



S

PATRICK

P E T E R S O N

MEMBER OF THE SOCIETY SINCE 2012



THE CARDINALS FIRST-ROUND SELECTION IN THE 2011 NFL DRAFT AND THE FIFTH OVERALL PICK, PETERSON WAS THE FIRST CORNERBACK TAKEN IN DRAFT.

- 1 of 2 players in NFL history to be selected **All-Pro** as both a defender and kick returner.
- Recorded 162 tackles, **12 INT's** & 60 passes defended in his first 3 NFL seasons.
- Established NFL rookie record with **699 punt return yards.**

HEIGHT 6'1" | **WEIGHT** 203 LBS. | **DOB** 7/11/90 | **HOMETOWN** POMPANO BEACH, FL | **COLLEGE** LSU



SOCIAL IMPACT


757,000+
FOLLOWERS


443,000+
FOLLOWERS

Patrick is well connected in many demographics including one of the largest media markets in the NFL. Patrick has continued to keep his social media relevant by constant interaction with fans and the use of interactive contests to keep those who follow Patrick's social media outlets engaged and rewarded.

With one tweet or post from Patrick, there will be over **1,197,000 (and growing)** positive and relevant impressions.

PAST SPONSORS



..T..Mobile..

1M+

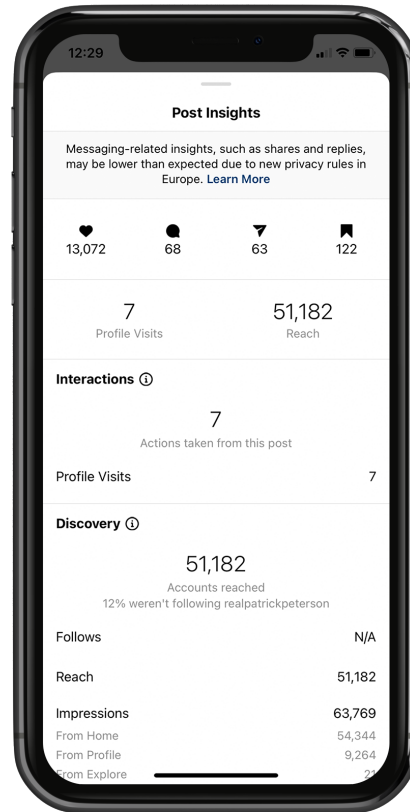
WITHIN HIS SOCIAL NETWORK



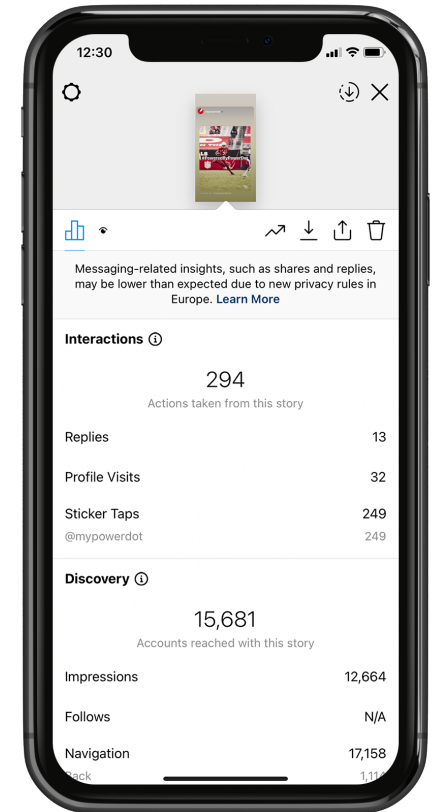
SPONSORED CONTENT SERIES CASE STUDY



POST ANALYTICS WITH COX



STORY ANALYTICS/ENGAGEMENT WITH POWERDOT



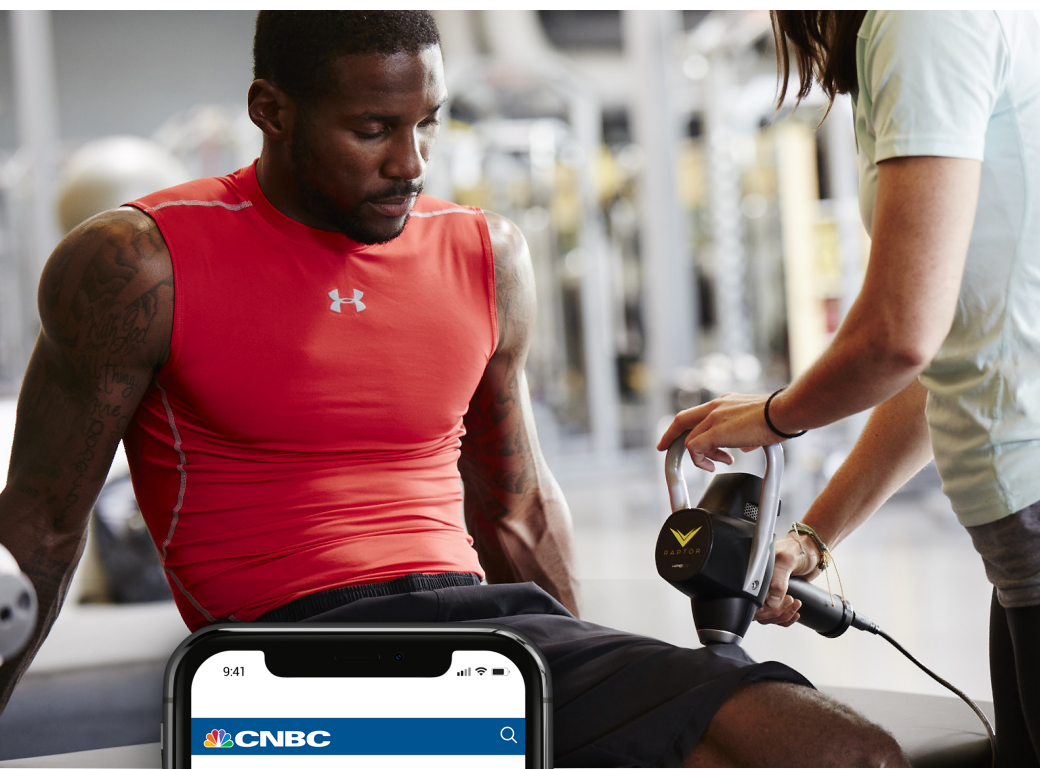


ALL THINGS COVERED

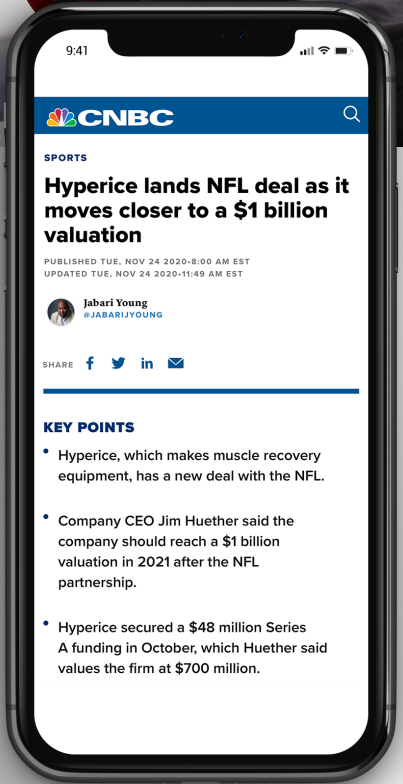
