

A Dallas Cowboys player, DeMarcus Lawrence, is shown in a dynamic pose, running on the field. He is wearing a white jersey with blue accents and a white headband with a star. The background is a blurred stadium scene with a large blue star visible. A yellow square with a stylized 'S' logo is in the top right corner.

S

# DE MARCUS

LAWRENCE

MEMBER OF THE SOCIETY SINCE 2018





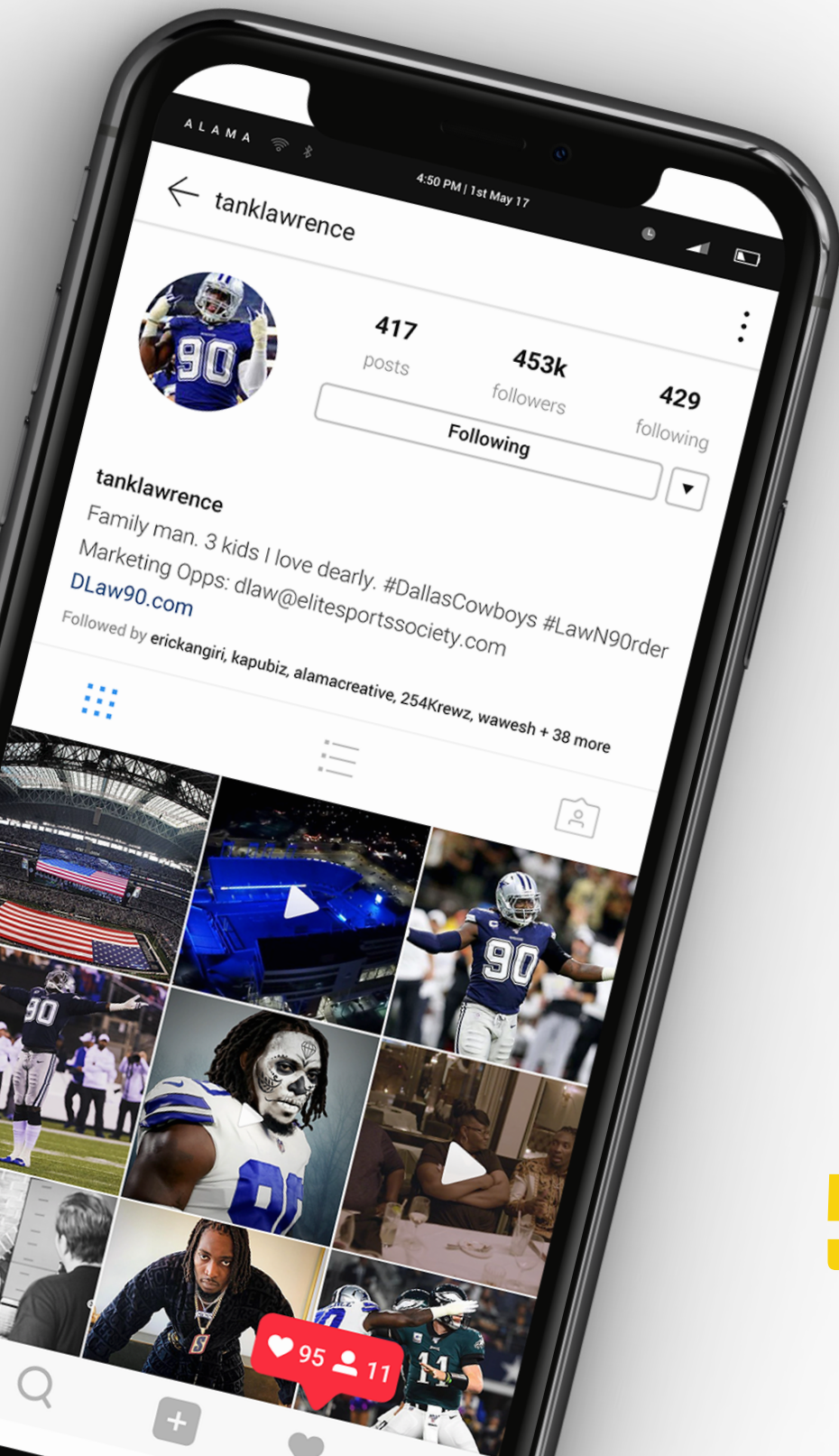
## THE DALLAS COWBOYS SECOND-ROUND SELECTION IN THE 2014 NFL DRAFT AND THE 34TH OVERALL PICK.

- Earned his first **PRO BOWL** selection in 2017.
- Led the league in sacks for a period in the 2017 season and finished second in the league with **14.5 SACKS.**
- Tallied **58 TOTAL TACKLES** and forced four fumbles and two fumble recoveries.
- Nicknamed **"TANK"**

**HEIGHT** 6'3" | **WEIGHT** 265 LBS. | **DOB** 4/28/92 | **HOMETOWN** AIKEN, SC | **COLLEGE** BOISE STATE



**SOCIAL IMPACT**



WITH A NETWORK OF  
OVER **770,000** FOLLOWING  
DEMARCUS'S SOCIAL MEDIA  
ACCOUNTS, LAWRENCE IS  
WELL-CONNECTED IN MANY  
DEMOGRAPHICS.

DeMarcus has continued to keep his social media relevant by constant interaction with fans and contests rewarding those who follow his social media outlets. With one tweet or post about an event or sale, there will be over 300,000 (and growing) positive and relevant impressions.



**503,000+**

FOLLOWERS



**268,700+**

FOLLOWERS





# +450K

INCREASE IN SOCIAL FOLLOWERS  
BETWEEN ALL CHANNELS  
SINCE JOINING THE SOCIETY.

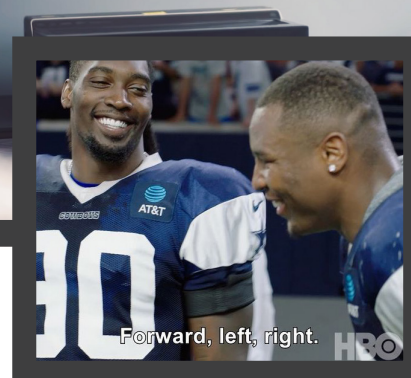
ALONG WITH AN ENGAGEMENT RATE  
HIGHER THAN BOTH TOM BRADY  
AND DAK PRESCOTT.



## BRAND DEALS



goPuff





A Dallas Cowboys player, Demarcus Lawrence, is shown in a dynamic pose on a green football field. He is wearing a blue jersey with the number 90, white pants, and a silver helmet with a blue star. His arms are outstretched, and he appears to be in the middle of a play. The background is a blurred green field with white yard lines.

FOR ME, AS AN OLD DEFENSIVE END, IT  
DOESN'T GET MUCH BETTER THAN WATCHING  
DALLAS' DEMARCUS LAWRENCE

RETIRED NFL VET STEPHEN WHITE



**THE SOCIETY**

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