



One Local Cleveland Business to Win a \$30,000 Advertising Campaign

ESPN Cleveland, KeyBank and the Cleveland Cavaliers partner in support of local business

CLEVELAND, OH. (July 20, 2020) – ESPN Cleveland, KeyBank and the Cleveland Cavaliers have teamed up to shine a spotlight on local Cleveland businesses. The *Moving Business Forward* contest will award one local business with a \$30,000 advertising campaign with ESPN Cleveland. Plus, the winning business will receive use of a Rocket Mortgage FieldHouse private suite for a mutually agreed upon Cavaliers 2020-21 regular season home game. Included will be 18 game tickets, 2 parking passes and a base food and beverage package, valued at \$5,000.

ESPN Cleveland’s *Moving Business Forward* contest, presented by KeyBank and the Cleveland Cavaliers, launches on Monday, July 20 and runs through Thursday, August 20. Local area businesses can apply at movingclevelandforward.com by stating, in 300 words or less, why their business deserves to win.

Essays will be judged based on five criteria: nominator’s passion for the business, innovation during and response to the current COVID-19 pandemic, employee loyalty, impact on business’s neighborhood/community, and overall business culture.

“We are thrilled that KeyBank and the Cavs have joined us to bring this exciting opportunity to Cleveland businesses,” said Sam Pines, Market Manager of ESPN Cleveland and VP of Good Karma Brands. “Our fans are passionate about the Cleveland community – both sports teams and businesses and we believe that together, we can make a real difference for a local business.”

In order to be eligible to win, businesses must be located in northeast Ohio, be incorporated and active as a business for a minimum of two (2) years and have annual revenue less than \$15 million (\$15,000,000) in fiscal year 2019. The selected winner will receive a customized marketing campaign, designed with ESPN Cleveland marketing consultants, to meet specific goals and objectives of the business.

“We are proud to team up with ESPN Cleveland and the Cleveland Cavaliers to provide small businesses with this fun and unique opportunity that will help our region keep moving forward,” said Timothy Burke, KeyBank Northeast Ohio Market President. “Cleveland is our home and we are committed to helping this community thrive!”

Submissions will be accepted through Thursday, August 20, 2020. Winner will be selected on Friday, August 28, 2020 and will be announced on-air.

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About Good Karma Brands

Good Karma Brands, LLC (GKB) is a sports media and entertainment company with expertise in local sports marketing activation. In addition to 850 ESPN Cleveland, radio assets include Newsradio WTMJ in Milwaukee, five additional ESPN affiliated radio stations and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB can also offer local marketing partners geo-targeted advertising on ESPN's digital platforms. In addition to its radio assets, GKB boasts a number of premium brands, including an events division that produces the Wisconsin Sports Awards, Tundra Trio hospitality houses in Green Bay, Wis., and the Cheribundi Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

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About KeyBank

KeyBank's roots trace back 190 years to Albany, New York. Headquartered in Cleveland, Ohio, KeyCorp is one of the nation's largest bank-based financial services companies, with assets of approximately \$156.2 billion at March 31, 2020. Key provides deposit, lending, cash management, and investment services to individuals and businesses in 15 states under the name KeyBank National Association through a network of over 1,000 branches and more than 1,400 ATMs. Key also provides a broad range of sophisticated corporate and investment banking products, such as merger and acquisition advice, public and private debt and equity, syndications and derivatives to middle market companies in selected industries throughout the United States under the KeyBanc Capital Markets trade name. For more information, visit <https://www.key.com/>. KeyBank is Member FDIC.

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