



CONNECTING WITH THE LATINO CONSUMER

2010 Sponsorship Package

Who We Are & What We Do



Multi-layered marketing platform using the high passion point of baseball to connect brands with Latino consumers

- ✦ Building exclusive partnerships with a select number of quality sponsors
- ✦ Reach a growing, loyal fan base: **Nearly 50%** of the Hispanics in the U.S.

Premier Spanish language sports media broadcasting and content company, and exclusive radio broadcaster of six Major League Baseball teams

- ✦ Boston Red Sox
- ✦ Oakland Athletics
- ✦ Philadelphia Phillies
- ✦ Washington Nationals
- ✦ Los Angeles Angels of Anaheim
- ✦ Texas Rangers

Additional SBN MLB team partners

- ✦ New York Yankees
- ✦ Houston Astros
- ✦ Florida Marlins
- ✦ Arizona Diamondbacks

Live broadcasts of home and away games

- ✦ Unwired network with radio stations partners
- ✦ SAP TV feeds in most markets and game day audio on mlb.com

Robust website, www.beisbol.net with interviews and articles on Latino players, teams and more.

Exclusive radio rights holder of the Caribbean World Series in February 2010

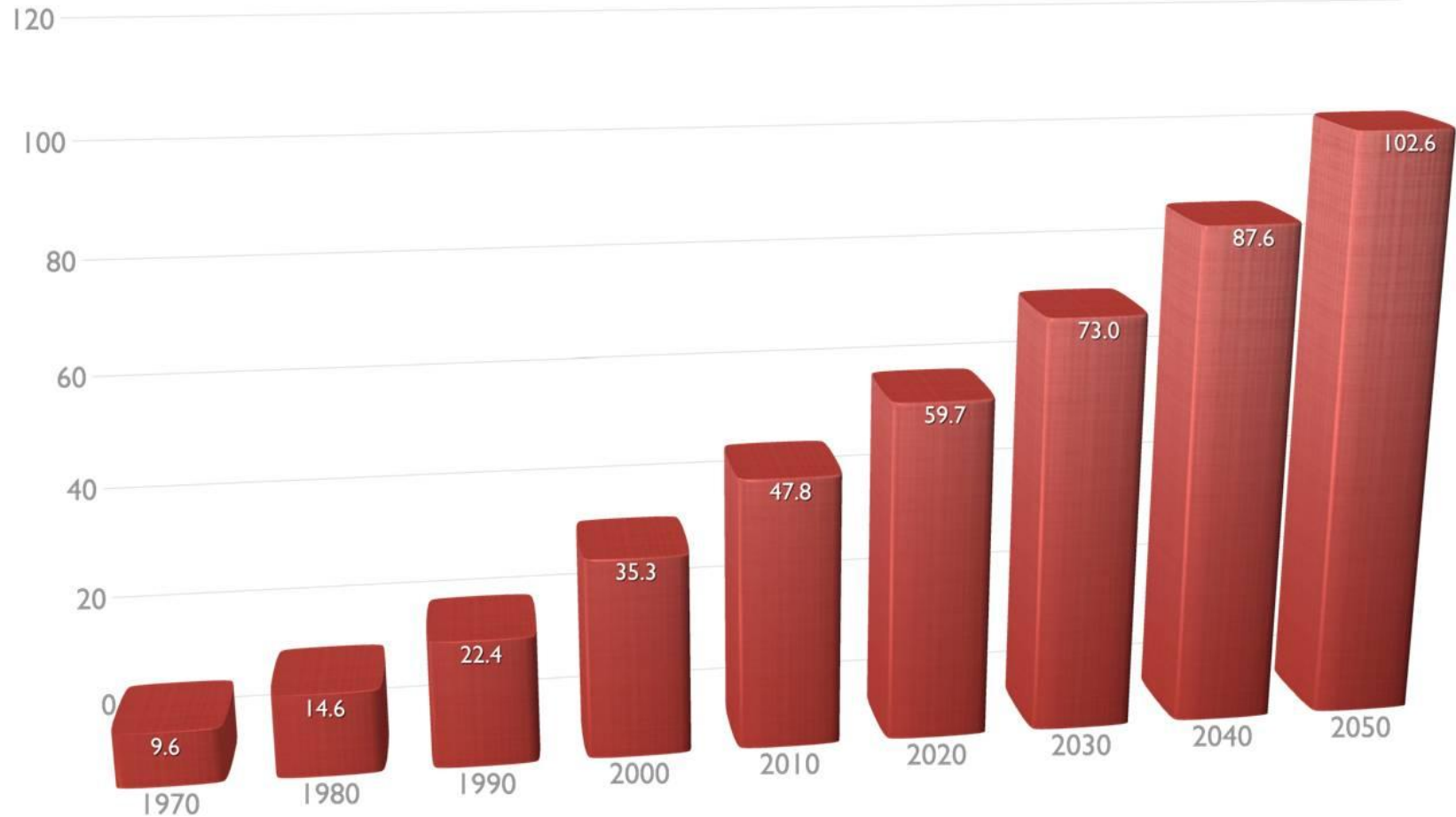


Hispanic Trends



Hispanic Population in the U.S. – 1970 to 2050

