

# Game Day Production Services



**Reaching a world-wide audience and  
income potential. One game at a time.**

# Overview



Game Production



Revenue Opportunities



Network Promotion



Added Value



Get Started

# Game Production



## Game Day Production Services



Our Game-Day production services come with all of the tools to make your game broadcast sound major market, professional and attract and retain fans and listeners for the entire season.

### Our Game-Day production offers:

**\*Stereo HD stream of the game.** This is housed on our server and website and is linked through to your website, social networking sites and any other means to informing fans about the broadcast

**\*Mobile Streaming.** Each of our streaming channels are also streamed to Android, I-Phone and I-Pad devices. This offers a mobile audience!

**\*Unlimited listener potential to each broadcast.** We do not put limits on how many consecutive listeners can access and listen to the broadcasts.

**\*Equipment.** We provide all of the equipment needed to broadcast, including the audio mixer, all microphones, computer equipment, streaming encoders, networking connections.

**\*Play by Play Talent:** We provide two play by play announcers for each game. We can either hire our own, or hire yours. They are contractors of SFMSports but work for your organization.

**\*We Can Travel.** Our staff is able to travel with the team to produce and broadcast away games, or we can just focus on home games. This is up to you, but certain conditions apply.

**\*We Give Interns Something To Do.** We have a relationship with the Broadcast Institute of Maryland, therefore we have access to interns for the broadcast. We can also supply tasks for the team's own interns

# Revenue Opportunities



## Your Team Can Make Money from Our Game-Day Broadcasts

Each Game-Day broadcast includes commercial inventory which will be OWNED by your team. Inventory varies by season and sport, but our basic inventory includes 25 minutes of in-game inventory. We supply the equipment that allows us to play these commercials during our game-day broadcasts. This means that your listeners hear your corporate sponsor's messages. Thus, maximizing the sponsorships for your team.

### Our Revenue Opportunities Include:

**\*At Least 25 Minutes of In-Game Inventory.** This comes out to about 50 thirty second units. These are pre-recorded commercials that are scheduled and aired during the game broadcast.

**\*Endorsement and Live Commercials.** We do not put a cap on the amount of live commercials and announcements that can be read by the play by play talent. This means that you can reach fans that are focused on the game action by inserting sponsor announcements. These announcements are live, and can be changed each game. We do not require talent fees or endorsement fees for our talent to read these, which means more income potential for your team!

**\*Entitlement and Naming Rights.** Your team has 100% power over it's sponsors, which means you can sell naming rights to the broadcast without having to split the cost with us. This means even more income potential!

# Network Promotion



We'll Help Promote Your Games



Since SFMSports.Net produces and broadcasts over 400 high school and college events annually and average over 400-1100 listeners per broadcast, we have the **NETWORK** power to promote your games and events to our dedicated listeners.

Our network reaches the Baltimore, Washington, Salisbury-Ocean City and Hagerstown markets, as well as a world-wide audience through our streaming products. Here is how we will promote your games:

**\*Network Wide Promotion.** We will run commercials and live announcements during each of our broadcasts during your season and sport to inform listeners that we broadcast your games and when. This is called appointment setting, and gives listeners the ability to plan on listening to the broadcasts. Your broadcasts will be promoted during EVERY game that we broadcast, as long as it does not conflict with certain broadcast contracts.

**\*Website Promotion.** We'll place your logo and channel link to our website, as well as place a "fixed story" on our homepage to inform our network listeners of your games. Our website gets 85-110,000 hits each month.

**\*Mobile Streaming Promotion.** We'll promote your games through our mobile streaming partner, which enables fans that are searching for specific sports broadcasts are directed to your game day broadcasts. We can place these promotions within 100 different categories and they are searchable world-wide.

# Added Value



## Added Value Goes A LONG Way!

We like to take care of our customers, so we offer these amazing added value AND free services!

### **Commercial Production**

\*We'll produce the commercials for your game-day broadcast sponsors

### **Print Ads Placed in Press Box Magazine**

\*We'll include your logo in our ad that runs in the Press Box Magazine in Baltimore.

### **Website and Social Networking Promotion**

\*We'll include a fixed story and elements on our website that promotes your games. These stories will be visible for the entire season. Our website averages between 85-110,000 hits each month!

### **Weekly Coaches Podcast**

\*We'll create a weekly show that includes players and coaches interviews, and will be focused on your team. This show will be made available as a downloadable podcast and can also be sold as an additional feature to your sponsors

### **Sales and Marketing Consultation**

\*We'll help create a media sponsorship campaign, if you need it. This will include sales sheets, audio composite samples and more aimed at maximizing the sales potential of your game-day sponsorships.

# Pricing



## Customized and Focused

**Our rates for game-day production is very customized. We offer more value for less investment.**

·We offer the ability to produce and broadcast your game-day broadcasts for as little as \$300 per Internet broadcast. However, all rates can be customized based on your needs and budget.

·But, remember, the value we bring to each broadcast is well over \$800 for each game!

·To have a custom proposal created, please contact Steve Clendenin at 443.866.8914, or email him at [steve.clendenin@sfmsports.net](mailto:steve.clendenin@sfmsports.net)