



## 2010 NCAA HOOPS MADNESS PICK'EM

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



**NCAA Hoops Madness Pick'em Sponsorship:**  
**March 2010**

**\$35,000 gross**

**NCAA Hoops Madness** is contest based on predicting the correct outcomes of the games played during the NCAA men's basketball tournament in March. The contestant who picks the most correct outcomes wins! Sponsor this high impact 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
- **500,000 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
- Grand Prizing and Secondary Prizing provided by Sportsnet

**READY FOR THE MADNESS?**

**YOU COULD WIN \$100,000**

GRAND PRIZE: 47" LCD HDTV  
2ND PRIZE: 32 GB iPod touch  
3RD & 4TH PRIZES: Sportsnet prize pack  
SEGMENT PRIZES: 16 GB iPod touch

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

