



Introduces

**SPORTS VENUE
ADVERTISING & MARKETING
SEASONAL PROGRAM**

THE POWER OF SPORTTRONS

SPORTTRONS is a full service creative marketing agency that assists both Advertising Brands and Sports/Entertainment Venues to fully develop and sell unique and state of the art media assets. Elements of such media assets often include developing **Implied Sponsorship™** Placement Programs for Strategic Sports Partnerships; new digital display media in sports and “Live” Entertainment Venues; hospitality; interactive kiosks and branded concession items; integration of social media; on-site activation and live broadcasts. **Sporttrons** provides year-round or limited-time solutions for product launches, campaigns, and brand awareness.

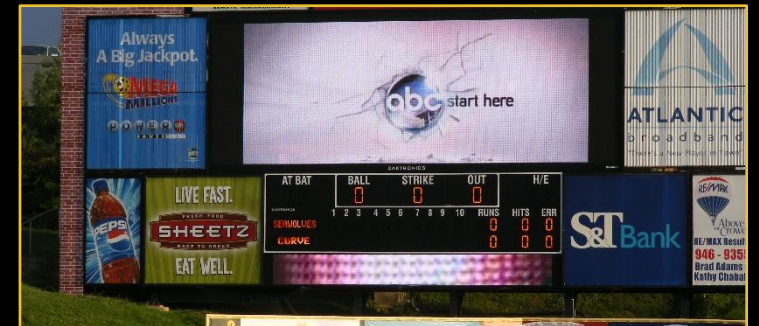
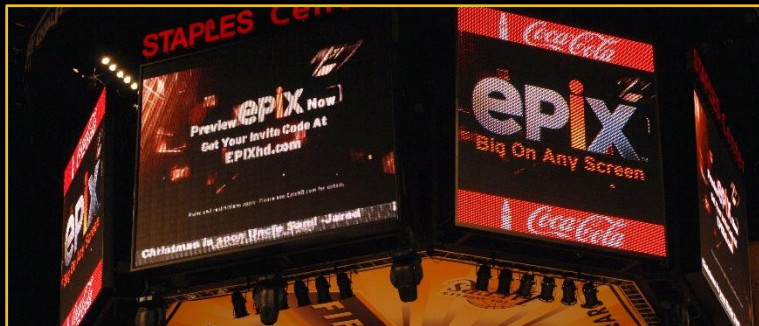
We Bring Brands to Sports™

We're tough competitors. We continue to streamline our systems and resources and organize management and support staff to provide our Strategic Partners, Founding Subscribers and Advertisers unequalled high tech creative marketing services and performance.

THE SPORTTRONS NETWORK

Any Sport, Any Venue, Any Time™

SPORTTRONS created, developed and manages the **Sporttrons Network** (Jumbotron Digital Video Sports Network) which creates the ability for advertisers' placement on the digital displays, LED's and TV screens in Sports Venues. **Sporttrons** coverage includes both professional and college sports in over 850 venues, 15 sports leagues and 25,000+ events, reaching 260+ Million Fans annually.



BRAND ADVERTISERS SEASONAL PLACEMENT PROGRAM

The Brand Advertising Seasonal Placement Program creates a marvelous strategic partnership between **Sporttrons**, Advertising Brand Marketers and the specific Professional Sports Venue. The program contractually enables Seasonal Advertisers to expand its advertising into Professional Sports Venues with no long term investment and gain the extraordinary benefits of **Implied Sponsorship**™ allowing access to the venues and team's valuable Media Assets and Trademarks.



SEASONAL ADVERTISING PROGRAM

- ✓ Fast to Market
- ✓ No Long Term Commitment
- ✓ Available Year Round
- ✓ Hospitality
- ✓ Sampling
- ✓ Kiosk in venues sales



SPORTS MARKETING IS EFFECTIVE & POWERFUL

Sports marketing is an effective and powerful marketing tool, giving **Sporttrons** Advertising Company Clients the opportunity to leverage on the passion that consumers have for sports. **Sporttrons** is the world's first **Implied Sponsorship**™ agency which has the ability to associate a brand to a Sports Team, Event, or Venue at a fraction of the cost of a Traditional Sponsorship. **Sporttrons'** Proprietary **Implied Sponsorship**™ Plan is a key component of the Strategic Advertising Placement Program.



