



NHL FREE AGENCY '09

THE MOST INTERACTIVE ENTERTAINMENT EXPERIENCE ANYWHERE

ROGERS SPORTSNET & SPORTSNET.CA

sportsnet.ca sponsorships

July 1-31

Be a part of destiny as the NHL's star players decide for which team they will play for in the 2009/10 season. Mats Sundin, the Sedin twins, Hossa, Gaborik, Bouwmeester, Cammalleri, Koivu and others have their pens ready to sign on the dotted line.

Package A

\$55,000 net

- **Sponsor** logo on the **busiest pages** of the month
- **Free Agent List** and **Signing Tracker** pages
- Online & Mobile – iPhone & WAP

Package B

\$17,000 net

- **"If I were a GM"** content integration
- Custom section on sportsnet.ca soliciting what the viewer would do as the General Manager of their home team
- **Pre-roll ad** before every video submission play

Package C

\$5,000 net

- **Sponsor** tag on every **Free Agent Signing Alerts**
- Available through email

Package D

\$4,000 net

- **Sponsor** logo on sportsnet.ca's desktop application – **widget** – used for continuous updates of free agent signing activities

SPORTSNET–HOCKEY THAT MATTERS

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