



NORCAL SPORTS TV

ADVERTISING MEDIA KIT 2018

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ABOUT NCSTV

We began our broadcast of Northern California sporting events, primarily high school & junior college basketball, in 2015. Our goal was to give greater recognition & notoriety to the programs, coaches & players in our community. In 2016 we began LIVE STREAMING games in High Definition on YouTube to broaden the experience for all. Our passion shows in our product, and our purpose is genuine. Our vision is to become the ESPN for High School & Junior College athletics on the West Coast.

*NCSTV will stream over 250 live full length
High School & JC games during 2017/2018 Season*

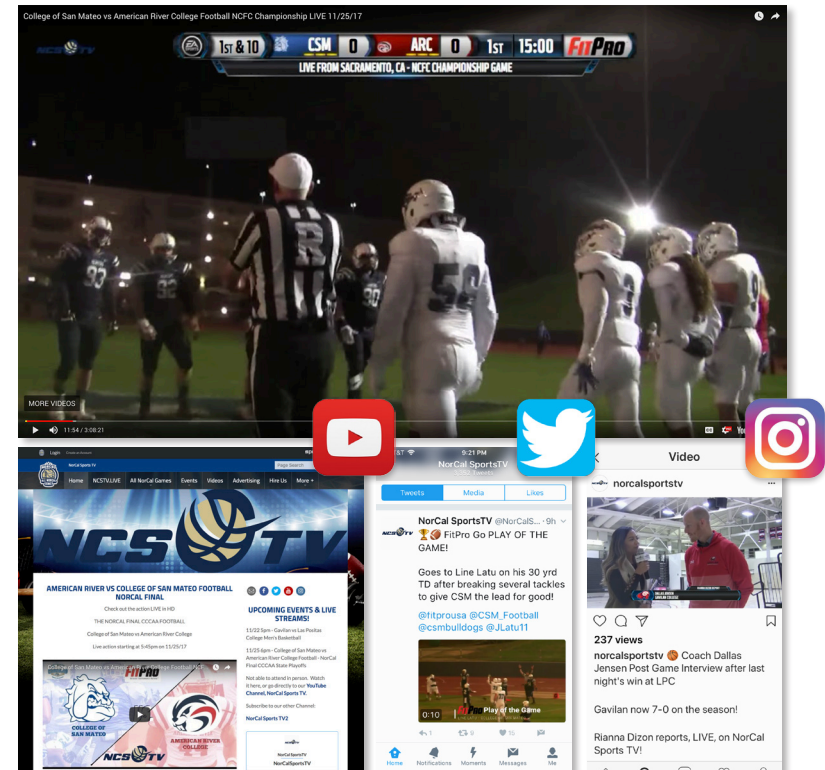
We are consistently improving our product to provide more value for our audience and broadcast sponsors. We have recently added live sideline reporting & post game interviews. It is our belief that by improving the audience experience we will, in turn, provide even more value for our sponsors.



OUR PLATFORMS

All of our broadcasts are streamed live in HD on YouTube. These broadcasts are free to our viewing audience and can be watched live or on-demand. The YouTube platform reaches an ever growing audience that can easily watch our events on televisions, computers, mobile phones or tablets.

In addition to our live streaming, we utilize all platforms of social media to help expand your brand to our 10k followers. Whether it be in-game tweets of highlights, Instagram Player of the Game photos or facebook posts, our reach is constantly expanding.



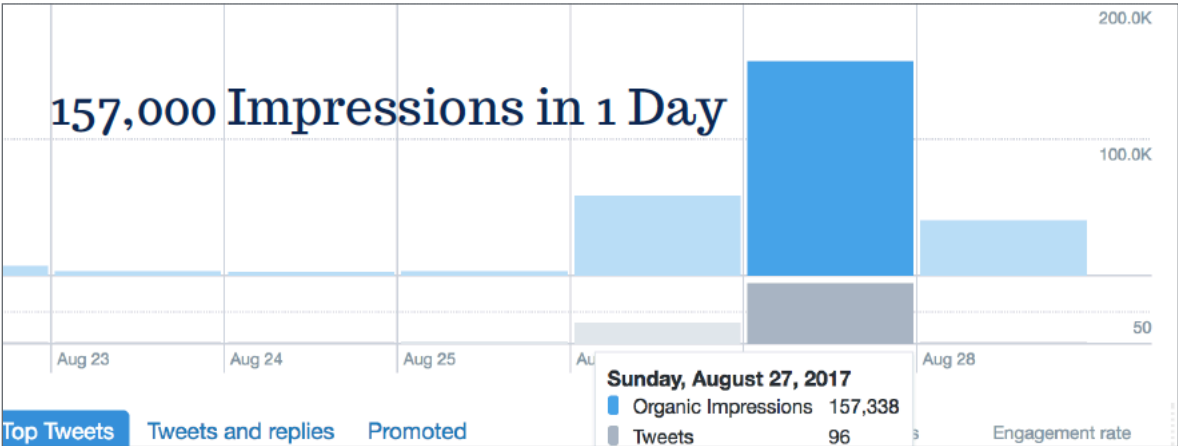
ANALYTICS & DEMOGRAPHICS

Title sponsors can earn huge impressions with logo placement & even a post-twitter promo video on all instant replay posts to our various social media platforms.

