

# Hometown Game of the Week

**Exclusive Sacramento County  
High School Sports  
Full-Game Coverage &  
Jr. Reporter Program**







# Support Youth Athletics

Benefit from opportunities to show our community how your brand supports local youth athletes through live, full-game Broadcast on:

- Local cable TV channel 17
- NFHSnewtork.com
- AccessSacramento.org
- Roku
- Apple TV

*Convenient for viewers from any device.*







# Support Youth In Media

In partnership with Tower Of Youth, we now offer a pipeline to a career for Youth aged 16-25.

Access Sacramento provides the training, tools, and education necessary to operate a Broadcasating Studio & News Truck. These students are then paired with our professional crew for hands-on training and experience that can lead to a job in our community at any commercial station that broadcasts sports.



"As a production assistant at Access I specialized in the ..(CG) and bug box operator positions on the mobile truck broadcasts of Game of the week... because of this experience I was able to begin a career in professional sports broadcasting."

~ Erika Bradley - Bug Box Operator  
Sacramento Kings / NBC Sports California



"Access Sacramento taught me skills in ALL aspects of broadcast and production far beyond what any classroom could provide."

~ Greg Kuropat - Xpression CG Operator  
Golden State Warriors





# Broad Coverage

Access Sacramento selects competitive school match-ups to bring the audience the most exciting local game coverage.

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Each season includes 10-13 games filmed through semi-finals.







# Local Flavor, Professional Delivery

## 23 years of experience



Engaging interviews between plays, strategies explained by an award-winning team, and on-screen recognition of sponsors.

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### ***Will James***

- 38 years of Radio/TV Broadcast experience as a play-by-play specialist
- More than 3,400 sports contests in his career.
- Published 3 books, one of which is in the baseball Hall of Fame in Cooperstown, NY.

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### ***"Coach" Jim Dimino***

- 23 years of experience as a sports color analyst
- Former Head Coach at El Camino High
- Won many league championships, 2 CIF Section Titles, Member of the SJS Hall of Fame
- Recipient of the CIF Sac-Joaquin Distinguished Service Award

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### ***Lauren "Goodie" Goodman***

- Five years of high school sports commentator experience, basketball analyst

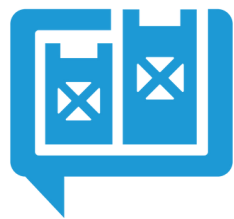
### ***Rob Bimson, Football Statistician***

- Celebrated local football athlete

### ***David Larsen, Basketball Statistician***

- Six years experience as statistician

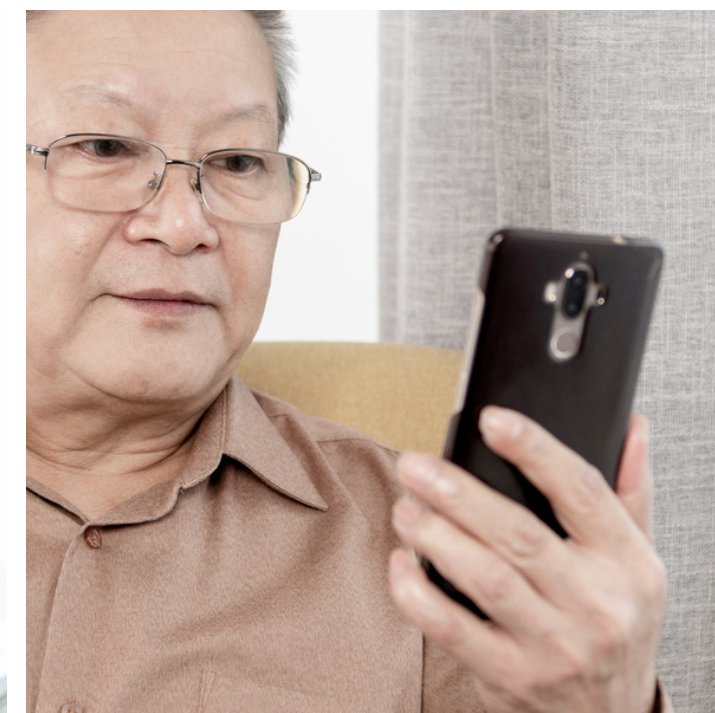




# Watch on any device, Anywhere you go, any time.

Digital distribution means anyone can see the game, sponsored by your brand, anywhere in the world. In addition to the local audience, out-of-town relatives, college recruiters, Alumni, and even "home-sick" college students will tune in to see high schools compete. Games are stored in our Video-On-Demand library, so nobody misses a game.

