



ON-AIR SPORTS MARKETING

UNLIMITED OPPORTUNITIES TO REACH THE
SPORTS AND ENTERTAINMENT INDUSTRY

WHO ARE WE - ON-AIR SPORTS MARKETING

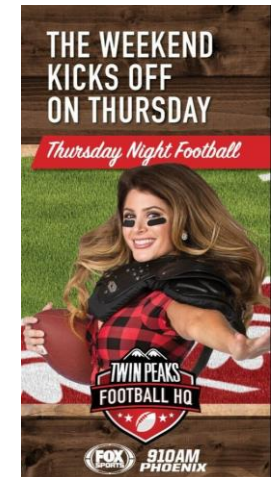
- On-Air Sports Marketing provides solutions in sports sponsorships, sports radio, digital media, branded merchandise, and event marketing.
- Our leadership team brings over 50 years of experience working with some of the top brands and top teams in the country including the Guaranteed Rate Bowl, VRBO Fiesta Bowl, MLB, NHL, NFL, NBA, NCAA, PGA, Arena Football, Pickleball, WM Phoenix Open, and many more.
- With over 30 years of experience in Arizona, On-Air Sports Marketing can deliver world-class marketing strategies that connect people with sport brands and accessories.
- As a sports-marketing adviser, consultant, manager, and innovative "think-tank" that can effectively position brands to consumers.
- On-Air Sports Marketing thrives on surpassing market competitors, aggressively increasing market share and driving profit margins to new heights.
- In addition to striving to excel in unconventional tactics that transform consumer behaviors into high-impact campaigns that build cutting-edge brand loyalty and consumer awareness.
- Creative, focused, intuitive, and persistent with extensive bank of influential media and industry contacts.
- Currently own and/or operate Roc and Manuch with Jimmy B, Take the Points and Backspin the Golf Show.



SOME CLIENTS



CASINO ARIZONA
TALKING STICK RESORT



STATION INFORMATION

STATION PROFILE

Station: KGME

Frequency: 910 AM, 99.9 HD3 FM, IHeartRadio App

Affiliation: Fox Sports Radio/ IHeartMedia

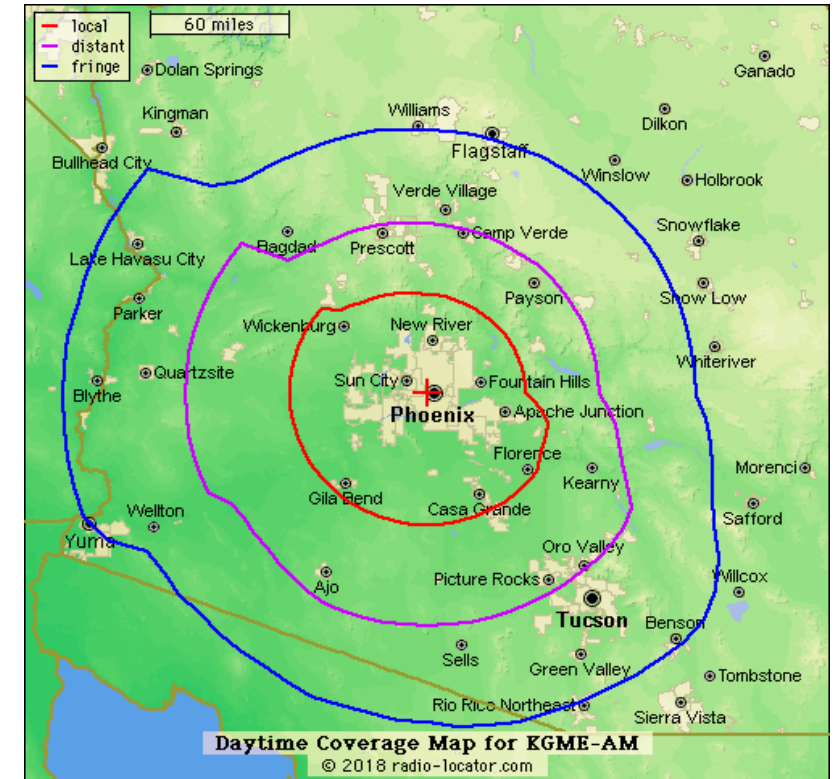
Fox Sports 910: Fox Sports 910 gets the listener in the game with in-depth analysis from nationwide renowned personalities. National talents such as Colin Cowherd, possess a strong fan base and influential insight into what's happening in sports. FOX Sports 910 is also home to the NFL with a variety of NFL games throughout any given Sunday.