Twitter Analytics



300,000 Impressions in one weekend!



ADVERTISING OPTIONS

Pregame Ad Roll Show

We begin streaming our broadcast 10-30 minutes early with a Pregame Ad Roll. During this pregame stream we roll through all of our sponsorship ads in a continuous loop.

Large Overlay Ad

This is our most prominent ad that overlays the stream during breaks in the action. Our commentator will read a pre-written script that is approximately 30 seconds long to our captive audience, while your ad is being displayed. You are guaranteed to have your ad displayed a minimum of 4 times during the broadcast.



ADVERTISING OPTIONS

Mini Animated Ad

This fun 10 second animated ad plays at the edge of the screen during quick breaks in the action. It is a great way to quickly grab the audience's attention with motion, giving you more recognition as one of our sponsors.

Watermark Logo

With your logo embedded into the corner of our broadcast, your brand will be featured prominently throughout the entirety of the broadcast for all to see.



ADVERTISING OPTIONS

Scoreboard Logo

With your logo embedded into our scoreboard, your brand will be tethered to a frequently viewed focal point for our audience.

Commentator Mention

Throughout the broadcast, our commentator will mention your company name and tagline a minimum of 6 times.

Postgame Interview Backdrop

This backdrop branded with your logo along with the NCSTV logo, will be displayed in the background for all coach and player postgame interviews.

Play of the Game Sponsor

Your logo will be prominently displayed in our transition video leading into the Play of the Game, as well as announced by our commentator as the sponsor of the Play of the Game.

Player of the Game

Your logo will be prominently displayed in our transition video leading into the Player of the Game, as well as announced by our commentator as the sponsor of the Player of the Game.

Twitter Highlight Sponsor

Reserved for our Title Sponsor, all highlight tweets will conclude with your logo as the official Twitter sponsor. These in-game tweets are shared and re-tweeted by our fanbase, giving you even more brand recognition.

Event Banner

At approved venues, we will hang your banner as one of our sponsors, letting all those in attendance know that your company is sponsoring today's game.

NorCal Sports Website Ad

Whether it be a leaderboard ad displayed prominently at the top of our home page or a smaller sidebar ad placed near our upcoming broadcast list, these ads will help you reach an even broader audience and drive brand recognition during game broadcasts.

SPONSORSHIP LEVELS

Title Sponsor

- Company logo on screen as watermark during full game coverage
- Minimum of 4 live on-air advertisements per game (30 seconds with graphic & script read by commentator)
- Logo on all social media marketing graphics with distinction of Title Sponsor
- Twitter instant replay tweets with your company logo watermarked and/or at the conclusion of each video
- Pre-Game slide show of your ad with distinction of “Title Sponsor”
- Minimum of 6 commentator mentions per game

Presenting Sponsor

- Minimum of 4 live on-air advertisements per game (30 seconds with graphic & script read by commentator)
- Minimum of 6 commentator mentions per game
- Pre-Game slide show of your ad

Commercial Ad Sponsor

- Minimum of 2 live on-air advertisements per game (30 seconds with graphic & script read by commentator)
- Minimum of 3 commentator mentions per game
- Pre-Game slide show of shared ad



UPCOMING EVENT

2nd Annual ALL NORCAL GAMES

Las Positas College, Livermore, CA - April 1st, 2018

This is the largest All-Star Event on the West Coast for High School Boys & Girls Basketball Seniors. This event will feature over 100 of Northern California's top basketball talents in the class of 2018!

- CUSTOM UNIFORMS
 - TITLE & PRESENTING SPONSOR LOGO ON JERSEYS
- LIVE BROADCAST
- POST GAME PRESS CONFERENCES
- DUNK CONTEST
- 3 PT CONTEST
- ON COURT PROMOTION OPPORTUNITIES
- HUGE SOCIAL MEDIA IMPRESSIONS FOR KEY PARTNERS
- VENDOR SPACE ON LOCATION

ESTIMATED LIVE BROADCAST VIEWS

- 10,000+ (GAMES & DUNK CONTEST COMBINED)

ESTIMATED TWITTER & INSTAGRAM IMPRESSIONS

- 750,00 - 1.5 MILLION

BAY AREA VS SACRAMENTO
CENTRAL VS SOUTH VALLEY



2018 ALL NORCAL GAMES

Livermore, CA - April 1st, 2018 (4 Games)

TITLE SPONSOR

PRESENTING SPONSOR

COMMERCIAL SPONSOR

CONTACT

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