

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.
In-Game Instant Replay Branding	Your company logo and name appear during instant replays as "Instant Replay Presented by Your Company."	Associates your business with the biggest moments of every game while delivering memorable, repeated on-screen branding.
Replay Visibility	Your sponsorship remains in archived broadcasts year-round.	Continues generating impressions and value every time the broadcast is replayed.

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.
Sponsor Spotlight Videos	Professionally produced feature video about your business.	Provides high-quality marketing content you can share on your website and social media.

Digital Presence

Feature	What It Is	Benefit to Your Business
Website Placement	Logo placement on the THG Sports Network website.	Adds year-round visibility while strengthening your credibility with potential customers.
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 your products, services, special offers, and brand story to an engaged audience.
Official THG Sports Network Partner	Highest sponsorship designation.	Positions your business as a premier supporter of local sports while maximizing brand recognition.

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.	Helps maximize your return on investment while identifying new promotional 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.