2006-07 HIGH SCHOOL FOOTBALL SPONSORSHIP MEDIA KIT
HIGH SCHOOL FOOTBALL
GAME OF THE WEEK
NOW ON CABLE!

KJEO Channel 32 is proud to announce its plans to broadcast selected games from the 2006 High School Football season.

Starting in September, KJEO Channel 32 Sports, a Coca Cola Broadcasting Companies Station, will tape a specially selected high school football game every Friday night for the entire season.

Each game will be aired several times during the following weekend on our over-the-air Channel 32, and Comcast Cable Channel 10. Additionally, each game will be fully available over the Internet at kjeotv.com.

We need your support! Channel 32 Sports is committed to supporting Central Valley sports. As a result of this project many athletes are able to use the game tapings in college applications. Channel 32 also uses this opportunity to give young adults the ability to work on the project for training in broadcasting and production.

Many business owners choose to sponsor Public Service Announcements for the benefit of the viewers such as Drug and Alcohol Prevention messages. All of our Sponsor commercials and PSA’s are left on the tapes that are sold after the games and are also left on the Internet Feed.

Please Complete the Sponsorship Form on page 5 and Fax to: Nick Giotto at (559) 435-3201.

We thank you in advance for joining our efforts to benefit the athletes of the Central Valley.

Gary Cocola, CEO
Coca Cola Broadcasting Companies
KJEO Channel 32 Sports
Account Executive (559) 579-8336
**Corporate Sponsor Platinum Package: $6,000**

- Sponsor mentions included in the game open... “Brought to you by ________”.
- **Four**: 30 second spots run during course of each game (16 spots run per weekend; 15 games = 240 total spots)
- Inclusion of game on-air commercial promotions that will run over 150 times during the course of the season on local Coca-Cola Broadcasting Companies stations.
- Three on-air interviews with your company representative during half-time of selected games.
- Sponsor recognition on kjeotv.com website featuring Streaming Video. 2004 Season listed over 950 hits to site.
- **BONUS**: 2 airplays on KJEO TV non-cable Channel 32

**Gold Sponsor Package: $4000**

- **Two**: 30 second spots run during course of each game (8 spots run per weekend, 15 games = 120 total spots)
- One on-air interview with your company representative during half-time of selected games.
- Sponsor recognition on kjeotv.com website featuring Streaming Video. 2004 Season listed over 950 hits to site.

**Silver Sponsor Package: $2000**

- **One**: 30 second spot run during course of each game (4 spots run per weekend, 15 games = 60 total spots)

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* All sponsor spots are left on the game tapes made available for purchase.
* Games are replayed on comcast cable 10 & kgmc non-cable channel 43 Friday nights, KJEO TV non-cable channel 32 twice on Saturday and once on Sunday.
* Production fee of :30 second spot additional $500 not included in rates listed above.
* All on air interviews must be scheduled in advance with project coordinator/ station not responsible for no shows or cancellations.

**Contact Information: info@kjeotv.com**
**KJEO Channel 32 Sports Account Executive (559) 579-8336**
**www.kjeotv.com**
NOW ON CABLE!

- Score Board Sponsor ................................................................. $500
- Athlete of the Week Sponsor ....................................................... $500
- :30 Second Commercial Production ............................................. $500
- :30 Second On-Site Spot Production with KJEO 32 Sports Representative Thanking the Sponsor & Promoting Business .... $500
- Half Time Sponsor ................................................................. $500
- Community Sponsor ............................................................... $500

(Mention At Game Open and On Air)
Donations Accepted
for Public Service Announcement Air Plays and Giveaways
www.kjeotv.com
Yes, I Would Like to Sponsor the 2006 High School Football Season!

Choose One:
- Corporate Sponsor Platinum Package ................. $6000
- Gold Sponsor Package ........................................ $4000
- Silver Sponsor Package ........................................ $2000

Please Add the Following Special Game Features to My Sponsorship Package:
- Score Board Sponsor ........................................ $500
- Athlete of the Week Sponsor ................................. $500
- :30 Commercial Production ................................. $500
- :30 On-Site Spot Production with KJEO 32 Representative Thanking the Sponsor and Promoting Business ................................. $500
- Half Time Sponsor ........................................ $500
- Community Sponsor (Mention at Game Open and On Air) ............... $500
- Public Service Sponsor Donation $___________

Choose One of the Following:
- Bill Me
- Charge My Credit Card (circle one): Visa Mastercard Amex

Card Number: _____________________________________________
Name on Card: _____________________________________________
Expiration Date: _____________________________________________

Please fax completed form to Nick Giotto at (559) 435-3201.
HIGH SCHOOL FOOTBALL
GAME OF THE WEEK
Broadcast Team: Chris Terrence & Fred Clark

Broadcast Schedule
Friday: Midnight on KGMC 43
       (Comcast Cable Channel 10)
Saturday: 10am & 8pm on Non-Cable
          KJEO 32
Sunday: 9pm on Non-Cable KJEO 32
Comcast Cable 14: Times to Be
Announced
Video-On-Demand: To Be Determined

2006 Valley High School Football Games

September:
1 Sanger vs Sunnyside at Sunnyside Stadium
8 Modesto vs Edison at McLane Stadium
15 Hoover vs Tulare Western at Grizzlies Stadium
22 Edison vs Buchanan at Buchanan Stadium (BEC)
29 Bullard vs Central at Deran Kolligian Stadium (CHS)

October:
6 Clovis East vs Clovis at Lamonica Stadium (CHS)
13 Buchanan vs Clovis West at Buchanan (BEC)
   or Bullard vs Reedley at Grizzlies Stadium
20 Sanger vs Hoover at Grizzlies Stadium
27 Sanger vs Bullard at Grizzlies Stadium

November:
3 Clovis West vs Clovis at Buchanan Stadium (BEC)
   or Madera vs Clovis East at Lamonica

Plus: CIF Game Playoffs in Nov/Dec

Game Schedule Subject to Change
as Season Progresses
Fresno-Visalia, CA Market Rank 58
Television Households 528,000
Population 1,765,000
Source: BIA Financial Network, Inc- www.bia.com