



on-line. on-air. on-demand.

media kit

2013



About SFMSports.Net

Maryland's OWN Sports Network. Since 2009, SFMSports.Net has been Maryland's first and only sports radio network dedicated to high school, college and minor league sports. SFMSports.Net offers multi-media broadcast options for our sports and collegiate partners and a wide array of branding solutions for our sponsorship partners. SFMSports.Net produces over 1,500 events annually on our six online and mobile streaming channels, dozen radio station affiliates and video streaming channels.

Why SFMSports and Your Business?

✓ **Exclusive Local Sports Format:** We provide the only outlet to hear both local high school and college sports in Maryland. Our sporting events are broadcast in multiple markets and tailored to the local advertisers and listeners. Each broadcast features local play by play talent, as well as features relevant to the teams in the community.

✓ **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 branding reaches active ears!

✓ **Passion and Values:**

Sponsorship is more than just appearing with a brand...it's about projecting the specific values of the sport onto the company and its brands.

✓ **Customized Sponsorship Elements:**

Sports is an extremely flexible tool, as it allows businesses and advertisers to communicate with different types of target and put together modular campaigns that can be shaped according to each client's needs.

SFMSports.Net



PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net



High School Sports

Numerous studies show that participating in sports has a positive impact on behavior or illegal activities. Although football and basketball are the most popular, SFMSports.net makes a special effort to give attention to all sports and broadcasts during each academic year.

Researchers across the country have found that participation in sports boosts self-esteem and motivation among child athletes.

Students who don't participate in sports have been found to be:

- *57% more likely to drop out of school
- *49% more likely to use drugs
- *37% more likely to be teen parents
- *35% more likely to smoke cigarettes
- *27% more likely to have been arrested



SFMSports.Net offers an outlet for the community to hear these athletes perform, through radio and web broadcasting in addition to the On-Demand podcasting services offered.



SFMSports.Net

PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net



Original Programming

STUDENT ATHLETE *of the month*



The **Student Athlete of the Month** program will recognize players who are stars on and off the field. Nominations are accepted weekly with one winner chosen each month.

The winner will be awarded with a plaque, a branded prize pack and a monetary donation to his or her school's athletic department.

The Student Athlete of the Month program will recognize players who are stars on and off the field. Nominations are accepted weekly with one winner chosen each month.

The winner will be awarded with a plaque, a branded prize pack and a monetary donation to his or her school's athletic department.

Each month, we feature the Student Athlete of the Month in a 3-5 minute video that showcases the athlete, the school, coach and team. This video is featured on our branded Athlete of the Month page, social media pages and through our partnership with Press Box Magazine.

Opportunities Include:

- Naming Rights
- Digital Branding on our website and social media page
- "Good-Will" donation to school
- Merchandise Sampling

SFM SPORTS.NET | YOU DON'T NEED TO BE 6'8" TO DUNK HERE. PRE-GAME. POST-GAME. EVERY GAME. CLICK HERE FOR MORE INFO

NATIONAL GUARD

February Athlete of the Month
Vince Ciattei
Perry Hall High School/ Track & Cross Country

February Student Athlete of the Month
Vince Ciattei
February Student Athlete of the Month

NOMINATE a student-athlete

RULES and selection process

February Winner

Vince Ciattei finished an undefeated season on the track this winter by placing up the 4A MPSSAA Championship in the 1600 and 3200 meter runs. He also set a new state record in the 1600 meter run with a time of 4:14.81.

He wrapped up the season as the Baltimore County, 4A Central and 4A State Champion in both the 1600 and 3200 meter runs.

SFMSports.Net



PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net



Original Programming

college planning channel

The **College Planning Channel** is a fully branded digital resource for high school students and their families. The channel will launch in Fall 2013 and will showcase important elements that students need to plan for a successful college career.

The College Planning Channel will use a mix of external resources, branded video seminars and question and answer with college planning professionals, guidance counselors and admission specialists.

The Elements:

- **Branded Splash Page:** All of the resources will be found on one indexed page at www.sfmsports.net
- **Branded Video:** We will create a Q&A series, as well as showcase several college fairs.
- **Planning Tools Index:** Links and resources to help families plan for college
- **College Prep 101:** Tools and tips to make the most out of exams and essays



We will produce a multi-part series, "Seven Steps to Being a Successful Student."

