

# PRESIDIO SPORTS

SANTA BARBARA'S SPORTS NEWS & INFORMATION

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P.O BOX 41922, SANTA BARBARA, CA, 93140

**CONNECT WITH THE SANTA BARBARA SPORTS COMMUNITY ON A DAILY BASIS**

## **INTRO:**

Presidio provides the Santa Barbara community with daily local sports news and information. In doing so, we have created a local marketing platform that allows our partners to consistently target a local sports-minded audience concentrated in the greater Santa Barbara area.

We are looking for one sponsor to display their advertisement across the top of the banner of our weekly emails. The email is titled, "Santa Barbara Sports Weekend Primer" and is sent out every Friday. It includes a weekend calendar of the big sporting events occurring in Santa Barbara.

## **GOALS / STRATEGY:**

Increase your local customer base by expanding exposure to a greater Santa Barbara audience.

Partnering with Presidio Sports allows you to market your business and engage new customers in a unique and very cost effective manner. Set your establishment apart by being the only business to have its Ad promoted on our weekly email's page.

Presidio Sports utilizes multiple platforms to provide exposure for its promotional partners, including PresidioSports.com, the Santa Barbara Sentinel, social media, email campaigns, and promotions at high school events.

## **TACTICS:**

- A) Coupon prominently featured across top of each Email Blast
- B) Share Email link with our Twitter and Facebook communities
- C) Promote email sponsor at local sporting events

## **COST:**

PACKAGE 1 - \$25 per email

## **BY THE NUMBERS:**

Frequency of Weekend Primer Email = Every Friday  
Total Unique Visitors for 1 month (10/1/12—11/1/12) = 26,592  
Total Social Media Audience (Facebook, Twitter, Instagram) = ~2000