Population in millions



Source: U.S. Census Bureau

Hispanic Trends



Younger population than U.S. average

- ✦ Average age of U.S. Hispanics: 26
- ✦ Average age of U.S. overall: 34

U.S. Latino population predominantly male

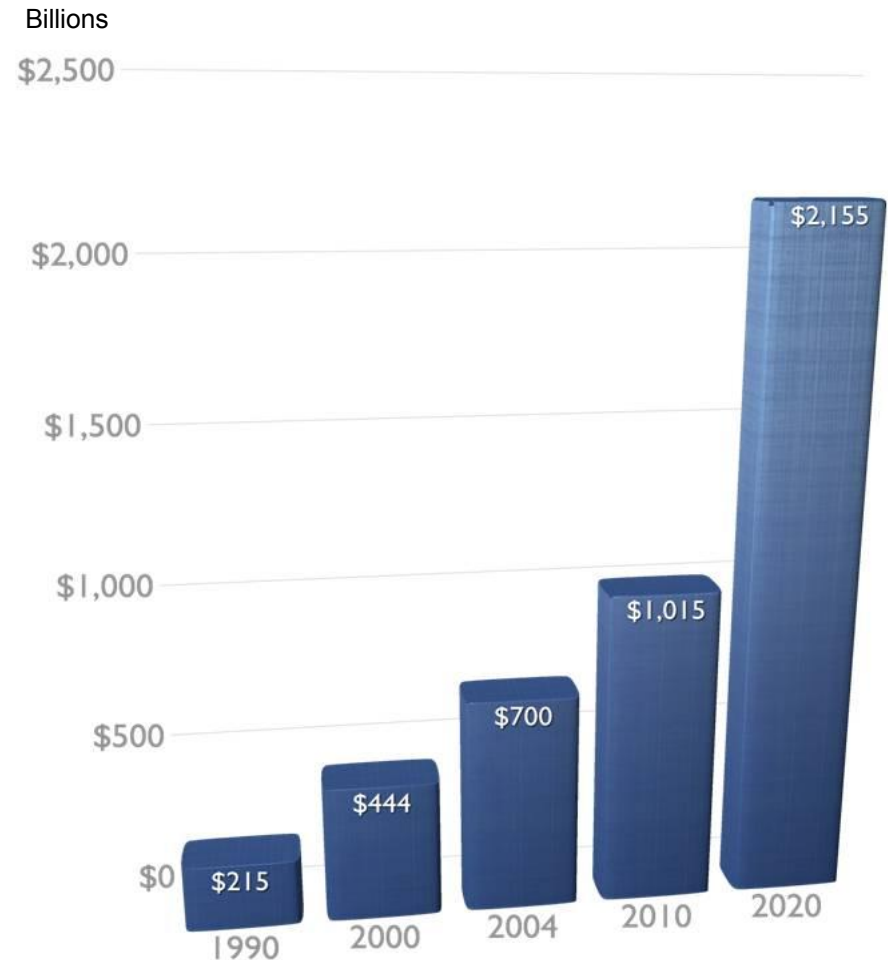
- ✦ U.S. Hispanics: 51.4% male
- ✦ U.S. Caucasians: 49.2% male

Households larger than U.S. average

- ✦ U.S. Hispanics: 3.6 people per HH
- ✦ U.S. overall: 2.6 people per HH

Hispanics are more brand loyal than average U.S. consumer

Purchasing Power of U.S. Hispanics



Source: U.S. Hispanic Chamber of Commerce

MLB & Hispanics



62% of all U.S. Hispanics are MLB fans, compared to 59% of the total population

Since 1986, MLB is the only league in professional sports to maintain or grow both its total and avid Hispanic fan base

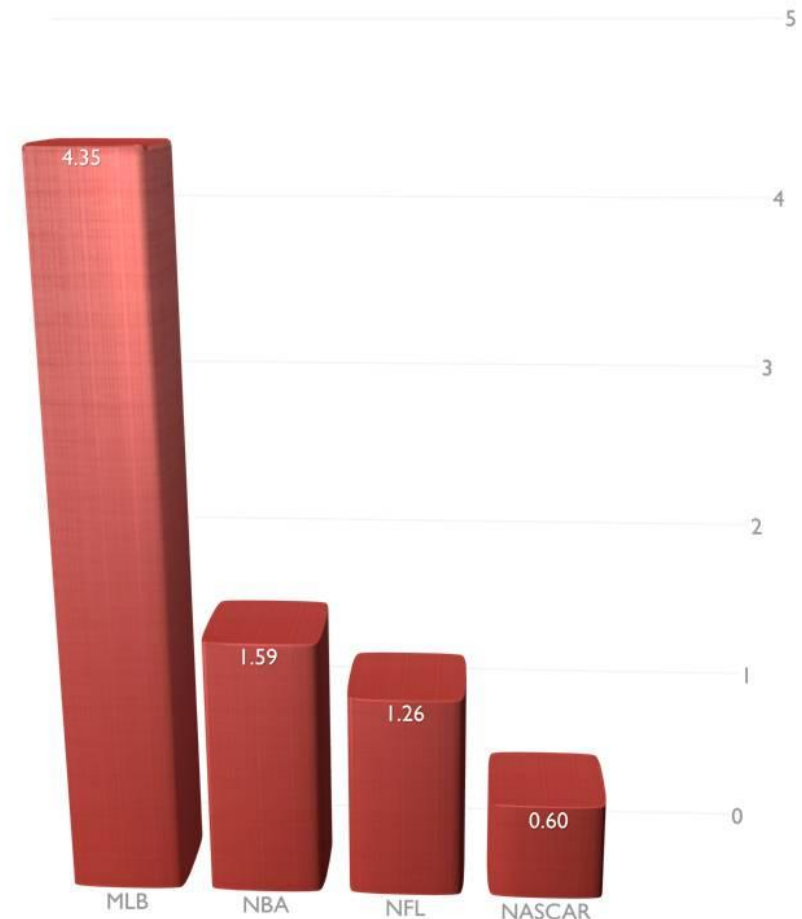
U.S. Hispanics are 6% more likely to be MLB fans than the average population, 27% more likely to be avid baseball fans and 33% more likely to attend MLB games

According to ESPN Sports Poll, 6 out of 10 Hispanic fans indicated that they plan to follow more MLB games in the future

Approximately 30% of MLB rosters are made up of players born in Spanish-speaking countries