- Step 1: Applying for College
- Step 2: Paying for College
- Step 3: Scholarships
- Step 4: Navigating the FAFSA
- Step 5: Student Loans
- Step 6: Financial Aid Awards
- Step 7: Preparing for College

Opportunities Include:

- Full Naming Rights
- Category Sponsorship/Naming Rights
- Expertise Q&A
- Scholarships and Good Will tie-ins

SFMSports.Net



PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net



The SFMSports.Net Listener

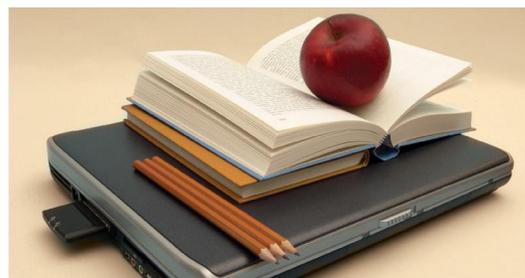
Our target audience are also your new customers!

Sports radio listeners are savvy, educated, brand loyal and in-tuned



They are 60% male, 40% female with about 2/3 of them between the ages of 25 and 54

72% are educated beyond high school. 28% are in school



SFMSports.Net

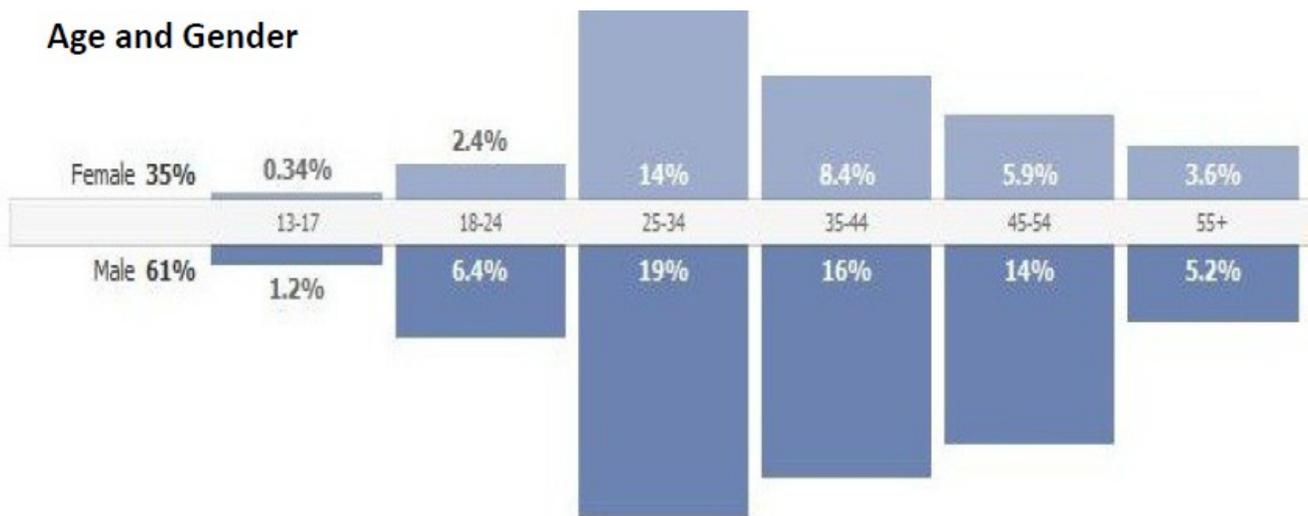


PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net



