



2010/11 ROAD TO THE SUPER BOWL

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



Road To The Super Bowl Sponsorship:
Dec 10 - Jan 11

\$40,000 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.



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:

- **300,000** 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.

