



TV-VISIBLE SIGNAGE OVERVIEW & OPPORTUNITIES



VAN WAGNER – THE GLOBAL LEADER IN TELEVISION-VISIBLE SIGNAGE

WE ARE A SIGNAGE PRODUCTION COMPANY AND RIGHTS-HOLDER, OWNING AND SELLING THE MOST VISIBLE, EFFICIENT, BRAND AWARENESS AND MESSAGING OPPORTUNITIES IN SPORTS. SINCE WE OWN THE INVENTORY, WE ARE VERY FLEXIBLE WITH FULL SEASON, HALF SEASON AND FLIGHTED CAMPAIGNS

THE



Major League Baseball



National Basketball Association



National Hockey League



NCAA Basketball



NCAA Football



International Soccer (EPL, Liga MX, etc.)

WHY TV-VISIBLE SIGNAGE?

**DVR-PROOF,
IN THE ACTION** PART OF
THE MOST EXCITING MOMENTS –
WON'T BE SKIPPED LIKE
COMMERCIALS

MOMENTS OF EXCLUSIVITY

THE BIGGEST & BOLDEST BRAND ON
CAMERA – CLUTTER FREE
ENVIRONMENT



EXTREMELY EFFICIENT

FROM A MEDIA PERSPECTIVE, HH
CPMS IN THE LOW SINGLE DIGITS

ADDED VALUE EXPOSURE

BRANDING & MESSAGING WILL BE
SEEN IN REPLAYS AND HIGHLIGHTS –
LASTS FOREVER



APPEAR AS AN OFFICIAL SPONSOR

74% OF FANS VIEW SIGNAGE BRANDS
AS TEAM AND LEAGUE PARTNERS*

HIGH RECALL & BRAND AFFINITY

2X UN-AIDED RECALL COMPARED TO
TV COMMERCIAL MEDIA*



WHY TV-VISIBLE SIGNAGE?

“DVR-PROOF” AND MULTI-SCREEN DELIVERY

- TV-Visible Signage provides a “DVR-Proof” platform seen in every broadcast: Live & Replay
- Fans today watch games LIVE and On-Demand from anywhere: Computer, Tablet or Phone
- Since our Signage is physically in-stadium, advertisers are seen on every



WHY TV-VISIBLE SIGNAGE?

MULTI-MARKET VISIBILITY

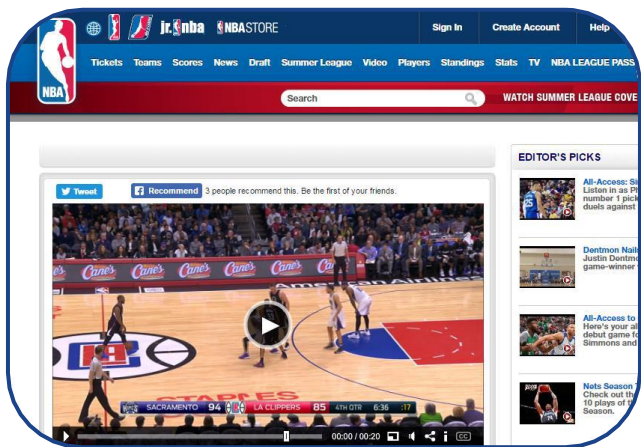
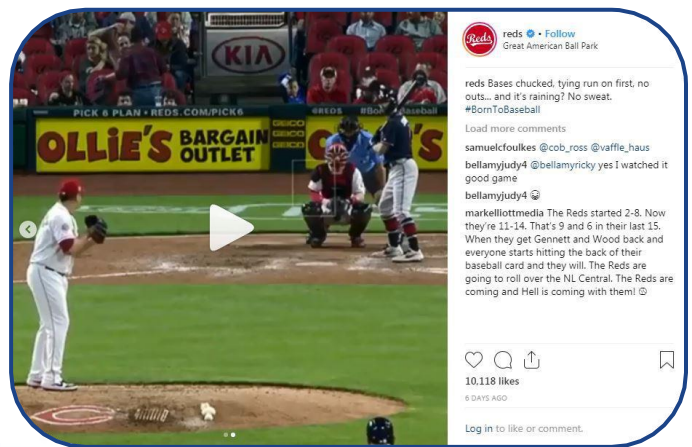
- Since regionally-broadcasted games are typically available in both the Home Team and Away Team TV markets, MLB, NBA & NHL advertisers receive exposure in multiple markets simultaneously!
- *Example: In the below game (New York Yankees at Los Angeles Angels), Maui Jim was seen by Angels fans on Fox Sports West and by Yankees fans on YES Network.*



WHY TV-VISIBLE SIGNAGE?

