



2009/10 NHL FANTASY HOCKEY

THE BEST MEDIA VALUE PERIOD.
 ONLY ON **SPORTSNET.CA**

NHL Fantasy Hockey Commissioner Sponsorship:
 Sep 09- Apr 10

\$80,000 gross

Fantasy Hockey Commissioner style pool is a highly engaging game where people are their own General Manager and build their own team to compete with other player/GMs. It is based on the statistics generated by NHL hockey players, and the players typically visit the site to update their team on a daily basis.

Sponsorship includes:

- **Presenting sponsorship** – sponsor logo and link to client site on every pool page
- **Exclusive** presenting sponsorship of our **30 minute** Fantasy Hockey Preview Show hosted by **Hockeycentral**
 - Including **3 x :30 spots & 2 x :05 billboards**
- **Co-branded :30 second** promotional spot
 - Kick off w/o Oct 1 x 3 weeks, 15 spots per week
 - Flighted w/o Oct 17 (8 weeks) 120 total spots
- Co-branded Fantasy Hockey **billboards** in Hockeycentral's evening show
- **Sponsorship** of sportsnet.ca's Fantasy Hockey **broadband** show
- **1.5 million** co-branded banner ad impressions
- Co-branded buttons on sportsnet.ca's homepage and contest pages
- Exclusive leaderboard adspot on all games pages



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SETUP YOUR HOCKEY POOL & PLAY BY YOUR RULES!

EVERY FEATURE YOU NEED TO RUN YOUR POOL:

- DAILY UPDATES BY 3:00AM / ET
- FULLY CUSTOMIZABLE FROM OVER 30 TYPES OF STATS
- DAILY RANKING, AND REPORTS BY EMAIL
- ENHANCED TRADING & ACTIVE / BENCH FEATURE

THE GAME NEVER ENDS

JOIN NOW **VIEW THE DEMO**

Maximum 100 players per pool.



SPORTSNET – HOCKEY THAT MATTERS

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