



2010 NFL PIGSKIN PICK'EM

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



NFL Pigskin Pick'em Sponsorship:
Aug - Dec 2010

\$55,000 gross

Pigskin Pick'em is a contest challenges contestants to pick game winners from the start of the NFL regular season to the end. Through this game, you can connect with your audience through online, mobile, and email platforms. Sponsor this highly engaged pool that maintains 40-60k weekly picks and connect with fantasy football fanatics.



3 Pillars Of The Presenting Sponsorship:

- **Online:** Integrated sponsor logo and link to client's site on every pool page
- **Mobile:** Integrated sponsor logo and link to client's site on every pool page
- **Email:** Custom banner and link to client's site on every email blast

Sponsorship Elements:

- **500,000** co-branded banner ad impressions
- Sponsor logo in fantasy game pod on sportsnet.ca's NFL 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
- Prizing may be provided by Sportsnet

SPORTSNET - SPORTS, YOUR STYLE

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

