



AEMO MARKETING CALENDAR

December 17, 2021



UPPER FUNNEL



Enlisted - Compo 1: Upper Funnel Esports & Gaming

Esports - 01 DEC 21 – 30 NOV 22			
Partner	Flight Dates	Spend	KPI (Imps, Clicks, etc.)
Twitch x HBCU Showdown	01 DEC 21 – 30 NOV 22	\$1,000,000	16,660,507 IMPs
WWE	30 MAY 22 – 4 JULY 22	\$675,000	10,220,000 IMPs
TBD**	01 DEC 21 – 30 NOV 22	\$450,000	TBD
OpTic Chicago	01 DEC 21 – 30 NOV 22	\$300,000	10,000,000 Est. IMPs
Call of Duty League/ Paramount+ HALO*	Late Q1	\$750,000	TBD
LoopMe	01 DEC 21 – 30 NOV 22	\$200,000	14,545,455 IMPs
ABM CoD Mobile	01 DEC 21 – 30 NOV 22	\$200,000	6,666,667 IMPs
Stonemountain64	01 DEC 21 – 30 NOV 22	\$150,000	3,250,000 Est. Views
TBD**	01 DEC 21 – 30 NOV 22	\$75,000	TBD
Compo 1 Total		\$3,800,000	

Buy Details



Approach:

- Drive campaign awareness across multiple key areas of the gaming landscape including esports, influencers, top mobile games & events
- Highlight the Army Esports' Team within original content to amplify key brand pillars
- Explore new partners due to budget flexibility



Flighting: 01 DEC 2021 – 30 NOV 2022



Audience: Gen-Z Prospects (A18-24)

Focus on the growth target of females, Black & Hispanics



Social Extensions: All custom content partnerships ranging from co-streams to longform VOD content to live tournaments & events include social extensions across Twitter & IG



Primary Success Metrics: Lift in ad recall (6%) and favorability (5%) on Nielsen Esports Sponsorship Study



* Pending discussion on Activision Blizzard

**Esports/Gaming will reallocate funds based on conversations regarding Alex Zedra and Swagg

Enlisted - Compo 1: OpTic Chicago

Program Details

- Build on the successful partnership with the top followed CDL franchise with new custom livestreams, content & events
- Pair OpTic's pros with USAE personnel for monthly co-streams & continue to familiarize OpTic fans on Army values and opportunities
- Create original content videos showcasing the wide range of skillsets offered by the Army
- Present a fully owned livestream tournament featuring OpTic's stars alongside other top CDL pros
- Amplify partnership livestreams & content with 60 social posts across Instagram & Twitter

Why We Recommend For Army?

- Maintain a presence in the CDL with the league's most historic franchise featuring some of the biggest personalities & most followed players in the league
- Compo 1 ad recall (52%) increased from YoY partnerships with OpTic Chicago

Audience Alignment

- Gen-Z Prospects (A18-24)

Partners	Media Element	Flight Dates	Spend	KPI
	N/A	01 DEC 21 – 30 NOV 22	\$300,000	10,000,000 Est. IMPs

1

US Army Esports x OpTic Chicago co-streams



2

VOD content & social promotions to highlight top moments



3

Army owned tournament ft. USAE soldiers & top names in gaming





Enlisted - Compo 1: Call of Duty League

Program Details

- Continue to build on success with the premier Call of Duty Esports league
- Highlight top plays every match with Army's Tactical Play broadcast feature with amplification across Twitter & IG
- Feature the US Army Esports team in custom activations throughout the season
- Reach CDL fans on-site by hosting Army activations at league tentpole events

Why we recommend for Army?

- Continue to drive brand awareness & association with the US focused Call of Duty League
- Opportunity to reach Call of Duty fans in-person with footprints at major events
- Ad recall and favorability increased YoY for CDL sponsorship, +6% & +5% pts respectively

Audience Alignment

- Gen-Z Prospects (A18-24)

Partners	Media Element	Flight Dates	Spend	KPI
	Broadcast & Social	CDL Season	\$750,000	TBA

1

On-site experience during CDL's Champs weekend



2

Ownership of a top play in every CDL match



3

US Army Esports custom integrations within sponsored segments



Enlisted - Compo 1: Mobile Gaming

Program Details

Build on the success of mobile gaming partnerships in FY21 by continuing to run Army brand creative in top titles with LoopMe & COD Mobile

- **LoopMe** – Leverage Unity's vast inventory of mobile games to generate brand awareness amongst target audiences
- **COD Mobile** – Continue tapping into reward-based inventory, providing in-game currency to players that complete Army video ads

Why We Recommend For Army?

