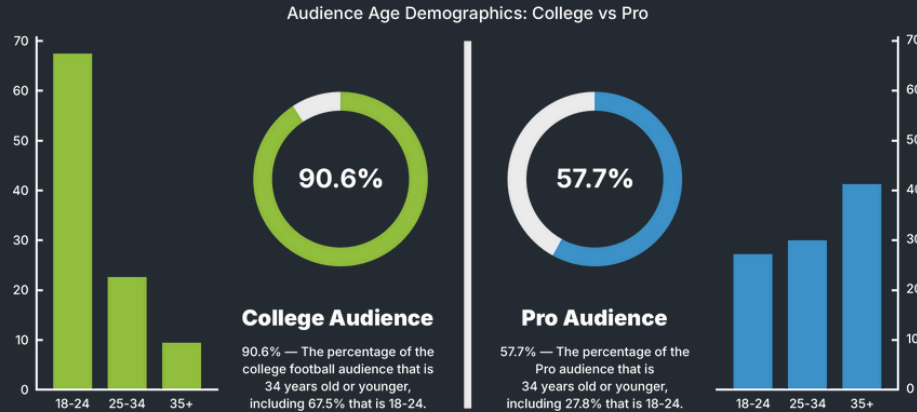
### BIGGER ≠ BETTER

Pros are effective for reach, but college athletes outperform in engagement metrics and overall ad spend value. Opendorse college athlete influencer campaigns outperform industry average in all comparisons, including a 9.3x higher average impression rate on TikTok.

Harvard Business Review found that nano and micro influencers deliver up to 10x ROI compared to larger influencers.



# The College Audience is (Much) Younger

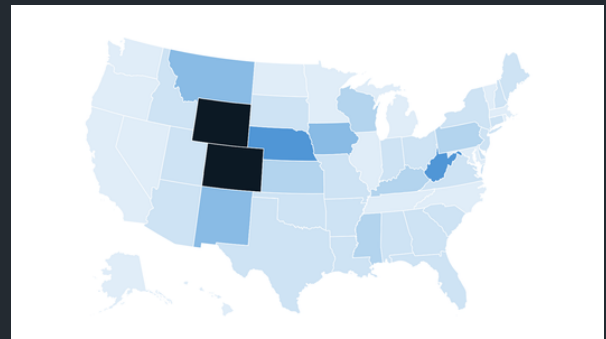


## REGIONAL AND NATIONAL

Both pro and college audiences provide outstanding regional and national coverage in the Transfer Portal era. Since rosters are comprised of players from hometowns and college towns across the country, the national reach is wide, but key pockets of engagement emerge – like Wyoming and Colorado over-indexing as Bills territory due to quarterback Josh Allen, who played collegiately at the University of Wyoming (*state heat map below*).

## TIKTOK VS. X

The college audience indexes younger on their preferred social platforms with the CFP Semifinal teams seeing a significantly stronger TikTok presence over other platforms (3.2x). The pro audience has X (formerly Twitter) as their most used at 2.4x other platforms.



## COST COMPARISON

Since Opendorse works with both pro and college athletes, it's important for advertising partners to understand the audiences of these athletes to make the best matches.

A single-post, professional athlete influencer brand deal with a starter-to-Pro Bowl football player will cost \$50K-\$200K. The top 5% like Kelce and Mahomes will be more than double that for a one-off activation. Professional athlete influencers are unbeatable for reach and brand growth.

A \$50K-\$200K investment in college athlete influencers could get an advertiser a three-month, coast-to-coast activation with hyper-local engagement in select markets, more total athlete followers than a pro post, more total posts and more total engagements than a pro activation. College athlete influencers are unbeatable for value and engagement.

