



RJ·LAUREN

Scottsdale Securities

Baseball Sponsorship Proposal

Scottsdale Securities makes it to the big leagues with new TV commercials featuring Mark McGwire and Hank Aaron!



The Scottsdale Securities sponsorship of Major League Baseball on television offers many benefits:

- Highly desirable target audience of men.**
- National coverage on a market-by-market basis.**
- Prestige and credibility of association with professional sports.**
- Less expensive than network TV.**

Package #1 – Season Sponsorship of 20 Teams

Two :30 spots per game in 82 home games per city.

One Billboard or Squeezeback Per Game.

One Billboard in “Play of the Day” or similar feature.

Regional coverage in most areas extends beyond the city and market. (Replay spots and bonus plays in many cities)

Choose any 20 Teams - (Mets and Yankees excluded)

Anaheim Angels	Detroit Tigers
Los Angeles Dodgers	Cincinnati Reds
San Francisco Giants	Cleveland Indians
Oakland A’s	Pittsburgh Pirates
Seattle Mariners	Baltimore Orioles
Colorado Rockies	Philadelphia Phillies
Houston Astros	Boston Red Sox
Kansas City Royals	Tampa bay Devil Rays
St. Louis Cardinals	Florida Marlins
Chicago Cubs	Texas Rangers
Chicago White Sox	Arizona Diamondbacks
Minnesota Twins	Milwaukee Brewers
Milwaukee Brewers	Atlanta Braves

3280 total :30 spots from April to October

1640 total billboards from April to October

1640 total features from April to October

Plus season tickets, special events, VIP activities, player appearances, merchandise for employees and customers, etc.

Plus a multitude of opportunities for community events, promotions and other activities.

Total cost for entire package: \$4,500,000

Approximate cost per :30 spot: Less than \$1,500.00

Package #2 - Network Television Game of the Week

18 Saturday Night Games Broadcast Nationwide

Up to 3 Different Games per week

(2) :30 spots per game.

Total Spots – 36

Total estimated cost for entire package: \$1,000,000

Approximate Cost per spot: \$30,000

(E*Trade has first right of refusal to continue sponsorship but spots are available with break exclusivity.)

Championship Baseball – Network TV Prime Time

Divisional Playoffs Estimated cost: \$100,000 per spot

League Championships Estimated cost: \$125,000 per spot

World Series Estimated cost: \$350,000 per spot