

# THE NEIGHBORHOOD SPORTS *SHOWDOWN*

a 76 West Sports Production

## UNDERWRITING LEVELS FOR THE NEIGHBORHOOD SPORTS SHOWDOWN

As an underwriter, your company/organization will be highlighted during an episode or episodes of the Neighborhood Sports Showdown TV show. The show airs on PhillyCAM Comcast 66/966 and Verizon 29/30 at 5:30 pm on Wednesdays and 10:30 am on Saturdays. After each episode airs on PhillyCAM, it is made available at <http://www.phillycam.org/on-demand-2>.

Up to 10 episodes will be available through On-Demand. Once a particular episode is no longer On-Demand, it will then be archived on the 76 West Sports You Tube Channel. Our underwriting acknowledgments will be embedded in each episode thus allowing viewers to learn about your services beyond the initial air date.

### PLATINUM UNDERWRITING

76 West Sports will produce a 30 second underwriting spot highlighting your business/organization\*

Your spot will be incorporated in the completion of the episode along with:

- A banner displaying your company's name/logo (provided by company/organization) will be displayed at the game
- Literature (provided by company/organization) describing your services will be distributed from the 76 West Sports booth
- Mention of your company/organization by the game's announcer
- Logo will be placed in the closing credits of the production
- A DVD of the final production showcasing your organization/company as an underwriter
- Logo placement on the 76 West Sports website as an underwriter for designated episodes
- Mentioned as the underwriter for the episode on Facebook and other social media outlets

### PLATINUM UNDERWRITING PRICING

# of Shows	Full Price	Your Price
12	\$3,000	\$1,500
9	\$2,250	\$1,575
5	\$1,250	\$1,000
3	\$750	\$675
1	\$250	\$250

\*One additional commercial may be produced for bundles. The underwriter must alert the producer if they would like to use commercial 1 or commercial 2 in a particular episode. If the producer is not notified, he/she will choose the commercial.



## GOLD UNDERWRITING

A banner displaying your company's name/logo (provided by company/organization) will be displayed at the game along with:

- Distribution of literature at the 76 West Sports booth during the game
- Mention of your company/organization by the game's announcer
- Logo will be placed in the closing credits of the production
- Literature (provided by company/organization) describing your services will be distributed from the 76 West Sports booth
- A DVD of the final production showcasing your organization/company as an underwriter
- Logo placement on the 76 West Sports website as an underwriter for designated episodes
- Mentioned as the underwriter for the episode on Facebook and other social media outlets

## GOLD UNDERWRITING PRICING

# of Shows	Full Price	Your Price
12	\$1,500	\$800
9	\$1,125	\$790
5	\$625	\$500
3	\$375	\$340
1	\$125	\$125

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## SILVER UNDERWRITING

Literature describing your services will be distributed from the 76 West Sports booth along with:

- Mention of your company/organization by the game's announcer
- Logo will be placed in the closing credits of the production
- A DVD of the final production showcasing your organization/company as an underwriter
- Logo placement on the 76 West Sports website as an underwriter for designated episodes
- Mentioned as the underwriter for the episode on Facebook and other social media outlets

## SILVER UNDERWRITING PRICING

# of Shows	Full Price	Your Price
12	\$900	\$450
9	\$675	\$475
5	\$375	\$300
3	\$225	\$205
1	\$75	\$75



## BRONZE UNDERWRITING

Your company/organization will be mentioned by the game's announcer along with:

- Logo will be placed in the closing credits of the production
- A DVD of the final production showcasing your organization/company as an underwriter
- Logo placement on the 76 West Sports website as an underwriter for designated episodes
- Mentioned as the underwriter for the episode on Facebook and other social media outlets

### BRONZE UNDERWRITING PRICING

# of Shows	Full Price	Your Price
12	\$600	\$300
9	\$450	\$315
5	\$250	\$200
3	\$150	\$135
1	\$50	\$50

