

Media Elements Included in Campaign

- ❑ Sportrons
- ❑ LED rings
- ❑ Team Websites
- ❑ Radio
- ❑ Game Day Program Ads
- ❑ Newspapers ads
- ❑ TV Promotions with logo
- ❑ Pocket Programs
- ❑ Flyers
- ❑ Sampling
- ❑ News Letters
- ❑ E-mail Blasts
- ❑ Hospitality
- ❑ PA Announcements
- ❑ Highway Marquees
- ❑ First Pitch
- ❑ Banners
- ❑ On Field Promotions
- ❑ Direct Mail

Kane County Cougars - Class A Midwest League - Windows Internet Explorer

http://www.kccougars.com/

HOME

TICKETS

GROUP OUTINGS

SCHEDULE

PROMOTIONS

MERCHANDISE

THE TEAM

GENERAL INFO

SPONSORSHIP

COMMUNITY

search

COUGARS GAME TRACKER

COUGARS - Story | TEAM - Batting | Pitching | Roster

MWL - Standings | Batting | Pitching | Attendance

COUGARS vs Smith (6-0)

Kernels vs Russell (1-1)

08/11 6:30 p.m.

NEXT 5 HOME GAMES

DATE	DAY	OPPONENT	TIME
8/14	SAT	vs PEO	6:00
8/15	SUN	vs PEO	1:00
8/16	MON	vs PEO	6:30
8/21	SAT	vs QC	6:00
8/22	SUN	vs QC	1:00

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Man's Best Friend Welcome

Bring your pooches to the canine-friendly confines of Elfstrom Stadium, with a pre-game doggy parade and more... - BUY TICKETS -

View all news - click HERE

ADDITIONAL INFORMATION

- Receive our FREE E-Newsletter
- Podcasts / MP3s
- Find us on Facebook and Twitter
- Cougars links
- Privacy Policy

SPECIAL OFFERS THIS MONTH!

GROUP OUTINGS

THE UPPER DECK

BIRTHDAYS AT THE BALLPARK

GIFT CERTIFICATES

MAIL ME A 2010 POCKET SCHEDULE

2010 Baseball Card Sets

Bonus Impressions = 18,127,017

Purina was mentioned in all Press Releases as the sponsor of Bark at the Park. This occurred in approximately 65 different press releases which appeared in local newspapers and on the internet.



HELP EXTEND YOUR DOG'S LOVEABLE ANTICS UP TO 1.8 HEALTHY YEARS.



Your dog's one of a kind. And now you have the power to help significantly extend his healthy years. A 14-year study* by Purina proves that Puppy Chow,™ then Dog Chow™ nutrition, fed properly over a lifetime, can help extend his loveable antics to 1.8 healthy years. LongLiveYourDog.com



PURINA.
Your Pet. Our Passion.™

*Source: Vet. Med. 106, No. 9, May 1, 2011
†Read to limit body condition. Follow feeding instructions on the bag.

Campaign Summary

**** In each case Purina's logo, print ad, video commercial or name was mentioned ****

- ▣ **800+ games played**
- ▣ **1700+ commercials ran**
- ▣ **1700+ PA announcement were read**
- ▣ **65+ press releases were published in news print and on the internet**
- ▣ **Over 3.5 million fans attended these games**
- ▣ **Nearly 600,000 Game Day Programs were delivered with Full Page Ads**
- ▣ **800,000 plus pocket schedules were given out with Purina's logo on them**
- ▣ **53,000 Flyers were posted in local communities and at local business**
- ▣ **250,000 emails were delivered to fans**
- ▣ **Over 6,000,000 internet hits on team websites and still counting**
- ▣ **50,000+ pieces of direct mail were sent**
- ▣ **At five (5) ballparks Highway Marquees were used to deliver an additional one million impressions**



In Total:

Over 39,500,000 impressions were delivered on behalf of Purina to brand loyal Sport Fans.

Purina's campaign delivered an impressive CPM of \$3.79.