



Adventure. Community. Happiness.

City of Eugene Athletics Teamsideline Advertising Opportunity

Your business can leverage your advertising dollars with players and sports enthusiasts throughout Eugene with our unique opportunity.

Cost: \$250 annually

Your Annual Return on Investment

DESCRIPTION	EXPOSURES	DETAIL
Logo on Athletics homepage	36,000 (average 3,000 homepage views per month)	Prominent logo with hyperlink to your website (see example of layout at www.teamsideline.com/sites/albany/home) Eugene Rec Athletics Page: www.teamsideline.com/sites/eugene/home
Recognition on Athletics Facebook page	814	Logo with thank you message at least twice annually (407 current followers)
Recognition in Athletics eblasts	600	Logo with thank you at least once annually (more than 600 team managers)
Total Exposures	37,414	Total from all sponsorship benefits
Value of Exposure	\$935	Based on IEG's industry-leading sponsorship assessment formula of \$0.025 per exposure
Investment	\$250	
Return on Investment	2.7 : 1	\$935 / \$250

See page 2 for application

City of Eugene Athletics
Teamsideline Advertising Opportunity

To submit application or to request additional information, contact Ethan Wing, Athletics Program Supervisor, at Ethan.M.Wing@ci.eugene.or.us or 541-682-5212.

Upon submission of application, please email a 150wx150h image file (.jpg or .gif) to Ethan.M.Wing@ci.eugene.or.us

Business Name:	
Description:	
URL to website:	
Street Address:	
Phone #	
Contact Name:	
Contact Email:	

Signature: _____

Date: _____