



Military Appreciation games and Veterans Day Social Media Recap

December 2023



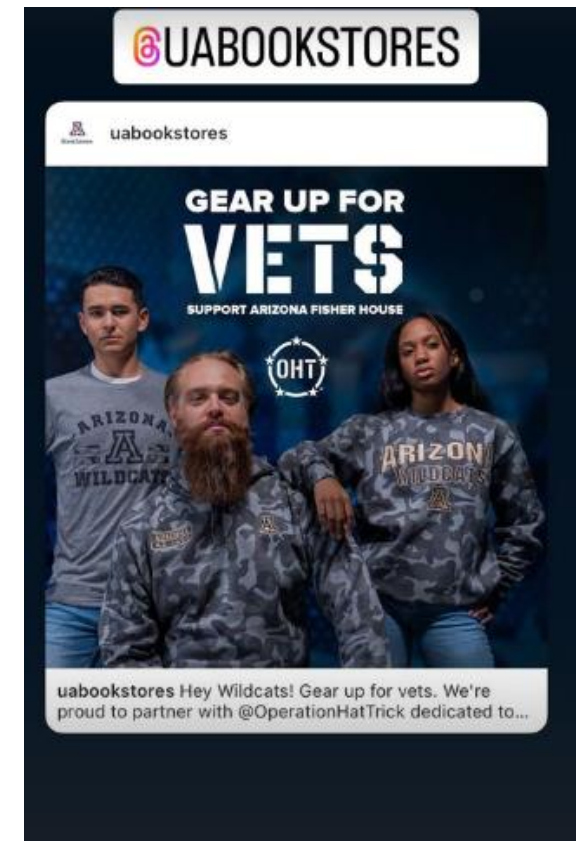
Social Media Stats

- OHT's social media engagement was 79%
- More than 100 stories posted to IG
- More than 300 followers added to all social accounts



Social Media Stats

- Thanks to our school and licensee partners, and the OHT social media team, OHT was seen by more than 5.1 Million fans/followers across all social media platforms
- OHT was exposed to more than 400,000+ fans in-game and in-venue during Military Appreciation Day games/events.
- IG Reels were viewed more than 125,000 times by fans/followers
- The Nebraska video alone was viewed 95,000 times





Social Media Stats

- For the month of November:
 - OHT's social media engagement was 79%
 - We gained more than 300 new followers on all platforms
 - Best performing reels were the Veterans Day overview, the Veterans Day post, the M & T Bank/hats, and the iSlide/Colosseum match up reel

Bravo Sierra Deodorant and Hat Launch

- Thanks to Bravo Sierra and their influencers, our social media reach for the Launch was over **1.8 Million** followers on IG alone
- To date, more than 3,000 units of our Mountain Pine & Spice deodorant have sold
- Bravo Sierra donated all sales to OHT on Veterans Day, totaling more than \$7,800; this is separate from royalties, etc.





Click link to view video:

<https://www.instagram.com/p/CzefyOsxELw/>



Tell you there's so many times
I was on deployment where I was watching

<https://www.instagram.com/p/CzfBRHoOfAc/>







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