

# UCD Sports Sponsorships Concepting

02.28.2025

# the Upfront

# the ask

Tonic has been asked to create assets for various sports sponsorships that drive UCD preference and create brand awareness and differentiation for UCD markets. Existing assets are already in-market and include the UCD logo on a blue or white background. The new assets we are creating should incorporate the new Grin from Within brand platform.

# the task

## key insights

- I'm concerned with more than teeth. I need to know how a strong dental plan boosts productivity, improves employee retention, and simplifies administration — all things impacting my bottom line.

## target audiences

- Business decision-makers in leadership roles who attend professional sporting events. Specifics may vary depending on the sport (NFL, NBA, MLB, NHL, etc.) and the location of the event. In general, these are high-earning, highly educated, 35-65-year-old professionals (mostly male, but increasingly female) in senior leadership positions, living in urban or suburban areas with professional sports teams.

## desired response

- Increased awareness of the UCD brand.

# deliverables

## List of needed assets

- LEDs
- Stadium tunnel banner
- Social assets
- Existing TV commercial
- Existing Radio spot
- Event collateral (TBD)

## Distribution

All deliverables are dictated by contract agreements.

- Philadelphia 76ers basketball
- Philadelphia Union soccer
- Cincinnati Reds baseball
- Washington DC Nationals baseball
- University of Virginia basketball
- Baltimore Orioles baseball

## Timing Considerations

Deadlines from the various teams are February 28, August 15, and September 1. Because February 28 was a quick turn and existing assets are already in market, we are aiming to deliver by May 1.

# single most persuasive point

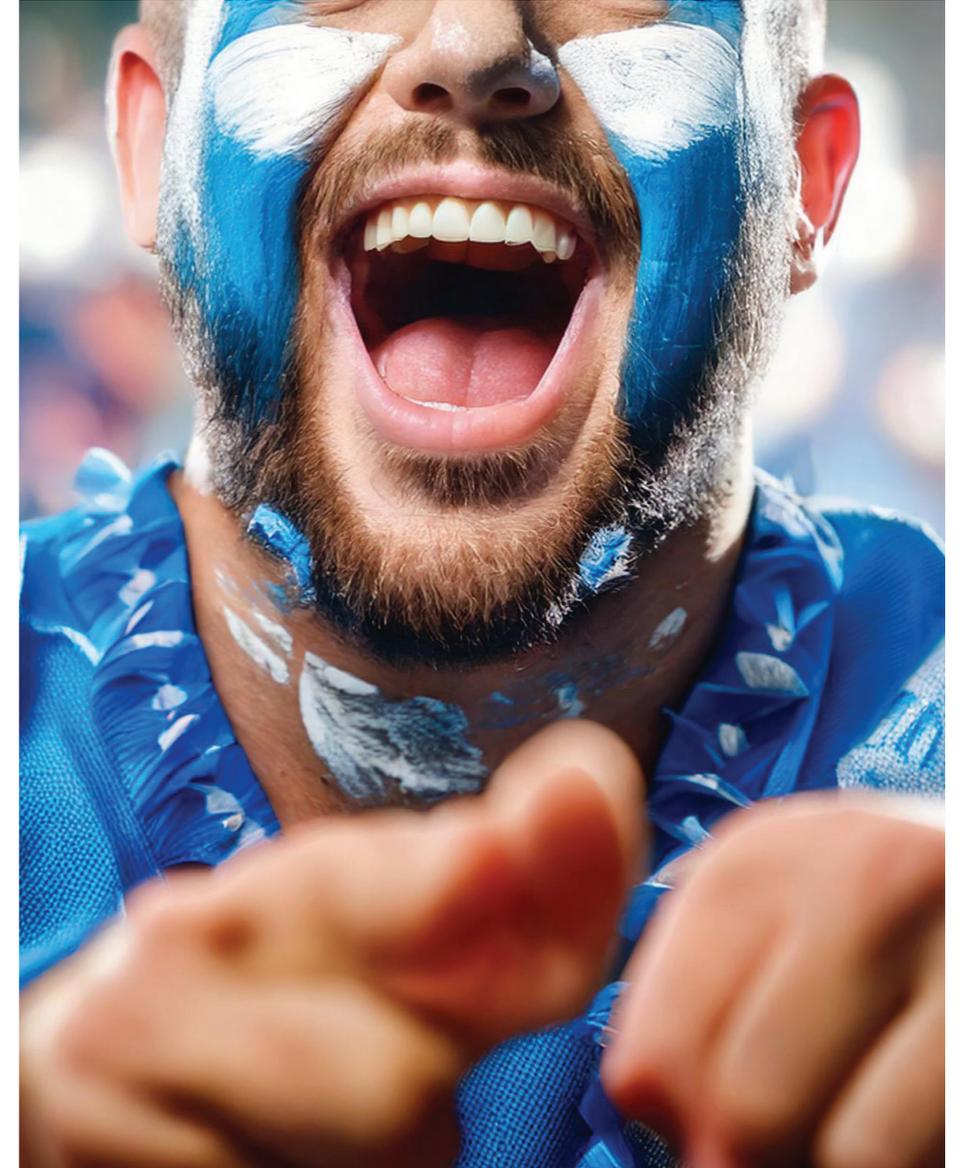
United Concordia Dental is a dental insurance company offering high-quality solutions that care about the whole you.