***Your sponsorship keeps them connected.***







# High Tech Delivers

Access Sacramento's up-to-date high definition technology and experienced tech crew deliver great quality sports coverage.



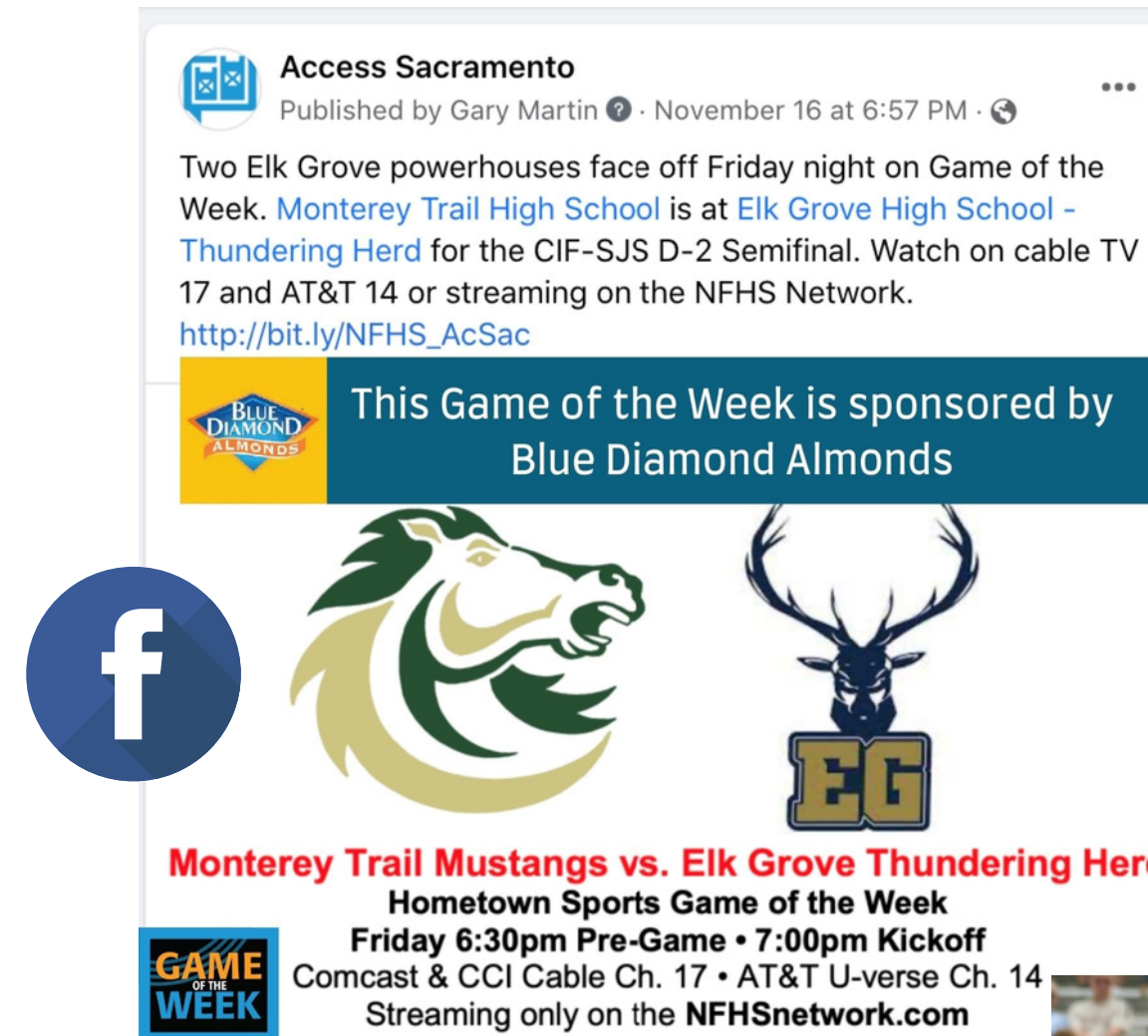
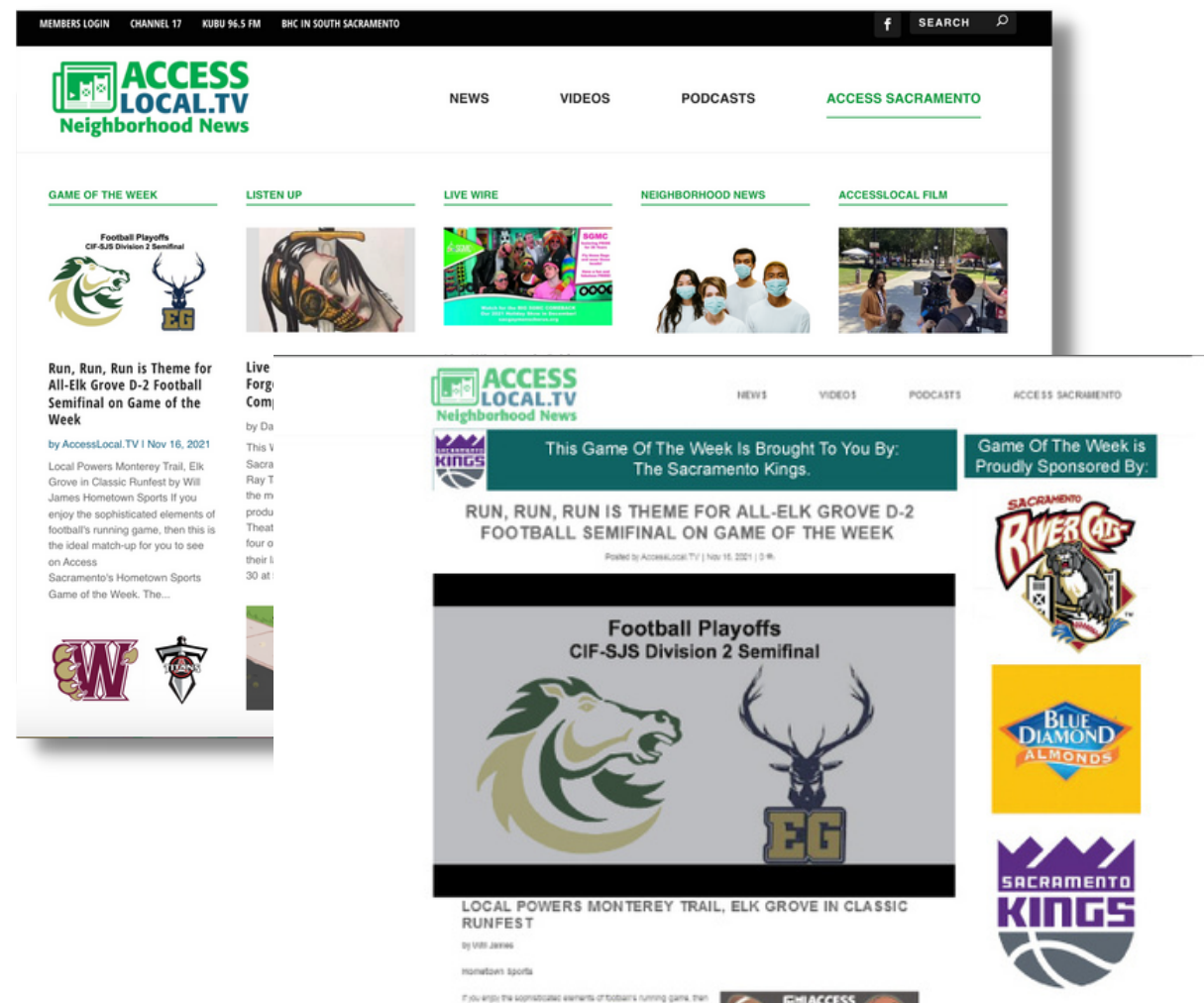
Professional HD broadcast with motion graphics, station breaks, and layered in statistics in real time.