- Mobile gaming media heavily outperformed gaming/news sites media during '21 campaign
- Target female & multicultural heavy games with LoopMe's optimization capabilities

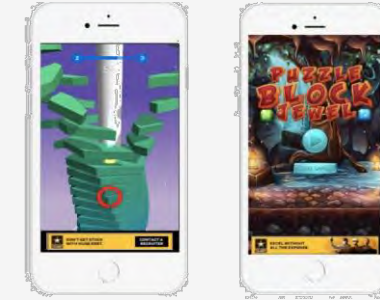
Audience Alignment

- Gen-Z Prospects (A18-24)

Partners	Media Element	Flight Dates	Spend	KPI
ACTIVISION	Rewarded Video Static End Card	01 DEC 21 – 30 NOV 22	\$200,000	6,666,667 IMPs
loopMe	Pre-roll Video Display Banners	01 DEC 21 – 30 NOV 22	\$200,000	14,545,455 IMPs

1

Pre-roll & Standard Banners within Unity's vast inventory



2

Rewarded video & custom end card within COD Mobile



3

Educate resonating audiences with What's Your Warrior? Creative messaging & rotation





AEMO MARKETING CALENDAR

February 24, 2022



UPPER FUNNEL



Enlisted - Compo 1: Upper Funnel Esports & Gaming

Esports - 01 DEC 21 – 30 NOV 22			
Partner	Flight Dates	Spend	KPI (Imps, Clicks, etc.)
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Compo 1 Total		\$3,800,000	

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- Drive campaign awareness across multiple key areas of the gaming landscape including esports, influencers, top mobile games & events
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Flighting: 01 DEC 2021 – 30 NOV 2022



Audience: Gen-Z Prospects (A18-24)

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Enlisted - Compo 1: OpTic Chicago

Program Details

- Build on the successful partnership with the top followed CDL franchise with new custom livestreams, content & events
- Pair OpTic's pros with USAE personnel for monthly co-streams & continue to familiarize OpTic fans on Army values and opportunities
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US Army Esports x OpTic Chicago co-streams



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VOD content & social promotions to highlight top moments



3

Army owned tournament ft. USAE soldiers & top names in gaming





Enlisted - Compo 1: Call of Duty League

Program Details

- Continue to build on success with the premier Call of Duty Esports league
- Highlight top plays every match with Army's Tactical Play broadcast feature with amplification across Twitter & IG
- Feature the US Army Esports team in custom activations throughout the season
- Reach CDL fans on-site by hosting Army activations at league tentpole events

Why we recommend for Army?

- Continue to drive brand awareness & association with the US focused Call of Duty League
- Opportunity to reach Call of Duty fans in-person with footprints at major events
- Ad recall and favorability increased YoY for CDL sponsorship, +6% & +5% pts respectively

Audience Alignment

- Gen-Z Prospects (A18-24)

Partners	Media Element	Flight Dates	Spend	KPI
	Broadcast & Social	CDL Season	\$750,000	TBA

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On-site experience during CDL's Champs weekend



2

Ownership of a top play in every CDL match



3

US Army Esports custom integrations within sponsored segments



Enlisted - Compo 1: Mobile Gaming

Program Details

Build on the success of mobile gaming partnerships in FY21 by continuing to run Army brand creative in top titles with LoopMe & COD Mobile

- **LoopMe** – Leverage Unity's vast inventory of mobile games to generate brand awareness amongst target audiences
- **COD Mobile** – Continue tapping into reward-based inventory, providing in-game currency to players that complete Army video ads

Why We Recommend For Army?