## Grin for the win

That grin? Her team just clinched a playoff spot. Every fan knows the euphoria of winning and the sting of defeat. But it's the journey that matters — the stadium shaking, high-fiving strangers, and a victory dance that may or may not go viral.

We believe a grin is more than just a reaction — it's a reflection of your total health. That's why we're here to keep you feeling your best from head to toe, so you're always ready for game day and beyond.

# mood board/inspiration/swipe



# led animation concept: grin for the win

3,720px by 480px

1. 
3. 
5. 

2. 
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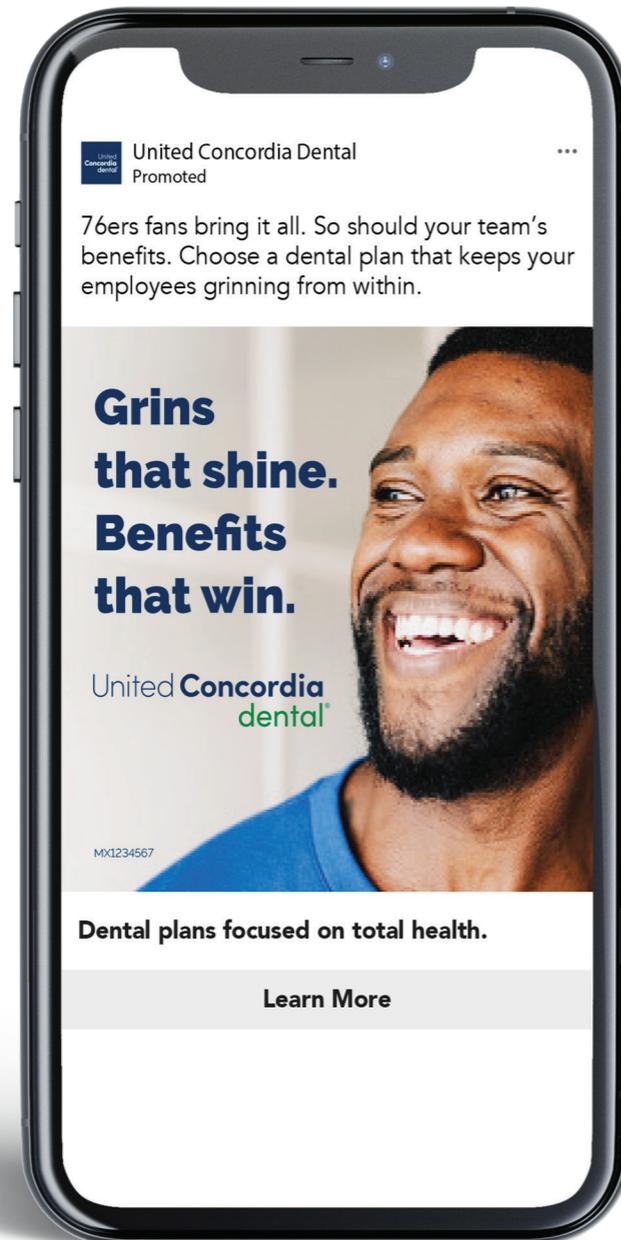
5,360px by 120px



## Alt. Headline Option:

- Grin for the win. Grin from within.

# social post: grin for the win



## Post copy:

76ers fans bring it all. So should your team's benefits. Choose a dental plan that keeps your employees grinning from within.

