

Bonobos uses OpenSponsorship to work with professional athletes

Bonobos was looking for a local celebrity to build excitement around a recently opened a new store in Raleigh, NC. Enter Charlotte Hornets athlete, Dwayne Bacon

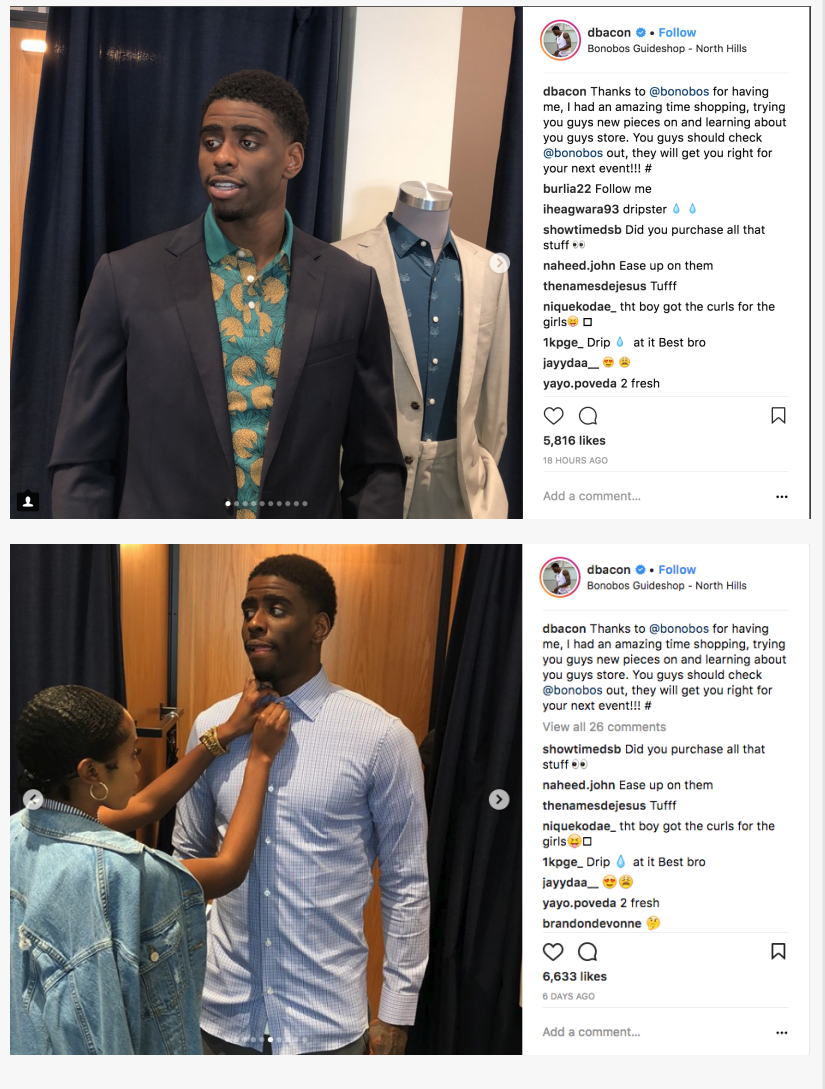
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[OpenSponsorship](#) specializes in connecting brands with professional athletes for marketing campaigns. So, when [Bonobos](#) was planning to open a new Guideshop in Raleigh, North Carolina, they immediately turned to OpenSponsorship to find a popular athlete in the area to build excitement around the grand opening. There are not many celebrities in North Carolina who are NOT professional athletes, so now Bonobos was looking for the easiest and most affordable option to move forward with an appearance + social media campaign with a local star. After setting up a Campaign on OpenSponsorship, several athletes with ties to North Carolina and an interest in Men's Fashion began applying for the opportunity. Within days, Bonobos had reviewed over 10 athletes who were either Carolina Panthers, NC State alumni, or Charlotte Hornets and had decided on who to move forward with.

[Dwayne Bacon](#), young and up and coming star on the Charlotte Hornets, applied and because of his strong following in the Raleigh area, was the perfect fit for this opportunity. Following his visit, Bacon promoted his great experience with Bonobos on his Instagram page by adding a series of photos showing how much he enjoyed his day at the Guideshop. He spent time getting fitted for suits, sport jackets, and different types of short sleeve and long sleeve button downs.

It wasn't just Dwayne's obsession with men's fashion that made him the perfect fit. OpenSponsorship provides in depth analytical data on each athlete that is apart of the platform. A couple key statistics stuck out to Bonobos as they reviewed each athlete. With nearly 90% of Bacon's social media following being male, 65% of his following being within ages 18-24, and a very high percentage of



those followers being in the North Carolina area, the partnership between Bacon and a mens clothing company like Bonobos was a no brainer decision.

About Bonobos

Bonobos is an e-commerce driven apparel company focused on designing and selling men's clothing. They originally started just selling pants, trying to solve their own problem of finding pants that are either too tight, or too boxy. Since then, they have expanded to selling shirts and suits as well. Bonobos started its "Guideshop" campaign in 2015, and now have more than 30 locations around the US.



About Dwayne Bacon

Dwayne Bacon, 22, grew up in Lakeland, Florida, and attended Mckee Academy prior to transferring to IMG before his Junior year. Bacon attended Florida State University, and in his sophomore year he was named as a member of the All- ACC second team. Following his sophomore year he declared for the NBA draft, getting selected with the 40th pick in the 2017 NBA draft.

About OpenSponsorship

OpenSponsorship is a sports technology marketplace connecting brands to athletes, teams and sports events for sponsorship opportunities. The company backed by notable VCs in New York, San Francisco and Hong Kong and is headquartered in New York. The company mission is to make sports sponsorship more accessible, transparent and accountable. The company was named a finalist in the Sports Technology Awards, and the founder and CEO Ishveen Anand was included in the Forbes 30 under 30 sports list.

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