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Audience Alignment

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Educate resonating audiences with What's Your Warrior? Creative messaging & rotation





LOWER FUNNEL



Enlisted - Compo 1: OpTic Texas

Program Details


- Build on the successful partnership with the top followed CDL franchise with new custom livestreams, content & events
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- Compo 1 ad recall (52%) increased from YoY partnerships with OpTic Chicago

Audience Alignment

- Gen-Z Prospects (A18-24)

Partners	Media Element	Flight Dates	Spend	KPI
	N/A	01 FEB 22 – 25 SEP 22	\$300,000	10,000,000 Est. IMPs

1

U.S. Army Esports x OpTic Texas co-streams



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VOD content & social promotions to highlight top moments



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Army owned tournament ft. USAE soldiers & top names in gaming





AEMO MARKETING CALENDAR

March 25, 2022



UPPER FUNNEL



Enlisted - Compo 1: Upper Funnel Esports & Gaming

Esports - 01 DEC 21 – 30 NOV 22			
Partner	Flight Dates	Spend	KPI (Imps, Clicks, etc.)
Twitch x HBCU Showdown	01 DEC 21 – 30 NOV 22	\$1,000,000	16,660,507 IMPs
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Compo 1 Total		\$3,800,000	

Buy Details



Approach:

- Drive campaign awareness across multiple key areas of the gaming landscape including esports, influencers, top mobile games & events
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Flighting: 01 DEC 2021 – 30 NOV 2022



Audience: Gen-Z Prospects (A18-24)

Focus on the growth target of females, Black & Hispanics



Social Extensions: All custom content partnerships ranging from co-streams to longform VOD content to live tournaments & events include social extensions across Twitter & IG



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Enlisted - Compo 1: OpTic Chicago

Program Details

- Build on the successful partnership with the top followed CDL franchise with new custom livestreams, content & events
- Pair OpTic's pros with USAE personnel for monthly co-streams & continue to familiarize OpTic fans on Army values and opportunities
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Partners	Media Element	Flight Dates	Spend	KPI
	N/A	01 DEC 21 – 30 NOV 22	\$300,000	10,000,000 Est. IMPs

1

US Army Esports x OpTic Chicago co-streams



2

VOD content & social promotions to highlight top moments



3

Army owned tournament ft. USAE soldiers & top names in gaming





Enlisted - Compo 1: Call of Duty League

Program Details



- Continue to build on success with the premier Call of Duty Esports league
- Highlight top plays every match with Army's Tactical Play broadcast feature with amplification across Twitter & IG
- Feature the US Army Esports team in custom activations throughout the season
- Reach CDL fans on-site by hosting Army activations at league tentpole events

Why we recommend for Army?



- Continue to drive brand awareness & association with the US focused Call of Duty League
- Opportunity to reach Call of Duty fans in-person with footprints at major events
- Ad recall and favorability increased YoY for CDL sponsorship, +6% & +5% pts respectively

Audience Alignment



- Gen-Z Prospects (A18-24)

1

On-site experience during CDL's Champs weekend



2

Ownership of a top play in every CDL match



3

US Army Esports custom integrations within sponsored segments



Partners	Media Element	Flight Dates	Spend	KPI
	Broadcast & Social	CDL Season	\$750,000	TBA

Enlisted - Compo 1: Mobile Gaming

Program Details

Build on the success of mobile gaming partnerships in FY21 by continuing to run Army brand creative in top titles with LoopMe & COD Mobile

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Pre-roll & Standard Banners within Unity's vast inventory



2

Rewarded video & custom end card within COD Mobile



3

Educate resonating audiences with What's Your Warrior? Creative messaging & rotation





LOWER FUNNEL



Enlisted - Compo 1: Upper Funnel Esports & Gaming

Esports - 01 JAN 21 – 30 NOV 22			
Partner	Flight Dates	Spend	KPI (Imps, Clicks, etc.)
Twitch – The Kickback	01 JAN 22 – 31 MAR 22	\$500,000	15,654,150 IMPs
WWE	30 MAY 22 – 31 JULY 22	\$675,000	10,220,000 IMPs
OpTic Texas	01 FEB 22 – 25 SEP 22	\$300,000	10,000,000 Est. IMPs
LoopMe	01 JAN 22 – 30 NOV 22	\$500,000	32,372,505 IMPs
IGN	01 APR 22 – 30 NOV 22	\$600,000	11,000,000 IMPs
G4	15 JAN 22 – 25 SEP 22	\$500,000	11,304,786 IMPs
Compo 1 Total		\$3,075,000	90,551,441 IMPs