About iHeartMedia Phoenix: iHeartMedia Phoenix owns and operates, KGME-AM, KFYZ-AM, KZZP-FM, KESZ-FM, KNIX-FM, KMXP-FM, KYOT-FM and KOY-AM, and is part of iHeartMedia. iHeartMedia is the number one audio company in the United States, reaching nine out of 10 Americans every month – and with its quarter of a billion monthly listeners, has a greater reach than any other media company in the U.S. The company's leadership position in audio extends across multiple platforms including more than 850 live broadcast stations; streaming music, radio and on demand via its iHeartRadio digital service available across more than 250 platforms and 2,000 devices including smart speakers, digital auto dashes, tablets, wearables, smartphones, virtual assistants, TVs and gaming consoles; through its influencers; social; branded iconic live music events; and podcasts as the #1 commercial podcast publisher globally. iHeartMedia also leads the audio industry in analytics and attribution technology for its marketing partners, using data from its massive consumer base. iHeartMedia is a division of iHeartMedia, Inc. (NASDAQ: IHRT). Visit iHeartMedia.com for more company information.

Sports Radio Listener/Audience: Male 95% and Female 5%. Two-thirds of the audience falls between 25 and 64, with the average age being over 50 years old. Time Spent Listening to Sports Radio is competitive with other male-driven formats and is bucking national listenership trends by showing an increase among listeners aged 35-64. 86% of the audience is male. Sports Radio Listeners are among Radio's most educated audience with nearly 80% having attended or graduated from college (only Classical formats score higher). The Sports Radio audience ranks in the top-3 of all formats for Listeners with postgraduate degrees. Sports Listeners are among the most likely of all Radio Listeners to be married. Average income of \$75k - \$100k. Home Ownership – 87%.



COVERAGE MAP



ON AIR SPORTS MARKETING provides unique marketing solutions through the radio and interactive media. **ON AIR SPORTS MARKETING** produces over 20 hours of weekly local and national sports talk radio programs airing on **KGME Fox Sports 910**. **ON AIR SPORTS MARKETING** prides itself on fulfilling your every marketing goal in attracting the hard-to-reach Male consumer. We offer marketing programs that are customized to fit each clients needs.



