

**Gatorsports.com** **LIVE**





**G**atorsports.com goes live every game day and you can be a part of it! Your services and products will be front and center when Gator fans log on to Gatorsports.com to keep up with the game day coverage. No one covers the Gators like Gatorsports.com and the fans know it! With great features like award-winning coverage and analysis by Gainesville Sun sports writers, Swampcasts, video and photo galleries of the games,

breaking news, a tailgating section and lively message boards, Gatorsports.com receives an average of over 6.9 million page views and over 400,000 unique visitors per month during the football season. From the 2008 to the 2009 football season, Gatorsports.com traffic increased by over 1 million page views. This year you can expect to reach more Gator fans than ever. Read on to see how we offer you the best options to reach the Gator Nation!

## GATOR SNAPS PHOTO CONTEST

An all new photo contest! Take advantage of this opportunity to promote your company with online and print advertising. Photo contests earn high visibility and participation through voting and registered users. Contest will run for 8 weeks October - November.

### BULL GATOR SPONSORSHIP \$6,000

**INCLUDES:**

- \$6000 in Gatorsports/Gainesville.com advertising for your business. (Must run within 90 days of the contest start date)
- Exclusive ownership at this level... only one will be sold!
- Your logo will be featured as the Bull Gator Sponsor in more than \$50,000 in Gainesville Sun promotional advertising for the photo contest
- Your logo will be featured as the Bull Gator sponsor in more than \$4000 in Gatorsports.com promotional online advertising for the photo contest
- Your logo will be featured as the Bull Gator Sponsor in a fixed space on the photo contest landing page on Gatorsports.com and will remain there through the life of the contest (Gator Football Season)
- An ad promoting your company will be featured in a fixed space on the photo contest landing page on Gatorsports.com and will remain there through the life of the contest



### ORANGE AND BLUE SPONSOR \$3,000

**INCLUDES:**

- \$3000 in Gatorsports.com/Gainesville.com advertising for your business. (Must run within 90 days of the contest start date)
- Your logo will be featured as an Orange and Blue sponsor in more than \$25,000 in Gainesville Sun promotional advertising for the photo contest
- Your logo will be featured as an Orange and Blue sponsor in a fixed space on the photo contest landing page on Gatorsports.com and will remain there through the life of the contest

# GATORSPORTS.COM GAME DAY LIVE



Ad Frame

Gatorsports.com Game Day Live, beginning Saturday September 4, 2010. Live streaming video on Gatorsports.com before each game. Last year the pre-game live stream received 6,500 weekly visitors.

- Hosts of Gatorsports.com converse on game day happenings at the Stadium. Sports analysis and discussion are held for two to four hours prior to each game.
- The Gatorsports.com Game Day Live tent is located across the street from the stadium on University Avenue, close to the Gator Walk.
- Fans will be invited to shout out to the Gator Nation from the Gatorsports.com Game Day Live tent.

## HOME GAME SPONSOR

**\$750** per home game

### INCLUDES:

- Table space under tent on game day
- Logo featured in print ads
- 50,000 online impressions on Gatorsports.com Monday – Sunday for that weekend's game
- Ad Frame around the Video of GS Live on Game day and banner under recorded video

## AWAY GAME SPONSOR

Georgia and Alabama Games Only

**\$400** per game

### INCLUDES:

- 50,000 online impressions on Gatorsports.com Monday – Sunday for that weekend's game
- Ad Frame around the Video of GS Live on Game day and banner under recorded video

# GS LIVE HOMECOMING PARADE

EXCLUSIVE  
PARADE  
SPONSORSHIP!

Live stream of the UF Florida Homecoming Parade on October 15th with an online host commenting on the parade, enabling the entire Gator Nation to take part in the festivities.

- Last year the Homecoming Parade video received 8,000 views in 2 hours

**GS LIVE  
PARADE  
SPONSOR**  
**\$300**

### INCLUDES:

- Signage at the Homecoming Parade under the GS Live Tent.
- Ad Frame around the Video of the Homecoming Parade and banner under video of recorded video
- 25,000 impressions on Gatorsports.com



# SWAMPCAST

Swampcasts will be held at 6:30 p.m. on Thursday nights and will be broadcast on Gatorsports.com on Fridays, beginning Thursday, September 2, 2010. Don't miss this opportunity to target dedicated Gator fans!



- Review of the previous game
- Preview of the upcoming game
- Conversations and predictions from Pat Dooley and Robbie Andreu pertaining to SEC/ College Football
- Trivia games with audience members
- Pat Dooley will promote the Swampcast on his show from 4 – 6 pm on station 104.9 FM

## AD FRAME AROUND VIDEO

**\$300** per game

### INCLUDES:

- Frame Around the Live Video, and banner under recorded version of Swampcast that stays on the site after live version is completed

## VIDEO

**\$200** per game

### INCLUDES:

- Pre-roll and Post-roll 15 second commercials (commercials provided)

## THE PAT DOOLEY SHOW

A new show every Thursday on Gatorsports.com beginning Sept 2, 2010.

- Guest Interviews and Florida Gator/ SEC/College Football Conversation
- Received an average of 6000 viewers per show last year
- Pat will promote on his weekly radio show broadcast from 4 -6 on station 104.9 FM



## THE PAT DOOLEY SHOW SPONSORSHIP

**\$250** per game

### INCLUDES:

- (4) 15 second commercials to play within the 20 minute show. (at the beginning, at the end, and two within the 20 minute show)
- Logo will be included in the print promotion of the show (minimum one ad spot in the Gainesville Sun per week)

## ULTIMATE GATOR TRIVIA

Get ready for Gator Trivia! This online, interactive trivia game will give you a chance to test your knowledge on past and present Gator Football.

### Ask About Gator Trivia Sponsorship Opportunities



Powered by The Gainesville Sun

For more information on any of these exciting opportunities, call your Gainesville Sun Account Executive or 352.374.5079.