

on-line. on-air on-demand.





About SFMSports.Net

What is SFMSports.Net? SFMSports.Net is Maryland's first and only high school and college sports production company and broadcast network. Our primary mission is to delivery quality and highly produced local sports programming to fans, advertisers and listeners though our mix of multi-media platforms. SFMSports.Net offers many revenue generating programs through fundraising for high schools and junior colleges, as well as attractive sponsorship opportunities for businesses.

Why SFM and Your Business Makes Sense?

✓ **Exclusive Local Sports Format:** We provide the only outlet to hear both local high school and college sports in Maryland. Our sporting events are broadcast in multiple markets and tailored to the local advertisers and listeners. Each broadcast features local play by play talent, as well as features relevant to the teams in the community.

✓ **Active Vs. Passive Listening:** Sports play by play is a format that listeners actively pay attention to! Music listening can be very passive and in the background but sports play requires engaged listening and processing...so your commercial is really heard by active ears!

✓ **Community and School Loyalty:**

You have an opportunity to tie in your brand with local athletes, parents, student fans, alumni consumers and engage in active promotions which create an affinity between (your brand) and those with emotional ties to the schools. Consumers buy with emotion and justify with rational thinking.

✓ **Customized Sponsorship Elements:**

The sports format and play by play allows announcers to endorse and come up with specialized sponsorships unique to your business!

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High School Sports

Numerous studies show that participating in sports has a positive impact on behavior or illegal activities. Although football and basketball are the most popular, SFMSports.net makes a special effort to give attention to all sports and broadcasts during each academic year.

These articles are available on the National Parent Information Network website. The National Parent Information Network (NPIN) is a project of the ERIC system, which is administered by the National Library of Education in the US Department of Education. Researchers across the country have found that participation in sports boosts self-esteem and motivation among child athletes.

Students who don't participate in sports have been found to be:

- *57% more likely to drop out of school
- *49% more likely to use drugs
- *37% more likely to be teen parents
- *35% more likely to smoke cigarettes
- *27% more likely to have been arrested



SFMSports.Net offers an outlet for the community to hear these athletes perform, through radio and web broadcasting in addition to the On-Demand podcasting services offered.



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Original Programming

In addition to producing and broadcasting high school, college and minor league sports, SFMSports.Net also produces original programming that is always local.

high school sports

**the weekly
round-up**

Hosted by Graham Whaples, is your weekly showcase of local high school athletes and coverage of SFMSports.Net.



**ATHLETE
of the
WEEK**

Each market's key athlete of the week is chosen and presented via radio and video features.

minor league and college

FIRSTPITCH

Showcase of College Baseball. Weekly podcast feature broadcast on network of affiliates.



Weekly on-site coaches shows for college clients, broadcast during season.

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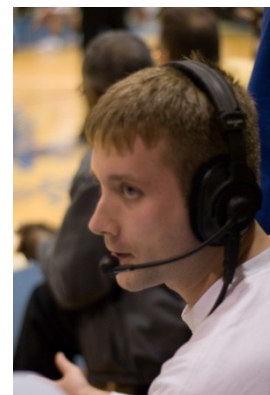


Sports Production

SFMSports.Net is a regional high school, college and minor league sports production and broadcast network.

play by play production and broadcasting

- On-Site production and play by play of high school, college and minor league games
- Coaches and player interviews
- Games are broadcast on one of our radio affiliates, as well as streamed at www.sfmsports.net and archived for podcasting
- All games are available using our HD Stereo Internet and mobile streams
- Mobile streaming is available in each broadcast package
- Revenue opportunities for the teams through interactive sports marketing
- Ability to marry our audio with your existing video infrastructure



coaches shows and interactive programming

- Live and Pre-Recorded coaches shows
- Video options are available
- On-Site interactive players and fan shows
- Revenue opportunities for the teams through interactive sports marketing
- Shows can be live on location, on campus or in the studio



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The SFMSports.Net Listener

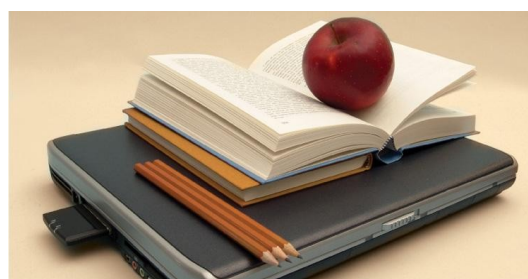
Our target audience are also your new customers!