TODAY SPORTS FANS INDULGE THEMSELVES

Today sports fans indulge themselves at sporting events, seeking out a variety of new products and team sponsors while being entertained. Brand Advertising Companies unique products can be positioned to take advantage of Sports Venues densely populated event base to expose these products to sports fans throughout the world. Just as important, Brand Advertising Companies will gain the goodwill and fan loyalty by being associated with that Specific Sports Team without the remarkable fees customarily associated with a traditional expensive Sponsorship.



BRANDS WANT A PRESENCE IN SPORTS

Currently, most Advertising Brands are intimidated by the complexity and costs of sports Sponsorships yet desire a presence in Professional Sports.. The Strategic Advertising Placement Program contemplates and solves all of the complicated operational, media asset and legal issues necessary for a successful presence in a Major Sports Venue. Soon the Strategic Advertising Placement Program will be embedded in a majority of Major Sports' Venues allowing Brand Advertising Companies to participate in a fast, economical, uniform and streamlined **Sportrons managed solution.**



Reaching Sports Fans in America™

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Indy Car			Season Starts										
15 Indy Tracks • 16 Races • 1+ Million Fans • Average of 14 Races Event Days Per Month • Average CPM \$30													
NASCAR	Season Starts												
28 NASCAR Tracks • Over 90 Races • 10+ Million Fans • Average of 12 Races Per Month 4 DMA • Average CPM \$20													
MLB	Preseason		Season Starts						Playoffs				
32 Major League Baseball Teams • Over 2,500 Games Played • 91+ Million Fans • Average of 12 Games Per Month Per DMA • Average CPM \$20													
MiLB	Season Starts												
200 Minor League Baseball Teams • Over 12,000 Games Played • 46+ Million Fans • Average of 12 Games Per Month Per DMA • Average CPM \$10													
NHL			Season Ends			Playoffs				Preseason	Season Starts		
24 National League Hockey Teams • Over 1,000 Games Played • 16+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$24													
AHL			Season Ends				Playoffs				Preseason	Season Starts	
26 American League Hockey Teams • Over 1,000 Games Played • 5+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10													
ECHL	Season Starts												
14 East Coast League Hockey Teams • Over 490 Games Played • 3+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10													
CHL	Season Starts												
14 Central League Hockey Teams • Over 490 Games Played • 3+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10													
NBA			Season Ends			Playoffs				Preseason	Season Starts		
29 National Basketball Association Teams • Over 1,150 Games Played • 20+ Million Fans • Average of 7 Games Per Month Per DMA • Average CPM \$25													
NCAA Basketball	Season Starts												
180 NCAA Basketball Teams • Over 3,000 Games Played • 21+ Million Fans • Average of 4 Games Per Month Per DMA • Average CPM \$35													
WNBA	Season Starts												
13 Women's Nat'l Basketball Association Teams • Over 900 Games Played • 1.7+ Million Fans • Average of 5 Games Per Month Per DMA • Average CPM \$25													
NFL	Playoffs		Super Bowl						Preseason	Season Starts			
32 National Football League Teams • Over 320 Games Played • 17+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$60													
NCAA Football	Season Starts												
110 NCAA Football Teams • Over 800 Games Played • 33+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$45													
AFL	Season Starts												
12 Arena Football League Teams • Over 120 Games Played • 1+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$15													
MLS	Season Starts												
20 Major League Soccer Teams • Over 320 Games Played • 3.5+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$35													
NLL	Season Starts												
9 National Lacrosse League Teams • Over 88 Games Played • 1+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$10													
Professional Golf	Season Starts												
52 Events • 260 Event Days • 4 + Million Fans • Average of 5 Day Per Event • CPM \$42													

THE SPORTTRONS NETWORK COVERAGE



Any Sports, Any Venue, Any Time™

- ✓ Baseball
- ✓ Football
- ✓ Basketball
- ✓ Hockey
- ✓ Soccer
- ✓ Lacrosse
- ✓ Motor Sports
- ✓ College Sports
- ✓ Professional Golf
- ✓ Concerts
- ✓ Over 850 Venues

REACHING SPORTS FANS

Sportrons (Spor-trons) The **Sportrons** Network targets sport fan's in nearly every sport, at every level in America. The Sportrons Network delivers content via digital, the web, mobile devices and video content.