ADDED VALUE, POST-GAME HIGHLIGHTS

- Advertisers receive tremendous added value from highlights on nationally televised sports shows, local news, online and social media. The residual value of highlight shows has proven to be +20-25%



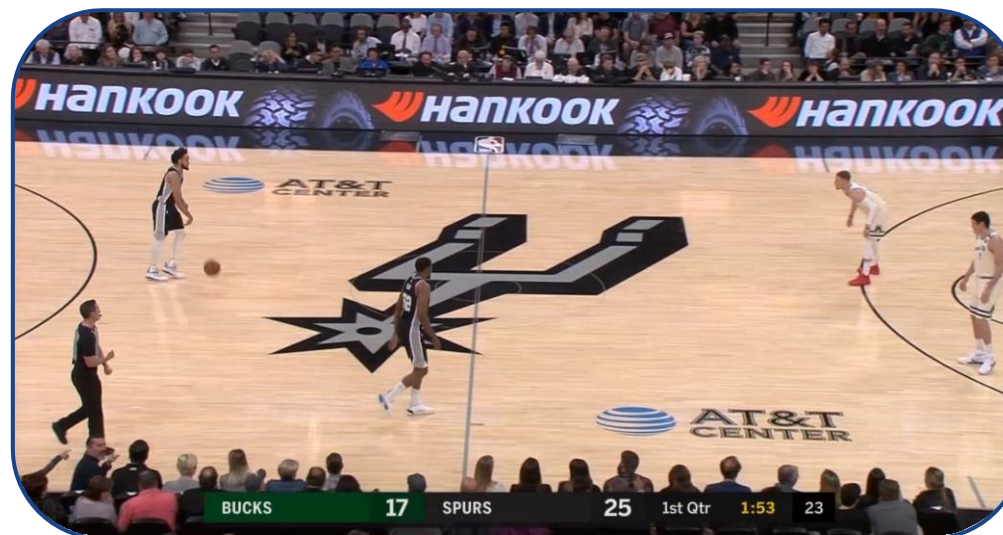


NBA – TV-VISIBLE COURTSIDE & LED

- Van Wagner owns and represents TV-Visible Courtside and LED Arm Signage with **all 30 NBA Teams**
- Advertisers buy based on **guaranteed in-game exposure** – 1:00, 2:00 or 3:00 minutes per game, which is distributed throughout the game
- Our signage is visible during **all regionally-televised games** in both the Home Team and Away Team TV markets, national broadcasts on NBA TV, and streaming on NBA League Pass on TV and online – **exposure across all platforms simultaneously**



ARM SIGNAGE





2022-23 NBA REGULAR SEASON

TV-VISIBLE COURTSIDE SIGNAGE





2023 NBA REGULAR SEASON

TV-VISIBLE COURTSIDE SIGNAGE SUMMARY – OPTION #1

- Receive TV-visible courtside & LED arm signage placement during the 2022-23 regular season at the below teams/games
- Courtside: Receive two minutes (2:00) of GUARANTEED in-game exposure per game, distributed throughout the game - as noted below
- Brand logo and messaging will be seen on TV during all regionally televised games - both Home and Away TV Networks - and NBA TV national games
- Receive added value IMPs on post-air highlight shows - TV (ESPN SportsCenter, local news), Online/Social Media (NBA.com, Facebook), etc.
- *All inventory is subject to advertiser category clearance and availability*

OPTION #1

Flight Dates: October 19, 2022 to April 9, 2023

Home Team (12)	Conference	Min/Game	Games*	Telecasts**	HH IMPs*	Media Value*
Charlotte Hornets	Eastern	2:00	40	120	32,672,657	\$879,000
Chicago Bulls	Eastern	2:00	37	111	52,397,857	\$1,080,500
Dallas Mavericks	Western	2:00	30	90	35,660,656	\$900,750
Denver Nuggets	Western	2:00	30	90	30,555,156	\$876,000
Detroit Pistons	Eastern	2:00	41	123	40,467,011	\$888,750
Memphis Grizzlies	Western	2:00	37	111	38,865,456	\$820,000
Miami Heat	Eastern	2:00	38	114	52,458,171	\$1,063,250
Minnesota Timberwolves	Western	2:00	39	117	35,846,456	\$893,750
New Orleans Pelicans	Western	2:00	36	108	31,238,321	\$802,500
Portland Trail Blazers	Western	2:00	38	114	47,263,056	\$898,000
San Antonio Spurs	Western	2:00	40	120	39,700,606	\$968,500
Utah Jazz	Western	2:00	40	120	33,666,186	\$842,250
TOTALS:			446	1,338	472,791,589	\$10,913,250