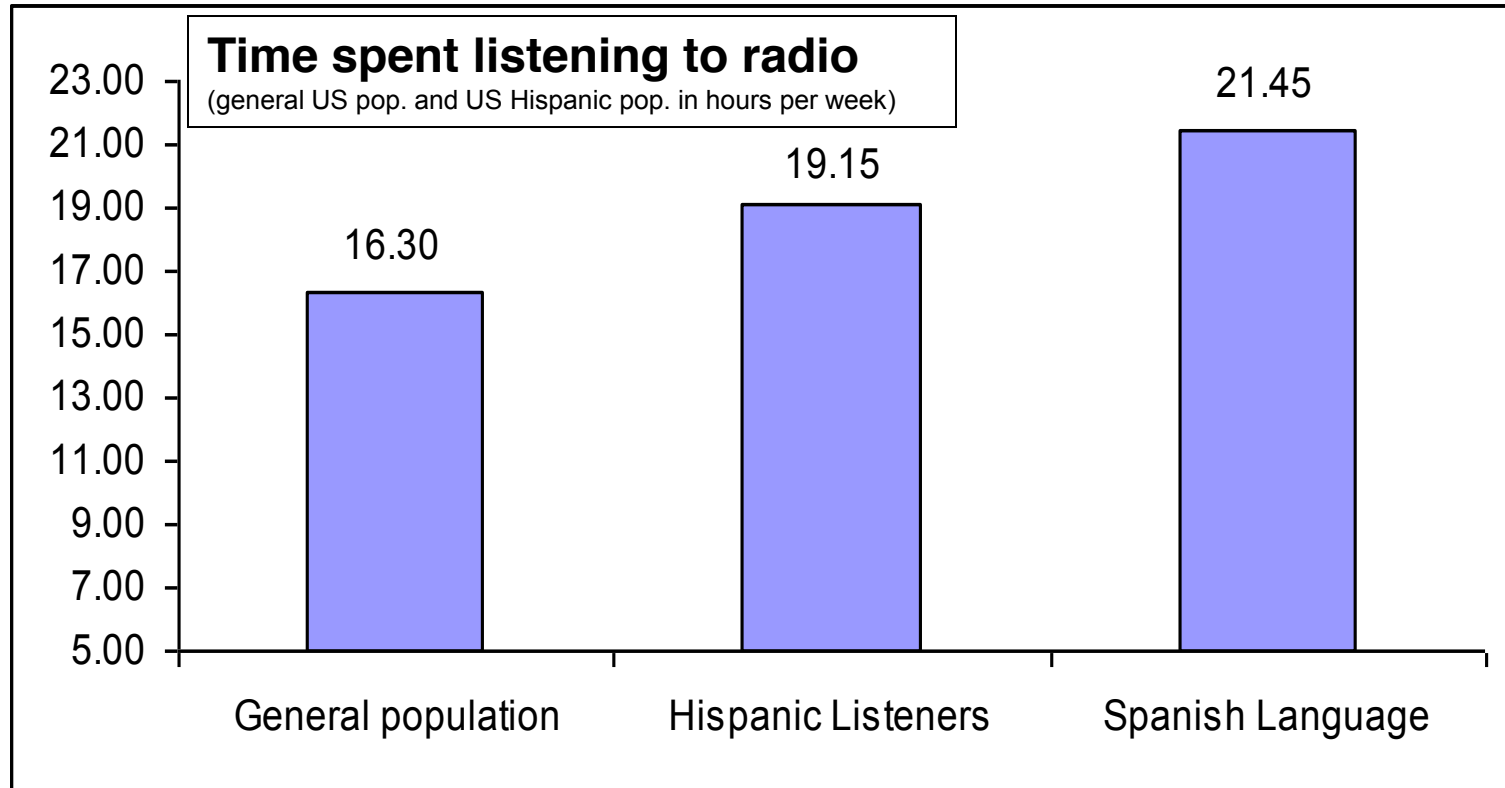
Hispanic Sports Attendance

Hispanics attend more MLB games than those of the other major sports leagues combined



Source: Scarborough Research Multi-Market Release 1 2006

Hispanics Are Radio Listeners



Total Radio Listener time over past decade is **down -14%**

Spanish Radio Listener time over past decade is **up +4.4%**

(Source: Arbitron 1998 to 2006 among listeners 12 and over)

SBN Team Partners



SBN Team Partners Market Overview



	Boston	Dallas	Florida	Houston	L.A.	New York	Oakland	Philly	D.C.	Phx
Radio Station	1150 WWDJ	1270 KFLC	710 WAQI	1010 KLAT	1330 KWKW	1280 WADO	1640 KDIA	1450 WUBA	730 WXTR	1400 KSUN
	1230 WNEB 1490 WCEC	1010 KTNZ					1190 KDYA	1450 WENJ		
General DMA Rank	7	5	17	10	2	1	6	4	8	12
Hispanic DMA Rank	24	6	4	3	1	2	7	17	18	8
Hispanic Population	440K	1.7M	1.86M	1.88M	7.8M	4.3M	1.5M	661K	640K	1.39M
Rating	.2	.2	.2	.7	.6	.7	.2	.2	.1	.4
Team Attendance	3.06M	2.15M	1.46M	2.52M	3.24M	3.74M	1.41M	3.6M	1.81M	2.13M
Hispanic Buying Power	\$6B	\$23B	\$41B	\$27B	\$128B	\$78B	\$27B	\$7B	\$14.6B	\$18B
Median HHI	\$37,900	\$37,226	\$57,474	\$40,856	\$46,500	\$41,506	\$54,400	\$35,700	\$59,600	\$48,061

Cumulative Audience



SBN: LA + NY + Hou + Mia + Dal + Phil + Bos + Was + Oak + Phx = 22,306,620

* Los Angeles	7,803,451
* New York	4,309,437
* Houston	1,977,409
* Miami	1,919,790
* Chicago	1,860,307
* Dallas-Fort Worth	1,704,598
* SF/Oakland/San Jose	1,502,803
* Phoenix	1,398,523
* San Antonio	1,262,895
* HRLG-WSL-BRN-MA, TX	1,073,898

**SPANISH BEISBOL NETWORK represents
7 out of the top 8 US Hispanic Markets.**

Hispanic populations in Boston (436,941), Washington (636,420), Philadelphia (617,248)

Sponsorship Opportunities



SBN can customize and assemble a wide array of media and sponsorship assets, as a way to associate your brand with the Hispanic Baseball fan:

Media

- ✦ Single or multiple team packages
- ✦ Half- and full-season packages
- ✦ Feature on-air sponsorships
 - Player of the game
 - Play of the game
 - Starting lineups
 - 7th Inning stretch
 - Quote of the day
 - Trivia question
 - Pitching change
 - Stolen base/home run/strike out
 - SAP Sponsorship (Secondary Audio Programming)
- ✦ In-game “live” reads
- ✦ Pre- and postgame shows
- ✦ Web advertising and/or logo presence with link on new designed SBN site, www.beisbol.net



Sponsorship Activation

Enhancing your media components, SBN will work with you to build a customized and robust sponsorship activation plan – designed to build a relationship with your brand and our fans. Some of our offerings include:

- ★ Game tickets (individual, small group, large group)
- ★ Youth baseball clinics
- ★ Title and Presenting sponsor of broadcast
- ★ On-field pregame event sponsorship
- ★ Broadcaster, player and coach appearances
- ★ Dealer / co-op programs
- ★ Pre- and post-game hospitality events
- ★ On-air or online contests
- ★ Customized promotions (including offsite events, sweepstakes, giveaways, etc.)



[BEISBOL.NET]
ESTE ES NUESTRO JUEGO

PAGINA PRINCIPAL

LA RIZARRA

MÁS NOTICIAS

DICEN LO QUE DICEN

HORARIOS DE RADIO

EQUIPO SEN

ANUNCIANTES

ACERCA DE ISBOL SEN

CONTACTÉNDOS

SEN TEAM

CORPORATE SPONSORS

ABOUT SEN

CONTACT US

Tras Bastidores Con Los Cardenales

Con mi casa de Spanish Beisbol Network me gustaría decirle a los fans de los Cardinals que el equipo tiene un gran momento: ¡¡¡¡!