Sports radio listeners are savvy, educated, brand loyal and in-tuned



They are 60% male, 40% female with about 2/3 of them between the ages of 25 and 54

72% are educated beyond high school. 28% are in school



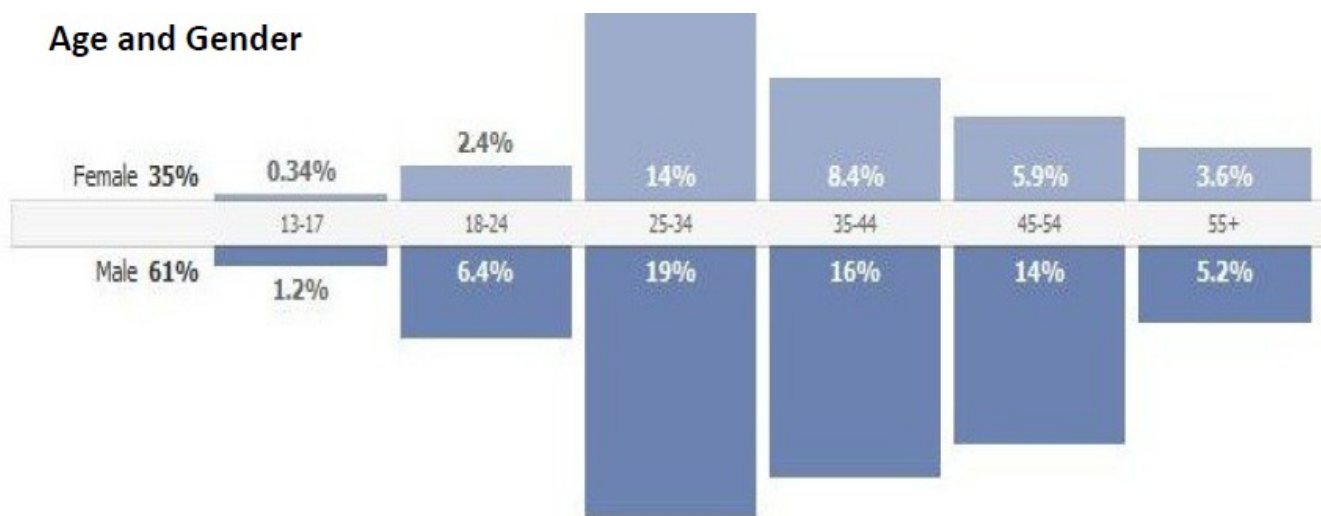
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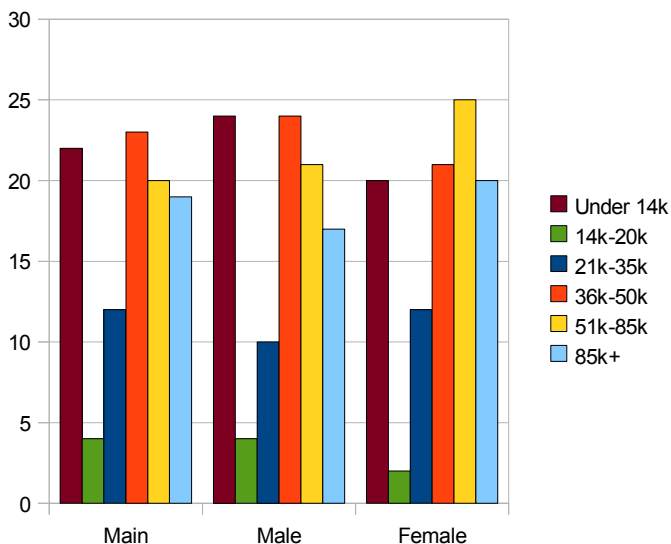
The Demographics