FOX SPORTS 910 DELIVERS A QUALIFIED AUDIENCE



77%
COLLEGE
EDUCATED



79%
EMPLOYED



60%
MARRIED



44%
PARENT OR
HAS KIDS
<18 IN HHLD



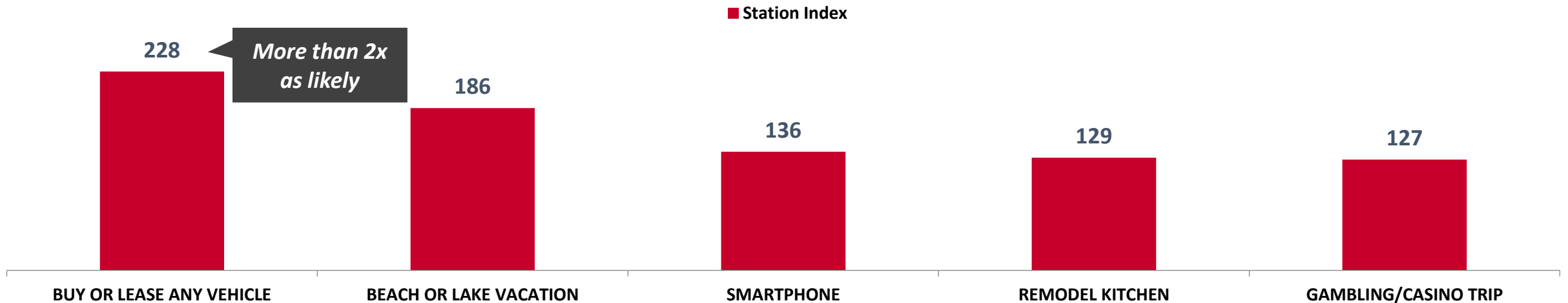
49%
HOME
OWNERS



\$107K
AVG. HHLD
INCOME

LIFESTYLE CHARACTERISTICS	INDEX
REFINANCE HOME MORTGAGE (YR)	547
SELF-EMPLOYED	352
BELONG TO HEALTH CLUB OR GYM	193
HAVE LIFE INSURANCE	148
USED ONLINE INVESTING/STOCK TRADING (YR)	128

ITEMS PLANNING TO PURCHASE OR DO IN THE NEXT 12 MONTHS



Source: Scarborough Phoenix, AZ 2020 Release 2 Total (Jul 2019 - Aug 2020), Adults 18+, - Nielsen Audio radio metro area: Phoenix radio metro area, M-S 6am-mid cumc



20 YEARS OF ROC AND MANUCH WITH JIMMY B MONDAY-FRIDAY 1PM-4PM

The guys bring you hours of energetic entertainment, endless sports information, top names in all of sports and invigorating sports talk with passionate sports fans. Roc & Manuch began their oddball relationship on Tuesday, September 7, 2004, on ESPN 860 KMVP from 2pm-4pm after the Dan Patrick show. Shortly after a year, the show moved to KDUS AM 1060 from 3pm-6pm. The show was originally called "Calling All Sports" but changed to "AZSportsTalk" when AM 1060 became an NBC Sports Radio affiliate in April 2013. Prior to NBC, the affiliate was Sporting News Radio and Yahoo Sports Radio. The guys also hosted a weekend national show for six months on Sporting News Radio. After 13 years at KDUS AM 1060, the guys left to launch 1580 The Fanatic CBS Sports Radio and aired their show Monday-Friday 3pm-6pm from February 2017 to December 2018. 2019 brings a lot of excitement as their show was aired nationally on SB Nation Radio Monday-Friday 4pm-7pm EST and locally 2pm-5:30pm on AM 1060. Jim Brinson, "Jimmy B" is back after spending time with Roc and Manuch at KQFN. Now on Fox Sports 910 Monday-Friday 1pm-4pm

WE SHOOT STRAIGHT.



PRESENTED BY
LERNER & ROWE
INJURY ATTORNEYS



ROC AND MANUCH WITH JIMMY B



Mike Muraco
ROC

Mike Muraco "ROC" has over 35 years of experience in the sports industry specializing in sports marketing, media, and public relations. He has held various positions both professional and collegiate ranks, Indianapolis Colts, NFL Properties, Phoenix Cardinals, Arizona Fall League, Phoenix Firebirds, Oakland A's and the University of Pennsylvania. Roc has been an on-air sports radio host since 1997 on KHEP NBC 1280AM, KMVP ESPN 860AM, KQFN 1580 The Fanatic, and twice at NBC Sports Radio AM KDUS 1060 and now Fox Sports 910. Roc launched The Fanatic two years ago as the VP of Sales and Programming along with hosting the Drivetime show with Manuch. In addition to on air, he has held various sales and marketing positions at KASW-TV, KTVK-TV and Cable West. He is the former Executive Director of National Football Foundation Valley of the Sun Chapter and has been Fiesta Bowl Committee member for over 25 years. He has owned On-Air Sports Marketing for the past 18 years and he is the SVP Corporate Partnerships at Arizona Athletic Grounds in Mesa.