## Copy on image:

Grins that shine. Benefits that win.

## Headline under image:

Dental plans focused on total health.

# radio script: grin for the win



*[Sound of crowd cheering]*

**That game-winning energy? It starts from within. Just like great health.**

*[Sound of basketball bouncing, sneakers squeaking on the court]*

**At United Concordia Dental, we know healthy teams win.  
That's why our dental plans support your employees from head to toe and beyond.**

*[Swish of basketball through hoop]*

**You can expect fewer sick days, better focus, and more confident grins all around.**

*[Buzzer beater shot lands—crowd goes wild]*

**Ready to give your team the winning edge?**

**Visit [UnitedConcordia.com](https://UnitedConcordia.com) to explore plans.**

**Grin from Within. United Concordia Dental.**

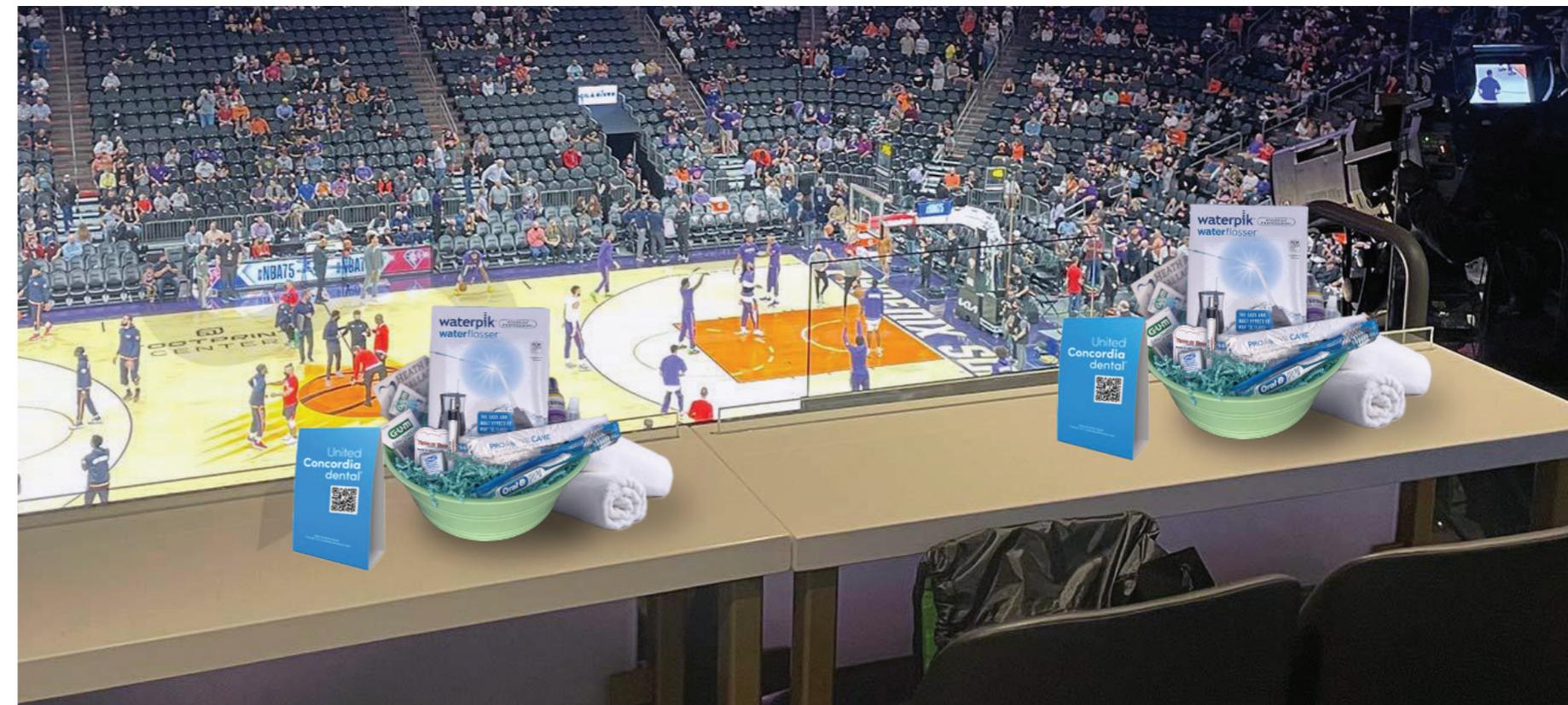
# the future: activations

## General audience ideas:

- **Guess That Grin (Jumbotron Challenge with Sonic Identity)**
  - Think you know your team? Close-up grins from home team athletes appear on the Jumbotron – fans guess the player before the big reveal.

