



INDIANA-SPORTS.COM



Home of Crown Point Sports

July 28, 2019

To: Crown Point Businesses

My name is John Meyer, President of Meyer Broadcasting Corporation. I have been a businessman in Crown Point for the past 47 years as the founder of FM radio station WFLM, 103.9 that later became WWJY. After I sold the station in the mid-1990s, I formed a network of Internet radio stations.

USA-365.com and **Indiana-Sports.com** feature Crown Point High School sports. **TheBreez.com** features easy listening and instrumentals and vocals. **TheSeaBreez.com** features an all easy vocal format. **WFLM.us** features a vintage beautiful music format that was common in the 1970s. **Musical-Memories.com** showcases the standards and easy listening music of the 1950s and early 1960s. **TheBigBandEra.com** features music with a Big Band feel, including Swing and Jazz from the 1940's and today!

We have been carrying Crown Point football and basketball for the past 16-years on USA-365.com, and we were the only local broadcast outlet to carry all of the Crown Point Girls Softball 2017 playoff games up to and through their 2-1 state championship title game over Avon in Indianapolis. That was a privilege that we do not take lightly. Today we ask for your financial support to enable us to carry on our tradition of excellence as we begin our 2019-2020 Crown Point High School sports seasons.

Our play-by-play team consists of Dave Woodworth, Mark Smith and Frank Sprankle.

We have a variety of commercial packages designed to fit your budget in promoting your business and Crown Point High School sports. Frank Sprankle will be happy to stop by and explain our various packages and how you can be a part of something special this school year in promoting our student athletes and driving more customers to your business. Please call Frank Sprankle at (219) 781-6970 or e-mail usa365@ameritech.net to request a sales advertising quote.

We are the only broadcast facility that exclusively carries every Crown Point high school football game and a heavy schedule of winter basketball and spring baseball and softball games. We look forward to working with you to help promote the youth of our community.

Sincerely,

John Meyer

John Meyer, President
Meyer Broadcasting Corporation



Baseball/Softball-only Full Sponsor Package

20+ game mix of boys and girls high school regular season games plus the entire tournament through the state title game, Apr. 13 – June 30, 2020, as long as local teams remain in tournament play.

5 x :30-second sponsorship announcement per game, plus open & close Billboard.

Sponsor Page mention on USA-365.com/Indiana-Sports.com web site

Season Package Price: \$300.00

Avg. cost per spot = \$2.14
(Minimum of 140 on-air announcements)

Baseball/Softball-only Partial Sponsor Package

20+ game mix of boys and girls high school regular season games plus the entire tournament through the state title game, Apr. 13 – June 30, 2020, as long as local teams remain in tournament play.

2 x :30-second sponsorship announcement per game, plus open & close Billboard.

Sponsor Page mention on USA-365.com/Indiana-Sports.com web site

Season Package Price: \$200.00

Avg. cost per spot = \$2.50
(Minimum of 80 on-air announcements)

Football-only Full Sponsor Package

9-week regular high school season plus the entire tournament through the state title game, Aug. 23 – Nov. 30, 2019.

5 x :30-second sponsorship announcement per game, plus open & close Billboard.

Football Sponsor Page mention on Indiana-Sports.com web site

Bonus "Banner" ad space on Indiana-Sports.com web site

Season Package Price: \$400.00

Avg. cost per spot = \$5.71
(Minimum of 70 on-air announcements)

Football-only Partial Sponsor Package

9-week regular high school season plus the entire tournament through the state title game, Aug. 23 – Nov. 30, 2019.

2 x :30-second commercial spots per game plus open & close Billboard.

Football Sponsor Page mention on Indiana-Sports.com web site

Bonus "Banner" ad space on Indiana-Sports.com web site

Season Package Price: \$250.00

Avg. cost per spot = \$6.25
(Minimum of 40 on-air announcements)



Basketball-only Full Sponsor Package

12+ game mix of boys and girls high school regular season games plus the entire tournament through the state title game, Jan. 1 – Mar. 31, 2020, as long as local teams remain in tournament play.

5 x :30-second sponsorship announcement per game, plus open & close Billboard.

