

Be a Part of **Major High School Sports**  
on **Champion Sports Radio**



Cedar Hill

As the **largest high school broadcast company** in North Texas, **Champion Sports Radio** brings exciting play-by-play coverage of the best teams around to more rabid high school sports fans than anyone else in town. From the **Hebron Hawks'** State Football Championship in 2005 to the **DeSoto Eagles** Boys' State Basketball Title in 2009, Champion Sports Radio is your home for championship broadcasts.



Coppell



DeSoto

Having broadcast more than 600 games since 2005 to more than **3.5 million listeners**, Champion Sports Radio proudly serves as the official broadcast company for eleven schools around the Metroplex including the Cedar Hill ISD, Coppell ISD, DeSoto ISD, Duncanville ISD, Lewisville ISD and Plano ISD. We offer the ability to use **major high school sports** to put your products and services in front of **thousands of potential local customers**, so join our team by sponsoring a nearby school, and you'll be amazed at the impact it will have on your business!



Duncanville



Flower Mound

With all of this success, there understandably is a lot of **excitement** surrounding high school sports, and there is no better way to **reach sports fans in North Texas** than by advertising during our broadcasts. Your business or organization can be part of the excitement by **supporting** these local student-athletes as well as your community by buying an advertising package during our broadcasts.



Hebron



Lewisville

Football broadcasts on ChampionSportsRadio.com average nearly **6,000 listeners** during each regular season game, over **9,000 listeners** in the playoffs, and over **16,600 listeners** tuned in for our State Football Championship broadcast in 2005! Basketball listenership averages **4,500 listeners** during each district doubleheader while each Champion Sports Radio baseball game draws in nearly **5,000 listeners** during the regular season and over **9,000 listeners** each playoff contest.



Marcus



Plano



Plano East



Plano West

When you add in those fans who aren't counted in that number, including fans who listen live in the stands or who listen to the **archived broadcasts on demand**, you can see how **effective advertising** with Champion Sports Radio can be in terms of reaching sports fans in your local community.

# TITLE SPONSORSHIP PACKAGE

## 1200+ Exposures for **YOUR BUSINESS**

During each broadcast, **YOUR BUSINESS** will receive:

- ✓ Mentions before and after EVERY commercial break (ex: *"You are listening to **YOUR BUSINESS** High School Football on Champion Sports Radio."*)  
Average of 35 mentions per broadcast
- ✓ Mentions at the top of every hour when pitching a station ID break. (ex: *"Let's pause 10 seconds for station identification. You are listening to **YOUR BUSINESS** High School Football on Champion Sports Radio."*)  
Average of 3 mentions per broadcast
- ✓ Minimum of **FOUR (4)** 60-second commercials per game broadcast
- ✓ Live commercial announcement read at least **TWICE** per broadcast
- ✓ Prominent mention during opening and closing Broadcast Billboards of every game (ex: *"It's now time for **YOUR BUSINESS** High School Football on Champion Sports Radio brought to you by **YOUR BUSINESS.**"*)
- ✓ Mentions during the Public Address Announcements inside the stadium at every game (ex: *"Tonight's High School Football Game is being broadcast on Champion Sports Radio presented by **YOUR BUSINESS.**"*) Average of 3 mentions per broadcast

**YOUR BUSINESS** will also receive:

- ✓ Click-through banner advertisement on [ChampionSportsRadio.com](http://ChampionSportsRadio.com) (more than 1,000,000 hits annually)
- ✓ Click-through button advertisement on [ChampionSportsRadio.com](http://ChampionSportsRadio.com) and [TSRNSports.com](http://TSRNSports.com)
- ✓ Cost includes professional production of commercials and graphic design of website ads



For more information contact:  
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Phone: 972-387-7307 Fax: 972-692-8636  
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[www.ChampionSportsRadio.com](http://www.ChampionSportsRadio.com)

# ELITE SPONSORSHIP PACKAGE

## 900+ Exposures for **YOUR BUSINESS**

During each broadcast, **YOUR BUSINESS** will receive:

- ✓ Mentions before and all throughout the sponsored segment (ex: “*You are listening to the **YOUR BUSINESS** Pregame Show.*”) Average of 15 mentions per broadcast
- ✓ Mentions during the promotion of the sponsored segment (ex: “*Coming up on the **YOUR BUSINESS** Halftime Show ...*”) Average of 2-4 mentions per broadcast
- ✓ Minimum of **THREE (3)** 60-second commercials per game broadcast
- ✓ Live commercial announcement read **EVERY** broadcast
- ✓ Prominent mention during opening and closing Broadcast Billboards of every game (ex: “*It’s now time for *High School Football on Champion Sports Radio* brought to you by **YOUR BUSINESS.**”)*

**YOUR BUSINESS** will also receive:

- ✓ Click-through button advertisement on [ChampionSportsRadio.com](http://ChampionSportsRadio.com) (more than 1,000,000 hits annually)
- ✓ Click-through button advertisement on [TSRNSports.com](http://TSRNSports.com)
- ✓ Cost includes professional production of commercials and graphic design of website ads



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# **CHAMPION SPONSORSHIP PACKAGE**

## **600+ Exposures for YOUR BUSINESS**

During each broadcast, **YOUR BUSINESS** will receive:

- ✓ Sponsorship of one of the following segments:

- |                                |                                  |
|--------------------------------|----------------------------------|
| 1) <b>Band's halftime show</b> | 6) <b>First Downs</b>            |
| 2) <b>Coach's Interview</b>    | 7) <b>Players of the Game</b>    |
| 3) <b>Sideline Reports</b>     | 8) <b>Statistics</b>             |
| 4) <b>Drive Summary</b>        | 9) <b>Extra Points</b>           |
| 5) <b>Kickoffs</b>             | 10) <b>Umpires and Coin Toss</b> |

*Segments listed are for football season and could change for other sports. Segment availability is first come, first serve.*

- ✓ Mentions during every instance of and promotion of sponsored in-game segment (ex: "Coming up we will select our **YOUR BUSINESS** Player of the Game" or "And that's another **YOUR BUSINESS** First Down.") Average between 5-15 mentions per broadcast
- ✓ Minimum of **TWO (2)** 60-second commercials per game broadcast
- ✓ Mention during opening and closing Broadcast Billboards of every game

**YOUR BUSINESS** will also receive:

- ✓ Click-through button advertisement on [ChampionSportsRadio.com](http://ChampionSportsRadio.com) (more than 1,000,000 hits annually)
- ✓ Cost includes professional production of commercials and graphic design of website ads



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