

THG SPORTS NETWORK

Sponsor Benefits Guide

More Than Advertising. A Partnership Designed to Grow Your Business.

Broadcast Exposure

Feature	What It Is	Benefit to Your Business
Live Sponsor Reads	Personalized announcements throughout each broadcast that naturally promote your business.	Builds trust, reinforces your brand, increases name recognition, and keeps your business top of mind.
Pre/Post Game Logo Recognition	Your logo appears before and after every sponsored broadcast.	Professional presentation and repeated visual brand exposure.
Replay Visibility	Your sponsorship remains in archived broadcasts year-round.	Advertising continues working long after game day.

Social Media Exposure

Feature	What It Is	Benefit to Your Business
Instagram Sponsor Spotlights	Dedicated social posts highlighting your business.	Expands reach and engagement with local sports families.
Play of the Game Sponsor	Presenting sponsor of the biggest highlight clip. Typical posts receive 1,000–3,000+ views.	Associates your business with exciting moments and creates highly shareable branded content.
Business Spotlight Videos	Professionally produced feature video about your business.	Creates premium marketing content you can reuse.

Digital Presence

Feature	What It Is	Benefit to Your Business
Website Placement	Logo placement on the THG Sports Network website.	Year-round online visibility and credibility.
Premium Website Placement	Enhanced placement on high-traffic pages.	Greater visibility and additional traffic opportunities.

Premium Branding

Feature	What It Is	Benefit to Your Business
Commercial Video Placement	Commercial airs during selected broadcasts.	Showcase products, services, and promotions.
Exclusive Instant Replay Sponsor	Exclusive presenting sponsor of every instant replay.	Premium repeated exposure during memorable plays.
Official THG Sports Network Partner	Highest sponsorship designation.	Premier recognition and enhanced credibility.

Community Partnerships

Feature	What It Is	Benefit to Your Business
THG Sponsor Banner	Logo displayed on THG sponsor banner at broadcasts and events.	Demonstrates community involvement and increases visibility.
Special Event Recognition	Recognition during select marquee events.	Reach larger audiences and strengthen community presence.
Annual Marketing Strategy Session	Planning session to maximize your sponsorship.	Improve ROI and identify new opportunities.

Why Repetition Matters

Successful advertising is built on repeated exposure—not a single impression. Every live sponsor read, logo display, replay, website visit, social media post, commercial, and highlight clip reinforces your business with local families. The more consistently people see your business supporting local sports, the more likely they are to remember and choose your company when they need your products or services.