Sports Facts

- ✓ **Sportrons** are located in nearly every stadium and arena in America
- ✓ Captive Audience for 3+ hours
- ✓ Live Sports Broadcast



Sports Advantage

- ✓ Sport Fan's interact with advertisers
- ✓ Sport Fan's have clear demographics
- ✓ Sport Venues provide certified attendance figures

Sports Audience

- ✓ Reach C-Level Executives
- ✓ Sport Fan's are loyal
- ✓ Sport Fan's respond to advertisers
- ✓ Sport Fan's want to be entertained



Sportrons Network Advantage

- ✓ Single source to plan and place advertising in sport venues
- ✓ Single source for sports industry marketing information
- ✓ Single billing statement
- ✓ Single proof of performance report

SPORTS VENUES ADDED VALUE



Strategy Consultant

- ✓ Go To Market
- ✓ Planning
- ✓ Buying
- ✓ Partnerships
- ✓ Naming Rights



Hospitality

- ✓ Entertain
- ✓ Give-A-Way
- ✓ Promotions
- ✓ Sweepstakes
- ✓ Player Appearances



Sampling/Coupons

- ✓ Mobile
- ✓ Email
- ✓ Sampling
- ✓ Couponing
- ✓ Use of Marks



Team Media Assets

- ✓ Television
- ✓ Radio
- ✓ Print
- ✓ Internet
- ✓ Venue Signage

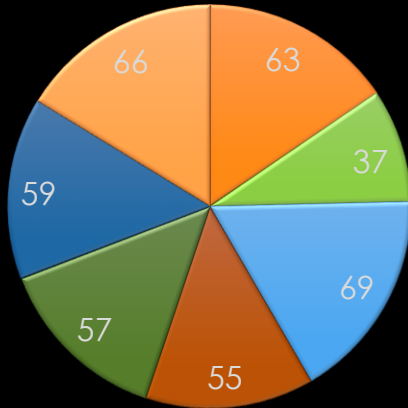
We're an aggressive and hard working, high energy, no-nonsense Company that is committed to operating at the highest levels of service and technology so that our Strategic Partners, Founding Subscribers and Advertisers have a major advantage in the marketplace.

