









Transfer the Energy: Transfer with Remitly

Remitly will be a
Community Outreach
Presenting Partner with a
video shoot, soccer gear
drive and scholarship
program launch that will
take place early in the 2022
LAFC season at a soccer
field in an ethnically diverse
area of Los Angeles.

LAFC supporters and LAFC players will replicate the distinctive atmosphere of an LAFC home match by cheering, singing, chanting and banging drums with the same fervor as game days in the North End of Banc of California Stadium.



That trademark energy and enthusiasm will take place at a youth soccer match. Two LAFC players will join 200 members of The 3252 Supporters Union who will arrive just before kickoff of a 10- to 13-year-old boys or girls soccer match.







After the match, LAFC players will sign autographs at a Remitly tent where cobranded Remitly-LAFC T-shirts will be handed out to spectators, players and coaches. Adjacent to the tent will be a collection area for soccer families to donate soccer cleats and other gently used gear that will be given to needy soccer players.

Remitly workers will also promote the launch of a scholarship program by handing out pamphlets with application forms.

Key Details

- LAFC and Remitly will identify two youth soccer teams to be used in February or March for the recordings. They'll be forewarned that LAFC and Remitly will be filming a video at their match, so the requisite photo release forms will be signed ahead of time. We'll maintain the element of surprise while not blindsiding them.
- Through Patrick Aviles, LAFC director, brand and community, LAFC will recruit about 200 members of The 3252 Supporters Union similar to the way LAFC and 3252 supporters participated in the "Go Metro to Banc of California Stadium" videos in 2018 and 2019.
- The two LAFC players will wear cobranded LAFC-Remitly "Transfer the Energy, Transfer With Remitly" T-shirts with #WhylSend on the backs. Members of the 3252 Supporters Union will have the option to wear the shirts.
- With the tagline of "Transfer The Energy: Transfer With Remitly," the custom content video with Remitly-LAFC co-branding will be cleverly edited to make it appear as though the supporters showed up as a flash mob.
- Upon the video's release midway through the 2022 season, we expect significant U.S. earned media and social media coverage with viral potential around the soccer world.

- Three versions will be cut: 3-minute,
 1-minute and 30-second videos to be
 posted to LAFC's website, YouTube
 and social media channels, Remitly's
 social media channels and embedded
 on Remitly's website. The 30-second
 video will also run on stadium
 videoboards at LAFC games during
 the 2022 season and will be used as
 one of Remitly's two TV spots for
 locally broadcast regular season
 games (Spanish broadcast).
- Donated soccer gear will be given to U.S. Soccer Foundation's Passback program. The gear drive will be publicized in advance through the participating youth soccer clubs and on LAFC and Remitly social media.
- Remitly will award two \$5,000 scholarships to minority, first generation, low-income students in the summer of 2022. Remitly will be the presenting sponsor for these scholarships to one male and one female student annually.