[Leer artículo completo >](#)

OAKLAND, CA

KDIA AM

1640 NIGHT

KDYA AM

1190 DAY

[VIEW SCHEDULE](#)

ESQUINA CALIENTE

Richar Pedro Martínez bien al inicio de la temporada

Sí

No

El Mundo Es Un Diamante: Uribe, suplente De Lujo

Por muy exigentes que sean las diferentes posiciones del cuadro ninguna tiene secretos para Uribe

[Ver artículo](#)

Los Esteroides: Un Caso Perdido

Junque no nos gusta alarma, los esteroides son noticia y son parte del escándalo del beisbol

[Ver artículo](#)

El Mundo es un Diamante: Victor Martinez robustece el arsenal de los Medias Rojas

Francisco lo hizo el domingo basando detrás de Dabury y Dustin Pedroia, y tiene a Kevin Youkilis y David Ortiz

[Ver artículo](#)

Tras Bastidores Con Los Cardenales

Con mi casa de Spanish Beisbol Network me aventuró a entrevistar los Cardenales en el Citrus Bank Park casa de los Phillies, ¡¡ buena sorpresa me llevó!

[Ver artículo](#)

¿Hablando de ojes?

Los carnes están mucho más asustados, más alineados y muchas veces alejados con la precisión de un lanzamiento con el gran Mariano Rivera

[Ver artículo](#)

El nacimiento colombiano, colombiano

Grandes ahorros. Precios bajos.

Albert Pujols Entrevista

19 days ago

[Play](#) [Next](#)

ESCRITORES

Amaury Pi-González

- [Una Pelota Sobre La Valla De Luis Tiant A Cuba](#)
- [Los Esteroides: Un Caso Perdido](#)

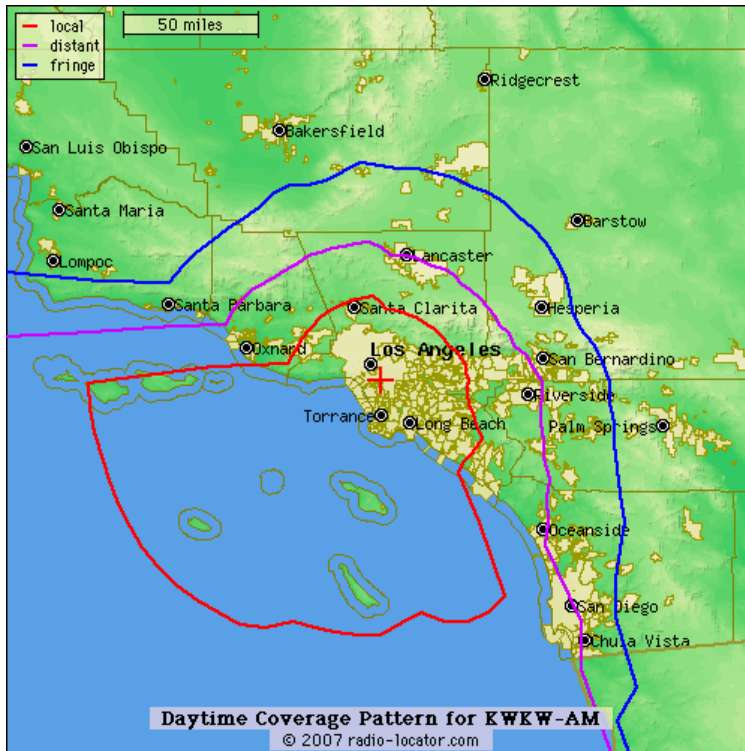
Angel Castillo

- [El Nuevo "Chule" Impresora Con Los Campeones](#)
- [Casi lo he hecho la diferencia para los Phillies](#)

SBN Coverage



Los Angeles



Every game is on www.mlb.com
Select games are carried by XM Radio

KWKW – 1330 AM

SBN – Los Angeles



Hispanic DMA:1

Hispanic Population: 7,803,451

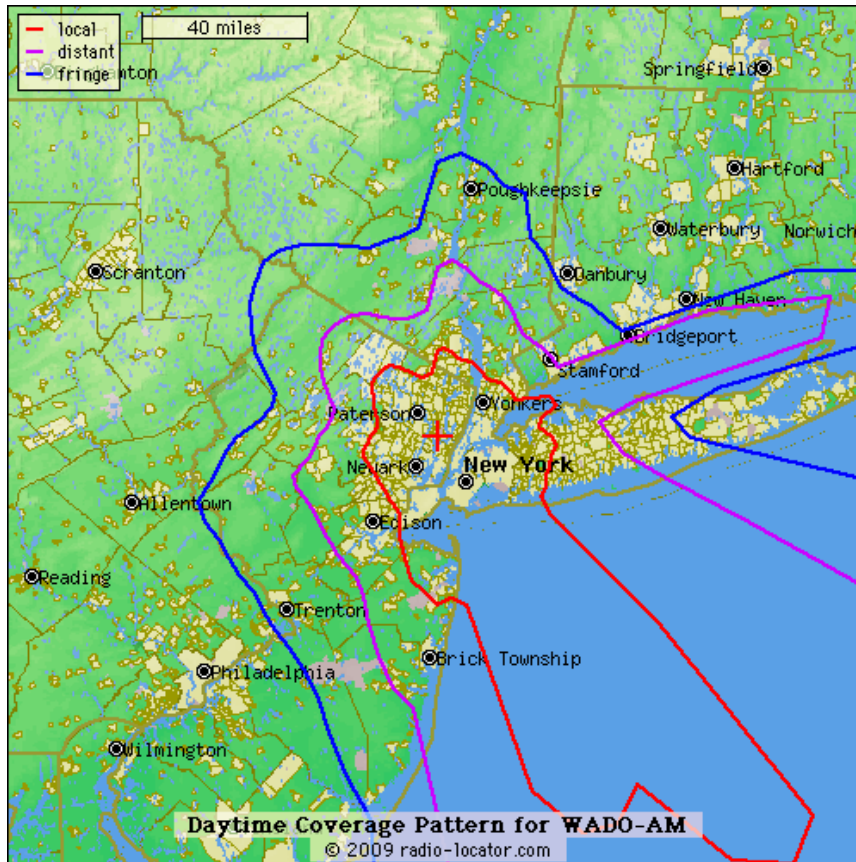
Median HHI: \$46,500

- Number one US Hispanic market
- Virtually a bi-lingual city
 - 40% of LA speaks Spanish
- Angels team notes:
 - Perennial playoff competitor
 - High brand value
 - High profile Hispanic players including Bobby Abreu, Kendry Morales and Erick Aybar

