



RMGSports.net

OUR KIDS

OUR TOWNS

OUR TEAMS

YOUR COMPANY'S

OPPORTUNITY



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Answers to Frequently Asked Questions:

WHAT IS RMG's GAMETAPE?

Now entering its **fifth** season, RMG's GAMETAPE is an award-winning television & Internet program that condenses coverage of an entire Laurel Highlands Athletic Conference football game into a fast-paced, thirty minute show.

WHEN AND WHERE CAN I SEE RMG's GAMETAPE?

STREAMING VIA SMARTPHONES, TABLETS, COMPUTERS AND TELEVISION:
Tuesdays by 6:00PM on RMGSports.net starting September 1st.

ON TRADITIONAL CABLE, SATELLITE AND BROADCAST TELEVISION:
Sundays at Noon on WATM ABC23 starting September 6th.

HOW MANY GAMES WILL YOU COVER ON RMG's GAMETAPE?

RMG's GAMETAPE will cover **10 regular season games.**

DON'T HAVE A TV COMMERCIAL? YOU DON'T NEED ONE!

RMG's GAMETAPE does not have traditional commercial breaks. Instead, businesses sponsor segments of the program and their **brands and messages receive eternal advertising** in the program. All we need is your logo and a 15 second script!

WHAT DOES MY BUSINESS GET AS A SEGMENT SPONSOR?

A customized 15 Second animated ad that includes a 15 second audio read.

Your company logo and web address are embedded into the scoreboard for at least **4 minutes.**

The advertising remains in the program in all forms **FOREVER.** (Streaming, DVD, Television)



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MORE AND MORE VIEWERS ARE WATCHING STREAMING CONTENT

“Video streaming services (YouTube, Amazon, Netflix, etc.) which are now used by 42% of American households, have overtaken live programming as the viewing method of choice.”

- Deloitte, an international consulting and financial advisory firm

Other data from the Deloitte “2014 Digital Democracy Survey” includes:

How Americans watch television programs:

Streaming Video: 53%

Traditional TV: 45%

Age Group	% Watching Streaming
14 – 25	72%
26 – 35	43%
36 – 50	30%
51 – 67	19%
68+	10%

Is Anyone Really Watching the 30 Second Commercial Anymore?

90% of Americans multi-task while watching traditional TV

75% multi-task more during TV ads than digital ads



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**“Only Kids and Players’ Families Go to High School Football Games.”
NOT SO!**

How High School Football Compares in Average Home Game Attendance:

Laurel Highlands Conference Football	1000-2500
<i>2014 LHAC Championship Game Attendance</i>	<i>Over 3500!</i>
(Source – LHAC School Athletic Departments)	
 Altoona Curve Professional Baseball	 3353
(Source – MiLB.com)	
 Johnstown Tomahawks Amateur Hockey	 2212
(Source – HockeyDB.com)	
 St. Francis NCAA College Football	 1273
(Source – sfuathletics.com)	

Keep Your Ad Dollars LOCAL

<u>Media Outlet</u>	<u>Ownership</u>	<u>Location</u>
RMG Sports	Romesburg Media Group	Somerset, PA
WJAC-TV	Sinclair Broadcast Group	Baltimore, MD
WTAJ-TV	Nexstar Broadcasting Group	Irving, TX
Comcast Cable	Comcast Corporation	Philadelphia, PA
Atlantic Broadband	Atlantic Broadband	Quincy, MA
Tribune Democrat	Community Newspaper Hldgs	Birmingham, AL
Altoona Mirror	Ogden Newspapers	Wheeling, WV
Daily American	Shurz Communications	South Bend, IN
Bedford Gazette	Sample News Group	Corry, PA



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RMG’s GAMETAPE is seen in more households than all of the region’s newspapers combined.

Total Households Reached

RMG’s GAMETAPE/ABC23	288,100
Tribune Democrat	32,623
Altoona Mirror	27,732
Daily American	12,566
Bedford Gazette	10,000

(TV # source: Nielsen, Newspaper # source MondoTimes.com)

Your Ad will be seen on TVs, Computers, Tablets and Phones: In addition to broadcast, cable and satellite television, RMG’s GAMETAPE (and your ad) will be seen on-demand streaming to multiple types of screens throughout the region and across the country.

Your Ad Stands Out from the Clutter:

Only NINE advertisers can appear in an episode of RMG’s GAMETAPE compared to the dozens, even hundreds, that surround and interfere with your message on other media.

Your Ad will be seen in the Program FOREVER – AT NO EXTRA COST:

All advertising is “baked into” RMG’s GAMETAPE meaning that your ad will be seen FOREVER in its original form every time anyone watches the program.

