



2009/10 ROAD TO THE SUPER BOWL

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



Road To The Super Bowl Sponsorship:
Dec 09- Jan 10

\$35,000 gross

Road To The Super Bowl is a contest that challenges contestants to predict the outcome (against the spread) of all 11 games of the NFL playoffs including the Super Bowl. Sponsor this highly anticipated pool to gain access to entrants that make weekly picks to win fantastic prizes provided by Sportsnet.

Sponsorship includes:

- **Presenting sponsorship** – sponsor logo and link to client site on **every pool page**
- **300,000** 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 pool page
- **Email blast** with client branding to over 100,000 subscribers to kick off the pool
- **Weekly e-blasts** for the duration of the pool
- Your logo featured on all promotional materials
- **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.

