

Why Sponsor SG?

Keep growing in our community...



Overview

- I. Sportsgazelle.com is growing locally
- II. How SG will bring increasing/positive community attention to your organization
- III. Sponsorship options

SG is up-and-coming

- In May of 2011, SG began advertising in the Penn-Franklin News and postings signs and flyers.
- Let's compare a recent 20-day period with one BEFORE SG started advertising.

Before and after SG began Marketing

From April 20, 2011 to May 10, 2011, SG had:

- 9,310 hits
- 1,360 visitors (893 unique)
- 126 visitors from Pennsylvania
- 104 visitors from our local region (Export was the top town with 51)

From May 13, 2011 to June 2, 2011 SG had:

- 16,189 hits
- 1,820 visitors (1,314 unique)
- 301 visitors from Pennsylvania
- 271 visitors from our local region (Pittsburgh was the top town with 83, Irwin was second with 82, followed by Greensburg, Jeannette, Export, and Harrison City)

Where this brings us in terms of numbers

- SG's analytics don't account for "unknown" IP addresses (i.e. protected business networks and many mobile data plans), but SG is also getting 120-160 visitors of "unknown" location per WEEK
- The good news about this is that those unknown location users are likely to be local. Affiliate marketers and other users who attempt to leave "spam" comments on the SG comment boards log on from static IPs -- the users who enjoy SG enough to log on from their mobile phones are Western PA locals who want to see and read about our athletes.
- **Bottom line:** When we consider local visitors of "known" IP location as well as the visitors who log on from phones and protected workplaces, SG is getting 600-800 local visitors per month. And we're still growing...

SG's visitors are family households (all data from City-Data.com unless otherwise marked)

City/Town	Population	Est. Median Household income	Family Households	Homeowner data	Median age
Pittsburgh	311,647	\$37,461.00	51.60%	47.99% owner occupied units (CLRSearch)	35.5
Irwin	4,041	\$36,407.00	54.30%	41.81% owner occupied units (CLRSearch)	36.9
Jeannette	9,851	\$30,575.00	63.70%	64.15% owner occupied units (CLRSearch)	40.1
Penn Township	19,591	\$30,347.00	47.50 % (4,643 Married couples with children)	18,251 owner occupied homes	Males, 39.4, Females, 40.1
Murrysville	18,536	\$81,877.00	79.50%	75.46% owner occupied units across all of Westmoreland County (CLRSearch)	42.8
Greensburg	15,255	39,300	54.90%	49.69% owner occupied units (CLRSearch)	39.3

Who are SG's visitors and what makes them stop by?

- They are **local sports fans**; i.e., athletes, their friends, their families, etc.
- The top stories Googled between May 13th and June 3rd that helped visitors arrive at SG were about **Norwin Volleyball** and **Greensburg Central Catholic Lacrosse**.
- All other keyword searches were also for local athletes, teams, and events (i.e. **"WPIAL 2011 Qualifiers," "Woodland Hills Rugby," "Kelsey Barner lacrosse," "Jake Haubrich," "Sewickley Academy lacrosse Franklin Regional," "Drew Reger volleyball etc.)**

How SG will increase positive associations with your organization

1. Quality Content on a Dependable Schedule
2. Continual marketing efforts

Quality, Dependable Content

- Sportsgazelle.com is ***Sports Entertainment for Western PA***. We don't stop at the scores and records – we provide stories and video to ***keep it fun***. SG is an upbeat sports blog with a sense of humor – to thank our athletes for the joy they give us.
- SG has many features to **keep users coming back**. These include: a **Weekly Calendar** so they know when to check, **Comment boards** below each post, and We're even installing **Message Boards** so that users can socialize through their own posts and threads.

What users are saying about SG

“Looks great. I look forward to checking out your site more.”

-- Head Coach Mike Ermer, Mt. Lebanon Lacrosse

"Great site... I really enjoyed your site and shared it with other basketball friends."

-- Tom Balya, Westmoreland County Commissioner

“Thanks for the added coverage of the volleyball scene...I enjoyed your page.”

-- Dave Hooper, in a comment board below a Norwin Volleyball post

SG's continual marketing efforts

- We've run display ads in the Penn Franklin News throughout May and early June 2011.
- SG is working to "expand the brand" online (i.e., we're looking to market on other local sports sites such as FAMFA.org and MSASports.)
- We're even promoting SG on the website of Dean's Fitness Center, the choice gym of many of our athletes and families.
- SG isn't overlooking the simple things either. We'll continue to put up posters and flyers on bulletin boards throughout the target area.

Availability and Rates

- You can place your sponsor ad as an in-post (i.e. WITHIN a particular post) or sidebar (i.e., along the right side of the screen).
- As SG undergoes upgrades and expansions, there will be more placement options in the future.
- Rate sheet