

SAMMY AWARD

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DYNAMITE

A Fundraiser for youtube Phenom, Keenan Cahill.
Brian Wilson and Cody Ross have partnered with Youtube phenom, Keenan Cahill, on this special evening.

WED. MAY 25, 7:15PM | **GIANTS**

PACKAGE INCLUDES:

- Ticket to Giants-Marlins Game
- The Giants will play various video clips on the board that night, including the "DYNAMITE" music video with Brian Wilson and Cody Ross
- Proceeds to assist the Keenan Cahill Fund, raising money for the Maroteux-Lamy Syndrome
- Limited Cody Ross "BOSS" tee-shirt also included in package as well.



Market pricing applies to all tickets.
Rates can fluctuate based on factors affecting supply and demand.
LOCK IN YOUR PRICE AND LOCATION TODAY!

To buy tickets or for more information, please call or visit:
415-972-2298 OR WWW.SFGIANTS.COM/SPECIALEVENTS



National Sports Forum
January 30, 2013



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OBJECTIVES: Produce a unique viral video that would help accomplish the following:

- **Experimental** ticket marketing
- **Introduce Giants baseball** to new fan segment or non-traditional sports fans
- **Sell** a large quantity of tickets to a challenging game
- **Create a multi-department** event collaboration



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ACTION: Produce a unique viral video that would help the organization accomplish several goals at once

➤ Partner with YouTube star, **Keenan Cahill**, to create fun/comedic music video

➤ Promote to Keenan's nearly **1,000,000 "followers"** on You Tube

➤ Produce to a fun/upbeat song, "**Dynamite**"

➤ Closing of video directed viewers to **buy tickets** to a specific game

➤ Ticket offer created for 5/25 home game:

➤ **Low demand home game** that put our 22 game sell-out streak at risk



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ACTION (continued):

➤ Collective Company Effort:

- **Ticket Sales:** Promote the 5/25 game via Special “Dynamite” ticket offer
- **Retail:** Cody Ross shirt produced as part of “Dynamite” ticket package
- **Game Entertainment:** Video to be played during game on scoreboard through the season
- **Social Media:** Video to be activated on Giants Facebook, Twitter, etc.
- **PR/CR:** Proceeds from ticket sales to benefit Cahill Fund and raise money for his surgery
- **Sponsorship:** Partnership with BioMarin Pharmaceuticals



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Keenan Cahill's Past Collaborations: Popular, but not developed as a fundraising format



53 / 2:44

1 Me (Keenan Cahill and 50 Cent)

BeenerKeeKee19952 · 217 videos

48,369,843

Subscribe 626,709

243,234 26,559

About Share Add to

3:49 / 6:31

Beat Dat Beat(With Me and DJ Pauly D)

BeenerKeeKee19952 · 217 videos

6,675

Subscribe 626,729

24,106

Like

About Share Add to



1:36 / 3:53

Guetta Meganix (Keenan Cahill and David Guetta)

BeenerKeeKee19952 · 217 videos

32,799,662

Subscribe 626,729

135,414 28,155

About Share Add to

0:21 / 2:57

Jennifer Aniston's viral hit starring Keenan Cahill and Paul Vasquez

CulturePub · 3,097 videos

266,151

Subscribe 138,674

745 53

Like

About Share Add to



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RESULTS: Video became an immediate hit, being posted on thousands of sites and profiles around the world:

- 1,000,000 Views within 24hours
- Currently just under 3,000,000 views
- Highest viewed Giants Produced video
- Front page of YouTube.com
- Countless stories written about the video and the story behind it



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Public's Response: We engaged individuals beyond the Bay Area...not just baseball fans

casualdreamer30 1 year ago

Don't like baseball but love these two guys. great job brian, cody and lou. keep trucking keenan.

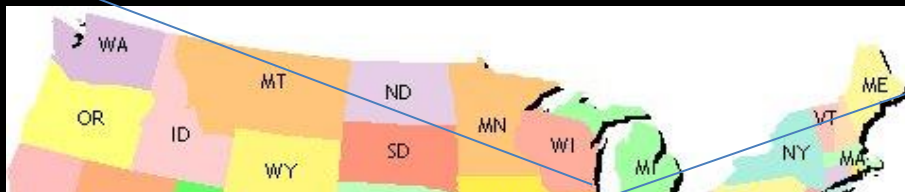


David Moses 1 year ago

I am a huge Brewer fan and you guys doing this with Keenan just made my second favorite team the SF Giants.

GRQUNDHQG 1 year ago

I'm a lifelong Cubs fan but I love that these guys are raising money for Keenan. Way to go SF!



I'm a hardcore Dodger FAN and think this is cool!!!!

JGSoCal27 1 year ago 2 👍



Emehms 1 week ago

I've earned a new respect for Wilson and Ross after watching this. Way to go Giants organization. And this is coming from a Cardinals fan. (I still hate you for taking us out of the playoffs last year)

2000mitsueclipse 1 year ago

being a marlins fan gotta give it up to cody ross glad he got a ring and love the video



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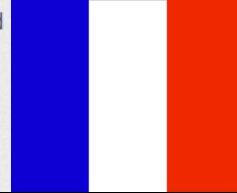
Public's Response: We engaged not just the country, but people all around the world

Being your friend is a wonderful gift of life. Your outgoing personality and generous makes us happy.