Basketball Sponsor Page mention on Indiana-Sports.com web site

Bonus "Banner" ad space on Indiana-Sports.com web site

Season Package Price: \$300.00

Avg. cost per spot = \$3.06
(Minimum of 98 on-air announcements)

Basketball-only Partial Sponsor Package

12+ game mix of boys and girls high school regular season games plus the entire tournament through the state title game, Jan. 1 – Mar. 31, 2020, as long as local teams remain in tournament play.

2 x :30-second commercial spots per game plus open & close Billboard.

Basketball Sponsor Page mention on Indiana-Sports.com web site

Bonus "Banner" ad space on Indiana-Sports.com web site

Season Package Price: \$200.00

Avg. cost per spot = \$3.57
(Minimum of 56 on-air announcements)

Indiana-Sports.com Small Business Sponsor Package

This package is especially geared to small businesses who wish to sponsor Crown Point High School sports coverage on Indiana-Sports.com, but who may have a limited budget. Sponsors are wanted to underwrite weekly football stories, photo spreads, weekly polls and weekly picks during the 2019-2020 high school sports seasons. Recurring features:

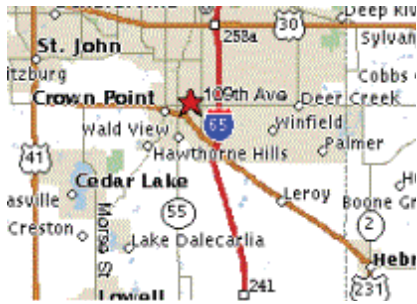
- "The Renegade" Northwest Indiana "Magnificent-7" Polls
- Mark Smith's Weekly Football Picks
- Weekly Preview stories of Crown Point and Lowell High School Football
- Weekly recap stories, statistics, photos of Mark Smith's game of the week.
- Two (2) x :15 sec. "live reads" per game of sponsor copy during Internet radio broadcasts.

Business or individual sponsors can underwrite one feature per week for one low season package price: **\$100.00 per season or \$300 for the entire school year!** (Includes banner ad on each story page). Add a second weekly feature by Mark Smith and/or other Indiana-Sports staff writers for an additional \$50.00 for the full 3-1/2 month football season with option to continue through the winter and spring sports seasons at comparable rates. **Avg. cost per week = \$5.77 to \$9.24.**

Internet Radio & Website Underwriting Opportunities



Indiana-Sports.com's area of focus:



South Lake County — Northwest Indiana.

Underwriting sponsorships now being accepted for Crown Point High School Football, boys & girls' basketball, baseball and softball.

Bonus exposure: Sponsors' in-stream audio ads will appear within mp3 podcasts available for free listener downloads and playback on demand from our Indiana-Sports.com web site.

Web banners, audio streaming spots and links to your web site are all part of Indiana-Sports' media package.

Custom Sponsorship Packages

(i.e., 1 to 10 games) are available for High School football, boys and girls basketball, baseball and softball. Ask an Indiana-Sports.com Marketing Consultant for details. E-Mail us at USA365@Ameritech.net.

Indiana-Sports.com & USA-365.com

**Meyer Broadcasting Corp.,
a Division of
Meyer Broadcasting Corporation
10200 South Broadway
Crown Point, IN 46307-8559**

**Phone: 219-661-9140
Fax: 219-661-9040**

E-Mail: USA365@Ameritech.net

Our Mission:

To present positive coverage of local high school sports, highlight exemplary student athletes and excellence in sports achievements by building business partnerships throughout our greater community in South Lake County, Indiana. Our focus is on Crown Point High School, and secondarily to other high schools in the Northwest Indiana area of Lake, Porter, LaPorte, Jasper and Newton Counties.

About Indiana-Sports.com

Now entering our 16th year of Internet radio play-by-play coverage of Crown Point Bulldogs High School Football, we have previously streamed under our name of USA-365.com. Over the years we have added coverage of Crown Point H.S. boys and girls basketball in the winter and baseball and softball in the spring.

We are the only local sports media team to have covered all Crown Point High School football games, both home and away dating back to the 2004 season.

Indiana-Sports.com plans to again cover all Crown Point Bulldogs football games in 2019, along with a heavy schedule of the CP boys' and girls' basketball games in 2019-2020, along with balanced schedule of baseball and girls softball games in spring 2020.



