

# THE PARTNERSHIP

with Professional Sports



***SPORTTRONS***™

Network

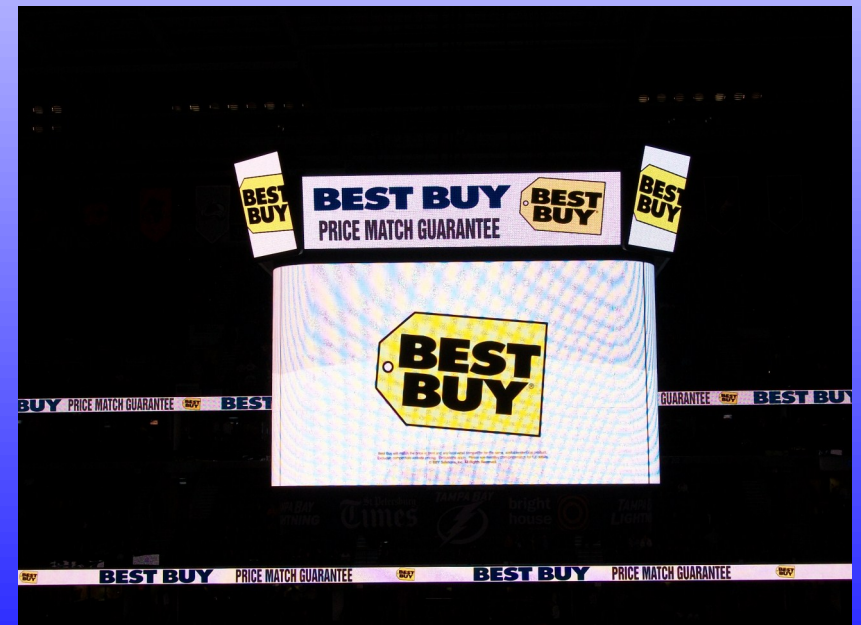
## About **SPORTTRONS**<sup>TM</sup> Network

Sportrons specializes in the deployment of video, animation and interactive advertising. This type of advertising is placed on large digital video screens (Sportrons and LED), which are available in nearly every sports venue in America.

This interaction with sport fan's allows the advertiser to gain and keep the fan's attention while converting those fan's to brand loyal customers.

### Sportrons Facts

- ❑ Sportrons are located in nearly every stadium and arena in America
- ❑ Captive Audience for 3 hours
- ❑ Live Sports Broadcast Content
- ❑ Reach C-Level Executives
- ❑ Sport Fan's are loyal
- ❑ Sport Fan's respond to advertisers
- ❑ Sport Fan's have clear demographics
- ❑ Sport Fan's want to be entertained
- ❑ Sport Fan's interact with advertisers



The **Sportrons Network** is well established with certified attendance figures, clear demographics, and a loyal fan base which covers:

- ❑ Professional Sports
- ❑ Minor League Sports
- ❑ College Sports
- ❑ Motor Sports
- ❑ Horse and Dog Race Tracks

### **Sportrons Deliverables**

- ❑ Digital Video
- ❑ Mobile marketing
- ❑ Animated features
- ❑ Interactive games
- ❑ Print
- ❑ Team websites
- ❑ Radio
- ❑ E-Mail
- ❑ Hospitality



### **Sportrons Network Advantage**

- ❑ Single source to plan and buy digital ads in sport venues
- ❑ Single source for sports industry marketing information
- ❑ Single billing statement

# Participating Teams

Hershey Bears



Indiana Ice



Indianapolis Pacers



Tampa Bay Lightning



# The Campaign

**Best Buy ran a campaign to promote the brand as a non-exclusive advertiser/sponsor in four sports arenas.**

**The campaign ran in February 2011.**

**The program ran for 1-10 games in each park at a media cost of approximately \$43,502 total.**

**Pre-produced 30 second commercials were sent to each team along with PA scripts and logos. The teams ran these spots on the SPORTRONS (large formatted digital video scoreboards) at least two times per game and were accompanied by PA announcements, drawing the fan's attention to the scoreboard.**

Sportrons Inc. provided LED bonus in the parks where inventory was available as well as a bonus venue with the Indiana Ice. All bonus material stayed consistent with the Best Buy Brand.

# Campaign Summary

**\*\* In each case the Best Buy logo, video commercial or name was mentioned \*\***

- ✧ **25 games played**
- ✧ **51 commercials ran**
- ✧ **51 PA announcements were read**
- ✧ **280 LED spots were played**
- ✧ **Over 300,000 fans attended these games**

## **In Total:**

**Over 4,081,900 impressions were delivered on behalf of Best Buy to brand loyal Sport Fans.**

**Best Buy campaign delivered an impressive CPM of \$10.66.**







# SPORTTRONS™

Network



[www.Sporttrons.com](http://www.Sporttrons.com)

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Reaching Sport Fans in America