# Weekly Reach



As part of your sponsorship, your display ad is positioned on the Game of the Week pages of AccessSacramento.org and AccessLocal.tv website which is supported by our social media pull marketing efforts.



# Additional Underwriting Benefits

Your brand will be recognized in our newsletter and eblasts of "What To Watch".

Radio Recognition on KUBU 96.5

Click-through from AccessSacramento.org to your site or product.



Our Fans On Digital Platforms:  
Facebook (@AccessSac & @KUBU): 4,577

Instagram: 698

Twitter: 2,491

Newsletter: 3,200

KUBU 96.5FM: Broadcast through the Sacramento Core to Approx 7,029 households & 433 Businesses; Streaming Globally

AccessSacramento.org

AccessLocal.TV

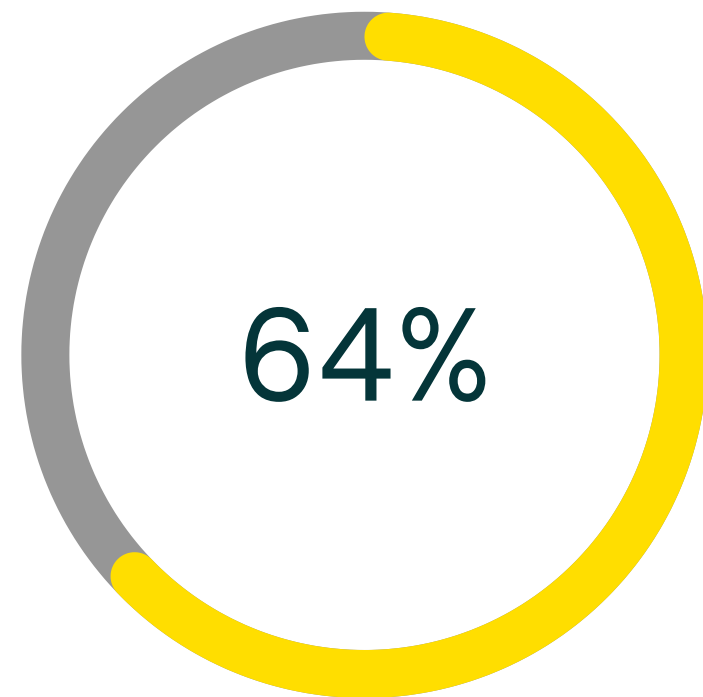
SurferNetwork/KUBU:

Evergreen VOD content, Additional Sponsor recognition spaces.