Keenan thanks you you're a fan and friend. Angelica

greetings from France ... kisses

[Angelica Perlot](#) 1 year ago



[dnbpimaz](#) 1 year ago

support from Portugal my friend

I didnt knew that leonidas was a baseball player....-D.....keep the good working on keenan i wish u all the best...greetings from Austria

[Soeldner1210](#) 9 months ago



i'm not a baseball fan at all (considering i'm not from the us)... but i'm now officially a giants fan

[alexwintered](#) 1 year ago



Hello, friend! very good your video parabens pretty fantastic. Big hug here from BRAZIL efique with God. Att .. Youth.

[heliclops](#) 1 year ago

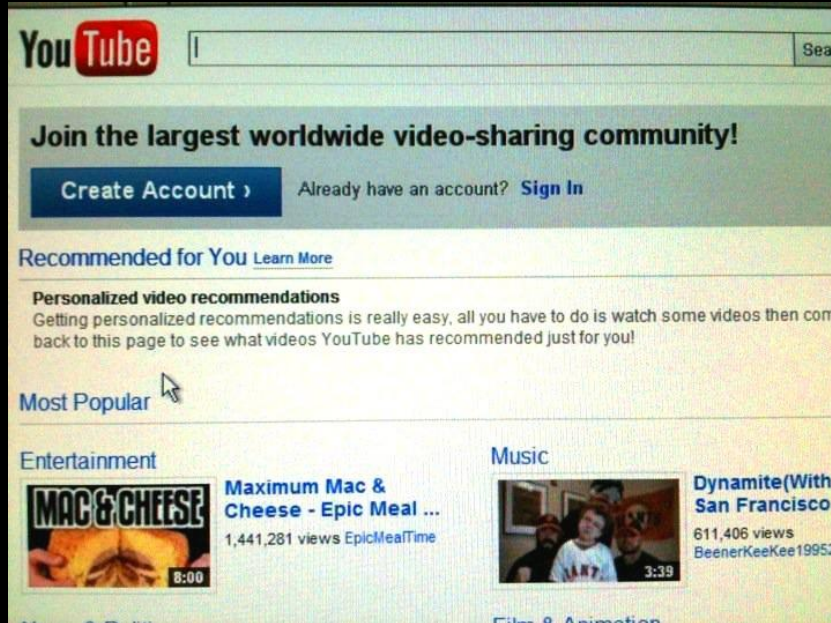
i enjoyed watching you and the sf giants, for those who criticise you don't mind them! they have nothing to do with your life, just follow what made you popular and enjoy. Philippines

[darshan72567](#) 7 months ago



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RESULTS (continued): Front Page Coverage



Our sports video was highlighted on the front page of YouTube, in the “MUSIC” column, allowing us to expand our brand in a non-sports area.



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National Media Exposure



Sports Illustrated

YAHOO! SPORTS



CBS SPORTS

THE
HUFFINGTON
POST
BOSS

FOX

SHOWTIME

ESPN



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YAHOO! SPORTS

SI.COM EXTRA MUSEUM

SFGate

CBS NEWS THE FEED

Hot Clicks BY JIMMY

TOPICS

VIRAL VIDEO ANIMAL ANTICS LOL FAIL! WINNING MUSIC

April 19, 2011 4:20 PM

Internet star Keenan Cahill performs with S.F. Giants' Brian Wilson and Cody Ross

By William Goodman Topics

Keenan Cahill Team Wilson, Cody Ross (VIDEO)

Dynamite(With Me and The SF Giants' Brian Wilson and Cody Ross)

React > Like 272 Tweet 14

New Giants' anth insanity (video)

SEARCH HISTORY

108 24 61 1

Keenan Cahill, the Chicago-area teen who became an internet phenomenon for his enthusiastic lip-synch performances of popular songs.

His latest project just out today has him performing Tico Cruz' "Dynamite" along with San Francisco Giants players Brian Wilson and Cody Ross. Check it out!

The 18-year-old from the Chicago-area began performing the lip-synchs on YouTube when he was just 13-years-old and has gained a large following over the years.

We'll definitely keep you posted on future videos from Cahill that we think stand out, but if you want to see more of his work you can click HERE to check out his page.

Dynamite(With Me and The SF Giants' Brian Wilson and Cody Ross)

TOP STORIES

DYNASTY



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RESULTS (continued):

5/25 Attendance Impact:

- The “Dynamite” Special Event helped the 5/25 game reach “sold-out” status.
- We raised **\$10,000.00** towards Keenan’s surgery cost through the 2,500 Special Event tickets sold through the promotion.



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RESULTS (continued):

Fans from all ages and demographics connected with the video, as demonstrated by a few of the fan-made versions of the video:



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Moving Forward:

The success of this project led to a company wide effort to produce social media driven viral campaigns to incorporate into future special events.

Including 2012's
BRUCE LEE TRIBUTE NIGHT



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*Thank you for your consideration!
From the San Francisco Giants*

