

MLS on ESPN Deportes Radio

PARTNERSHIP OPPORTUNITIES



Mission Statement



**TO DELIVER A PASSIONATE AND RELEVANT
SPORTS LISTENING EXPERIENCE
TO THE UNDERSERVED LATINO SPORTS FAN
WHENEVER, WHEREVER.**

Hispanic Radio Market Facts



The People

- Nearly 43 Million Hispanic people in the U.S. make up almost 15% of the total population.*
- Population is expected to grow nearly 30% by the year 2015.*
- Hispanic Buying Power is projected to grow to \$1 Trillion by 2010.**
- Hispanics over index on all Company brands or products when it comes to sponsoring.****
- Hispanics claim to be much more loyal to event sponsors than other culturesl.****

Radio

- Spanish Radio consisted of 213 stations in 1986 vs. 800+ in 2007.
– The Fastest Growing Format in Radio!
- 95% of all Hispanic Men 18-49 listen to radio.***

Sports

- Nearly 90% of US Hispanics are Sports Fans and over 30% are Avid Sports Fans.
- Hispanic Men 18-49 listen to radio over two hours more per week than the general population.***

Source: Synovate 2006 U.S. Diversity Markets Report

**Selig Center for Economic Growth, University of Georgia, Third Quarter 2005

***RADAR 97 (Dec 2007), Radio Usage Report, Weekly cumes and time spent listening per week, Hispanic Men 18-49

ESPN Deportes Radio Facts



24/7 Network

- Top Talent – Jorge Ramos
- 26 Full Time Stations, 44% US DMA Coverage, Key Markets such as LA, Miami, and Dallas and Phoenix.

Top Play-By-Play Properties – Soccer, MLB

- 41 Play-By-Play Affiliates, 68% US DMA Coverage.

ESPNDeportesRadio.com

ESPN Deportes Radio Growth



Since 2006, ESPN Deportes Radio Station Count has grown 100% and DMA Coverage has grown 92%* respectively.

- 1st Quarter 2006:
 - 12 stations
 - 23.6% Hispanic DMA P12+ Coverage
- 3th Quarter 2008:
 - 30 stations
 - 44.0% Hispanic DMA P12+ Coverage

Los Angeles Affiliate KWKW-AM has seen rapid rating growth since ESPN Deportes Radio has been on the air.**

- Before ESPN Deportes (Spring '04) = M25-54 AQH 2,700.
- After ESPN Deportes (Spring '07) = M25-54 AQH 4,100.

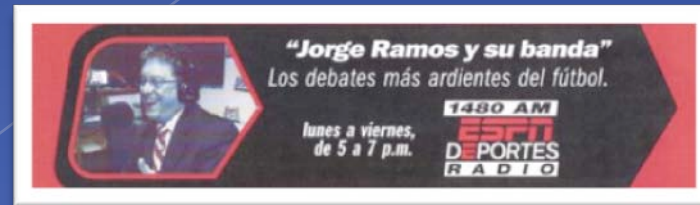
Jorge Ramos' ratings have doubled the past year.***

*Source: Arbitron Nationwide, Fall 2005 vs. Fall 2006 Hispanic DMA.
**Source: Arbitron LA Metro, Spring 04 vs. Spring 07, AQH Hispanic Men, Mon-Sun 6a-12mid.

ESPN Deportes Radio Growth



ESPN is committed to grow this business and our marketing support of our new Dallas station is an example of that.



Over 100 billboards throughout Dallas
Sept '07 – Jan '08

**The ESPN Deportes Radio network spans extensively across the United States,
with affiliates in the following markets:**

ESPN DEPORTES RADIO
COVERAGE

Los Angeles, CA

Pomona, CA

Miami, FL

Dallas, TX

Phoenix, AZ

Fresno, CA

San Diego, CA

Albuquerque, NM

Washington D.C.

Las Vegas, NV

Austin, TX

Tucson, AZ

Bakersfield, CA

Seattle, WA

El Centro, CA

Olympia, WA

Tacoma, WA

Portland, OR

West Palm, FL

Milwaukee, WI

Amarillo, TX

Oklahoma, OK

Wichita, TX

Fort Smith, AR

Chattanooga, TN

Little Rock, AR

Eugene, OR

Knoxville, TN

Puerto Rico

MAJOR LEAGUE SOCCER

The Game In Its Element



MLS is the premier soccer brand in the United States

- 14 teams located primarily in top Hispanic markets.
- Measured growth and expansion – 16 teams by 2010.
- Strong television ratings on English and Spanish language broadcasters
(ESPN, TeleFutura, ABC, Fox Soccer Channel, Fox Sport en Español, HDNet)
- Increases in stadium attendances and local radio tune in.