Patrick Peterson and Bryant McFadden have made a living for their coverage skills on the football field, and while it's a different technique, they're now applying those traits on their new podcast 'All Things Covered'. Instead of wide receivers, tight ends and running backs, they'll be covering sports, entertainment, social issues, personal interests and more.

Every Tuesday, the 8-time Pro Bowler Peterson and 2-time Super Bowl champion McFadden will discuss what's happening on the gridiron as well as what intrigues them off the field.

A promotional image for the podcast 'All Things Covered'. It features two video feeds of the hosts: Bryant McFadden on the left, wearing a grey t-shirt with 'BROADCASTING' and a cap, and Patrick Peterson on the right, wearing a dark blue t-shirt and a cap. Behind them are jerseys with 'McFADDEN 20' and 'PETERSON 21'. To the right is a graphic of the two hosts on a couch with the text 'ALL THINGS COVERED WITH PATRICK PETERSON & BMAC'. At the bottom, it says 'DOWNLOAD & SUBSCRIBE' and lists logos for Apple Podcasts, Spotify, and Stitcher.



Connects the innovation of technology to the art of movement. Products are designed with a synthesis of science and physiology to support and advance the human condition.



CHARITY INVOLVEMENT

THE PATRICK PETERSON FOUNDATION FOR SUCCESS

Providing low-income and inner city youth with opportunities and resources to reach their full potential.