Age and Gender



Annual Income Level

41% earn \$51k or more. 58% earn \$36k or more



Source: independent website stat monitoring and Facebook insights

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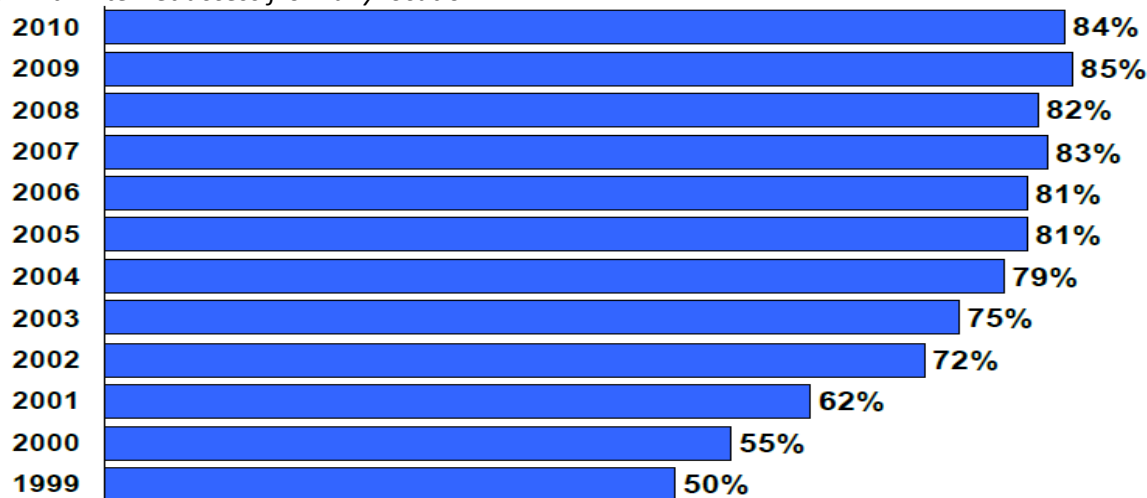


The Research

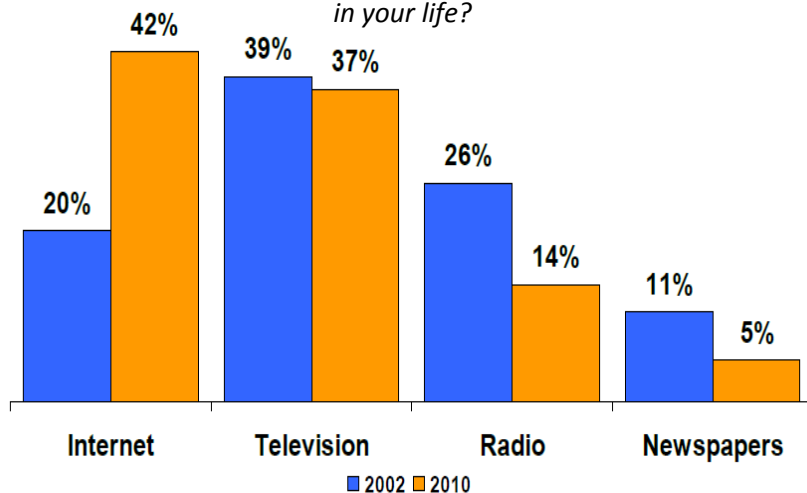
Why Internet?

70% of our model is Internet and digital based.

% with Internet access from any location



Among Internet, TV, Radio and Newspaper-which is more important in your life?



Source: Arbitron & Edison Market Research, 2011



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The Research

Why Mobile Streaming?