## Business-focused box seat ideas:

- **The Executive Grin Refresh (Halftime Wellness Perk)**
  - During halftime, VIP guests receive a warm towel refresh + oral health kit that includes travel-sized toothbrush, toothpaste, floss, and mouthwash.



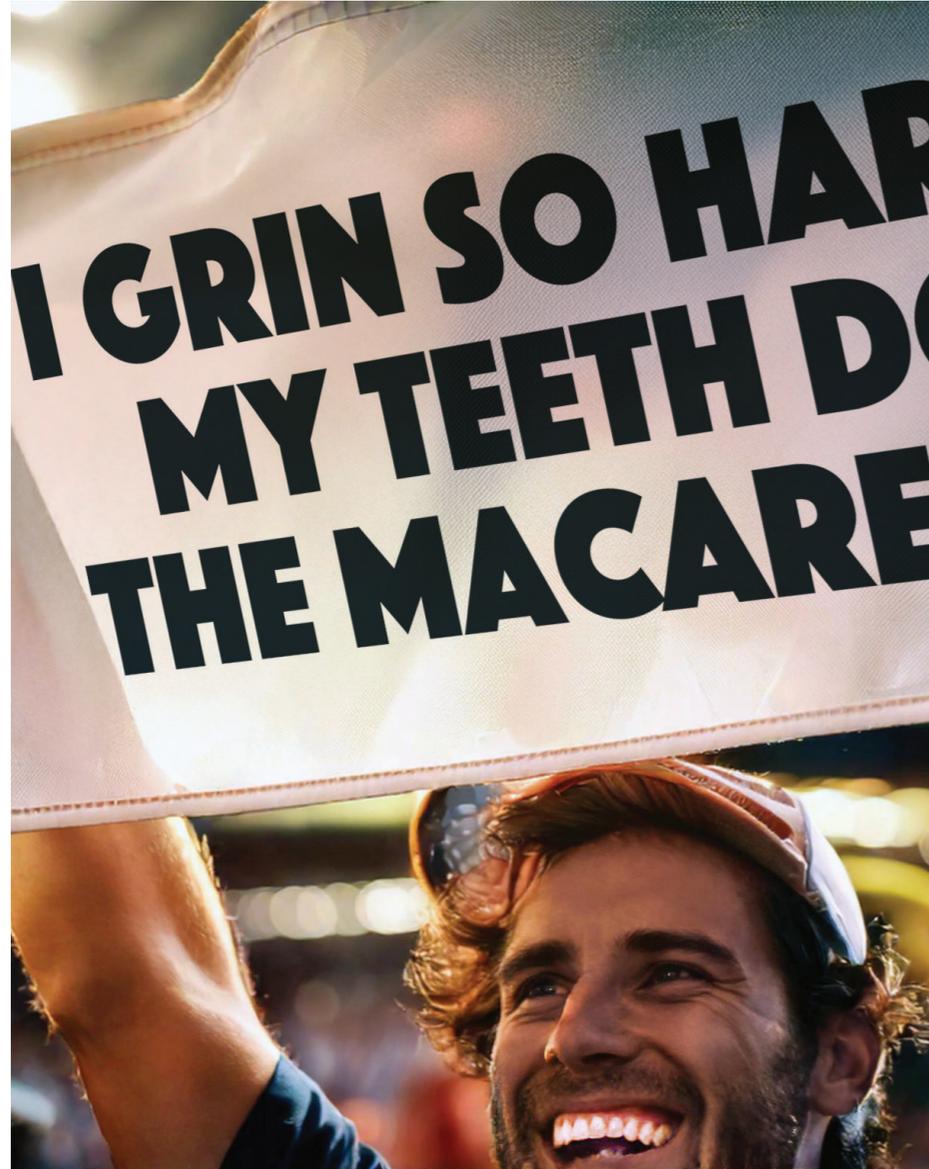
## Unleash your inner...

Every fan has a fire inside them. The diehards braving 13-degree weather shirtless, the ones who lose their voices on a Sunday but wear it like a badge of honor on Monday, and the fans who will quite literally jump through tables for their team.