Buy Details



Approach:

- Drive campaign awareness across multiple key areas of the gaming landscape including esports, influencers, top mobile games & major gaming events
- Highlight the Army Esports' Team within original content to amplify key brand pillars
- Explore new partners due to budget flexibility



Flighting: 01 JAN 2022 – 30 NOV 2022



Audience: Gen-Z Prospects (A18-24)

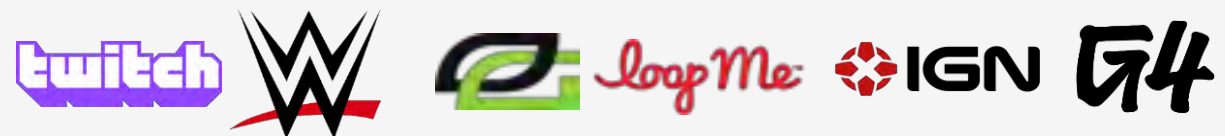
Focus on the growth target of females, Black & Hispanics



Social Extensions: All custom content partnerships ranging from co-streams to longform VOD content to live tournaments & events include social extensions across Twitter & IG



Primary Success Metrics: Lift in ad recall (6%) and favorability (5%) on Nielsen Esports Sponsorship Study





Enlisted - Compo 1: OpTic Texas

Program Details


- Build on the successful partnership with the top followed CDL franchise with new custom livestreams, content & events
- Pair OpTic's pros with USAE personnel for monthly co-streams & continue to familiarize OpTic fans on Army values and opportunities
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- Maintain a presence in the CDL with the league's most historic franchise featuring some of the biggest personalities & most followed players in the league
- Compo 1 ad recall (52%) increased from YoY partnerships with OpTic Chicago

Audience Alignment

- Gen-Z Prospects (A18-24)

Partners	Media Element	Flight Dates	Spend	KPI
	N/A	01 FEB 22 – 25 SEP 22	\$300,000	10,000,000 Est. IMPs

1

U.S. Army Esports x OpTic Texas co-streams



2

VOD content & social promotions to highlight top moments



3

Army owned tournament ft. USAE soldiers & top names in gaming





AEMO MARKETING CALENDAR

March 25, 2022



UPPER FUNNEL



Enlisted - Compo 1: Upper Funnel Esports & Gaming

Esports - 01 DEC 21 – 30 NOV 22			
Partner	Flight Dates	Spend	KPI (Imps, Clicks, etc.)
Twitch x HBCU Showdown	01 DEC 21 – 30 NOV 22	\$1,000,000	16,660,507 IMPs
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Compo 1 Total		\$3,800,000	

Buy Details



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Flighting: 01 DEC 2021 – 30 NOV 2022



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Enlisted - Compo 1: OpTic Chicago

Program Details

- Build on the successful partnership with the top followed CDL franchise with new custom livestreams, content & events
- Pair OpTic's pros with USAE personnel for monthly co-streams & continue to familiarize OpTic fans on Army values and opportunities
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2

VOD content & social promotions to highlight top moments



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Army owned tournament ft. USAE soldiers & top names in gaming





Enlisted - Compo 1: Call of Duty League

Program Details



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Audience Alignment



- Gen-Z Prospects (A18-24)

1

On-site experience during CDL's Champs weekend



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Ownership of a top play in every CDL match



3

US Army Esports custom integrations within sponsored segments



Partners	Media Element	Flight Dates	Spend	KPI
	Broadcast & Social	CDL Season	\$750,000	TBA

Enlisted - Compo 1: Mobile Gaming

Program Details

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- **LoopMe** – Leverage Unity's vast inventory of mobile games to generate brand awareness amongst target audiences
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LOWER FUNNEL



Enlisted - Compo 1: OpTic Texas

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U.S. Army Esports x OpTic Texas co-streams



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AEMO MARKETING CALENDAR

April 25, 2022



UPPER FUNNEL



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US Army Esports x OpTic Chicago co-streams



2

VOD content & social promotions to highlight top moments



3

Army owned tournament ft. USAE soldiers & top names in gaming





Enlisted - Compo 1: Call of Duty League

Program Details

- Continue to build on success with the premier Call of Duty Esports league
- Highlight top plays every match with Army's Tactical Play broadcast feature with amplification across Twitter & IG
- Feature the US Army Esports team in custom activations throughout the season
- Reach CDL fans on-site by hosting Army activations at league tentpole events

Why we recommend for Army?