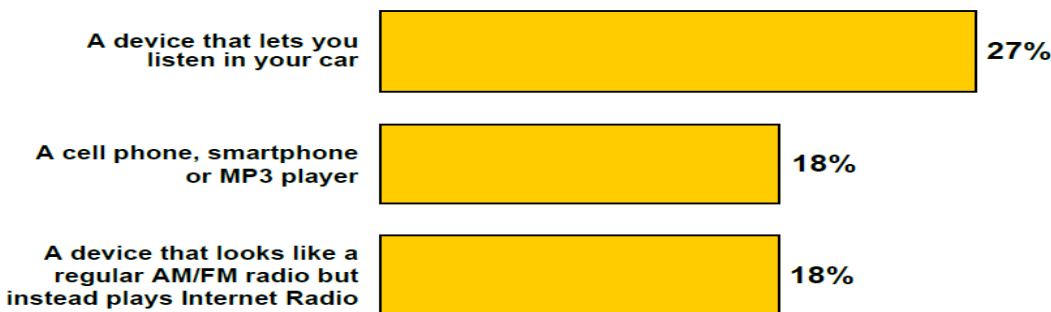
We are focusing on the growth of our mobile broadcasting platforms

Mobile streaming is powered by Tune In Radio's free mobile phone applications

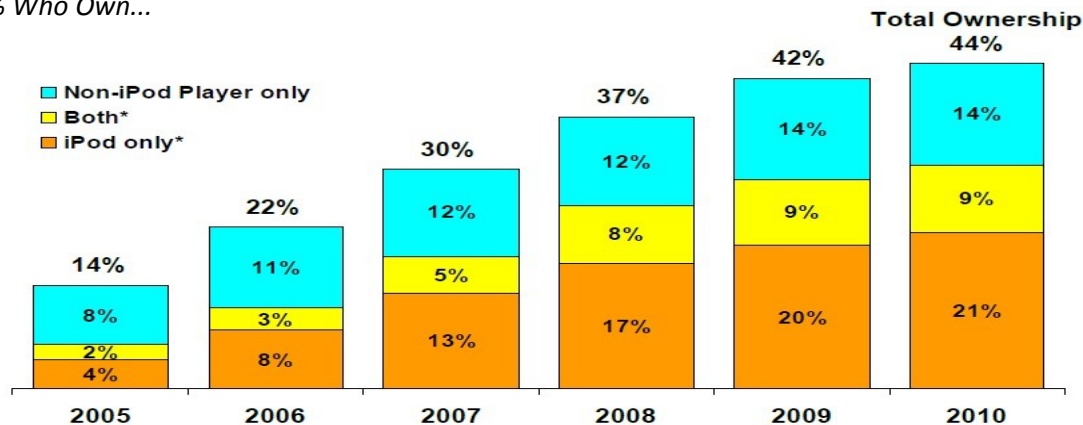


Our mobile streams are available in popular products that your users use the most: iPhone, Android, Blackberry, Palm, Samsung and Windows Phone.

% Very Interested in listening to Internet broadcasts through...



% Who Own...



Source: Arbitron & Edison Market Research, 2011



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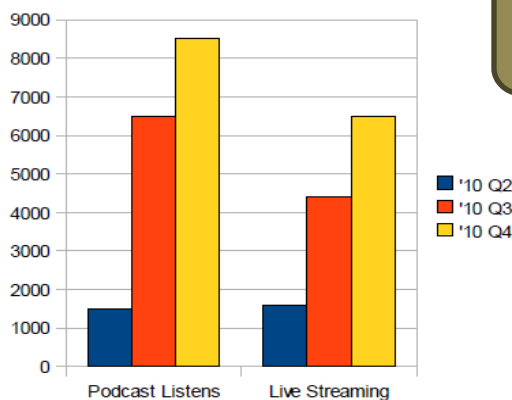


The Research

Why Podcasts?

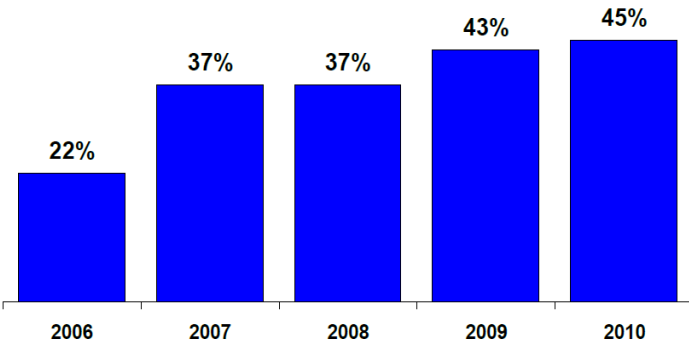
Each broadcast is digitally archived and featured for free playback and download by our listeners

