

**BE A PART OF BISHOP MCGUINNESS  
ATHLETICS AND PROMOTE YOUR  
BUSINESS!**



The fall athletic season at Bishop McGuinness is fast approaching and for the fourth consecutive year, BMHSAthletics.com will be your home for LIVE Villains athletics and your business will have the opportunity to be a part of it! You'll be able to help support both the school and the student athletes by purchasing advertising space for the Fall 2015 season, which includes football.

We offer reasonably priced, three pronged advertising packages that will allow you to not only reach the fans listening to the games at home, but also reach the fans who visit BMHSAthletics.com and the fans who actually attend the games! This means that your message can be seen and/or heard by THOUSANDS of new people EVERY DAY.

During the fall season, BMHSAthletics.com will have wall to wall coverage of Villains football as they compete in the always rugged Northwest Conference and look for a state playoff bid for a fourth consecutive year. In addition, we'll also have live broadcasts of both volleyball and boys soccer along with a host of interviews, news, stories and features to help keep our listeners and readers engaged throughout the fall season!

For information on why advertising with Villains athletics is a great investment for your business, look through the enclosed information and statistics!

If you have any questions about anything contained in this package, don't hesitate to reach out to us by e-mailing: [cslive12@gmail.com](mailto:cslive12@gmail.com)!

*\*All advertising packages are provided by Carolina Sports Live*

## WHY ADVERTISE WITH BMHSATHLETICS.COM?

- 1) 3-pronged advertising approach that guarantees maximum business exposure
  - a) *Customized on-air commercial advertisements played multiple times per broadcast*
  - b) *Online advertisements on every page of BMHSAthletics.com*
  - c) *Placement within game programs distributed during all home athletic events*
  
- 2) Access to over 1,000 potential new clients/customers every day, not just game days
  - a) *2-3 updates to the website per day = 2-3,000 eyeballs among our different mediums*
    - i) *Twitter (800+ followers), Facebook (200+ fans), website (1,500+ views p/d)*
  - b) *New, expanded ways to attach sponsorships to game segments*
  
- 3) Personalized advertising campaign (no extra cost)
  - a) *Customized logos/banners for online and print advertising*
  - b) *Professionally recorded and produced live commercials*
  - c) *Available customer service to help resolve issues and answer questions*
  
- 4) Rapidly expanding live audiences in 2015-2016
  - a) *Average projected 2015 listening audience per game = 125 listeners*
  - b) *Universal mobile access to help expand audience*
    - i) *Broadcasts will be available on Apple, Android, Blackerry, etc.*

# PREMIER PACKAGE

## \$500 TOTAL SEASON PACKAGE

*During each broadcast, your business will receive:*

- ❖ Mentions before and after EVERY commercial break (Average: 20-30x per game)
  - Example: “You’re listening to Villains football presented by [your business]!”
- ❖ Minimum of SIX (6) :30 spots throughout the broadcast
  - Also includes priority for additional bonus spots for extra in-game breaks
  - Can be altered to include :60 spots. 3 total minutes of commercial inventory is allocated
- ❖ Live announcements read at least TWICE per broadcast
  - Allows you to announce sales/specials for your business while guaranteeing maximum listenership

*Additional benefits for your business:*

- ❖ Prime business logo or name (with contact info) placement in game program distributed to all fans entering gym/stadium (as many as 1,300 exposures)
- ❖ Prime placement on BMHSAthletics.com in all areas where listeners will access broadcasts (ALL visitors will see your logo)

Contact us via e-mail at:

[cslive12@gmail.com](mailto:cslive12@gmail.com)

Or at 336-338-3459

for more information!

# ***GOLD PACKAGE***

## \$400 TOTAL SEASON PACKAGE

*During the broadcast, your business will receive:*

- ❖ Sponsorship of Pregame, Postgame, or Halftime shows (Average: 10x per game)
  - Example: “Coming up on the [your business] Countdown To Kickoff Show, we’ll sit down with Coach Smith”
- ❖ Minimum of FOUR (4) :30 spots throughout the broadcast
  - Can be converted to :60 spots if needed. 2 total minutes of commercial inventory is allocated for your business
  - Potential bonus spots during extra commercial breaks
- ❖ Live announcements read once during broadcast
  - Helps to give up to date information on sales/specials for your business and guarantees maximum listenership

*Additional benefits for your business:*

- ❖ Placement of business name or logo in game program distributed to all fans entering the gym/stadium (as many as 1,300 exposures)
- ❖ Placement of business name or logo on every page of BMHSAthletics.com where all visitors are guaranteed to see it

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# SILVER PACKAGE

\$300 TOTAL SEASON PACKAGE

*During the broadcast, your business will receive:*

- ❖ Sponsorship of “Player of the Game”, “Coaches Interview”, etc. segments (Average: 5 mentions per game)
  - Example: “It’s time now for the [your business] player of the game award”
- ❖ Minimum of THREE (3) :30 spots throughout the broadcast
  - Can be converted to :60 spots if needed. 90 seconds of commercial inventory is allocated for your business

*Additional benefits for your business:*

- ❖ Placement of business name or logo in game program distributed to all fans entering the gym/stadium
- ❖ Placement of business name or logo throughout BMHSAthletics.com

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# BRONZE PACKAGE

\$200 TOTAL SEASON PACKAGE

*During the broadcast, your business will receive:*

- ❖ Minimum of TWO (2) :30 spots throughout the broadcast
  - Can be converted to a :60 spot if needed. 1 minute of commercial inventory is allocated for your business

*Additional benefits for your business:*

- ❖ Placement of business name or logo in game program distributed to all fans entering the gym/stadium (as many as 1,300 exposures)
- ❖ Business name/logo placed throughout BMHSAthletics.com

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