MAJOR LEAGUE SOCCER

The Game In Its Element



“Designated Player” rule draws top International talent.



David Beckham



Cuauhtémoc Blanco



Juan Pablo Angel



Luciano Emilio



Duilio Davino

**International club tour designation – the list includes:
FC Barcelona, Real Madrid, Chelsea, Manchester United.**



MAJOR LEAGUE SOCCER

The Game In Its Element



Thursday night “Games of the Week”

- 25 Regular season matches.
- 3 Playoff matches.
- MLS All Star game (7/24/08 Toronto).
- MLS Cup (Sunday 11/23/08 Los Angeles).



MLS Sponsorships

Presenting



Flight

- 30 Full Season Games (25 Regular Season Games of the Week, All Star Game, 3 Playoff Games, MLS Cup).

On-Air

- Exclusive In Game “Presenting Sponsor” of Major League Soccer on ESPN Deportes Radio.
 - The exclusive Game of the Week, All Star Game in Toronto and the playoffs including the MLS Cup.
 - Minimum of 10 Mentions per game including one live read billboard.
 - 30 Games Scheduled.**
 - Total of 300 Presenting Mentions!
- Additional 2 Billboards during each game.
 - 60 Additional Mentions.
 - **Minimum of 360 Total Mentions during flight.**
- All Mentions include Sponsor ID and tagline and Live Read by ESPN Deportes Radio Talent.
 - “You are listening to the MLS Game of the Week on ESPN Deportes Radio Presented by SPONSOR...”
- Merchandising – Trip for 2 (Airfare and Hotel included) to MLS Cup 2008; November in L.A., CA.

Media

- 4:60 Units Per Games

MLS Sponsorships

Pre/Half/Post/Scoreboards



Flight

- 30 Full Season Games (25 Regular Season Games of the Week, All Star Game, 3 Playoff Games, MLS Cup).

On-Air

- Exclusive Sponsor of key partnership positions of Major League Soccer on ESPN Deportes Radio.
 - The exclusive Game of the Week, All Star Game in Toronto and the playoffs including the MLS Cup.
 - Minimum of 5 Mentions per game including one live read billboard.
 - 30 Games Scheduled**
 - Total of 150 Presenting Mentions!
- Additional 1 Billboard during each game.
 - 30 Additional Mentions.
 - **Minimum of 180 Total Mentions during flight**
- All Mentions include Sponsor ID and tagline and Live Read by ESPN Deportes Radio Talent.
 - “The MLS Halftime Report on ESPN Deportes Radio Presented by SPONSOR...”
- Merchandising – Trip for 2 (Airfare and Hotel included) to MLS Cup 2008; November in LA, CA

Media

- 3:60 Units Per Games
- 90 Total :60's Scheduled

**Schedule of Games is TBD and may change

MLS Sponsorships Features



Flight

- 30 Full Season Games (25 Regular Season Games of the Week, All Star Game, 3 Playoff Games, MLS Cup).

On-Air

- Exclusive partner of key features on Major League Soccer on ESPN Deportes Radio.
- Examples include Thoughts (Keys) of the Game, Play of the Game, Player of the Game.
 - The exclusive Game of the Week, All Star Game in Toronto and the playoffs including the MLS Cup.
 - Minimum of 1 Mention per game including one live read billboard.
 - 30 Games Scheduled**
 - Total of 30 Mentions!
- Additional 1 Billboard during each game.
 - 30 Additional Mentions.
- **Minimum of 60 Total Mentions during flight**
- All Mentions include Sponsor ID and tagline and Live Read by ESPN Deportes Radio Talent.
 - “The MLS Game of the Week Starting Lineup on ESPN Deportes Radio Presented by SPONSOR...”
- Merchandising – Trip for 2 (Airfare and Hotel included) to MLS Cup 2008; November in L.A., CA.

Media

- 2:60 Units Per Games