- Continue to drive brand awareness & association with the US focused Call of Duty League
- Opportunity to reach Call of Duty fans in-person with footprints at major events
- Ad recall and favorability increased YoY for CDL sponsorship, +6% & +5% pts respectively

Audience Alignment

- Gen-Z Prospects (A18-24)

Partners	Media Element	Flight Dates	Spend	KPI
	Broadcast & Social	CDL Season	\$750,000	TBA

1

On-site experience during CDL's Champs weekend



2

Ownership of a top play in every CDL match



3

US Army Esports custom integrations within sponsored segments



Enlisted - Compo 1: Mobile Gaming

Program Details

Build on the success of mobile gaming partnerships in FY21 by continuing to run Army brand creative in top titles with LoopMe & COD Mobile

- **LoopMe** – Leverage Unity's vast inventory of mobile games to generate brand awareness amongst target audiences
- **COD Mobile** – Continue tapping into reward-based inventory, providing in-game currency to players that complete Army video ads

Why We Recommend For Army?

- Mobile gaming media heavily outperformed gaming/news sites media during '21 campaign
- Target female & multicultural heavy games with LoopMe's optimization capabilities

Audience Alignment

- Gen-Z Prospects (A18-24)

Partners	Media Element	Flight Dates	Spend	KPI
ACTIVISION	Rewarded Video Static End Card	01 DEC 21 – 30 NOV 22	\$200,000	6,666,667 IMPs
loopMe	Pre-roll Video Display Banners	01 DEC 21 – 30 NOV 22	\$200,000	14,545,455 IMPs

1

Pre-roll & Standard Banners within Unity's vast inventory



2

Rewarded video & custom end card within COD Mobile



3

Educate resonating audiences with What's Your Warrior? Creative messaging & rotation





LOWER FUNNEL



Enlisted - Compo 1: Upper Funnel Esports & Gaming

Esports - 01 JAN 21 – 30 NOV 22			
Partner	Flight Dates	Spend	KPI (Imps, Clicks, etc.)
Twitch – The Kickback	01 JAN 22 – 31 MAR 22	\$500,000	15,654,150 IMPs
WWE	30 MAY 22 – 31 JULY 22	\$675,000	10,220,000 IMPs
OpTic Texas	01 FEB 22 – 25 SEP 22	\$300,000	10,000,000 Est. IMPs
LoopMe	01 JAN 22 – 30 NOV 22	\$500,000	32,372,505 IMPs
IGN	01 APR 22 – 30 NOV 22	\$600,000	11,000,000 IMPs
G4	15 JAN 22 – 25 SEP 22	\$500,000	11,304,786 IMPs
Compo 1 Total		\$3,075,000	90,551,441 IMPs

Buy Details



Approach:

- Drive campaign awareness across multiple key areas of the gaming landscape including esports, influencers, top mobile games & major gaming events
- Highlight the Army Esports' Team within original content to amplify key brand pillars
- Explore new partners due to budget flexibility



Flighting: 01 JAN 2022 – 30 NOV 2022



Audience: Gen-Z Prospects (A18-24)

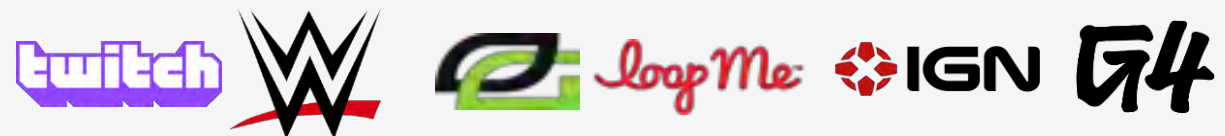
Focus on the growth target of females, Black & Hispanics



Social Extensions: All custom content partnerships ranging from co-streams to longform VOD content to live tournaments & events include social extensions across Twitter & IG