On-Demand Traffic

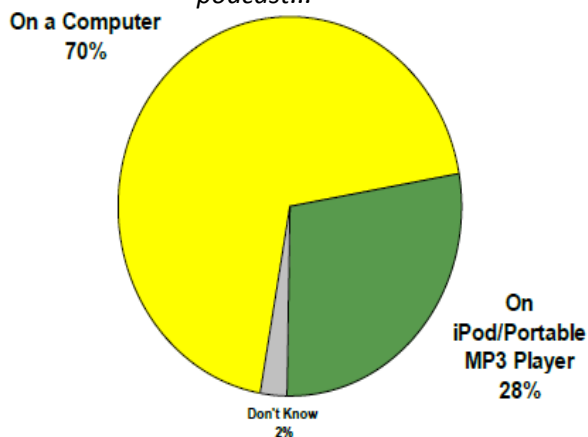


Our podcast listeners and subscriptions have increased and display a strong trend of growth

% Aware of podcasts



% of podcast users who most often listen to a podcast...



Source: Arbitron & Edison Market Research, 2011



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The Website

SFMSports.Net is a network just for high school and colleges!



on-line. on-air. on-demand

[Home](#)
[Information Center](#)
[High School Sports](#)
[College Sports](#)
[Series Events](#)
[Programming/Shows](#)
[Podcasts](#)
[Advertise](#)

NOW PLAYING

4:00pm: Bayside Baseball Game of the Week: TBA @ Stephen Decatur
[SFMSports Channel 3](#)

5:00pm: Frostburg Bobcats @ Stevenson Mustangs Men Lacrosse
[SFMSports Channel 1](#) * FOX 1370am Baltimore

*If you experience problems listening to one of our streams, please [let us know](#). Or call 443.866.8914.

LISTEN AGAIN

[NCAA Championship Lacrosse-Second Round: Endicott @ Salisbury \(5/14\)](#)
[UCBAC Boys Lacrosse Championship: Fallston Cougars @ Havre de Grace Warriors \(5/10\)](#)
[War on the Shore: Salisbury Sea Gulls @ Washington College](#)



DIVISION III MEN'S LACROSSE CHAMPIONSHIPS
SUNDAY, MAY 29 @ 7PM

970 WAMD **FOX 1370AM** **Q101**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Broadcast Schedule

Real Time Audio Feed

Click on channels or links below to listen to real time audio play-by-play broadcasts from our network:

1 2 3 4 5

Our Site offers game updates, promotional offers and a portal to the games featured

Every game is podcast and offered for on-demand listening and downloading

SFMSports.net Podcasts

Current Broadcasts and Archives

Keyword Search



<< Home



Severna Park @ Annapolis Boy's LAX, 4/6/10
 Two Anne Arundel County rivals meet on a hot spring afternoon, as the Annapolis Panthers host the Severna Park Falcons.

Listen:



Download | Share | Link | Embed

To Subscribe, copy the url below to your favorite podcatcher...

<http://sfmsportsnetpodhoster.com/rss/2713/>

...or with web based podcatchers, click your choice below...

[podnova](#) [podcatcher](#) [Google](#) [MY Yahoo!](#) [RSS](#) [iTunes](#)

[Stream it](#) ...or click here to add to iTunes



Monday March Madness Live at Carrabba's 4/5/10

Ed Rick and the Coach talk brackets and examine the college hoops action. LIVE from Carrabba's in West Ocean City on Talk Radio 101.1 FM WQMR and SFMSports.Net.

Latest Episode: Monday March Madness Live at Carrabba's 4/5/10

Listen:



Download | Share | Link | Embed



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Benefits of Advertising

SFMSports.Net does not have a standard rate card. Instead, we create a customized marketing campaign for your business.

What are the benefits of advertising with SFMSports.Net?