SBN Coverage



New York



Every game is on www.mlb.com
Select games are carried by XM Radio

WADO – 1280 AM

SBN – New York City



Hispanic DMA:2

Hispanic Population: 4,309,437

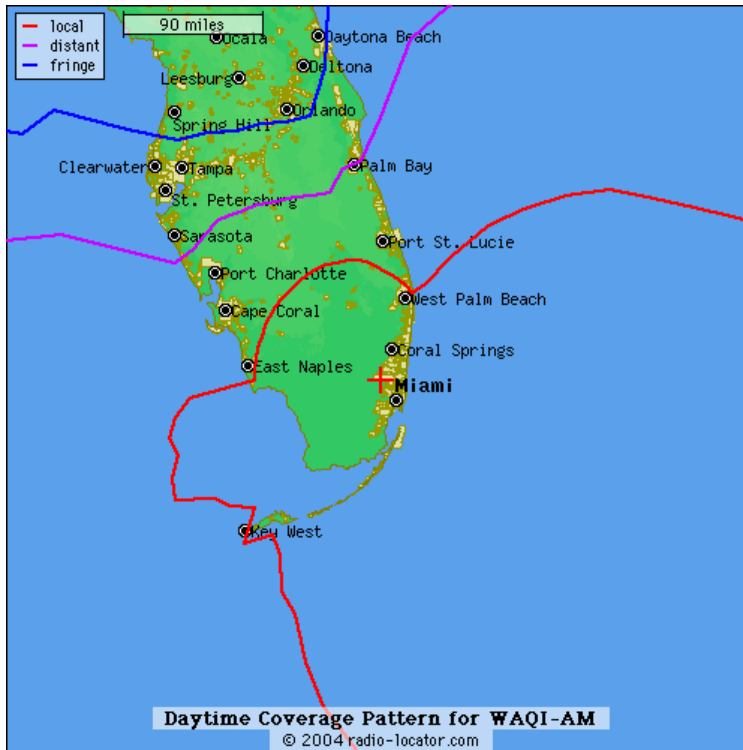
Median HHI: \$41,506

- Puerto Ricans and Dominicans, the dominate nationalities in New York, have a significant baseball culture and love for the game
 - 1.42 Million Puerto Ricans, 600,000+ Dominicans
- #1 Brand value in MLB, and #2 sports brand in the world.
- Yankees team notes:
 - Most winning team of all time
 - New stadium in 2009
 - 2009 World Series Champions
 - Hispanic superstars including Alex Rodriguez, Mariano Rivera, Jorge Posada

SBN Coverage



Miami



Every game is on www.mlb.com
Select games are carried by XM Radio

WAQI – 710 AM



Hispanic DMA: 3

Hispanic Population: 1,862,000

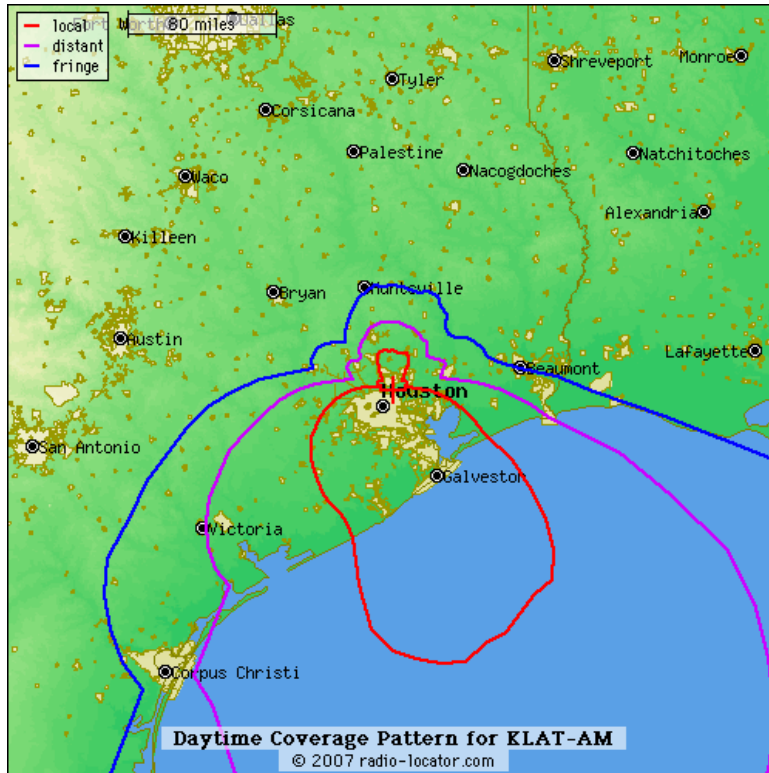
Median HHI: \$57,472

- About Miami
 - Miami is the 3rd most Hispanic dominant metropolitan area in the country
 - Cultural impact of Hispanic community is felt in every aspect of life in the city with the influence of baseball loving Cuban culture being unmistakable
 - Miami/Ft. Lauderdale boasts the highest Hispanic median household income, \$57,472
 - Over 67% of population speaks another language, predominantly Spanish, at home
- Marlins team notes:
 - Marlins will play in new state of the art baseball stadium in downtown Miami in 2012
 - Have won the World Series two times in last 10 seasons
 - Team has Latino stars such as Hanley Ramirez (DR) and Jorge Cantu (Mexico)

