



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.

BayAreaSportsChannel.Com is powered by award-winning sports journalism. It combines the power of newspaper and television all at one online destination. **BayAreaSportsChannel.Com** coverage of key San Francisco high school markets with opportunities for athletes, parents, coaches, alumni and fans to build their own content and channel.

Why **BayAreaSportsChannel.Com** and Your Business Makes Sense?

✓ **Exclusive Local Sports Format:**

There is only one place that local high school fans, parents and alumni can go to hear their game broadcast either online live, broadcasted on the radio, or podcasted for listening anytime....and that place is **BayAreaSportsChannel.Com**

✓ **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 Bay Area athletes, parents, student fans, alumni consumers and engage in active promotions which create an affinity between (your brand) and those with emotional ties to Bay Area. 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!

✓ **Digital Elements:**

Traditional radio is limited by time requirements to deliver a message and can easily be missed but when podcasting is added to your advertising campaign, we can deliver a longer message and ensure that you get your share of a captured audience through a mandatory pre-roll.





**For the High School
Coach**

MyBASC.Com is a comprehensive Web site that allows you to promote your players and your program through game scores and stats. And you can post your own content directly to your school's page.

For Parents

MyBASC.Com is the best high school sports web site for following your child's progress, keeping track of your favorite team and staying in touch with other parents who support your team. And you can post your own content directly to your school's page.

For Student Athletes

MyBASC.Com is the best place to keep track of your team and follow favorite players. You can stay in touch with all your friends. And you can show your school spirit by posting your own content directly to your school's page.

For Fans

At MyBASC.Com, the most comprehensive high school sports Website, where you can follow your hometown team and feel like you were in the stands for every game. Stay in touch with old classmates and friends. Talk about the good old days and post your own content directly to your school's page.

Fan Content Plus Sponsored Sports Coverage



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!



The Network Coverage Area