mike@onairsportsmarketing.com



Dan Manucci
MANUCH

Dan Manucci "MANUCH" earned a football scholarship from Kansas State University where he led the Big 8 in passing his senior year and was named 1978 All-Big 8 Honorable Mention. Manuch was drafted by the Buffalo Bills in the 5th round in 1979 and played QB for the Bills in 1979-80, 87, Toronto Argonauts 1981 and Arizona Wranglers of the USFL 1983. Manuch has TV and radio experience with the Cardinals, Sun Devils, Rattlers and High School Football. He is on the Advisory Board of National Football Foundation Valley of the Sun Chapter and participates in the local NFL Retired Players Association. He has been a co-host with Roc since 2004 and color guy for High School Football every Friday night on AIA Radio Network.

danmanucci@gmail.com



Jim Brinson
Jimmy B

Jim Brinson "Jimmy B" is a veteran TV and Radio Sports anchor having covered college athletic events for both ABC Sports and ESPN as a play-by-play announcer. His other TV experience includes sports anchor positions in Dallas, Philadelphia, Pittsburgh and Buffalo. He has talk radio experience with the Sports Fan Radio Network and at stations in Buffalo, New York and Little Rock, Arkansas and radio play-by-play experience calling games for the Texas Rangers, Dallas Mavericks, Buffalo Sabers and Cleveland Cavs.

jockjim@hotmail.com

ROC AND MANUCH WITH JIMMY B ON FOX SPORTS 910

PARTNER RECEIVES THE FOLLOWING:

PACKAGE A:

- › 1x **Daily Feature** on Roc and Manuch with Jimmy B - Weekdays 1pm-4pm – In show feature includes open and live closing billboards. Includes live endorsement by Roc and Manuch with Jimmy B. 5x per week.
- › 1x **Weekly Feature** on Roc and Manuch with Jimmy B - Weekdays 1pm-4pm – In show feature includes open and live closing billboards. Includes live endorsement by Roc and Manuch with Jimmy B.
- › Minimum of 4x Live Reads per week
- › Minimum of 25x :30 second commercials to air Monday-Sunday 6am-10pm
- › Banner ad on RocandManuch.com



Investment: \$850 net per week

ROC AND MANUCH WITH JIMMY B ON FOX SPORTS 910

PARTNER RECEIVES THE FOLLOWING:

PACKAGE B:

- › 1x Weekly Feature on Roc and Manuch with Jimmy B-Weekdays 1pm-4pm –
In show feature includes open and live closing billboards. Includes live endorsement by Roc and Manuch with Jimmy B.
- › Minimum of 2x Live Reads per week
- › Minimum of 15x :30 second commercials to air Monday-Sunday 6am-10pm
- › Banner ad on RocandManuch.com



Investment: \$600 net per week

ROC AND MANUCH WITH JIMMY B ON FOX SPORTS 910

PARTNER RECEIVES THE FOLLOWING:

PACKAGE C:

- › Minimum of 10x :30 second commercials to air Monday-Sunday 6am-10pm
- › Minimum 2x Live Reads per week
- › Banner ad on RocandManuch.com

Investment: \$500 net per week





Sports-talk rules the airwaves, and where there's sports, there's gambling discussion, especially with College Football. But sporadic references to the point spread don't qualify for this list. **COLLEGE FOOTBALL GAMEDAY ON FOX SPORTS 910** is not considered one of those the ridiculous infomercial-style tout programs that run early weekend mornings during football season.

This show quote the lines, reference line movement and how it's affected by injuries and other information, and generally bring an informed sports-betting perspective to the conversation. As legalized U.S. sports gambling continues to spread throughout the country AND in Arizona, **COLLEGE FOOTBALL GAMEDAY ON FOX SPORTS 910** has you covered.

