

# GameFaceMN Prep Sports Sponsorships

Reach the prep sports community with GameFaceMN on StarTribune.com.

## SCORE BIG SALES WITH GAMEFACEMN SPONSORSHIPS

Prep sports are an important part of the community - Students, Athletes Parents and Coaches all come together around their schools' teams. This year, they'll follow their teams on GameFaceMN – a leading-edge new Prep Sports channel from StarTribune.com. GameFaceMN will have the stories, stats, scores, schedules and social networking they need to stay connected with their team, friends and show their school spirit. It's a great way for you to connect with the community, and to score big sales!

**GAMEFACEMN.COM -  
YOUR HOME FOR MINNESOTA  
HIGH SCHOOL SPORTS**



GameFaceMN.com will offer coverage of 17 different sports from more than 500 high school and 200,000 student athletes around the state

Source: Omniture Q2 2009 Averages, Scarborough Research Corp. 2009 R1, Mpls/St. Paul

### KEY FACTS

- #1 Local content website by any measure
- StarTribune.com delivers the largest audience according to multiple independent, third party sources
- 78.9 million page views per month
- 5.3 million unique visitors per month
- Prep Sports stats:
  - 112K average monthly unique visitors
  - 7.1 million page views in '08-'09 (school year)
- Star Tribune readership of 686,800+, daily and over 1 million on Sunday

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TARGETED  
NICHE  
SOLUTIONS**

**StarTribune**  
MINNEAPOLIS • ST. PAUL

**ADVERTISE TODAY BY CALLING YOUR STAR TRIBUNE  
REPRESENTATIVE OR 612-673-4135**

## GAMEFACEMN PRESENTING LEVEL SPONSORSHIP:

### Sponsorship Media

- As Presenting sponsor, you receive name and logo recognition in all preps coverage and promotion
- Presenting sponsor receives presence on all GameFaceMN.com pages
- Sponsor will have category exclusivity
- Sponsor has first right of renewal on 2010 season
- Sponsor will have first rights to new advertising options as they become available within the section

### Online Title Sponsor Logo

- Logo presence on all GameFaceMN.com and StarTribune.com Mobile Preps pages

### Online Title Sponsor Ad

- Make an impact with a large custom sized ad position in the masthead at top of page in which you can present the message of your choice

### Print Sponsor Inclusion

- Expand your reach as your brand will be included in label of print coverage in Star Tribune newspaper

### Scholar Athlete of the Year

- At the end of the school year, Star Tribune awards a male and female Athlete of the Year, recognizing athletes with strong academic achievements. As Presenting Sponsor you will receive logo presence in this coverage.

### Cross-Promotional Media

Presenting sponsor will be included in a multitude of cross-promotion:

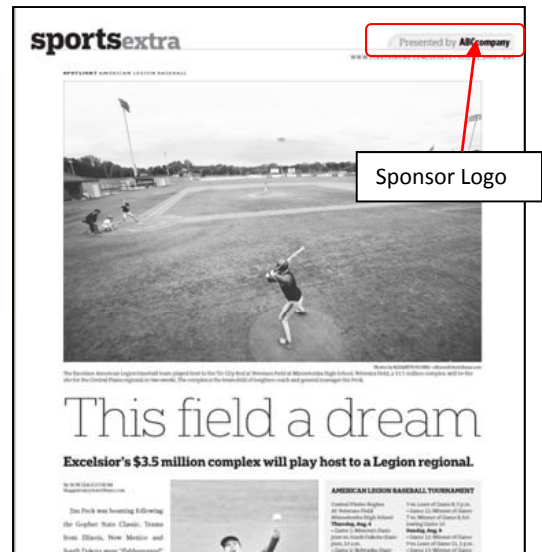
- Print Promotion - StarTribune.com will include the advertiser in a minimum of 1 quarter page ad per month during the school year - 10 total, promoting the section.
- Digital Promotion - StarTribune.com will include the advertiser in the following cross promotional tactics
  - 1 Solo FYI e-mail introducing the section
  - 3 Home Page Experiences (one each for spring, winter, and fall sports)
  - 500,000 BigAds per month (5 million per year)

### Value/Investment

- Total media sponsorship value including all placed media, logo presence, branding and cross-promotional campaigns: \$315,000 annually
- Total investment: \$150,000 annually  
Introductory pricing subject to availability and subject to change



Title sponsor receives presence on all GameFaceMN pages



Title sponsor receives top of page presence on Preps pages in Star Tribune newspaper also