

*"Connecting marketers with passionate
sports enthusiasts"*

Get in the water!

BayAreaSportsChannel.com
mybasc.com

www.mybasc.com

Contact:

James@mybasc.com

BayAreaSportsChannel.Com
delivers a highly targeted
audience of parents and teens
with above average income and a
passion for sports.



mybasc.com




**The best
online rugby
coverage**

Brought to you by
BayAreaSportsChannel.com
mybasc.com

Giant feat: Sanchez fires first no-hitter of '09 Video • Blazers offer Millsap four-year deal Video • Manny ties Mantle feat in win Video • McNair's

HOME
SCHEDULE
BROADCAST
GAME OF THE WEEK
PHOTO GALLERY
ADVERTISE
SPONSOR PAGE
CONTACT US

STAFF / TALENT
NETWORK HISTORY
ACCESS ARCHIVES NOW
PRESS
FEATURD TEAM / LEAGUE / SCHOOL
LINKS

Click Here to
Watch 

Giant feat: Sanchez fires first no-hitter of '09 Video • Blazers offer Millsap four-year deal Video • Manny ties Mantle feat in win Video

HEADLINES


Giant feat: Sanchez fires first no-hitter of '09

Sources: Blazers offer Millsap four-year deal

Manny ties Mantle feat in win

McNair's hometown prepares to bury its star

Sources: Blazers offer Millsap four-year deal



SPORTSGRAM
BY THE BAY AREA SPORTS CHANNEL



960
KMA
KTVU



SPORTS.ORG
BY THE BAY AREA SPORTS CHANNEL

AFFILIATE PROGRAM



NBA OFFSEASON
Hey, goalkeeper, need some assistance?



MID STATE 3A CONFERENCE
A look at the teams that will join Eastern Alamance in the Mid State 3A for the next four years

NORTHWEST GUILFORD



NORTHWEST GUILFORD
A look at the teams that will join Eastern Alamance in the Mid State 3A for the next four years

THE MONK KING HIGH SCHOOL UPDATE

Saturday 11th July 2009

Some of the best action-sports gear on the market also happens to be the greenest. Buy this cool stuff and start ripping responsibly.

Some of the best action-sports gear on the market.

learn more >>>

FEATURED TEAM / LEAGUE / SCHOOL



THE MONK KING HIGH SCHOOL

Some of the best action-sports gear on the market also happens to be the greenest. Buy this cool stuff and start ripping responsibly.

learn more >>>




Official Store
Shop on line
NOW



Find us on
Facebook



myspace.com
a place for friends



twitter

HOME | SCHEDULE | BROADCAST | GAME OF THE WEEK | PHOTO GALLERY | ADVERTISE | SPONSOR PAGE | CONTACT US
STAFF / TALENT | NETWORK HISTORY | ACCESS ARCHIVES NOW | PRESS | FEATURD TEAM / LEAGUE / SCHOOL | LINKS

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The Facts

- Founded in 1999 as MK Productions L.L.C.
- Offices in East Bay Area
- **BayAreaSportsChannel.Com** is a Regional Sports Network that delivers original **East Bay** sports programming twenty-four hours a day, seven days a week, including **LIVE** broadcasts of high school, college and youth sports over the Internet. **BayAreaSportsChannel.Com** has aired over 125 live games via television and online since 1999.
- Our fans are passionate, engaged and influential audience



Banner Opportunities

Our sites include the three primary IAB units:

300 x 250

Large Rectangle Above the fold and embedded in editorial content. Ajax serving on Home and Index.

160x600 Skyscraper

Above the fold and delivered in an optimal uncluttered view.

728x90 Banner

Positioned adjacent to the breakthrough promotional carousel to draw attention to the advertisers message.

Strategic placement of these units ensures advertiser's message will **STAND OUT**.

Online Media Player

The **BayAreaSportsChannel.Com** Media Player is the centerpiece of our page.

The screenshot displays the BayAreaSportsChannel.com website interface. At the top, there is a navigation bar with links for HOME, SCHEDULE, BROADCAST, GAME OF THE WEEK, PHOTO GALLERY, ADVERTISE, SPONSOR PAGE, and CONTACT US. Below this is a secondary navigation bar with links for STAFF / TALENT, NETWORK HISTORY, ACCESS ARCHIVES NOW, PRESS, FEATURED TEAM / LEAGUE / SCHOOL, and LINKS. The main content area is divided into several sections:

- Header:** Features the BayAreaSportsChannel.com logo, a large banner for "The best online rugby coverage" with a video player, and a navigation bar with links for "Click Here to Watch" and "HEADLINES".
- Headlines:** A list of recent news items, including "Giant feat: Sanchez fires first no-hitter of '09" and "Manny ties Mantle feat in win".
- Affiliate Program:** A section titled "AFFILIATE PROGRAM" with a video player and a "Learn more" link.
- Featured Team / League / School:** A section titled "THE MONK KING HIGH SCHOOL UPDATE" with a video player and a "Learn more" link.
- Mid State 3A Conference:** A section titled "MID STATE 3A CONFERENCE" with a video player and a "Learn more" link.
- Northwest Guilford:** A section titled "NORTHWEST GUILFORD" with a video player and a "Learn more" link.
- NBA Offseason:** A section titled "NBA OFFSEASON" with a video player and a "Learn more" link.
- Featured Team / League / School:** A section titled "THE MONK KING HIGH SCHOOL" with a video player and a "Learn more" link.
- Official Store:** A section titled "Official Store Shop on line NOW" with a video player and a "Learn more" link.