Saturdays 11am-1pm on Fox Sports 910

SATURDAYS AT PHILLY'S
JUMBO
DICE ROLL
F O X 9 1 0
CHANCE TO WIN
\$9,100
Each week 20 Lucky contestants at one of the four Philly's locations will have the chance to roll the JUMBO DICE to WIN the Grand Prize! Rolling begins at 1:15pm. Sign up for your chance during live broadcast.
CERVEZA **DOS EQUIS** **FOX SPORTS 910AM PHOENIX** **Philly's SPORTS GRILL**
College Football Saturdays
Live Broadcast 11am-1pm
For this week's location visit Fox910Gameday.com

DOS EQUIS GAMEDAY



Hosted by Mike Bauer,
Jackson Groff, Ben
Garcia and Friends



DOS EQUIS GAMEDAY PARTNERSHIP OPPORTUNITIES

PRESENTING PARTNERSHIP (\$500 weekly investment)

- › Exclusive Presenting Sponsor will be included in show open
- › Exclusive Presenting Sponsor will be included in a minimum of three rejoins per show
- › Exclusive Presenting Sponsor receives a minimum of two (2) mentions per show
- › Exclusive Presenting Sponsor receives three (3) :30 second commercials per show
- › Live endorsement one (1) per show
- › Presenting Sponsor receives 10x :15 promos in show
- › *M-SU 6am-10pm on Fox Sports 910
- › Exclusive Sponsorship of *Gameday* webpage at rocandmanuch.com
- › 300x250 banner ad on rocandmanuch.com

SEGMENT SPONSORSHIPS (\$150 weekly investment)

- › Segment Sponsors will be mentioned during open & close of sponsored segment
- › Segment Sponsors receive three (3) :30 second commercials per show

COMMERCIAL SPONSORSHIPS (\$75 weekly investment)

- › Commercial Sponsors receive two (2) :30 second commercials per show



BACKSPIN THE GOLF SHOW

Welcome to Backspin the Golf Show presented by PING, the Valley's most listened to radio show when it comes to the game of golf now in year 30th, the longest running golf show in the Southwest.

Hosted by Arizona Golf Hall of Famer Bill Huffman, "the Man from Van's," Rick Levy, and Longtime broadcaster Mike Bauer can be heard each week on Fox Sports 910 on FM 99.9HD3 and iHeartradio app from 9:00-11:00 am on Saturday mornings.

Each week the guys feature a weekly line-up of the world's greatest golfers, along with exclusive inside the rope's news and scoops from around the golf world.



HOLE IN ONE PACKAGE



HOLE IN ONE PACKAGE \$910 NET PER WEEK – ONE AVAILABLE

PRESENTING PARTNERSHIP

- › Exclusive Presenting Sponsor of the Backspin The Golf Show
- › Exclusive Presenting Sponsor be included in show open per show – one per hour
- › Exclusive Presenting Sponsor will be included in a minimum of six rejoins (6) per show – three per hour

IN SHOW SPONSORSHIP

- › Feature segment in show –includes opening and closing billboards

COMMERCIALS

- › Two live :60 second lives read in show – one per hour
- › Six (6x) :60 second commercials per show

INTERNET

- › Banners on Backspin the Golf Show page on Backspinthegolfshow.com

PODCAST –ADDED AUDIENCE

- › Podcast of show on iHeartradio App

BONUS

- › Five :30 seconds spots per week in Roc and Manuch with Jimmy B Monday-Friday 1pm-4pm and four (4) spots in Take The Points Saturdays 11am-1pm.

CATEGORY EXCLUSIVITY



BIRDIE AND PAR PACKAGE



BIRDIE PACKAGE \$500 Net Per Week

IN SHOW SPONSORSHIP

- › Feature segment in show –includes opening and closing billboards

COMMERCIALS

- › Four (4) :30 second commercials per show
- › One live :60 second live read in show

SOCIAL MEDIA

- › Mentioned weekly on Twitter page during broadcast

INTERNET

- › Banners on Backspin the Golf Show page on Backspinthegolfshow.com

PODCAST –ADDED AUDIENCE

- › Podcast of show on iHeartradio App

PAR PACKAGE \$200 Net Per Week

COMMERCIALS

- › Four (4) :30 second commercials per show

INTERNET

- › Banners on Backspin the Golf Show page on Backspinthegolfshow.com

PODCAST –ADDED AUDIENCE

- › Podcast of show on iHeartradio App