SBN Coverage



Houston



Every game is on www.mlb.com
Select games are carried by XM Radio

KLAT- 1010 AM

SBN – Houston

Hispanic DMA: 4

Hispanic Population: 1,883,000

Median HHI: \$40,856

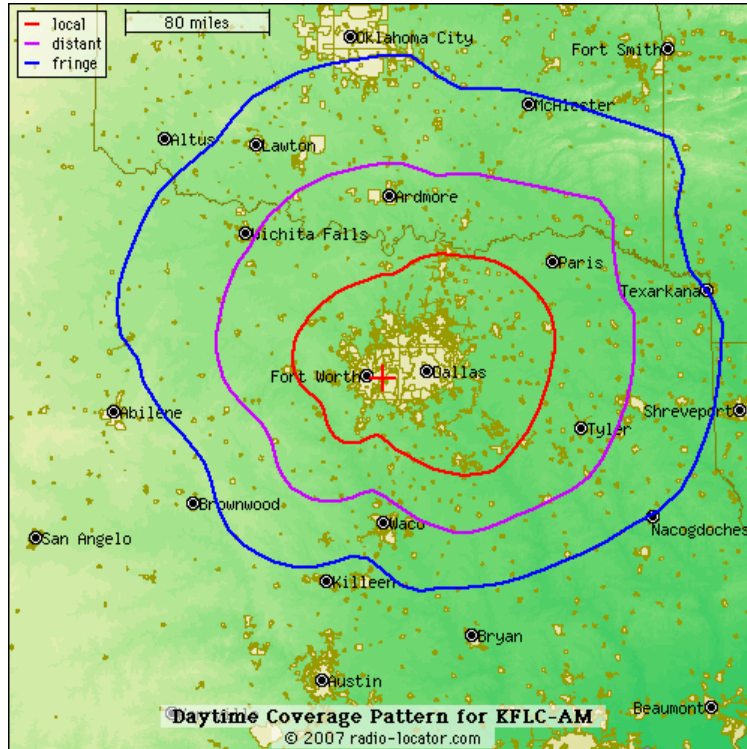


- Houston is the 4th largest city in the united states and the largest city in texas
- Houston's population is 37.4% Hispanic
 - Houston has among the youngest population in the nation
 - The city has the third-largest Latino and third-largest Mexican-American population in the United States
- Astros team notes:
 - Veterans like Lance Berkman, Roy Oswalt and Carlos Lee lead team
 - New market to SBN in 2009

SBN Coverage



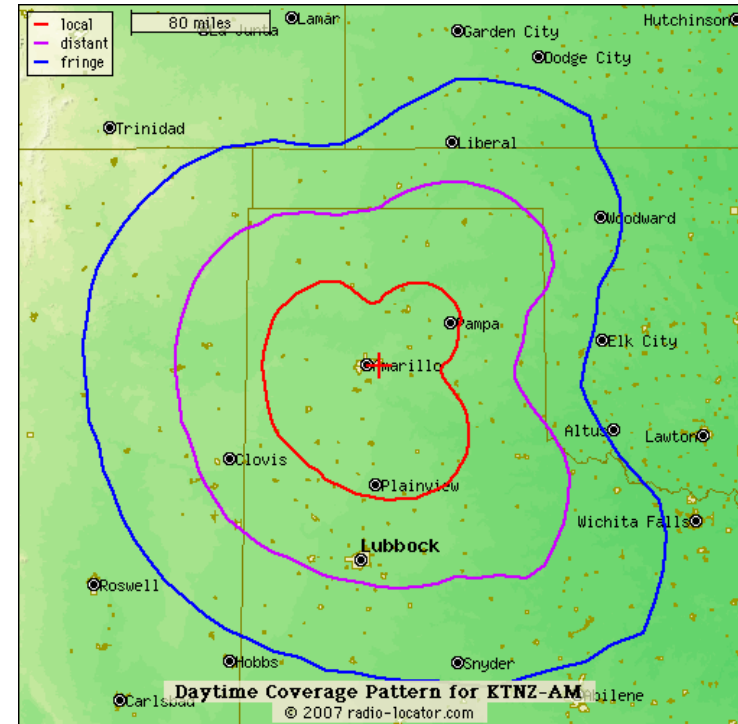
Dallas/Fort Worth



KFLC – 1270 AM

Every game is on www.mlb.com
Select games are carried by XM Radio

Amarillo



KTNZ – 1010 AM

SBN – Dallas/ Ft. Worth



Hispanic DMA:6

Hispanic Population: 1,704,598

Median HHI: \$37,225

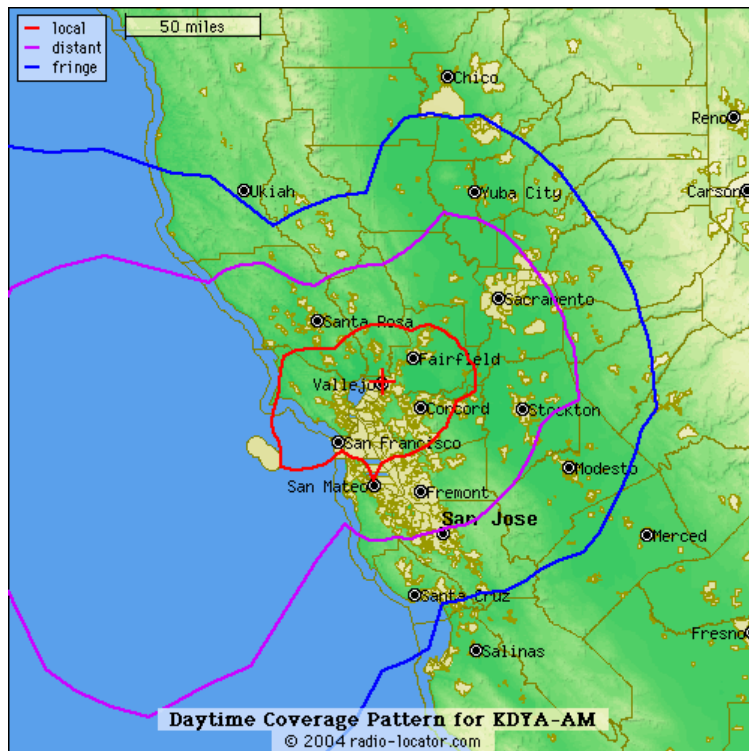
- Dallas population is over 40% Hispanic
- Commercial center of Texas
- Ranger team notes:
 - Will broadcast in 2 markets - Dallas/Ft. Worth and Amarillo
 - Over a 13 year span, the Rangers have the most home runs and highest slugging percentage of any American League team
 - Team is lead by MLB all-stars Josh Hamilton, Michael Young, Ian Kinsler and Nelson Cruz
 - Young up and coming outfielder Nelson Cruz represented the Dominican Republic in the 2009 World Baseball Classic and was runner up in 2009 MLB Home Run Derby