Our Team:



John Meyer, founder of WFLM-WWJY-103.9 FM, Crown Point (1972-1994), and founder/ President of Indiana-Sports.com/USA-365.com, TheBreez.com, TheSeaBreez.com, and WFLM.com – all services of Meyer Broadcasting Corp. (1999-Present).

David Woodworth, Operations Manager of Meyer Multimedia Services / Meyer Broadcasting Corp. and Executive Producer of USA-365.com and Indiana-Sports.com (2000-Present). Served as board operator

and sports producer and news reporter at several radio stations in NW Indiana and the south suburbs, including WWJY-Crown Point, WCGO-Chicago Heights and WJOB- Hammond.



Mark Smith, sports writer/photographer, providing newspaper coverage of South Lake County High School sports dating back to the late 1980s and with USA-365.com/Indiana-Sports.com (2002-Present). Mark has hosted numerous sports talk programs, including "Speaking of Sports" on WWJY-Crown Point, and co-hosted a weekly television sports program on WYIN-Channel 56.



Frank Sprankle, sports announcer and sales representative for USA-365.com/Indiana-Sports.com (2012 –Present). Frank has been a life-long sports fan, and is especially a fan of the Chicago Cubs. He has a passion for calling play-by-play sports, and his on-air enthusiasm for the game is classic. He is also a life-long resident of the region, and currently lives in Schererville.

Indiana-Sports.com Sports (Football only) Sales Agreement

This is an Agreement between, _____ called "Sponsor" and Meyer Broadcasting Corp. ("Broadcaster" and operator of **Indiana-Sports.com** and TheBreeze.com Internet Radio services) dated this ____ day of _____, 20__.

<p>Full Sponsor Football-only Season Package: \$400</p> <p>Includes all post-season tournament games as long as local teams are still in tournament play.</p> <input type="checkbox"/>	<p>This Includes:</p> <p>5 x :30-second sponsorship announcement per game, plus open & close Billboard.</p> <p>"Banner" ad space on Indiana-Sports.com web site</p>	<p>Game Coverage:</p> <p>9-week regular high school football season plus up to 6 post-season tournament games, Aug. 23 – Nov. 30, 2019.</p> <p>Avg. cost per spot = \$5.71</p>
<p>Partial Sponsor Football-only Season Package: \$250</p> <p>Includes all post-season tournament games as long as local teams are still in tournament play.</p> <input type="checkbox"/>	<p>This Includes:</p> <p>2 x :30-second commercial spots per game plus open & close Billboard.</p> <p>"Banner" ad space on Indiana-Sports.com web site</p>	<p>Game Coverage:</p> <p>9-week regular high school football season plus up to 6 post-season tournament games, Aug. 23 – Nov. 30, 2019.</p> <p>Avg. cost per spot = \$6.25</p>
<p>Indiana-Sports.com All Seasons Website Sponsor Package: \$100.00 or \$150.00</p> <p>Check <input checked="" type="checkbox"/> seasons to be underwritten for stories by Mark Smith:</p> <p><input type="checkbox"/> 2019 Football season</p> <p><input type="checkbox"/> 2019-20 Basketball Season</p> <p><input type="checkbox"/> 2020 Softball & Baseball</p> <p><input type="checkbox"/> 2020 Summer Leagues</p>	<p>Check <input checked="" type="checkbox"/> recurring feature to be sponsored:</p> <p><input type="checkbox"/> The Renegade</p> <p><input type="checkbox"/> "Magnificent 7" Northwest Indiana Sports Polls</p> <p><input type="checkbox"/> Mark Smith's Weekly Football Picks</p> <p><input type="checkbox"/> Weekly Preview stories of Crown Point and Lowell High School Football</p> <p><input type="checkbox"/> Weekly recap stories, statistics and photos of Mark Smith's game of the week.</p>	<p>Check <input checked="" type="checkbox"/> all that will apply:</p> <p><input type="checkbox"/> Underwrite one web story per week for \$100 per season.</p> <p><input type="checkbox"/> Underwrite two web stories per week by Mark Smith and/or other Indiana-Sports staff writers for \$150 per season. (Both options include banner ad on each story page).</p> <p><input type="checkbox"/> Continue through the winter, spring and summer sports seasons at comparable rates.</p>

In return for said service, Sponsor agrees that payments are to be made payable to "Meyer Broadcasting Corp." as follows: First Payment Amount: _____ Due Date: _____
 Balance to be invoiced: ____ for entire season; ____ monthly (check one).