« **PATRICK'S CORNER**
(PROGRAM PROVIDES AT-RISK STUDENTS ACCESS TO BOOKS AND A FUN READING ENVIRONMENT) HAS BEEN APPLIED TO 11 SCHOOLS SINCE IT STARTED

PICK OUT A BOOK »

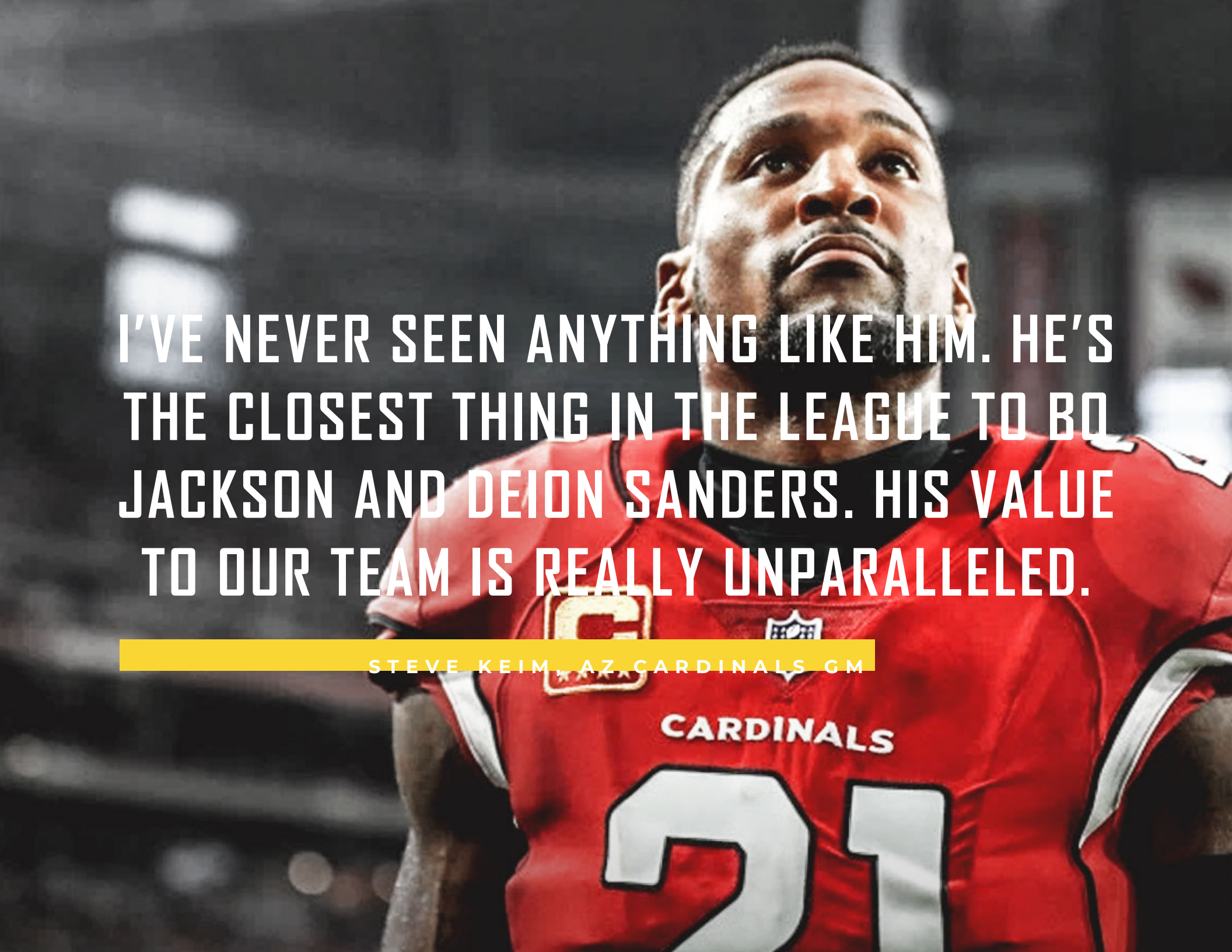
A SCHOLASTIC BOOK FAIR THAT AIMS TO BRING FAMILIES, SCHOOLS AND COMMUNITIES TOGETHER TO SUPPORT CHILDREN'S LITERACY DEVELOPMENT



SHOP WITH A JOCK »

HOLIDAY EVENT FOR LOW-INCOME AND AT-RISK INNER-CITY FAMILIES AT A PHOENIX-AREA RETAILER WHERE THEY RECEIVE A PRE-BAGGED HOLIDAY MEAL AND A HOLIDAY SHOPPING EXPERIENCE.





I'VE NEVER SEEN ANYTHING LIKE HIM. HE'S THE CLOSEST THING IN THE LEAGUE TO BO JACKSON AND DEION SANDERS. HIS VALUE TO OUR TEAM IS REALLY UNPARALLELED.

STEVE KEIM, AZ CARDINALS GM

CARDINALS

21



THE SOCIETY

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