



## *Cup Holder Sponsorship*

**Prepared For:**

**Out of Home**

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**Contact: Dan Kosth at Sports Media, Inc. (877) 266-0042 Dan@SportsMedia.net**

## **ABOUT SPORTS MEDIA, INC,**

Sports Media, Inc., in cooperation with their Suppliers, Stadiums, Ballparks, Arenas and Sports Properties brings new media to the sports and entertainment industry. Sports Media is offering flagship products which include advertising on Professional Sports Stadium/Arena Cupholders, interactive ad cups, 3D souvenir collector's plastic cups and an On-Line auction platform at BuySportsMedia.com.

## **Sports Media, Inc. Products and Services:**

**Cupholder Sponsorship/Advertising** medium has proven to be one of the most appealing and effective ways to reach new customers and build your brand. Sports Media, Inc. provides value added services to enhance the Sponsorship. The value added varies amongst different venues and is customized to the advertisers needs.

**3D Plastic Cups** by Sports Media are excellent promotional products and high impact collectibles. These dishwasher safe cups offer 360° viewing with high quality lenticular 3D imaging.

**On- Line Auction** at BuySportsMedia.com: Now Stadium and Arena Managers can meet Media Buyers and Planners in an **on-line auction** environment. Facility Managers can simply list available Ad Space or auction it off. Sports Media, Inc. puts our Media Reps to work the moment a new listing goes up.

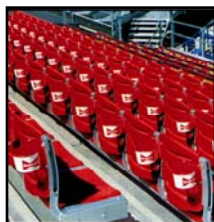
**Lenticular 3D Billboards:** High-impact graphics increase sales. Lenticular 3D graphics is the process whereby you add dimension and/or motion to your printed marketing displays. Large format 3D graphics easily combine up to five images or more into a single graphic to convey depth, motion, or both, in photo images. 3D graphics are adaptable to light boxes, fixtures, display cases, sign holders, and much more. Use to reach a captive audience with guaranteed circulation and demographics, excellent visibility and size impressions, plus the possibility of TV exposure.

Sports Media can place your next sports sponsorship opportunity, with our vast network of Stadiums, Ballparks and Arenas contacts we can match you up with the right Venue. We provide companies seeking sponsorships an effective solution for expanding their brands to a larger audience.

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Sample of one of the available Arenas:

## ATTENDANCE FACT SHEET & RATE INFORMATION



Arena/Stadium:

### Arrowhead Pond

# of seats at Arrowhead Pond in Anaheim: 17,174

Total Mighty Ducks 02 attendance: 573,524

Total Other Events 02 attendance 1,050,000

**Total attendance for all events: 1,623,524**

1<sup>st</sup> Year Cost to Sponsor Cupholders in Anaheim Arrowhead Pond:

\$257,205.00

**CPM** =  $\$257,205 / 1,623,000 \times 1000 = \$158.47$  CPM

**CPI** =  $\$54.60 / 1,000 = .16$  cents per impression

**ROI** =  $1,623,524 \times 5\% = \$3.16$  cost of new customer

#### SAMPLING OF EVENTS AT THE ANAHEIM ARROWHEAD POND:

Anaheim Storm (LaCrosse)

U.S. Olympic Team Trials

Disney on Ice and Stars on Ice

Fight Night

Harlem Globetrotters

World Wrestling

Concerts: *(Some examples)*

Matchbox Twenty

Sarah Brightman

Joan Sebastian

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**NOW ADD IN THE LENGTH OF TIME YOUR COMPANY NAME WILL BE IN FRONT OF THE AUDIENCE!!**

Captive audience for minimum of 2 HOURS PER EVENT!! *(Most are 3 Hours!)*

Where else can you get a consumer to sit in front of your name for this length of time?

**Act Now for a FREE Value Added Bonus:**

17,200 3D Cups to use as a promotional item!

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## **CONSUMER RESEARCH ON CUPHOLDER ADVERTISING:**

*Source: Caddy Products, Inc.*

92.3% of fans surveyed, used the Cupholders.

Users of the Cupholder looked at the holder an average of 28 times during the consumption of each drink.

53% correctly recalled the company advertising on the Cupholder.

55% were more inclined to purchase concessions because of the Cupholder.

88.3% thought the cupholders were convenient.