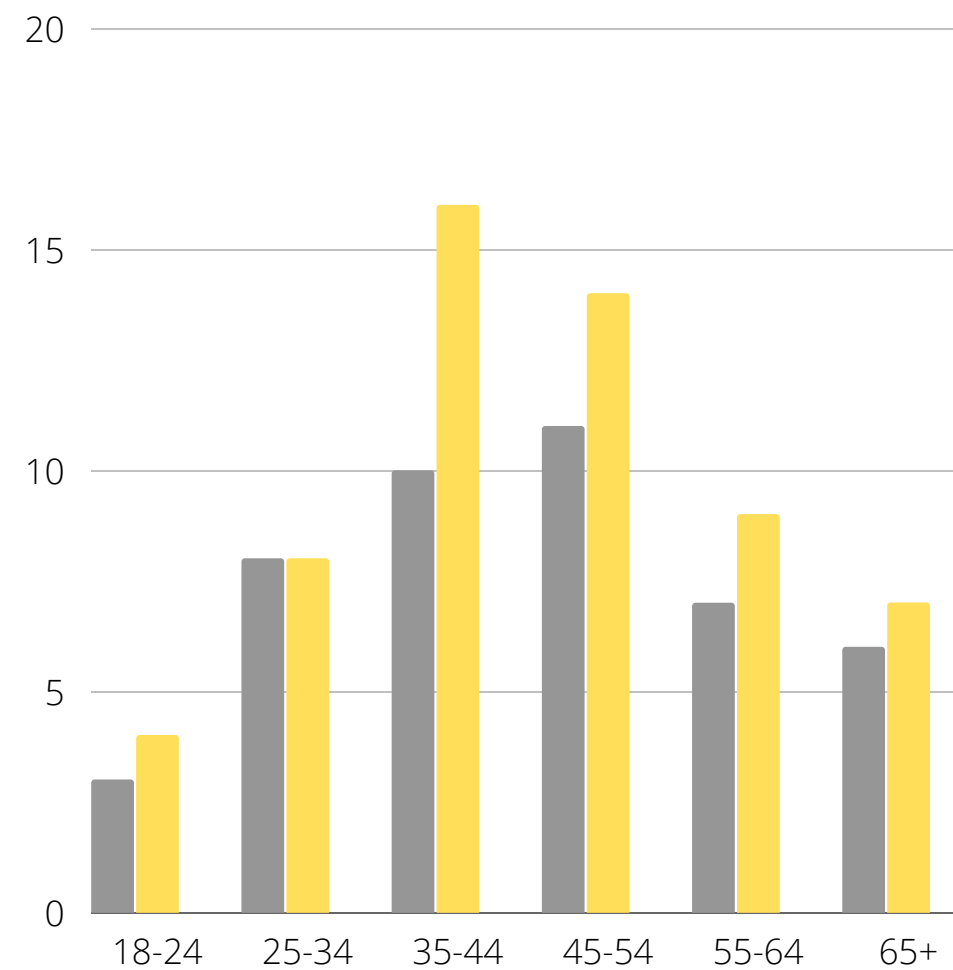


# Viewer Profile

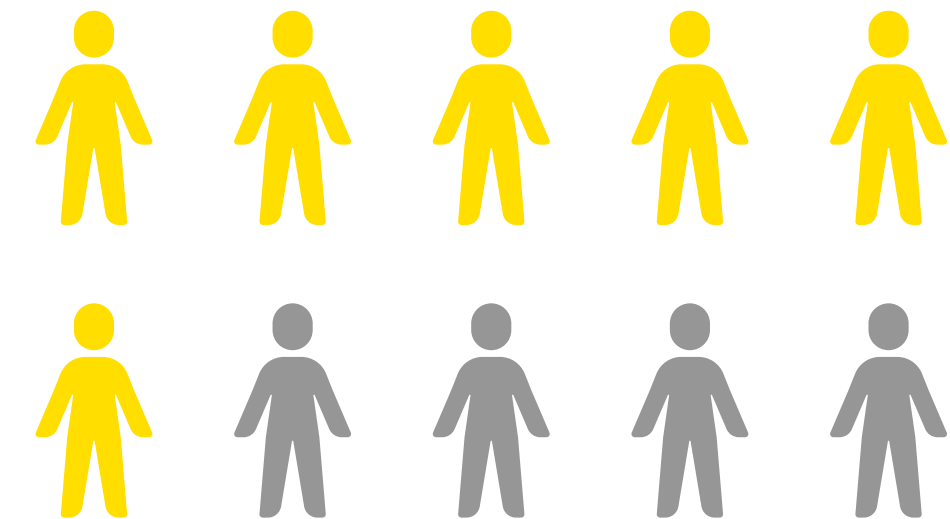
Stats compiled from Social Media Platforms. Access Sacramento is not Nielsen Rated.



