

Sports Media, Inc.

**Offers
A Cost Effective
Sponsorship Program**

Put your Brand in the Game!

(877) 266-0042

SportsMedia.net

Build your Brand with a Cupholder Sponsorship



Sponsor Benefits

- Sponsors
 - High visibility and exposure
 - Effective advertising and branding medium
 - Captive audience for a minimum of 3 hours an event
 - Build relationships directly with consumers, team, facility and other sponsors



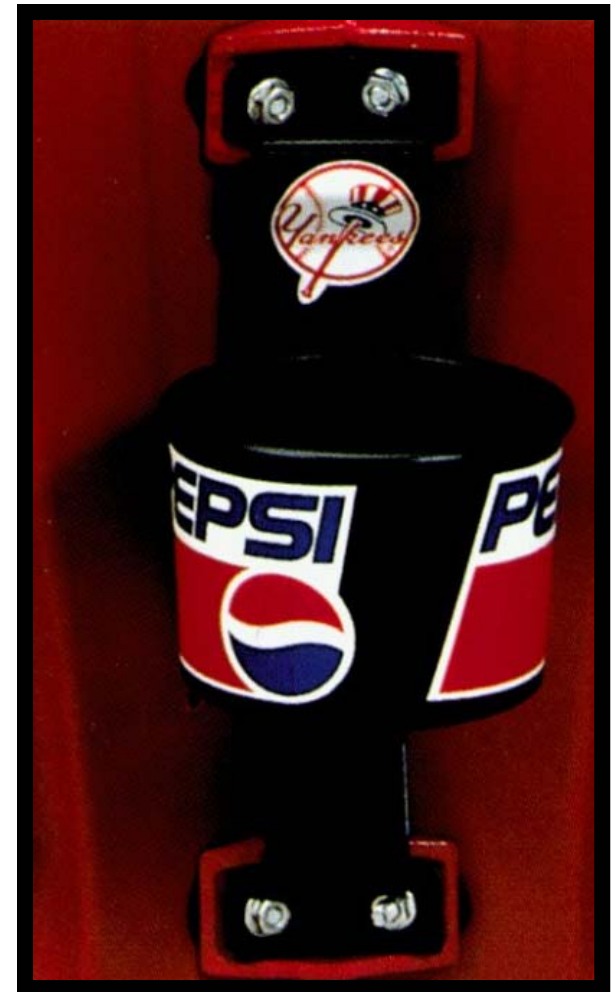
More Sponsor Benefits

- Sponsorship
 - An opportunity to gain media attention
 - Multiple impressions initiated by beverage consumption
 - Ability to further reach consumers through additional promotional campaigns
 - Convenience and cost saving of multi-facility sponsorship through one-stop shopping



Sponsorship Fees

- Fees are negotiable based on the scope and level of sponsorship. For example: A 20,000 single facility sponsorship would average \$222,000 to \$300,000 per year for a 3 to 5 year agreement.



Consumer Support Data

- To further support the benefits stated, two separate research studies conducted throughout the U.S. in sport facilities with Caddy Cupholders, concluded with the following results:



A photograph of rows of dark blue stadium seats with orange and white cupholders attached to the backrests. The text "Consumer Survey" is overlaid in yellow in the top left corner of the image.

Consumer Survey

- 92.3% of fans surveyed, used the Caddy cupholders
- Users of the Caddy Cupholder looked at the holder an average of 28 times during the consumption of each drink
- 88.3% thought the cupholders were convenient



Consumer Survey

- 96.4% would like Caddy Cupholders in other facilities
- 55% were more inclined to purchase concessions because of the Caddy Cupholder
- 53% correctly recalled the company advertising on the Caddy Cupholder

Sometimes you have to give up flashy for results

Stadium, Arena,
Ballparks and
Amphitheaters
Cupholder Banner
Sponsorship

3 hours of Brand
building for less than
20¢ An impression



Sometimes you have to give up flashy for results small but powerful

In Stadiums, Arenas, Ballparks and Amphitheaters
Cupholder Banner Sponsorships provides 3 hours of Brand building for less than 20¢ a consumer



Cupholder Advertising/Promotions

A Proven Success

Infiniti

Coors Brewing Co.

Pizza Hut

Miller Brewing Co.

Safeway

Qualcomm

Budweiser

Pepsi

McDonalds

Heineken

Lucent Technologies

Domino's Pizza

Sparkletts



Coke Cola

Papa Johns

Hebrew National

Toyota

The Sports Authority

Aquafina

Mountain Dew

EverFresh Juice Co.

Alltel

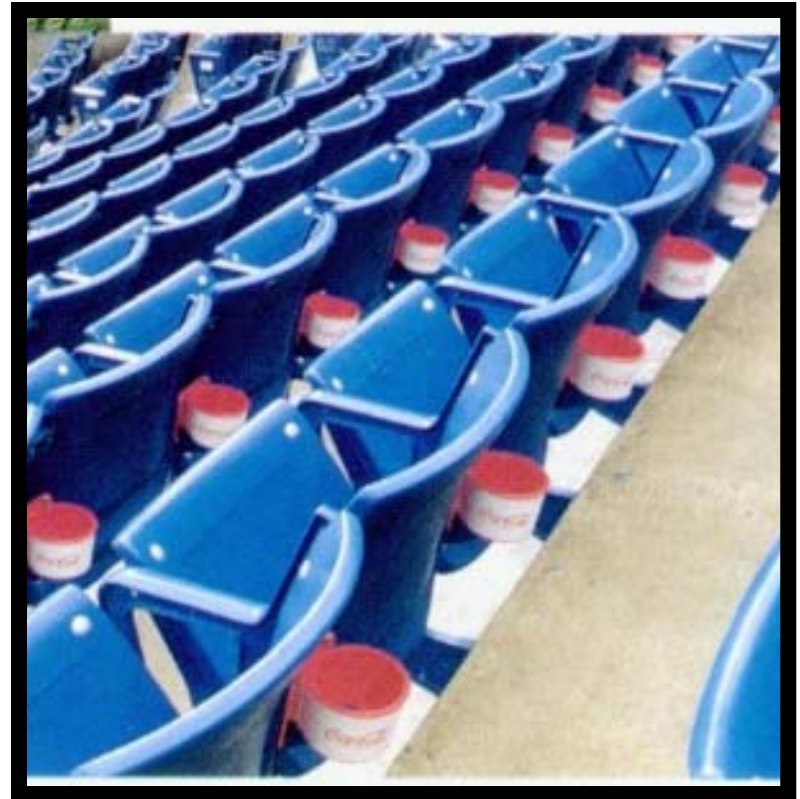
LaSalle Bank

Geico

Pella Windows & Doors

Rolling Rock

This Advertising medium has proven to be the most appealing benefits of the Cupholder Sponsorship



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