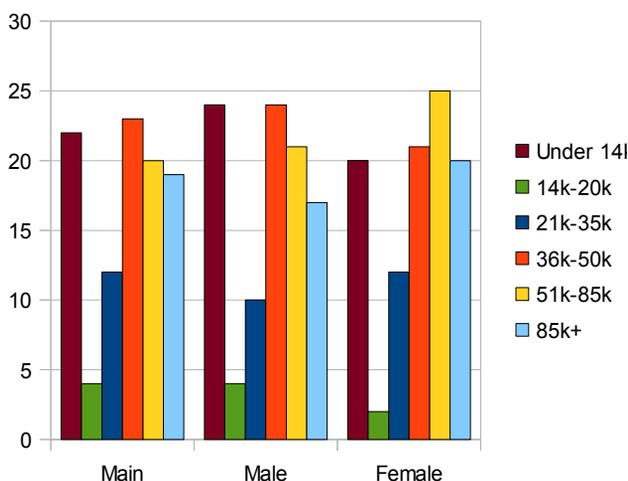
The Demographics

Age and Gender



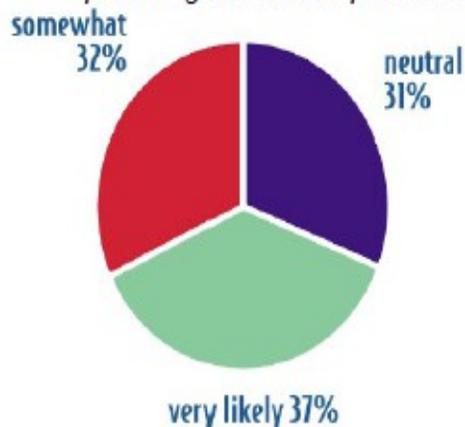
Annual Income Level

41% earn \$51k or more. 58% earn \$36k or more



Advertiser vs Non-Advertiser

Would visitors patronize advertisers when planning to make a purchase?



Source: independent website stat monitoring and Facebook insights

SFMSports.Net



PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net



The Research

Online Streaming

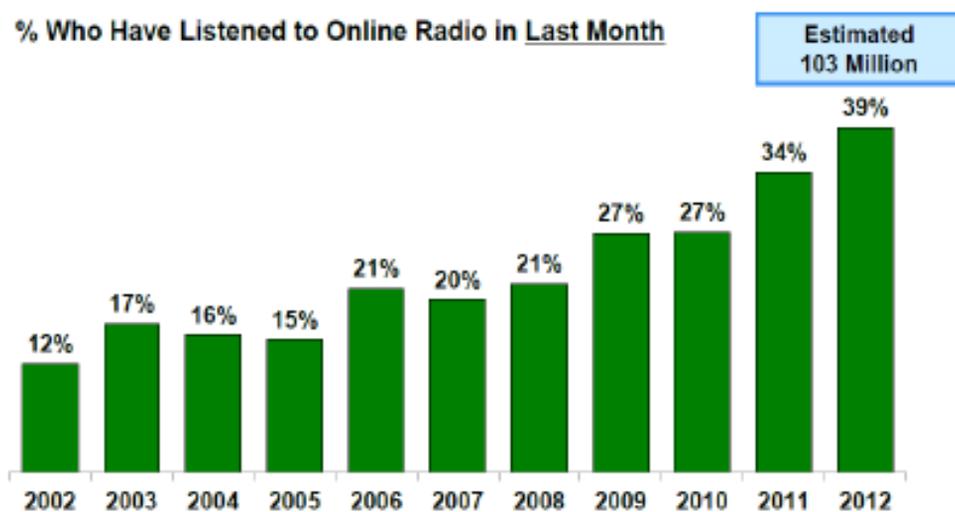
Percent of Total Radio Listening Devoted to Broadcast/Online.

% with Internet access from any location



- b'cast 0/ online 100%
- b'cast 10/ online 90%
- b'cast 20/ online 80%
- b'cast 30/ online 70%
- b'cast 40/ online 60%
- b'cast 50/ online 50%
- b'cast 60/ online 40%
- b'cast 70/ online 30%
- b'cast 80/ online 20%
- b'cast 90/ online 10%
- b'cast 100/ online 0%