- Local coverage of the high school sports in multiple Maryland markets, including Washington DC
- Diverse male AND female demographics
- Real time ad placement reaching highly loyal grass roots demographics
- Dedicated listeners visit the radio station or SFMSports.Net for local high school sports coverage
- The power of network coverage
- Digital Internet streaming and Mobile streaming
- Archived broadcasts: Fans can visit and **revisit** the site to listen to games they may have missed, or to pick up highlights . As a result, you have UNLIMITED replay of your ads
- The MOST competitive rates per 30 second commercial in the industry!
- Targeted marketing campaigns featuring our creative ad placement capabilities:
- Flexible marketing plans
- Enhanced Internet and mobile stream quality (HD and Stereo)
- Social Networking sites such as Facebook and Twitter

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Social Media

We use social media as an additional marketing arm



- SFMSports.Net posts real-time updates of the games that we are producing and broadcasting
- Post audio interviews and game highlights
- We alert fans of programming changes, schedules and new advertisers through status updates and message blasting
- SFMSports.Net uses Facebook and Twitter
- More than 6,500 impressions on our Facebook and Twitter pages each month
- More than 54,000 hits to our website each month
- More than 2,000 people download podcasts directly from our website each month (an estimated 1,000 more download through I-Tunes)
- More than 3,500 people listen to our games on-line each month

FACTS

- Internet audience has increased by 50% in 2010
- There is a 33% decrease in TV viewing; newspaper and magazine readership—people are spending more time online
- Internet radio is as portable as radio. 60% of internet radio is accessed by cell phones, I-Pods, laptops and other mobile devices

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Our Team Affiliations

Sports Properties: College



Stevenson University

Mustangs

Baltimore, MD

NCAA Division III (CAC & MAAC)

**Network includes 4 radio affiliates, Internet and Mobile streaming*

Football

Men & Women Basketball

Men & Women Soccer

Men & Women Lacrosse



Salisbury University

Salisbury University Sea Gulls

Salisbury, MD

NCAA Division III (CAC)

**Network includes 2 radio affiliates, Internet and Mobile streaming*

Men/Women Lacrosse

High School Properties



Baltimore Catholic League Basketball

Seasonal: 13 game schedule

Baltimore, MD

**Network includes 1 radio affiliate, Internet and Mobile streaming*



City vs Poly Football

Oldest football rivalry in the US: 123 years

Baltimore, MD

**Network includes 1 radio affiliate, Sirius/XM, Internet and Mobile streaming*



I-95 Kick Off Classic

Top teams from MD, VA and DC. Total of 9 games

Baltimore, MD

**Network includes 1 radio affiliate, Internet and Mobile streaming*

PLUS

Over 75 high school football; 100 high school basketball and 50 high school lacrosse games annually.

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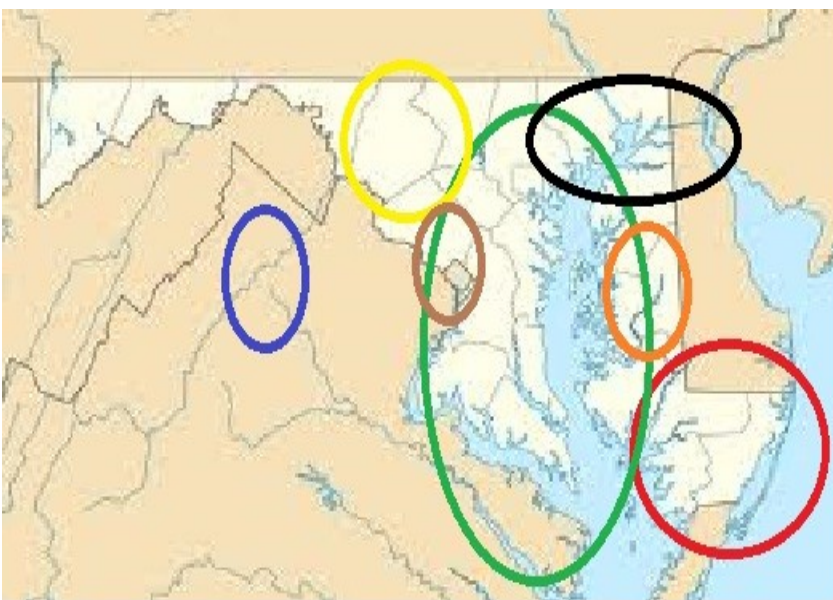
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Our Broadcast Affiliates

Our affiliation reaches from the mountains to the beach!