*Game counts, IMPs, & Media Values are subject to change pending NBA TV schedule

**Telecasts include: Home Team TV + Away Team TV + Digital/Streaming

Total Gross Cost:	\$3,000,000
HH CPM:	\$6.34



2023 NBA REGULAR SEASON

TV-VISIBLE COURTSIDE SIGNAGE SUMMARY – OPTION #1

AWAY TEAM MARKET EXPOSURE – REACH ALL 30 NBA TEAMS VIA AWAY TEAM'S RSN TV

<u>Away Team</u>	<u># Games</u>	<u>Away Team</u>	<u># Games</u>	<u>Away Team</u>	<u># Games</u>
Atlanta Hawks	14	Houston Rockets	19	Oklahoma City Thunder	19
Boston Celtics	13	Indiana Pacers	16	Orlando Magic	16
Brooklyn Nets	15	Los Angeles Clippers	15	Philadelphia 76ers	12
Charlotte Hornets	13	Los Angeles Lakers	16	Phoenix Suns	16
Chicago Bulls	13	Memphis Grizzlies	12	Portland Trail Blazers	18
Cleveland Cavaliers	15	Miami Heat	12	Sacramento Kings	18
Dallas Mavericks	15	Milwaukee Bucks	11	San Antonio Spurs	17
Denver Nuggets	17	Minnesota Timberwolves	14	Toronto Raptors	15
Detroit Pistons	13	New Orleans Pelicans	14	Utah Jazz	17
Golden State Warriors	14	New York Knicks	12	Washington Wizards	15
				Total Games:	446

**Game counts are subject to change pending official 2022-23 NBA broadcast schedule*



2023 NBA REGULAR SEASON

TV-VISIBLE COURTSIDE SIGNAGE SUMMARY – OPTION #2

- Receive TV-visible courtside & LED arm signage placement during the 2022-23 regular season at the below teams/games
- Courtside: Receive two minutes (2:00) of GUARANTEED in-game exposure per game, distributed throughout the game - as noted below
- Brand logo and messaging will be seen on TV during all regionally televised games - both Home and Away TV Networks - and NBA TV national games
- Receive added value IMPs on post-air highlight shows - TV (ESPN SportsCenter, local news), Online/Social Media (NBA.com, Facebook), etc.
- *All inventory is subject to advertiser category clearance and availability*

OPTION #2

Flight Dates: October 19, 2022 to April 9, 2023

Home Team (7)	Conference	Min/Game	Games*	Telecasts**	HH IMPs*	Media Value*
Charlotte Hornets	Eastern	2:00	40	120	32,672,657	\$879,000
Denver Nuggets	Western	2:00	30	90	30,555,156	\$876,000
Detroit Pistons	Eastern	2:00	41	123	40,467,011	\$888,750
Miami Heat	Eastern	2:00	38	114	52,458,171	\$1,063,250
Minnesota Timberwolves	Western	2:00	39	117	35,846,456	\$893,750
New Orleans Pelicans	Western	2:00	36	108	31,238,321	\$802,500
Portland Trail Blazers	Western	2:00	38	114	47,263,056	\$898,000
TOTALS:			262	786	272,450,828	\$6,301,250

*Game counts, IMPs, & Media Values are subject to change pending NBA TV schedule

**Telecasts include: Home Team TV + Away Team TV + Digital/Streaming

Total Gross Cost:	\$1,500,000
HH CPM:	\$5.50



2023 NBA REGULAR SEASON

TV-VISIBLE COURTSIDE SIGNAGE SUMMARY – OPTION #2

AWAY TEAM MARKET EXPOSURE – REACH ALL 30 NBA TEAMS VIA AWAY TEAM'S RSN TV BROADCAST

<u>Away Team</u>	<u># Games</u>	<u>Away Team</u>	<u># Games</u>	<u>Away Team</u>	<u># Games</u>
Atlanta Hawks	9	Houston Rockets	11	Oklahoma City Thunder	11
Boston Celtics	8	Indiana Pacers	10	Orlando Magic	10
Brooklyn Nets	10	Los Angeles Clippers	6	Philadelphia 76ers	7
Charlotte Hornets	8	Los Angeles Lakers	10	Phoenix Suns	9
Chicago Bulls	9	Memphis Grizzlies	6	Portland Trail Blazers	9
Cleveland Cavaliers	9	Miami Heat	8	Sacramento Kings	10
Dallas Mavericks	8	Milwaukee Bucks	7	San Antonio Spurs	10
Denver Nuggets	9	Minnesota Timberwolves	7	Toronto Raptors	10
Detroit Pistons	7	New Orleans Pelicans	5	Utah Jazz	10
Golden State Warriors	11	New York Knicks	9	Washington Wizards	9
				Total Games:	262

**Game counts are subject to change pending official 2022-23 NBA broadcast schedule*