Primary Success Metrics: Lift in ad recall (6%) and favorability (5%) on Nielsen Esports Sponsorship Study





Enlisted - Compo 1: OpTic Texas

Program Details


- Build on the successful partnership with the top followed CDL franchise with new custom livestreams, content & events
- Pair OpTic's pros with USAE personnel for monthly co-streams & continue to familiarize OpTic fans on Army values and opportunities
- Create original content videos showcasing the wide range of skillsets offered by the Army
- Present a fully owned livestream tournament featuring OpTic's stars alongside other top CDL pros
- Amplify partnership livestreams & content with 60 social posts across Instagram & Twitter

Why We Recommend For Army?

- Maintain a presence in the CDL with the league's most historic franchise featuring some of the biggest personalities & most followed players in the league
- Compo 1 ad recall (52%) increased from YoY partnerships with OpTic Chicago

Audience Alignment

- Gen-Z Prospects (A18-24)

Partners	Media Element	Flight Dates	Spend	KPI
	N/A	01 FEB 22 – 25 SEP 22	\$300,000	10,000,000 Est. IMPs

1

U.S. Army Esports x OpTic Texas co-streams



2

VOD content & social promotions to highlight top moments



3

Army owned tournament ft. USAE soldiers & top names in gaming





AEMO MARKETING CALENDAR

JULY 2022



UPPER FUNNEL



Enlisted - Compo 1: Upper Funnel Esports & Gaming

Esports - 01 DEC 21 – 30 NOV 22			
Partner	Flight Dates	Spend	KPI (Imps, Clicks, etc.)
Twitch x HBCU Showdown	01 DEC 21 – 30 NOV 22	\$1,000,000	16,660,507 IMPs
WWE	30 MAY 22 – 4 JULY 22	\$675,000	10,220,000 IMPs
TBD**	01 DEC 21 – 30 NOV 22	\$450,000	TBD
OpTic Chicago	01 DEC 21 – 30 NOV 22	\$300,000	10,000,000 Est. IMPs
Call of Duty League/ Paramount+ HALO*	Late Q1	\$750,000	TBD
LoopMe	01 DEC 21 – 30 NOV 22	\$200,000	14,545,455 IMPs
ABM CoD Mobile	01 DEC 21 – 30 NOV 22	\$200,000	6,666,667 IMPs
Stonemountain64	01 DEC 21 – 30 NOV 22	\$150,000	3,250,000 Est. Views
TBD**	01 DEC 21 – 30 NOV 22	\$75,000	TBD
Compo 1 Total		\$3,800,000	

Buy Details



Approach:

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- Explore new partners due to budget flexibility



Flighting: 01 DEC 2021 – 30 NOV 2022



Audience: Gen-Z Prospects (A18-24)

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Primary Success Metrics: Lift in ad recall (6%) and favorability (5%) on Nielsen Esports Sponsorship Study



* Pending discussion on Activision Blizzard

**Esports/Gaming will reallocate funds based on conversations regarding Alex Zedra and Swagg

Enlisted - Compo 1: OpTic Chicago

Program Details

- Build on the successful partnership with the top followed CDL franchise with new custom livestreams, content & events
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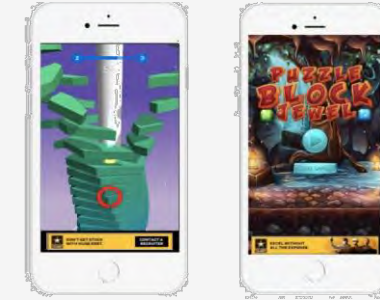
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Audience: Gen-Z Prospects (A18-24)

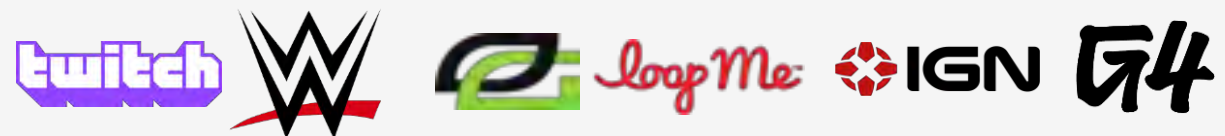
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U.S. Army Esports x OpTic Texas co-streams