We are reaching your local community



FACTS

- We have 4 Internet streaming channels
- We also have 4 Mobile streaming channels
- Internet streaming channels have world-wide access and reach
- We also have special game arrangements with certain affiliates that are not listed. This allows us flexibility and increased coverage for special events



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Team Fundraising

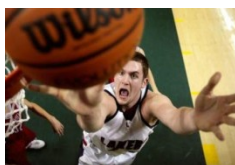
SFMSports.Net gives any team a chance to broadcast...
...And earn money!



- Broadcast to the world
- Engage and involve the students
- Raise money for the team



Now, your high school and community team can reach a world wide audience with high quality Internet and mobile streams and earn money for the team!



Our fundraising kit gives you an overview of how to conduct a successful fundraising campaign by broadcasting your school's games and events online with SFMSports.Net!

While broadcasting games, your school or team can earn money through sponsorships! You keep 100% of the sponsorships!

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The Complete Picture

Advertising Options

Audio

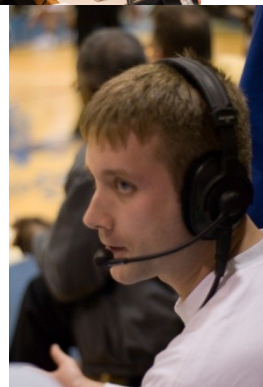
Radio

- More than 200 live events annually
- Extensive football, basketball and lacrosse schedules-as well as soccer, baseball and softball.
- Weekly programming that is live and local-such as "The Endzone," "Weekly Round-Up" and "Overtime Live"
- 5+ radio stations in Maryland in three Arbitron rated markets



Internet

- More than 600 live events annually
- Featuring high school baseball, softball and soccer as well as college soccer and volleyball
- All radio broadcasts are simulcast on the Internet
- 4 HD Stereo streaming channels



Mobile

- ONLY high school and sports network offering live mobile streaming of play by play and original programming
- All broadcasts (radio and Internet) are simulcast on our mobile streams
- Mobile streams are available on Blackberry, Android, iPhone, iPad, Samsung and Windows Phones as well as Google TV and Yahoo! TV

Audio commercial options include:

- *:15, :30 and :60 announcements
- *Internet and podcast stream pre-roll
- *ID and Feature sponsorships

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The Complete Picture

Advertising Options

Internet and Social Networking

Website

- Average of 52,000 hits each month
- Average of 1,000 unique visitors each day
- News feed with affiliation and sponsorship promotional announcements
- Affordable banner ad pricing is available—starting at only \$50 per week

Banner Ad Options:

Leaderboard (728 x 90)

Full Banner (468 x 60)

Half Banner (234 x 60)

Medium Rectangle (300 x 250)

Rectangle (180 x 150)

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The Complete Picture

We're offering local sports on-line, on-air and on-demand.
We are reaching your local community

There is no better way to promote your brands, products and services throughout the region that with high school sports!

Now, more and more emphasis is being placed on community involvement. Through a creative, targeted program, businesses now can reach high school students, their parents, alumni and community members. Our broadcast programs are cost effective and efficient.

Associating your brand within these communities through our sports broadcasts, you are encouraging these families to build an affinity around your products and services.

We can provide you with a variety of unique, cost effective sponsorship opportunities ensuring a memorable and engaging experience for your brand...and your future customers.

From large scale endeavors such as naming rights of the SFMSports.Net network to smaller, one-of-a-kind sponsorship opportunities, including branded web pages and social networking pages...we have the power to work with your budget and needs.

We've got sponsorship programs and options for:

- Corporate Branding and Naming Rights
- Event Sponsorships
- Local and Small Business sponsorships
- First Time Advertiser programs
- Call to Action events and promotions



Some of our sponsors have included:



JOHN DEERE



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