



2009/10 NHL FANTASY PLAYOFF HOCKEY

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



NHL Fantasy Playoff Hockey Pick'em Sponsorship:
Apr - Jun 2010

\$50,000 gross

Fantasy Playoff Hockey Pick'em is a contest based on predicting the performance of selected NHL hockey players daily throughout the NHL playoffs. Sponsor this pool and gain access to people on a daily basis to win fantastic prizes provided by Sportsnet.

Sponsorship includes:

- **Presenting sponsorship** – sponsor logo and link to client site on every pool page
- **500,000** co-branded banner ad impressions
- **1 million brandsell** banner ad impressions
- Sponsor logo in fantasy game pod on sportsnet.ca's homepage
- Sponsor logo in fantasy game pod on sportsnet.ca's fantasy games page
- Integrated and exclusive big box adspot on game pages
- **Email blast** with client branding to over 100,000 subscribers to kick off the pool
- **Weekly e-blasts** for the duration of the pool
- Sportsnet to provide weekly prize packs
- **52" SHARP AQUOS FULL HD 1080P LCD TV** prize to be provided by sportsnet.ca

READY FOR THE PLAYOFFS?

YOU COULD WIN \$1,000,000

GRAND PRIZE: 46" Flat Panel HDTV
2ND TO 5TH PRIZES: Sportsnet Premium Prize Pack
SEGMENT PRIZES: Sportsnet Premium Prize Pack

ENTER

SPORTSNET – HOCKEY THAT MATTERS

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