Sponsor Name: _____ Sponsor Contact: _____

Business Address: _____ City: _____ State: _____

Phone: _____ Cell: _____ Fax: _____

E-mail: _____

PACKAGE: _____ TOTAL AMOUNT: _____

I agree to the Indiana-Sports.com sports sales terms and purchase agreement:

Signature: _____ Date: _____

Indiana-Sports.com Sports (Basketball only) Sales Agreement

This is an Agreement between, _____ called "Sponsor" and Meyer Broadcasting Corp. ("Broadcaster" and operator of **Indiana-Sports.com** and TheBreeze.com Internet Radio services) dated this ____ day of ____ - _____, 20__.

<p>Full Sponsor Basketball-only Season Package: \$300</p> <p>Includes all post-season tournament games as long as local teams are still in tournament play.</p> <input type="checkbox"/>	<p>This Includes:</p> <p>6 x :30-second sponsorship announcement per game, plus open & close Billboard.</p> <p>"Banner" ad space on Indiana-Sports.com web site</p>	<p>Game Coverage:</p> <p>12 regular high school basketball games plus all post-season tournament games, as long as the Bulldogs are still in tournament play, Jan. 1 – Mar. 31, 2020.</p> <p>Avg. cost per spot = \$3.06</p>
<p>Partial Sponsor Basketball-only Season Package: \$200</p> <p>Includes all post-season tournament games as long as local teams are still in tournament play.</p> <input type="checkbox"/>	<p>This Includes:</p> <p>2 x :30-second commercial spots per game plus open & close Billboard.</p> <p>"Banner" ad space on Indiana-Sports.com web site</p>	<p>Game Coverage:</p> <p>12 regular high school basketball games plus all post-season tournament games, as long as the Bulldogs are still in tournament play, Jan. 1 – Mar. 31, 2020.</p> <p>Avg. cost per spot = \$3.57</p>
<p>Indiana-Sports.com All Seasons Website Sponsor Package: \$100.00 or \$150.00</p> <p>Check <input checked="" type="checkbox"/> seasons to be underwritten for stories by Mark Smith:</p> <p><input type="checkbox"/> 2019 Football season</p> <p><input type="checkbox"/> 2019-20 Basketball Season</p> <p><input type="checkbox"/> 2020 Softball & Baseball</p> <p><input type="checkbox"/> 2020 Summer Leagues</p>	<p>Check <input checked="" type="checkbox"/> recurring feature to be sponsored:</p> <p><input type="checkbox"/> The Renegade "Magnificent 7" Northwest Indiana Sports Polls</p> <p><input type="checkbox"/> Mark Smith's Weekly Football Picks</p> <p><input type="checkbox"/> Weekly Preview stories of Crown Point and Lowell High School Football</p> <p><input type="checkbox"/> Weekly recap stories, statistics and photos of Mark Smith's game of the week.</p>	<p>Check <input checked="" type="checkbox"/> all that will apply:</p> <p><input type="checkbox"/> Underwrite one web story per week for \$100 per season.</p> <p><input type="checkbox"/> Underwrite two web stories per week by Mark Smith and/or other Indiana-Sports staff writers for \$150 per season. (Both options include banner ad on each story page).</p> <p><input type="checkbox"/> Continue through the winter, spring, summer and fall sports seasons at comparable rates.</p>

In return for said service, Sponsor agrees that payments are to be made payable to "Meyer Broadcasting Corp." as follows: First Payment Amount: _____ Due Date: _____ Balance to be invoiced: ____ for entire season; ____ monthly (check one).

Sponsor Name: _____ Sponsor Contact: _____

Business Address: _____ City: _____ State: _____

Phone: _____ Cell: _____ Fax: _____

E-mail: _____

PACKAGE: _____ TOTAL AMOUNT: _____

I agree to the Indiana-Sports.com sports sales terms and purchase agreement:

Signature: _____ Date: _____