Participate on Mobile Devices



Percentage of viewers by age and gender



55% of our base is Female, 45% male



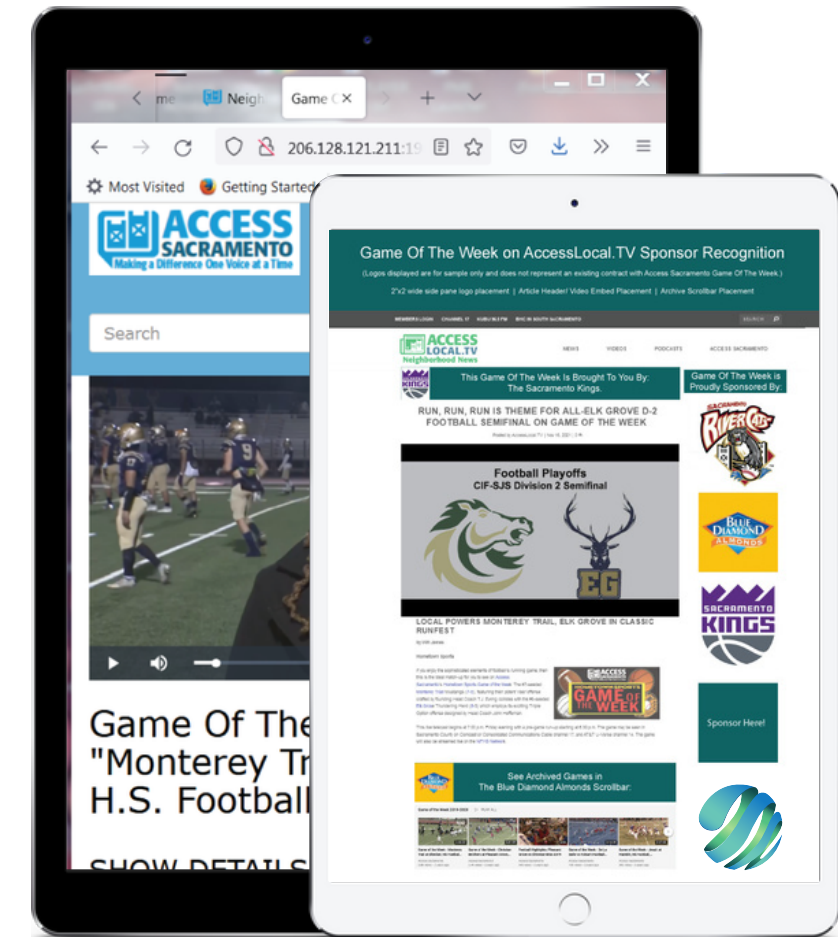
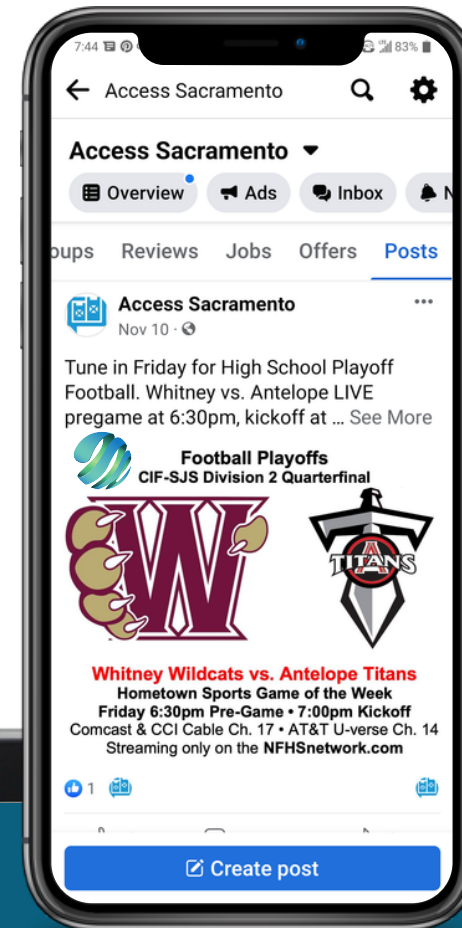
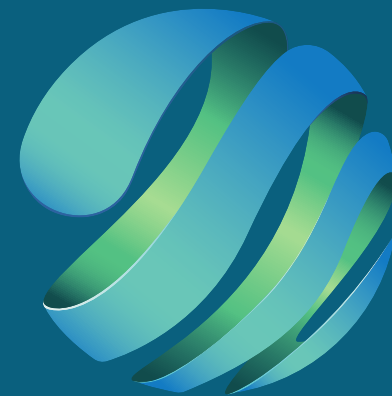


# Visualize your brand

Multiple ways to see  
your brand supporting  
Access Sacramento's  
Game Of The Week.