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3

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REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
U.S. ARMY MISSION AND INSTALLATION CONTRACTING COMMAND
MICC-FORT KNOX
199 6TH AVENUE, SUITE 250
FORT KNOX, KY 40121-5720

12 August 2021

CCMI-CSH-KX

(b) (6)

STOP-WORK ORDER

In accordance with FAR 42.1303, Stop-work orders, MICC Center-Fort Knox hereby directs DDB Chicago, Inc. to stop-work on Contract No. W9124D19D0001-Task Order W9124D21F0056, National Media & Talent and Furnishings effective 12 August 2021. DDB Chicago Inc. will be paid for work you have performed to the effective date of the stop-work order. This stop-work order is issued due to a change in the requirement and specifically applies to:

Direct Programs:

- Call of Duty League Sponsorship
 - o Description: the premier, professional esports league for Call of Duty, organized by Activision
 - o Cost: 1.1MM
 - o Flight: 02/11/21 – 08/22/21
- Activision YouTube Media
 - o Description: a media buy that surrounds the official live-stream and VOD inventory on the official Call of Duty League YouTube channel.
 - o Cost: 170K
 - o Flight: 01/22/21 – 08/20/21

Therefore, DDB Chicago, Inc., shall cease all services and the ordering of supplies in support of work mentioned above and shall cease incurring any costs including but not limited to DDB Chicago Inc., indirect costs. Any and all subcontractors shall be notified immediately that a stop-work order has been issued to the prime contractor.

DDB Chicago, IL, require additional information in regards to this stop-work order, do not hesitate to contact the undersigned, (b) (6), or at telephone number (b) (6).

(b) (6)

Contracting Officer
MICC - Fort Knox

From: Mavridis, Ignatios I (b) (6) SES USARMY AEMO (USA)

Sent: Friday, August 6, 2021 6:54 PM

To: Lewis, Mark R SES USARMY HQDA ASA MRA (USA) (b) (6) >

Cc: Fink, Alex B MG USARMY AEMO (USA) <(b) (6)>; (b) (6) CIV (USA)

(b) (6) !>; Angers, Jeffrey P SES USARMY HQDA ASA MRA (USA)

(b) (6) COL USARMY HQDA ASA MRA (USA)

(b) (6) CSM USARMY AEMO (USA)

(b) (6) COL USARMY AEMO (USA)

(b) (6) CIV USARMY AEMO (USA)

(b) (6) CIV USARMY AEMO (USA)

(b) (6) LTC USARMY AEMO (USA)

(b) (6)

Subject: Pausing of Planned eSports Sponsorship (UNCLASSIFIED)

CLASSIFICATION: UNCLASSIFIED

Good evening Mr. Lewis,

I want to make sure you are aware of an issue regarding one of our planned sponsorships.

BLUF - We have a planned sponsorship for an e-Sports tournament in ~2 weeks with a gaming company called Activision-Blizzard (creators of the game Call of Duty). At this time, we intend to “pause all activities” immediately with Activision due to serious allegations of sexual harassment at their workplace, and also recommended that the Marketing Engagement Brigade not send their eSports team to the tournament.

Background - Activision-Blizzard is currently being sued by the State of California for violations of state law regarding sexual harassment . Here is an article for your reference: <https://www.nbcnews.com/tech/tech-news/activision-blizzard-workers-walk-sexual-harassment-lawsuit-rcna1525>

Our current sponsorship with Activision-Blizzard (through a DDB subcontract) is over at the end of the month. We are confirming with our contracting representatives that our only loss will be costs already expended for the tournament activities that we intend to cancel.

I bring this to your attention because of the brand reputation issue. We want to be in sync with ASL guidance and Army response to any SHARP issues. In addition, OCPA received the following media inquiry from the Verge, and we are coordinating as requested.

Inquiry: “Hi, will the US Army still be sponsoring the Call of Duty League following recent sexual harassment and gender discrimination allegations brought against Activision Blizzard by the state of California?”

(b) (5)

Pending any further guidance or feedback, Sir.

(b) (6) Mavridis
Deputy Chief Marketing Officer

(b) (6)

Mobile: (b) (6)