

SPONSORSHIP OF PRESIDIOSPORTS.COM

VISION

To provide a year-round marketing platform for a dominant sponsor who would like to connect with Santa Barbara families and athletes on a consistent, daily basis throughout the year.

MISSION

To provide a highly-visible, cost-effective marketing solution for the right business on a year-round basis

OBJECTIVES

Expose presenting sponsor to our combined annual audience of 500,000 through online and print publications
Create dominating presence and awareness of sponsor on PresidioSports.com
To promote local athletes' and teams' successes
Consistently provide important daily news and information for the local sports community

STRATEGIES

Establish dominating Advertising presence of sponsor on PresidioSports.com's homepage
Credit sponsor with making possible all local sports content published in SB Sentinel
Organize year-end banquet that would connect sponsor with influencers in community

INCLUDES:

Ownership of top Site-wide Super Banner Advertisement (1.2 million annual impressions: regular rate = \$30k)
Additional Homepage 300x250 Advertisement (600k annual impressions: regular rate = \$12k)
Presenting Sponsor credit in Santa Barbara Sentinel (12k weekly circulation: value=~\$5k annual)
Logo or messaging at front of all video content (est. 100,000 annual views=~2.5k)
Dominant Weekly Email Banner (regular annual rate = \$2k)

COST - 50k annual (Covers half our operating costs)

ADDED VALUE

*Presence at local high school sporting events
*Regular mentions and presence on Presidio's social media platforms
*Credit in any media coverage of Presidio's reporting or business operations

EXTRA POSSIBILITIES

**Year End Holiday Awards Banquet
**Sports Yearbook
**Daily highlights sports video show
**Podcast
**Sports Trivia Night