**You know the impact and impression made when consumers glance at a conventional sign promoting your product for 3 hours.....**

**Now imagine the impact when you create comfort and appreciation in the consumer, as a result of your promotional effort!**

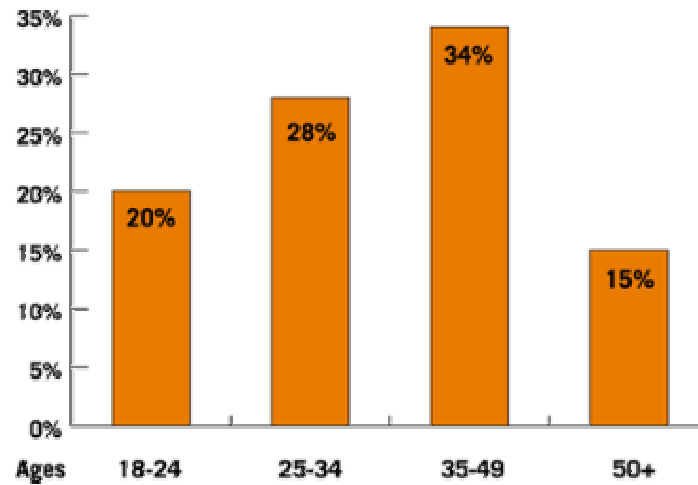
## **BENEFITS TO CUPHOLDER ADVERTISERS:**

- Long Lasting Branding Impression
- Captive Audience for a minimum for 2 HOURS!
- High Visibility and Exposure
- Low customer acquisition cost
- Customer Loyalty Built through conveniences
- Low cost per impression (CPI)
- Strong consumer demographics
- Free Press and Added Value Service

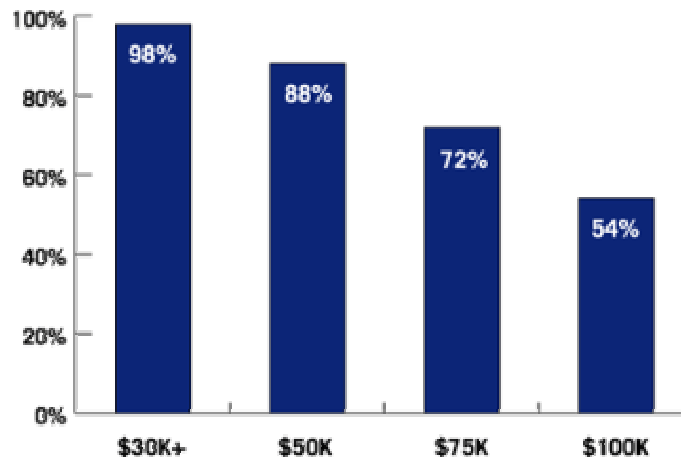
## Demographic Information:

Arena goers are an upscale, adult audience with household income well above the national average.

### Age of Arena Attendees



### Average Household Income of Arena Attendees



Source: Simmons Research

Demographics

### ➔ TYPICAL PROFILE - NHL IN-ARENA SPECTATOR

- Male (68% of fans)
- 36 years old
- Professional/managerial (55% of fans)
- College/post graduate (51% of fans)
- Household income US\$81,000
- Hockey is favorite sport or equal favorite (83%)

# 2004 CUPHOLDER RATE CARD



## Rate Card

### Facilities with:

Professional Sports	\$15.00 (per seat per year)
Semi-Pro Sports	\$15.00 (per seat per year)
Colleges & Universities	\$15.00 (per seat per year) (if permissible)
Speedways/Racetracks	\$15.00 (per seat per year)
Amphitheaters	\$15.00 (per seat per year)
Grocery Stores	\$20.00 (per shopping cart per year)

### Payment Terms:

Cup Holder Sponsorships are available up to 10 years, multiple venue discounts available, 2% cash discount. Terms: 1/3 down with order, 1/3 due on product production, 1/3 due on prior to installation.



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## Value Added / Discounted Opportunities

Value Added Services to the Cupholder Sponsorship Program:

These value added programs differ from venue to venue. We will customize the appropriate package to fit the advertiser's needs! The programs below are available for an additional discounted fee.

### Value Added Services

- ➔ 1. Box Seats
- ➔ 2. Program ad space Full Page
- ➔ 3. Public announcements
- ➔ 4. Radio Spots
- ➔ 5. Press Releases
- ➔ 6. Television commercials
- ➔ 7. Logo rights from facility/teams
- ➔ 8. Take ones brochures
- ➔ 9. Hospitality Events
- ➔ 10. Owners Box Rental
- ➔ 11. Calendar of events with Sponsors Logo
- ➔ 12. Promotional give-a ways with Logos
- ➔ 13. Mascot appearances
- ➔ 14. Athletic Appearances
- ➔ 15. Sponsor Kids Clinic
- ➔ 16. Product Introductions
- ➔ 17. Product Sampling
- ➔ 18. Retail Concession
- ➔ 19. Retail Promotions
- ➔ 20. Licensing Rights
- ➔ 21. Travel to away events packages
- ➔ 22. Passes to events Large groups
- ➔ 23. Category exclusivity
- ➔ 24. Survey's, on site
- ➔ 25. Product Sampling
- ➔ 26. E-mail database list rental
- ➔ 27. Mailing list rental

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