% Who Have Listened to Online Radio in Last Month



Source: Arbitron & Edison Market Research, 2012



SFMSports.Net



PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net



The Research

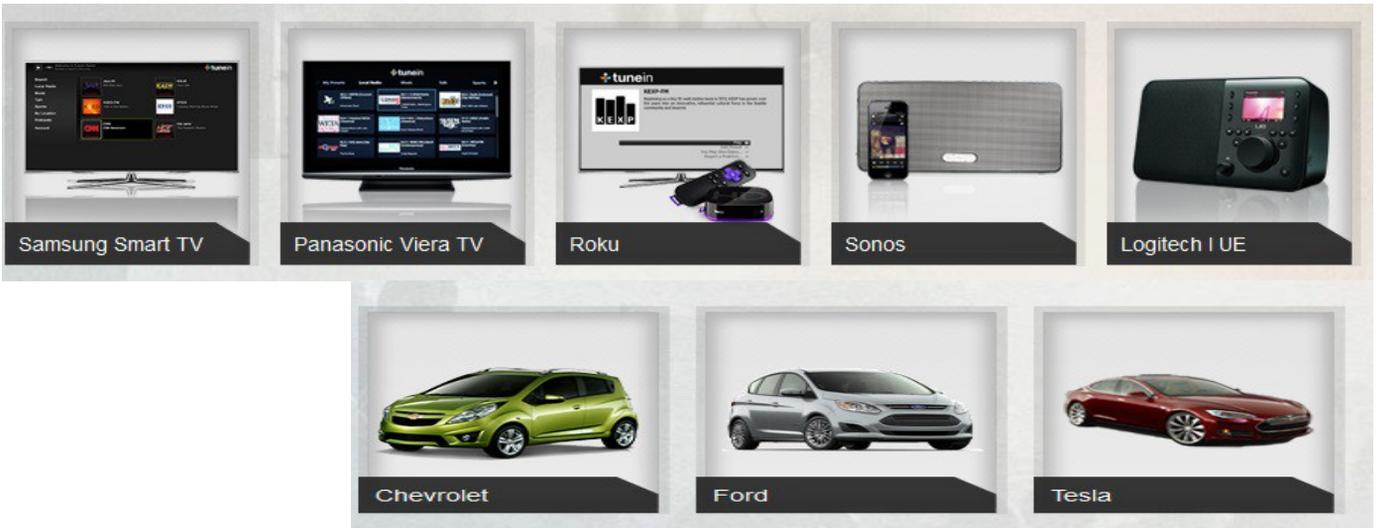
Mobile Streaming

SFMSports.Net fans can access our broadcasts from anywhere. Anytime.

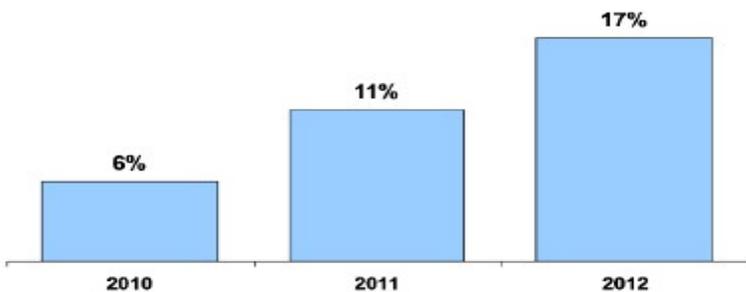
Mobile streaming is powered by Tune In Radio's free mobile phone applications



Our 6 streaming channels are available on all Smartphones with the Tune In app. Our streams are also available on Smart TVs and in select wi-fi enabled cars.



% of Cell Phone Owners Who Have Ever Listened to Online Radio in a Car by Listening to the Stream From a Cell Phone Connected to a Car Stereo



Source: Arbitron & Edison Market Research, 2012



SFMSports.Net



PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net



The Research

SFMSports TV

Exclusive video content, interviews and player features



Our video content is offered free of charge to our visitors and available through You Tube, our website, Facebook, Twitter and Yahoo TV.