SBN Coverage

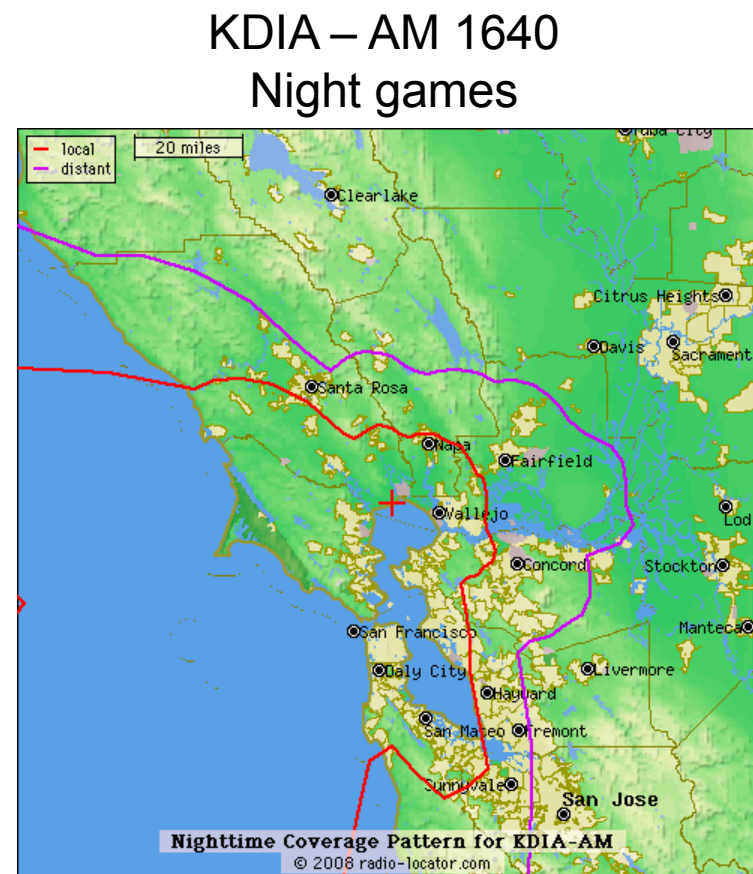


San Francisco/Oakland/San Jose

SAP-TV feed for Comcast Sports Network Bay Area (CSNBA)



KDYA – AM 1190
Day games



KDIA – AM 1640
Night games

Every game is on www.mlb.com
Select games are carried by XM Radio

SBN – San Francisco/Oakland/San Jose



Hispanic DMA:7

Hispanic Population:1,503,803

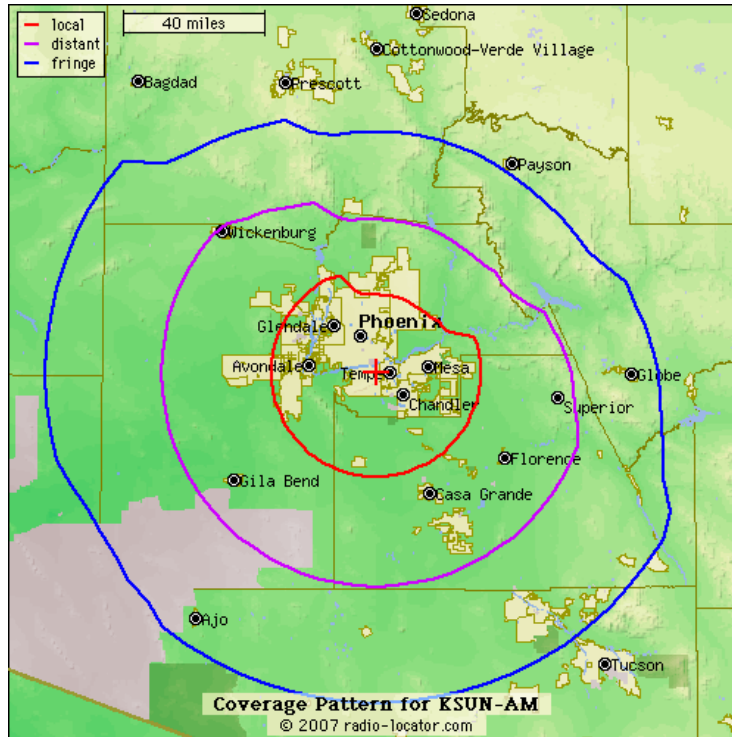
Median HHI: \$54,400

- Oakland is home to some of the most prosperous Hispanics in the U.S.
 - The median HHI ranks second in the U.S. behind Washington DC
- Bay Area Hispanics are made of a younger demographic
 - 50+% of Hispanics in the Bay Area are between the ages of 26 and 34
- Oakland team notes:
 - Perennially competitive in the AL West
 - New market to SBN in 2009

SBN Coverage



Phoenix



Every game is on www.mlb.com
Select games are carried by XM Radio

KSUN- 1400 AM

SBN Coverage



Hispanic DMA: 8

Hispanic Population: 1,398,523

Median HHI: \$48,061

- Phoenix Hispanic Market:
 - The largest ethnic group, 34.1% of entire population
 - Population grew nearly 102% from 1990 to 2006
 - Median age of 27.2 compared to 40.4 for non-Hispanics
- Diamondback team notes:
 - World Series Champs in 2001, fastest franchise to win World Series
 - Have reached post season 4 out of first 10 seasons in existence
 - Very highly regarded group of young players led by Justin Upton, Mark Reynolds and Stephen Drew

SBN – Washington DC



Hispanic DMA:17

Hispanic Population: 636,420

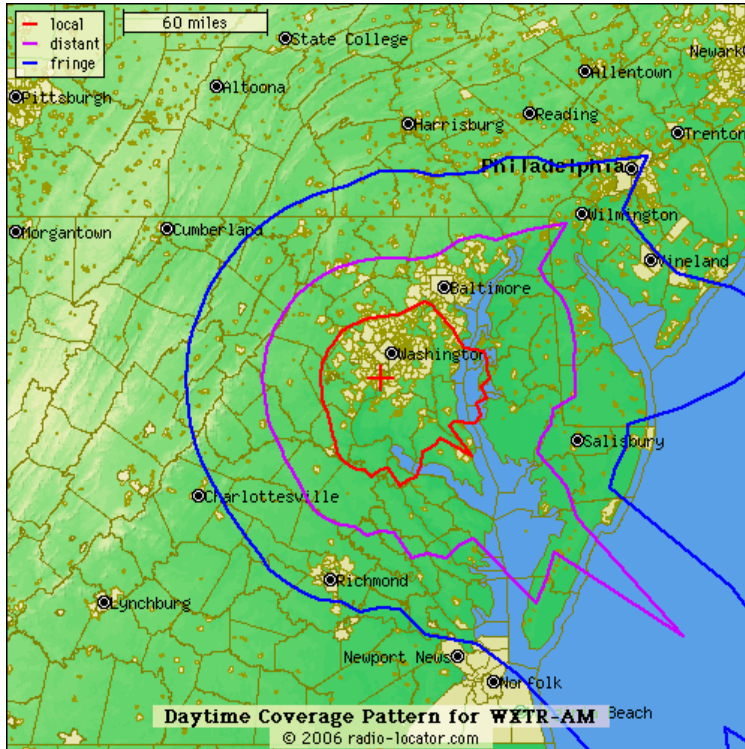
Median HHI: \$59,647

- DC Hispanic population has the **Highest Median HHI** in the country.
- One of America's most diverse Hispanic populations
- Washington DC team notes:
 - Relatively new team to DC and new stadium
 - DC is home to many key influencers and opinion leaders
 - New market to SBN in 2008
- National Team Notes
 - Nationals play in new state of the art National Stadium
 - Team has drafted the number one player in amateur draft
 - All-stars Ryan Zimmerman and Adam Dunn as well as past all starts Christian Guzman and Ronnie Belliard lead young Nationals team

SBN Coverage



Washington, D.C.