Support Provided by





# Sponsorship

Number of TV Game Sponsors Placed Per Level

Live ON-AIR & VOD Sponsor Placement: Cable TV, Roku, Apple TV, AccessSac & NFHSnetwork Websites

Social Media Posting



AccessLocal.TV & AccessSacramento.org  
*Football Game Print Article*

## HALF SEASON

4 Sponsors Placed  
(5 games)

Live On Game Night,  
5 scheduled replays  
(30 TV Plays)  
Legacy in VOD and NFHS

15 Posts

Your 1.5" Display Ad  
in Proximity to Game  
Article

\$2,500

## WHOLE SEASON

Bulletin Boards

2 Sponsors Placed  
(10 games)

Live On Game Night,  
5 scheduled replays  
(60 TV Plays)  
Legacy in VOD and NFHS

30 Posts  
Digital Ad  
Opportunity

Your 2.5" Display  
Ad in Proximity to  
Game Article

\$5,000

## COMMUNITY PARTNER

**PSA**  
VIDEO

Bulletin Boards

Exclusive Sponsor  
Placed (All games  
Incl. play-offs)

Live On Game Night,  
5 scheduled replays  
(Over 60 TV Plays)  
Legacy in VOD and NFHS

Over 30 Posts  
Digital Ads  
Additional Exclusive  
Branding across channels

Your 3.5" Display  
Ad in Proximity to  
Game Article

\$10,000

Viewership: Games average between 2,000 & 4,000 viewers on game day through the 3 distribution channels: Local cable channel 17 TV, NFHS & Access Sac internet streams.

Live ON-AIR Recognition by our hosts of your brand supporting high-school sports  
:15 :30 :60 Sec Sponsor recognition spots including logos and messaging

The evergreen power of the rerun: Games are popularly rewatched both on NHFSnetwork.com & on the AccessSacramento.org VOD library.  
*An investment that keeps giving.*

Pre-game Pull: Our pre-game social media drives readers to the AccessLocal.tv game article & your display ad and website link.



# Whole Season Sponsors & Community Partners

As a Whole Season Sponsor or Community Partner, you have the opportunity to support High School sports with your community bulletin.

***"{Your Company} proudly supports Game of the Week"***

- 1 Bulletins are 15 seconds long and aired 40 times a day on Comcast 17, 18 and on AT&T U-Verse 14
- 2 Your submission may be a still or video that runs 15 seconds, or our team can create one for you.





# We Support What YOU Support

Enhance your community outreach. As a Community Partner, you have the exclusive ability to support the charity of your choice in a PSA aired during the game.

***"{Your Company} proudly supports the Boys & Girls Clubs of Greater Sacramento"***

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- 1 Benefit your favorite charity by presenting their PSA. It's a win-win! They get more awareness, and you get more community impressions with your brand.
- 2 Ask us about how Access Sacramento can either air their approved PSA or create one for the charity of your choice at a reasonable cost.





## Sample Sports Schedule

Fri/12/17/21	Folsom @ Laguna Creek	6:30 Live
Fri/12/21/21	Elk Grove @ Inderkum	6:30 Live
Tue/1/4/22	Pleasant Grove @ Cosumnes Oaks	6:30 Live
Fri/1/7/22	Grant @ McClatchy	6:30 Live
Tue/1/11/22	Bella Vista @ Antelope	6:30 Live
Fri/1/14/22	St. Francis @ Franklin	6:30 Live
Fri/1/21/22	Oak Ridge @ Folsom	5:00 Live
Fri/1/21/22	Oak Ridge @ Folsom	6:30 Live
Tue/2/4/22	Sacramento High @ El Camino	6:30 Live
Thur/2/10/22	Christian Bros @ Vista Del Lago	6:30 Live

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\* Girls games \* Boys games

**Possible CIF/SJS playoff dates**

**2/15/22, 2/18/22, 2/22/22, 2/25/22**

All dates/match-ups subject to change



# Support Youth Athletics



# TEAM UP TODAY

## Access Sacramento

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Sacramento, CA 95819-4700

## Christina Jeffers, Sales & Marketing

cmjeffers@accesssacramento.org

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Mobile: (916) 919-5965



"I can definitely say that without the opportunity to learn at Access Sacramento I would not be where I am today. The most important thing that Access has taught me is the language of TV production."

~Keith Kidd  
Broadcast Engineer NBA /  
Mobile Unit Engineer NEP



"I couldn't be there in person because of Covid-19 restrictions, but I got to see my grandson's first touchdown on TV, thanks to Access Sacramento".

~Access Sacramento Viewer/Donor

[BigDayOfGiving.org/AccessSacramento](https://BigDayOfGiving.org/AccessSacramento)