

# NFL marketing resources

## Gear up your practice for the NFL season

Align has created exclusive marketing resources to help your practice leverage Align Technology's sponsorship with the NFL. These resources have been created to help you connect the dots between your practice and what your patients are seeing through Align's multi-media advertising during the NFL season. Use the NFL marketing resources to further enhance your existing marketing strategies, build new strategies for the NFL season, or simply create a connection between your patients and your staff through your mutual love of football. This comprehensive list of NFL marketing resources available to your practice is designed to work along side the **NFL Marketing Playbook** to maximize your practice's leverage of Align's sponsorship with the NFL. The NFL Marketing Playbook is available for free download on the Invisalign Marketing Site and at [nfl.invisalign.com](http://nfl.invisalign.com).

### Officially licensed NFL aligner cases

#### *InvisalignAccessories.com*

Officially licensed NFL aligner cases are available on the Invisalign Accessories site. These in-demand cases are offered in all 32 NFL team logos, allowing you to offer your patients their most loved team.

#### *Tips for leveraging this resource: Engagement generation*

- Give free NFL aligner cases to new patients in the team of their choice. Bring added value to your new patients while thank you for trusting their smile to your practice.
- Boost engagement with your existing patients by hosting an NFL-themed contest via your practice's social media platforms. Gift contest winners with an NFL aligner case.
- Reward new patient referrals by gifting your new and existing patients with NFL aligner cases in the team of their choosing.



### Co-branded NFL merchandise

#### *Invisalign Marketing Site*

Co-branded NFL merchandise is available on the Invisalign Marketing Site in the Sports Partnerships section. Many merchandise options also feature Align Technology's 11 sponsored teams.

#### *Tips for leveraging this resource: Brand connections*

- Dress your practice staff in co-branded gear and display co-branded merchandise in your office to highlight your connection to Align's sponsorship with the NFL as a proud Invisalign Provider.
- Use co-branded NFL merchandise to enhance your practice's marketing strategies. Get your staff in on the fun of the NFL season by featuring merchandise in your social media posts, stories, and email campaigns.



# NFL marketing resources: Gear up your practice

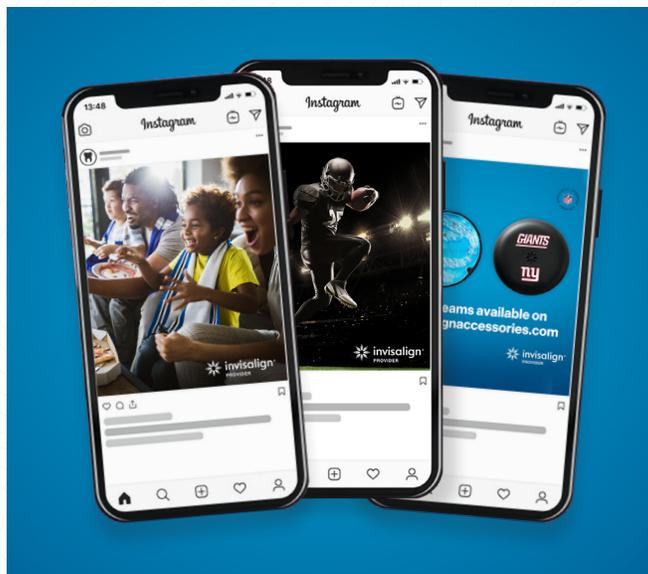
## Football seasonal social media posts

### Invisalign Marketing Site

Football themed social media posts are available for free download on the Invisalign Marketing Site under the sports partnerships section.

### Tips for leveraging this resource: Social media boosters

- Add football themed Invisalign social media posts to your practice's social media marketing strategy. Connect with your football fanatic patients before and after NFL games to help connect your practice to their favorite fall pastime; watching NFL football.



## In-Office NFL marketing kits

### Invisalign Marketing Site

NFL and sponsored NFL team marketing kits are available on the Invisalign Marketing Site under the sports partnerships section. These kits are a one stop shop for bringing the NFL partnership to your practice. Each kit features premium team imagery only available to NFL sponsors on in-practice marketing posters, calendars, table tents, and window clings. Each kit comes with NFL aligner cases to kick off your marketing strategies.

### Tips for leveraging this resource: Conversation starters

- Adorn Invisalign consultation areas in your practice with materials from your NFL marketing kit where prospective patients are sure to see them. Build a rapport with your patients by connecting with them over your shared NFL fandom.



## NFL marketing materials

### Invisalign Marketing Site

Align has posters, calendars, and window clings for your practice to leverage Align's sponsorship with the NFL. Over 100 assets are available on the Invisalign Marketing Site under the sports partnerships section.

### Tips for leveraging this resource: Surprise and delight

- Incorporate NFL marketing materials into your social distancing check in procedures. Place window clings near your practice's check-in instructions and have patients text you a team cheer to identify that they've arrived for their consultation.
- Welcome new patients to your practice by gifting them an NFL team calendar, reusable NFL mask, and small gift card to NFLShop.com.