Opportunities Include:

- Full Naming Rights
- Branded Videos
- On-Screen Logos and Tie-Ins
- Digital Branding

SFMSports.Net



PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net



The Website

Interactive and On-Demand

SFM SPORTS.NET

NATIONAL GUARD

Home About Us College Sports High School Sports On Demand CRWS Broadcast Schedule

Stevenson Mustang Football
The Stevenson Mustangs close out the football season with a 28-13 victory over FDU-Florham Saturday. [Go to link](#)

Upcoming Broadcasts

Tuesday, Nov 13 6:45pm: UMES Women Basketball vs George Mason SFM Sports Channel 4	Wednesday, Nov 14 6:30pm: Delaware State Men Basketball vs Wagner SFM Sports Channel 3
---	---

[View expanded schedule of broadcasts](#) [Scroll left or right to view more dates](#)

Featured Video

Buffalo Wild Wings Best Seat in the House [Click HERE to find out more!!!](#)

High School Sports **College Sports** **Player of the Month** **Coach Interviews**

Our Site offers game updates, promotional offers and a portal to the games featured

All of our broadcasts, live and on-demand, can be accessed easily from our home page.



SFMSports.Net

PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfm sports.net



Benefits of Advertising

72%

of those surveyed said they would rather see a company spend their sponsorship budget on high school sports rather than professional teams”

Source: Turnkey Sports & Entertainment 2012 HTM Survey (Adults 18-60)

What are the benefits of advertising with SFMSports.Net?



- Local coverage of the high school sports in multiple Maryland markets, including Washington DC
- Diverse male AND female demographics
- Purely organic branding at the community level
- Dedicated listeners visit the radio station or SFMSports.Net for local high school sports coverage
- The power of network coverage
- Digital Internet streaming and mobile streaming
- Archived broadcasts: Fans can visit and **revisit** the site to listen to games they may have missed, or to pick up highlights . As a result, you have UNLIMITED replay of your ads
- Branded video and tie-ins
- Targeted marketing campaigns featuring our creative ad placement capabilities:
- Flexible branding plans
- On-Site engagements, activations and signage
- Social Networking sites such as Facebook and Twitter

SFMSports.Net



PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net



Social Media

We use social media as an additional marketing arm



- SFMSports.Net posts real-time updates of the games that we are producing and broadcasting
- Post audio and video interviews
- We promote our branding partners through viral engagements and logo impressions
- SFMSports.Net uses Facebook and Twitter
- Facebook reach of over 400,000 per month
- More than 150,000 hits to our website each month
- More than 2,000 people download podcasts each month directly from our website each month (an estimated 1,000 more download through I-Tunes)
- More than 3,500 people listen to our games on-line each month

FACTS

- Internet audience has increased by 71% in 2011
- There is a 33% decrease in TV viewing; newspaper and magazine readership—people are spending more time online
- Internet radio is as portable as radio. 60% of internet radio is accessed by cell phones, I-Pods, laptops and other mobile devices

SFMSports.Net

PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net





Our Team Affiliations

Collegiate Partners



Stevenson University
Mustangs Sports Network
 Baltimore, MD
 NCAA Division III (MAC Conference)

Football
 Men & Women Basketball
 Men & Women Soccer
 Men & Women Lacrosse
 Women Ice Hockey

**Network includes one radio affiliate, online video and mobile streaming*



Salisbury University
Sea Gulls Lacrosse Network
 Salisbury, MD
 NCAA Division III (CAC)

Men/Women Lacrosse

**Network includes two radio affiliates, online and mobile streaming.*



University of Maryland Eastern Shore
Hawks Radio Network
 Princess Anne, MD
 NCAA Division I (MEAC Conference)

Men/Women Basketball

**Network includes 4 radio affiliates, Internet and Mobile streaming*



Delaware State University
DSU Hornets Network
 Dover, DE
 NCAA Division I (MEAC Conference)
**Network Internet and Mobile streaming*

Football
 Men Basketball

SFMSports.Net

PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net





Our Team Affiliations

High School Partners & Signature Events



City vs Poly Football

Oldest football rivalry in the US: 124 year anniversary in 2012

Baltimore, MD

**Network includes 1 radio affiliate, Sirius/XM, Internet and Mobile streaming*



MPSSAA Football Finals

MPSSAA Girl's and Boy's Basketball Finals

MPSSAA Softball and Baseball Finals

MPSSAA Girl's and Boy's Lacrosse Finals

***All broadcasts are audio only and are offered live online and our mobile application*

Other Partners



Cal Ripken World Series

LIVE broadcast of all 41 games of the Cal Ripken World Series in Aberdeen, Maryland