DEMOGRAPHICS

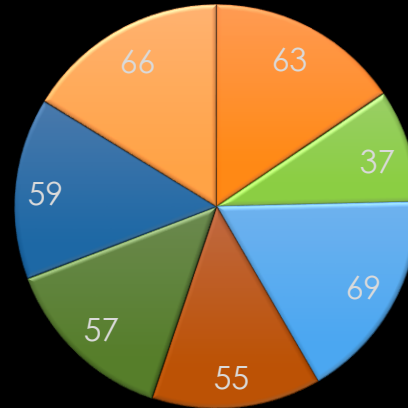


- Male
- Female
- Age 18-49
- Income 50K+
- College
- Have Kids
- Watch TV Games

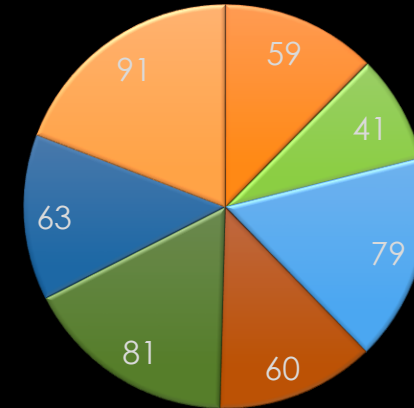
Baseball



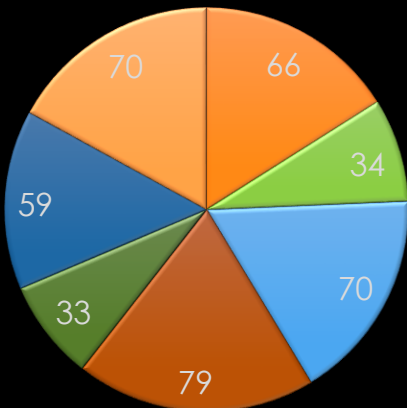
Football



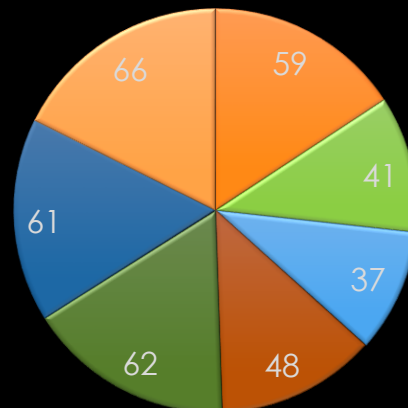
Hockey



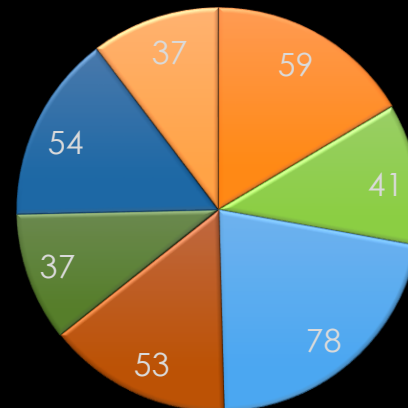
Golf



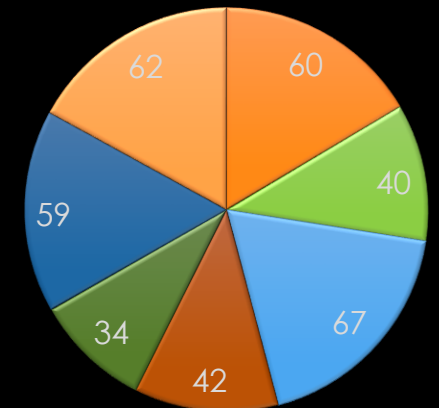
Basketball



Soccer



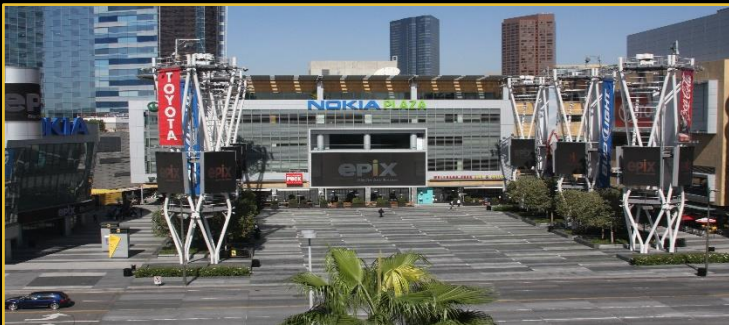
Motor Sports



THE SPORTTRONS INTELLECTUAL PROGRAMS

- ✓ **Sporttrons Network**
- ✓ **Sporttrons Implied Sponsorship™**
- ✓ **Sports Venue Strategic Franchise Placement Program**
- ✓ **Sports Venue Seasonal Advertising Placement Program**
- ✓ **Sporttrons Strategic Product Distribution Program**
- ✓ **Sporttrons Retailer Co-Op Placement Program**
- ✓ **Sporttrons Event Mobile Application Development**

**“Get Your Brand
in the Game”**



PARTNER OF SPORTS & ENTERTAINMENT

Sportrons is proud of our new **Sports Venue Strategic Implied Sponsorship™ Program** as it offers a cost effective and streamlined methodology for Advertising Brands to reach avid sports fans across all sports; and in the venues that their teams call “home.”

Sportrons believes that there is still a significant opportunity for Advertising Brands in all Sports Venues.

It would be a privilege for Sportrons to make Professional Sports Venues a reality for Advertising Brands Managers.

“We at Sportrons stand ready to show Advertising Brands what we will accomplish to become a most valued strategic partner.”

*Our dedication to service means we care about,
and respond to the needs of our Strategic Partners,
wherever we do business and that’s where performance counts.*