



## 2009 NFL PIGSKIN PICK'EM

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



**NFL Pigskin Pick'em Sponsorship:**  
Aug - Dec 2009

**\$50,000 gross**

**Pigskin Pick'em** is a contest based on the NFL regular season. This contest will challenge the contestants to pick the winners of all the games from the start of the regular season to the end. Sponsor this highly engaged pool that maintains 40-60k weekly picks and connect with fantasy football fanatics.

### **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 prize packs weekly prize packs
- **52" SHARP AQUOS FULL HD 1080P LCD TV** prize to be provided by sportsnet.ca



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