Budget

Custom T-shirts: \$3,000 Promotional tent: \$180

Photos for autographs & supplies: \$100

Gift cards for 3252: \$2,000

Scholarships: \$10,000

Total: \$15,280





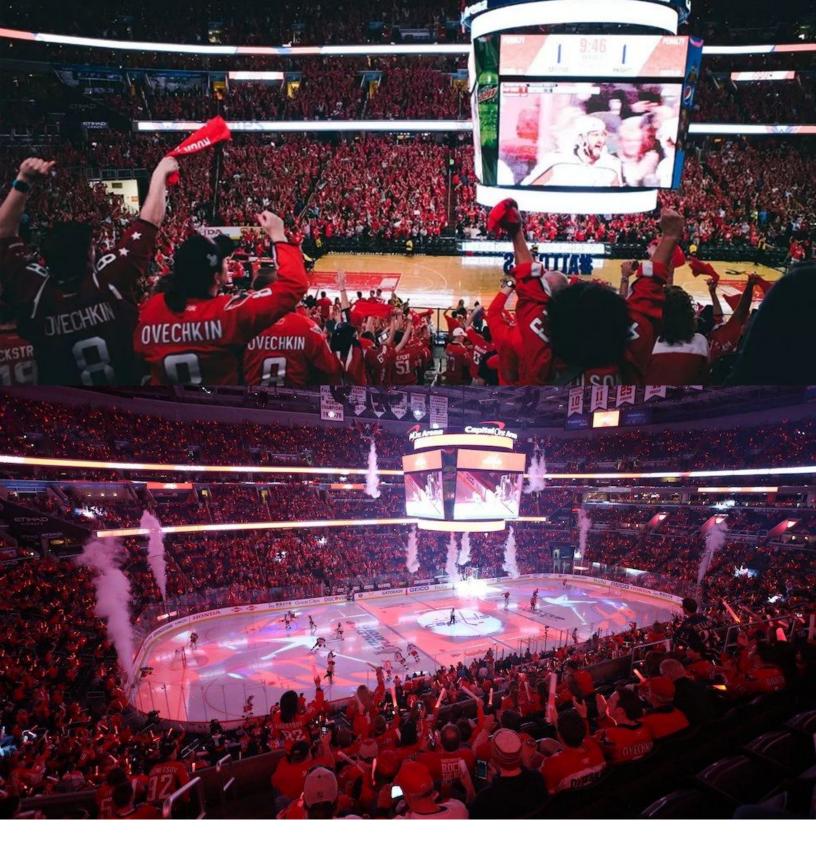
Supporting youth soccer and community

This three-pronged activation can evolve and be repeated in subsequent years as the Remitly-LAFC partnership continues. LAFC can expand on the video component by bringing other in-game elements much like the Minnesota Wild's yearly "Youth Hockey Spotlight" game that attracts local media.

These activations achieve these objectives:

- Grows awareness about Remitly in North America and globally.
- Educates L.A.'s immigrant population about Remitly' services.
- Helps Remitly build a major presence in soccer.





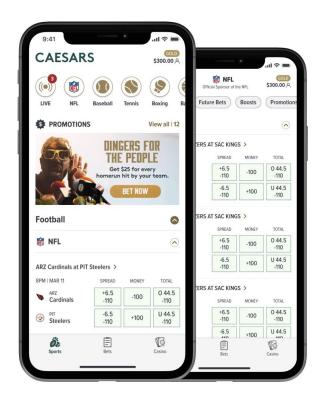






Inspired by the motto, "Raise the Game. Be Monumental," we propose teaming the extraordinary community work of the Monumental Sports & Entertainment Foundation with the new, groundbreaking Caesars Sportsbook at Capital One Arena.

Our plan would raise Monumental Sports & Entertainment's already robust partnership with Caesars Sportsbook to another level with an activation campaign that will benefit both partners and all the charities that the Monumental Sports & Entertainment Foundation supports.









Here's How '\$50 for \$50' Works

Playing off the name of the foundation's successful 50/50 raffles at Capitals and Wizards games, anyone 18 and older who donates a minimum of \$50 to the Monumental Sports & Entertainment Foundation will receive a voucher worth \$50 to be used at the Caesars Sportsbook at Capital One Arena (limit of one per person).

New and existing sportsbook customers get the benefit of an income tax deduction in addition to their wagering, and they can feel satisfied that they helped a number of worthy causes in the greater District of Columbia community.









Concourse Setup

A co-branded table will be placed on the lower concourse of the arena at Wizards and Capitals games during the 2021-22 seasons to maximize game-day foot traffic exposure. In addition to Monumental Sports & Entertainment Foundation and Caesars Sportsbook co-branded signage, retractable banner stands will display the logos of charities that MSE Foundation supports.