WXTR – AM 730

SAP-TV feed for Mid-Atlantic Sports Network (MASN)

124 Live games on WXTR 730 AM
ESPN Deportes Radio



Every game is on www.mlb.com
Select games are carried by XM Radio

SBN Coverage



Philadelphia



Every game is on www.mlb.com
Select games are carried by XM Radio

WUBA – AM 1480

WUBA HD Radio - 104.5 HD2

SBN – Philadelphia



Hispanic DMA: 18

Hispanic Population: 661,478

Median HHI: \$35,637.00

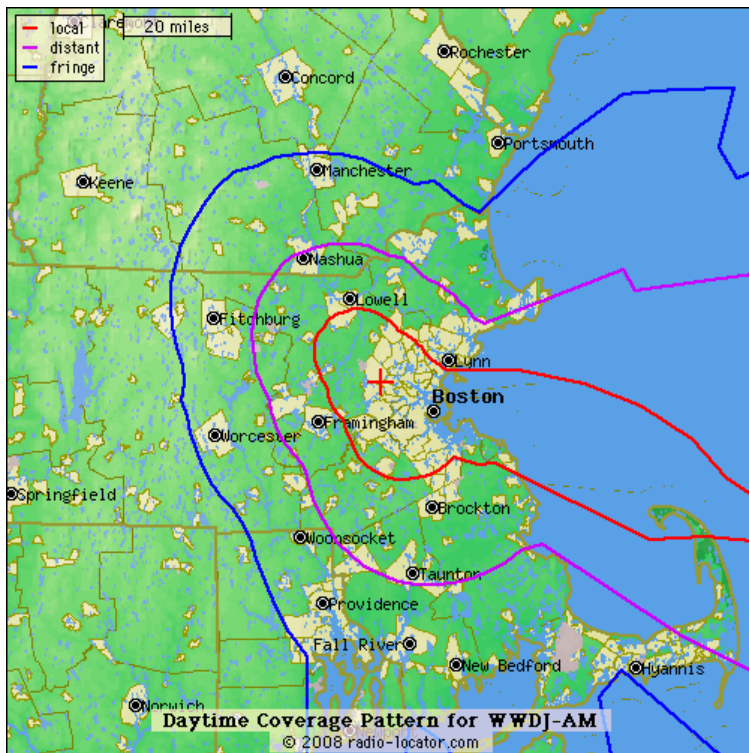
- Philadelphia's Hispanic population has increased significantly in recent years
 - 28% population growth in the past 8 years
- Philly boasts an educated Latino population
 - 60% over the age of 18 have completed high school or further
- Philadelphia team notes:
 - Have appeared in World Series last 2 seasons
 - 2008 World Series Champs
 - High brand value (61 million)
 - Home base of SBN

SBN Coverage

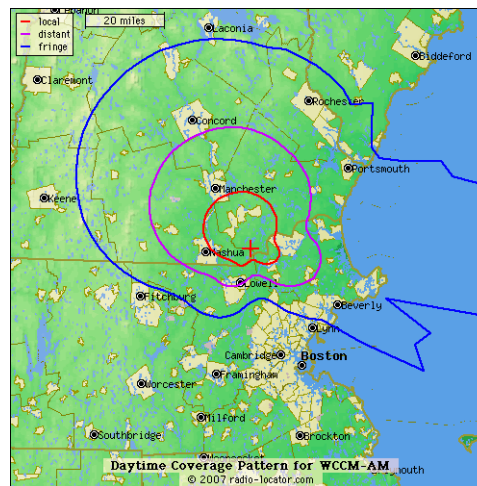


Boston

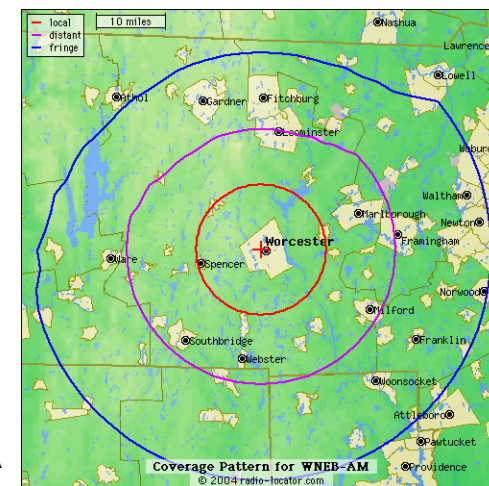
SAP-TV feed for New England Sports Network (NESN)



WWDJ – AM 1150



WCEC – AM 1490
Lawrence, MA



WNEB – AM 1230
Worcester, MA

Every game is on www.mlb.com
Select games are carried by XM Radio

SBN – Boston



Hispanic DMA: 24

Hispanic Population: 436,941

Median HHI: \$37,870.00

- The Latino community is a large player in the already avid Red Sox Nation fan base.
- The fan base stretches the whole of New England, which includes densely Hispanic areas in Providence, RI and Lawrence, MA.
- Red Sox team notes:
 - 2004 and 2007 World Champions!
 - Extremely loyal fan base
 - 2nd highest brand value in MLB
 - Marquee Hispanic players including David Ortiz
 - First team to join SBN roster

Why Become a Sponsor with SBN?



The economic impact of the Hispanic market continues to grow in the U.S.

Hispanics are passionate about baseball

SBN reaches this fast-growing, brand loyal demographic

Association with top tier MLB organizations

Flexible advertising and sponsorship packages to meet your media and marketing goals

Customized marketing platforms designed through sponsorship activation

Build a deeper connection and relationship between your brand and a targeted, passionate fan base



Thank You!



For more information, please contact:

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