**Network includes 2 US radio stations, online and mobile streaming. Broadcasts may also be heard in select local US and International markets.*

SFMSports.Net

PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net

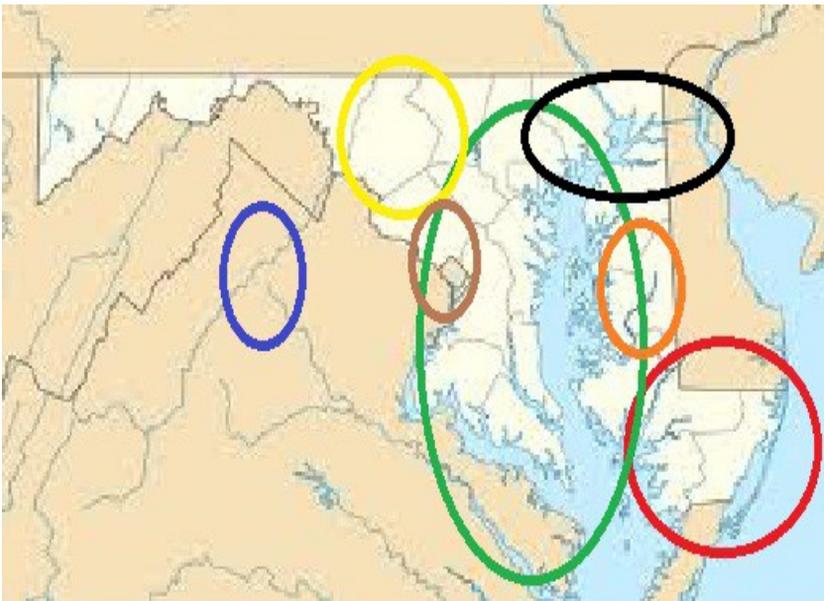




Our Broadcast Affiliates

Our affiliation reaches from the mountains to the beach!

We are reaching your local community



FACTS

- We have 4 Internet streaming channels
- We also have 4 Mobile streaming channels
- Internet streaming channels have world-wide access and reach
- We also have special game arrangements with certain affiliates that are not listed. This allows us flexibility and increased coverage for special events



SFMSports.Net



PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net



The Complete Picture

Branding Opportunities

Entitlements

- Naming Rights and Element Ownerships
- Supporting Sponsorships
- "Official Product" Status/Sponsorships
- Category exclusivity sponsorships

Digital

- Website Naming Rights
- Website page and category naming rights
- Streaming Naming Rights
- Audio and Video Archive Naming Rights
- Banner ads, Pre-Roll and Media Player Sponsorships
- Branded Splash Pages



Video

- Naming Rights and Element Ownerships
- Customized branded videos
- Interviews and Game Archive Sponsorships
- Special Video Series Sponsorships

Broadcast

- Naming Rights and Event Ownership
- Feature Naming Rights
- Supporting Sponsorships
- Talent Endorsements
- Network, Regional or Local Sponsorships

SFMSports.Net

PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net





The Complete Picture

We're offering local sports on-line, on-air and on-demand.
We are reaching your local community

There is no better way to promote your brands, products and services throughout the region that with high school sports!

Now, more and more emphasis is being placed on community involvement. Through a creative, targeted program, businesses now can reach high school students, their parents, alumni and community members. Our broadcast programs are cost effective and efficient.

Associating your brand within these communities through our sports broadcasts, you are encouraging these families to build an affinity around your products and services.

We can provide you with a variety of unique, cost effective sponsorship opportunities ensuring a memorable and engaging experience for your brand...and your future customers.

From large scale endeavors such as naming rights of the SFMSports.Net network to smaller, one-of-a-kind sponsorship opportunities, including branded web pages and social networking pages...we have the power to work with your budget and needs.

We've got sponsorship programs and options for:

- Corporate Branding and Naming Rights
- Event Sponsorships
- Local and Small Business sponsorships
- First Time Advertiser programs
- Call to Action events and promotions



Some of our sponsors have included:



SFMSports.Net



PO Box 24 Perry Hall, MD 21128 T: 443-866-8914 W: www.sfmsports.net