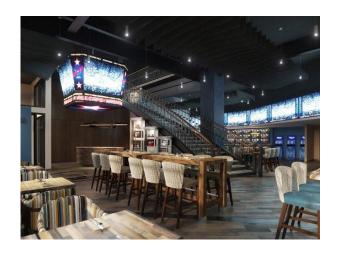
- MSE Foundation volunteers use electronic tablets to input personal data from Wizards and Capitals fans who make donations.
- Participants will be invited to donate more than the \$50 minimum.
- Once registered and payments are processed, donors of legal gambling age receive paper or email voucher for \$50 credit to redeem at the on-site Caesars Sportsbook.









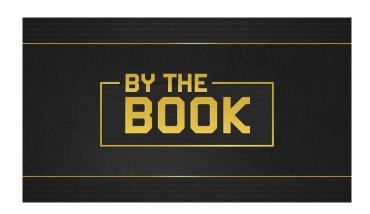


Caesars Sportsbook Setup

- Retractable banner stands promoting the "\$50 for \$50" campaign will be displayed close to the 17 betting windows and 12 self-service betting kiosks inside Caesars Sportsbook.
- Caesars Sportsbook staff at the betting windows will invite customers who redeem sportsbook wager payoffs to share their winnings by making donations to the Monumental Sports & Entertainment Foundation.







Additional Promotion at Capitals and Wizards Games

- In-arena branding: Advertising on 360-degree LED rings twice per game.
- In-game features: Advertising on the scoreboard video screens twice per game.
- Social media campaigns: Promotional messages on Twitter, Facebook, Instagram,
 TikTok and Snapchat.
- Mentions at 10-minute intervals on Monumental Sports' "By the Book" sports
 betting show that can be seen on the Monumental Sports Network website, app,
 YouTube channel and Twitter livestream. An audio-only version of "By the Book" is
 also available as a podcast.
- Promotions inside Capitals, Wizards and Monumental email newsletters.
- Advertisements on the back of 50/50 raffle tickets and inside 50/50 raffle email digital tickets.



Duration

- The campaign will last until the NHL's 2022
 Winter Olympic break and NBA All-Star break
 (Feb. 20), but it can be extended to the end
 of the 2021-22 seasons and even into the
 summer of 2022 because of the nature of the
 never-ending sports calendar.
- Signup and donation data will be frequently measured, analyzed and shared with MSE Foundation and Caesars Sportsbook to help determine whether to extend the campaign.





Costs

Sports betting credit promotions are common in the U.S. sports gambling industry. Sportsbooks spend 60 percent of each dollar earned on customer acquisition, said Chris Grove, principal for Sports and Emerging Verticals at Eilers & Krejcik Gaming. Caesars will simply adjust how its customer acquisition budgeting is distributed to include this partnership with Monumental Sports & Entertainment Foundation.

Sharing the costs of the campaign, Caesars Sportsbook and MSE Foundation will benefit from the goodwill generated by motivating fans to support D.C. area charities while participating in legal sports gambling and entertainment inside Capital One Arena.

Because the costs of the campaign will be split between the foundation and Caesars Sportsbook, MSE Foundation's share of expenses will be quickly recouped through donations. With that in mind, the foundation will see positive returns once equipment expenses are covered within the first few games. Here's a breakdown of estimated costs:

- Signage \$560
- Tablets \$1,000
- Printer and materials \$400
- In-game advertising current rates for PSAs
- Estimated value of redeemable vouchers \$100,000
- Total \$101,960 split evenly between MSE Foundation and Caesars Sportsbook





The Logical Next Play

No other sports team owner in the United States has been as innovative with sports gambling as Monumental Sports & Entertainment, and this is the perfect next step to capitalize on the growth and momentum in sports betting.

Caesars Sportsbook became the first sports betting venue inside a U.S. professional sports facility when it opened inside MSE's Capital One Arena in May 2021.

MSE's Washington Capitals announced in September that Caesars Sportsbook will be the jersey patch sponsor for home games beginning in the 2022-23 season.

Now, aligned with Monumental's "double bottom line philosophy" of doing well as a business and serving "a larger purpose by contributing to society," this "\$50 for \$50" campaign will be a further extension of MSE and the sportbook's commitment and passion toward innovation in the sports entertainment space.