At United Concordia Dental, we know that this unshakeable enthusiasm starts from within — powered by passion, fueled by total health, and shining through every game-day grin.

**I GRIN SO HARD,  
MY TEETH DO  
THE MACARENA!**

# mood board/inspiration/swipe



# led animation concept: unleash your inner...

3,720px by 480px



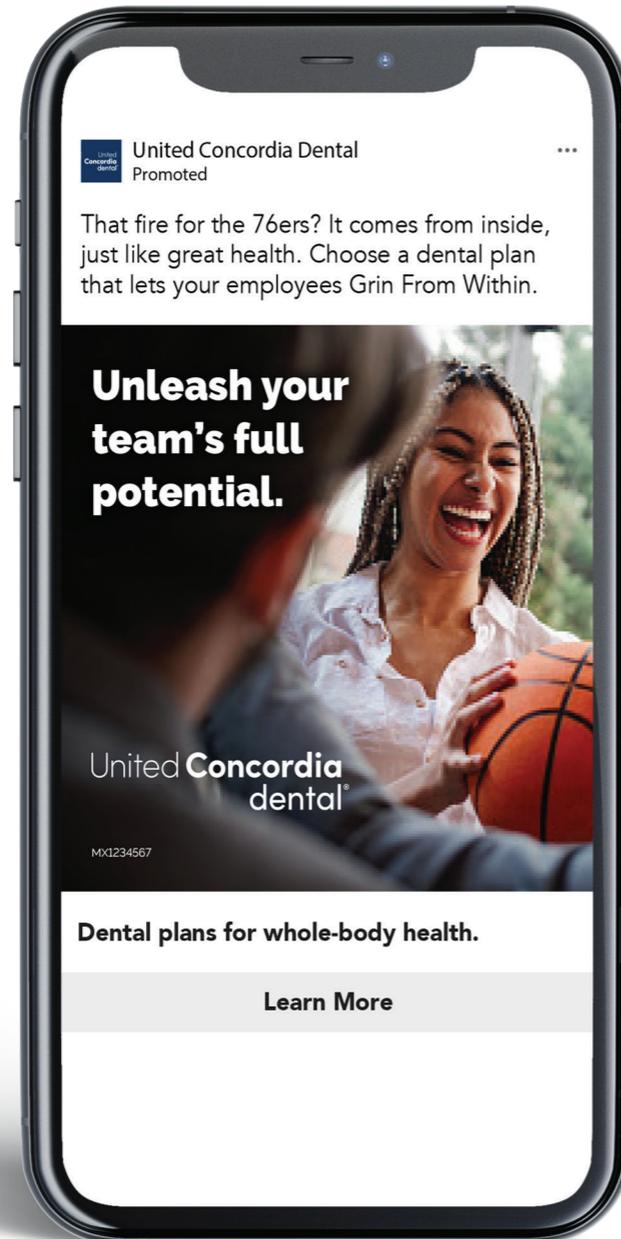
5,360px by 120px



## Alt. Headline Options:

- Unleash your Grin from Within.

# social post: unleash your inner...



## Post copy:

That fire for the 76ers? It comes from inside, just like great health. Choose a dental plan that lets your employees Grin From Within.

## Copy on image:

Unleash your team's full potential.

## Headline under image:

Dental plans for whole-body health.

# radio script: unleash your inner...



*[Uses Sonic Identity for music]*

**Energy. Confidence. Drive. There's something inside waiting to be unleashed. And it all starts with total health.**

**At United Concordia Dental, we know a healthy smile, strong body, and sharp mind fuel your employees inside and out.**

**And when your team is healthier, they miss less work, stay more productive, and bring their best every day.**

**It's time to support your employees' total health — from head to toe and beyond.**

**Ready to unleash what's inside?**

**Visit [UnitedConcordia.com](https://UnitedConcordia.com) to learn more.**

**Grin from Within. United Concordia Dental.**

# future activations

## General audience ideas:

- **Unleash Your Inner Beast (Game-Day Mouthguard Fitting)**
  - Champions protect their game face. Fans can get a pop-up mouthguard fitting at the gate or near youth fields to keep their grin strong on and off the field.

## Business-focused box seat ideas:

- **Unleash Your Inner All-Star (Bathroom Mirror Clings)**
  - Branded static clings on suite restroom mirrors with messages like:
    - Flaunt your grin.
    - Unleash your gametime grin.