Your Support Promotes Local Athletes and Athletics:

- RMG Sports sends links to RMG’s GAMETAPE to dozens of college scouts and recruiters throughout the region so they can better evaluate OUR athletes.

- Proceeds from RMG’s GAMETAPE advertising & DVD sales go to the **RMG Sports Scholarship** awarded at the annual Ken Lantzy All Star Classic.



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PROPOSED 2015 GAME COVERAGE SCHEDULE FOR RMG's GAMETAPE

(subject to change)

Week 1	Richland Rams at Bishop Guilfoyle Marauders
Week 2	Penn Cambria Panthers at Richland Rams
Week 3	Bedford Bison at Somerset Golden Eagles
Week 4	Greater Johnstown Trojans at Bedford Bison
Week 5	Somerset Golden Eagles at Greater Johnstown Trojans
Week 6	Forest Hills Rangers at Bishop Guilfoyle Marauders
Week 7	Bedford Bison at Richland Rams
Week 8	Greater Johnstown Trojans at Forest Hills Rangers
Week 9	Bishop McCort Crushers at Central Cambria Red Devils
Week 10	Somerset Golden Eagles at Bishop Guilfoyle Marauders

**EVERY EPISODE WILL BE SEEN STREAMING AND ON
TRADITIONAL TELEVISION WITH ALL ADVERTISING IN PLACE!**

Watch ALL Past Episodes at RMGSports.net/GAMETAPE



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PUT ME IN, COACH! I WANT TO BE ON THE SHOW!

Check the appropriate box below to get your business on **RMG's GAMETAPE**.

Then, fax this completed page to **888-323-8684** or email it to jarred@rmgtv.us and we'll reserve your slot(s).

Business Name: _____

Billing Address: _____

Representative's Name: _____

Representative's Signature: _____

Representative's Phone # _____ Email _____

Please select one of the following:

Season Package – Four Available (\$1000/mo. for 4 mo)

- Your Sponsored Segment will be in **all** 10 games covered.
- Your business will receive category exclusivity.
- Invoices will be sent monthly Sept through Dec and due upon receipt.

Half-Season Package – Three Available (\$500/ mo. for 4 mo)

- Your Sponsored Segment will be in 5 games covered by RMG's GAMETAPE.
- Invoices will be sent monthly Sept through Dec and due upon receipt.

Replay Sponsor – One Available (\$375/mo for 4 mo)

- Company is title sponsor of all replay shots used in the coverage all season.
- Announcer mentions the Sponsor's name before or during all replay shots- some of the most attention grabbing shots in the entire program!
- Company logo appears on the screen for the duration of the replay.

Red Zone Sponsor – **SOLD**

- Company is title sponsor of the Red Zone (Any time a team gets the ball inside their opponent's 20 yard line) for the entire season in all 10 games.
- Announcer mentions that the team is now in the "sponsor name Red Zone."
- Company logo appears on the screen until the team scores or there is a turnover.



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SCHOOL SPIRIT PACKAGES – PUT ME IN MY TEAM'S GAMES!

Check the appropriate box below to get your business on **RMG's GAMETAPE**.

Then, fax this completed page to **888-323-8684** or email it to jarred@rmgtv.us and we'll reserve your slot(s).

Business Name: _____

Billing Address: _____

Representative's Name: _____

Representative's Signature: _____

Representative's Phone # _____ Email _____

Please select one of the following:

_____ **Bishop Guilfoyle Marauders Package** (\$300/mo. for 4 mo)
 - Your Sponsored Segment will be in all three Bishop Guilfoyle games covered.
 - Invoices will be sent monthly Sept through Dec and due upon receipt.

_____ **Somerset Golden Eagles Package** (\$300/mo. for 4 mo)
 - Your Sponsored Segment will be in all three Somerset games covered.
 - Invoices will be sent monthly Sept through Dec and due upon receipt.

_____ **Bedford Bison Package** (\$300/mo. for 4 mo)
 - Your Sponsored Segment will be in all three Bedford games covered.
 - Invoices will be sent monthly Sept through Dec and due upon receipt.

_____ **Greater Johnstown Trojans Package** (\$300/mo. for 4 mo)
 - Your Sponsored Segment will be in all three Greater Johnstown games covered
 - Invoices will be sent monthly Sept through Dec and due upon receipt.

_____ **Richland Rams Package** (\$300/mo. for 4 mo)
 - Your Sponsored Segment will be in all three Richland games covered.
 - Invoices will be sent monthly Sept through Dec and due upon receipt.