At the bottom of the page, there are social media links for Facebook, Myspace.com, and Twitter, along with a copyright notice: "Copyright © 2009 Bay Area Sports Channel. All rights reserved."



Sponsorship & Advertisers

Here are some advertiser benefits:

- Customers recognizes your support of High Schools and Youth/Club Organizations
- Our web site viewers are your prospective customers
- Effective and affordable, hyper-local marketing of your business or service
- Your advertising investment extends beyond your business – it helps sustain important school and youth activities and programs
- Targeting enables you to reach your local customers efficiently
- Reach a highly-engaged, loyal and passionate audience



Sponsorship & Advertisers

Local Sponsorship Benefits:

- On-Air sponsorship of games
 - "Game of the week sponsored by 
- Stay Visible to Customers & the Community in a Positive Way
- Be Recognized for Your Commitment to Healthy, Active Lifestyles for All Ages and Skill Levels
- Strengthen Your Position in the Market Relative to Competitors

Promotional Benefits:

- Create traffic and enhance sales
- Reward loyal customers
- Induce trial by new customers
- Reap the benefits of a collaborative cross-promotional effort

Digital Advertising Opportunities:

Banner ads
Podcast Sponsorships
Audio Welcome
Product Placement



Sponsorship Play Book

Partnering

When Partnering with a

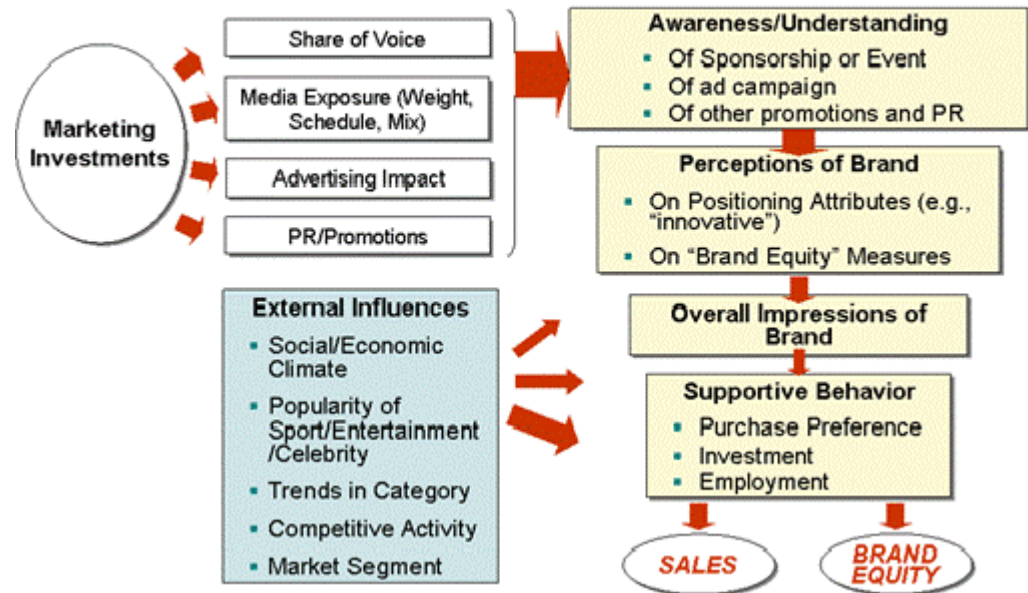
BayAreaSportsChannel.Com

event or program gives you an audience with whom you can communicate, inform, educate, influence, and interact with in a very positive way.

Advertising and Promotion

When promoting our events, our partners and sponsors are tagged or featured.

Illustrative Model of Sponsorship/Event Effectiveness



Passionate Sports Enthusiasts

- 75% male, 25% female
- 63% are "early adopters of the latest technology"
- 91% said they are a "sports enthusiast."
- 34% have household incomes over \$100,000 annually
- 58% have a college degree or advanced college degree. Another 28% have some college.
- Adults outnumber students on the site 4:1



"We buy what I believe in"

The Yahoo!-Media Vest study showed aware favorable toward brands associated with their passion.

More than four in 10 respondents in an eMarketer study in October 2007 said they had favorable opinions of brands that sponsored events related to their passions.

Highly Engaged Consumers

The passionate sports audience will:

- Spend six minutes online for every minute a typical internet user spends online
- Visit a website related to their passion three times more than regular user
- Search online for information about their passion 184% more than typical user. Plus conduct 100+ searches per year related to their passion.*

"Being passionate today means digital content sharing and influencing others' brand perceptions and purchase behaviors...tapping into passions" invites "consumers to get engaged and create an authentic dialogue."

Mark McLaughlin, Vice President of Audience Strategies at Yahoo!



Fan Content Plus *Sponsored Sports Coverage*



ARMY



NAVY



AIRFORCE



MARINES

Eastbay



R&S Erection
of Richmond



★ macy's



FARMERS

Network Coverage Area

59% of American homes have Internet access, and one-fifth (22%) of American homes are served by broadband connections. With it's 22% penetration rate, has finally hit "critical mass" and is now a large enough market segment to begin really marketing content to. The report predicts 32.2% of U.S. households will have broadband by 2005.

"If that isn't a big enough audience to sustain an innovative online content sector, I don't know what is,"
eMarketer senior analyst Ben Macklin



Internet



Dell Computer
*Note: Not exact computer included in kit



For sponsorship and advertising information

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