



# 2009 NFL SPONSORSHIPS

THE BEST MEDIA VALUE PERIOD.  
ON **ROGERS SPORTSNET & SPORTSNET.CA**



## ROGERS SPORTSNET'S 25 GAME NFL PACKAGE

Rogers Sportsnet has **expanded its NFL offering** significantly for the **2009 season** with the **acquisition** of the **NFL Network Thursday Night package**. This **8 game package** is highlighted by the December 3rd game at the **Rogers Centre** between the **Buffalo Bills** and the **New York Jets**.

Added to our established **17 game Sunday Afternoon package** which offers viewers the choice of two games per week across our four channels, Sportsnet will feature match-ups with the NFL's top teams including the defending **Superbowl champion Pittsburgh Steelers** (3 games), the finalist **Arizona Cardinals** (4 games), **New England Patriots** (3 games), **New York Giants** (4 games), **Dallas Cowboys** (5 games), **Indianapolis Colts** (3 games) and the defacto hometown **Buffalo Bills** (6 games).

### Sponsorship opportunities:

Timing: Sep 2009 – Jan 2010

#### 1. FULL GAME SPONSORSHIP **\$400,000**

- Opening / closing billboards
- 6 x :30 spots
- Product exclusivity (half game)
- NFL Insider feature in Connected (17weeks)
  - 1 x :05 billboard + 1 x :30 spot per week
- sportsnet.ca sponsorship package
  - Custom adspot at top of NFL homepage and on all NFL articles pages
  - 1 million brandsell banner ads impressions

#### 2. QUARTER SPONSOR **\$250,000**

- Opening / closing billboards
- 3 x :30 spots
- Product exclusivity for quarter
- NFL Insider feature in Connected (17weeks)
  - 1 x :05 billboard + 1 x :30 spot per week
- sportsnet.ca sponsorship package
  - Custom adspot at top of NFL Players, Stats, and Team pages
  - 750,000 brandsell banner ads impressions

#### 3. HALFTIME SPONSORSHIP **\$250,000**

- Opening / closing billboards
- 3 x :30 spots
- Product exclusivity for halftime
- NFL Insider feature in Connected (17weeks)
  - 1 x :05 billboard + 1 x :30 spot per week
- sportsnet.ca sponsorship package
  - Custom adspot at top of NFL Score & Schedules pages
  - 750,000 brandsell banner ads impressions

#### 4. CONNECTED UPDATE SPONSORSHIP **\$125,000**

- Choice of 1 of 4 Connected Updates within the game
- Opening billboard
- 1 x :30 spot
- NFL Insider feature in Connected (17weeks)
  - 1 x :05 billboard + 1 x :30 spot per week
- 500,000 brandsell banner ads impressions

Fall 2009 National Estimates										
Program	Persons (000)					Men (000)				
	2+	18+	18-34	18-49	25-54	2+	18+	18-34	18-49	25-54
NFL Football - Sunday Afternoon	133	125	28	68	77	101	95	20	52	59
NFL Football - Thursday Night	335	314	67	175	203	256	242	54	138	157
NFL Football - Friday/Saturday Night	335	314	67	175	203	256	242	54	138	157

**Don't miss out.** Contact your Sportsnet account executive today.

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Full Game Sponsor Position on sportsnet.ca:

The screenshot displays the sportsnet.ca website interface. At the top, there is a navigation bar with the site logo and a menu for various sports: NHL, CFL, BASEBALL, BASKETBALL, GOLF, CFL, NFL, SOCCER, TENNIS, AUTO, MMA, OLYMPICS, MORE, and FANTASY. Below this, a secondary navigation bar includes 'REGION: Ontario', 'NFL: SCORES & SCHEDULE | STANDINGS | STATISTICS | TEAM STATS | PLAYERS | NFL TEAMS (+)', and 'TV SCHEDULE'. The main content area features a 'Scoreboard' for NHL games on April 23, 2009, and a featured article titled 'Williams trade defines 'Boys Draft' with a video player. A prominent orange banner reads 'NFL full game sponsor position'. Below the article, there is a 'Read full article' link and a 'THE WIRE' section. The bottom of the page shows a 'Full Game Sponsor Position' for the Milwaukee Brewers vs Philadelphia Phillies game on April 23, 2009, at 1:00 PM. The sidebar includes 'Photo Gallery', 'Fantasy Games', and 'CHECK OUT ALL SPORTSNET FANTASY GAMES'.

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Quarter Sponsor Position on sportsnet.ca:




The collage displays several screenshots from the sportsnet.ca website, highlighting different areas of content and sponsor placement:

- Top Banner:** A promotional banner for a car lease with the text "ALL IN ONE PRICE INCLUDES 5-YEAR GOODWILL MAINTENANCE + CANADA'S BEST COVERAGE" and a starting price of \$16,220.
- Navigation:** A menu bar with categories like NFL, NHL, MLB, NBA, and more.
- Scoreboard:** A section titled "NFL quarter sponsor position" showing the Dallas Cowboys' schedule, including a game at Tampa Bay on Sep 13, 1:00 pm ET.
- Recent Games:** A list of recent games, such as "at Tampa Bay, 1:00 pm" on Sun, Sep 13.
- Upcoming Games:** A list of upcoming games, including "at Tampa Bay, 1:00 pm" on Sun, Sep 13.
- Standings:** A table showing the current standings for the Dallas Cowboys.
- Photo Gallery:** A section titled "Today: The gallery takes a look at how the Canadian 100th season came to an abrupt end." with a "go to the gallery" link.
- Fantasy Games:** A section titled "CHECK OUT ALL SPORTSNET FANTASY GAMES" with a "GO TO THE SHOW" button.
- Scoreboard (Bottom):** Another "NFL quarter sponsor position" section, this time for Tom Brady, showing his stats and a scouting report.
- Tom Brady Profile:** A detailed profile for Tom Brady, #12 - Quarterback, including his birthdate (August 3, 1977), height (6'4"), weight (225 lbs), and NFL seasons (10). It also includes a scouting report and career potential.
- MLB Schedule:** A section for the MLB schedule, showing a game between the Milwaukee Brewers and Philadelphia Phillies on APR 23, 2009, at 1:00 PM.
- Baseball Schedule:** A section for the Toronto Blue Jays vs Texas Rangers game on APR 23, 2009, at 7:00 PM.
- Baseball Stats:** A table showing statistics for the Texas Rangers vs Toronto Blue Jays game, including REC, RET, 2B, EG, XP, and PIS.

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**Halftime Sponsor Position on sportsnet.ca:**



The screenshot shows the sportsnet.ca website interface. At the top, there is a banner for "PRO-LINE SCIENTIFIAN" with the text "They say it's a minor upper body". Below the banner is a navigation menu with categories like NFL, SCORES & SCHEDULE, STANDINGS, STATISTICS, TEAM STATS, PLAYERS, and NFL TEAMS. The main content area is titled "NFL Scores & Schedule" and features a "NFL halftime sponsor position" banner for the Philadelphia Phillies. The Phillies logo and name are prominently displayed, along with the date "APR 23, 2009" and the time "1:00 PM". The background of the sponsor area features a baseball field and the Phillies' "Phillie Phanatic" mascot. On the left side of the page, there are sections for "2009-09 weeks", "Scoreboard", and "Photo Gallery". The right side of the page shows a "TV SCHEDULE" dropdown menu and a "CONTACT US" link.