

Advertising with ISC - - A Wise Choice October, 2011

The International Softball Congress (ISC) is offering 3-different arenas for commercial advertising in 2012 - - The annual ISC Guide Book, Live Video Streaming of Selected World Tournament Games and Hall of Fame Induction ceremony and program advertising in the annual Hall of Fame Induction brochure.

ISC Demographics

We offer potential advertisers a wide range of demographics for any of the three advertising arenas whether it's age (teen agers to age 80+), gender (both male and female), income (from hourly workers to multi-millionaire business owners), geographical location (throughout US and Canada plus Mexico, Guatemala, Venezuela, Argentina, Denmark, The Netherlands, Czech Republic, Australia & New Zealand) players and coaches, fans, umpires and family members of participants. Because of this diverse range of demographics, advertising with ISC has much more appeal than just sports or sports related products. We offer a cross section of society and geography not matched by most conventional advertising opportunities.

Internet Exposure

Both the ISC Guide and all Streaming activity are done via the Internet and this has significantly increased both readership and viewership numbers the past couple of years. In addition, all ads in the digital ISC Guide will have a direct link to the advertiser's web site.

ISC World Championship Guide Print and Digital (Internet) Versions

Guide Facts

- Annual publication since 1955
- Contents include:
 - Photos and stats of prior year's ISC World Tournament & ISC II Championship
 - Historical listing of every ISC All World player since 1951
 - Full listing of ISC Hall of Fame members (began in 1965)
 - All time ISC World Tournament records in numerous categories
 - Photos of prior year's Hall of Fame inductions and inductees
 - Team photos of all prior year's entered teams
 - All photos in full color
 - Annual MVP's, Outstanding pitchers, RBI Leader and Leading hitter's since 1947
 - Top-4 finishing teams, year by year, since 1947
 - ISC By-Laws, rules & procedures
 - Separate ISC II section from prior year and all time ISC II records
 - Separate Under 19 and Legends sections from prior year and years
- 2011 edition contained 156 pages

- 2011 print edition mailed to ISC personnel, Hall of Fame inductees & advertisers – balance sold to public
- Numerous individuals who are avid collectors of annual ISC Guides
- All ISC Guide ads are in full color

Digital (Internet) Version

To see the 2011 ISC Guide on the Internet, go to this link

http://issuu.com/redmatmedia/docs/isc_guide_2011_digital?mode=embed&layout=http%3A%2F%2Fskin.issuu.com%2Fv%2Fcolor%2Flayout.xml&backgroundColor=FFFFFF&showFlipBtn=true&autoFlip=true&autoFlipTime=6000&AID=10829131&PID=4166869&SID=d2hz2jpqqvfr

Or, go to www.iscfastpitch.com and click on the Guide cover displayed on the front page and follow the instructions and links at the bottom of the page.

In mid-June 2011, our digital Guide had recorded 11,000 Internet “hits” and over 750,000 page hits. Our digital administrator, Red Mat Media, estimates that by now, our page hits have exceeded 1,000,000 in the 6-months the digital Guide has been on line.

As stated earlier, each advertiser who shows their web site in their ad receives a direct computer link from the ad to their company’s web site.

Rates

Full page ad - \$500

Half page ad - \$300

Quarter page ad - \$200

For an ad spec sheet and more information on 2012 ISC Guide ads, both print and digital, contact Ken Hackmeister iscken@comcast.net or phone 801-381-0961 before December 31.

ISC Streaming (Internet Video & Audio)

ISC began Streaming audio only of World Tournament games in 2001 and in 2005, we began offering Streaming Video live of selected World Tournament games. Our Streaming staff uses 4-cameras, 2-play by play announcers, producer, assistant producer and 2-graphics technicians for each telecast. The public acceptance of this has been overwhelming even we went to pay-for-view in 2010.

In 2011, we video Streamed 23 games and another 8 games in audio only. In addition, we video Streamed the entire 2011 ISC Hall of Fame induction ceremony. We anticipate doing a similar number of games and Hall of Fame ceremony again in 2012.

One of the unique aspects of our Streaming is our inter-active use of emails from viewers and listeners during the games. Over the years, we have heard from fans literally world-wide.

Based on 2011 “hit” numbers, our World Tournament games attracted a viewing audience of about 5000 world-wide and the Hall of Fame induction ceremony attracted another 500+.

ISC Streaming Ad Rates

Full program

\$300 – approximately 23 video streamed games + 8 audio streamed games

- Fully produced audio ad in all streamed games
- Video billboard of your corporate logo or other image of your choice in video streamed games
- Scrolling banner ad linked to your website in all streamed games

Daily Rate

\$150 – approximately 3 video streamed games + 1 audio streamed game

- Fully produced audio ad in all streamed games for 1 day
- Video billboard of your corporate logo or other image of your choice in video streamed games for 1 day
- Scrolling banner ad linked to your website in all streamed games for 1 day

Single Game Rate

\$100 – any video or audio streamed game

- Fully produced audio ad
- Video billboard of your corporate logo or other image of your choice
- Scrolling banner ad linked to your website

For additional information on Streaming advertising contact:

Jim Flanagan – jim@fastpitchwest.com or (562) 726-3004

Blair Setford – blairjs@rogers.com or 905-826-2697

ISC Hall of Fame Class of 2012 Induction Breakfast Program Midland, MI - Sunday August 12, 2012

Sponsorship and Patron Investment Opportunities

TITLE SPONSOR - 1 investment @ \$1,000 Reserved tickets for eight people at private table

- ✚ Full Page advertisement on back cover of printed program
- ✚ Logo/branding on Audio Visual presentation and table cards
- ✚ Recognition (logo if appropriate) on ISC and Host Committee websites

- ✚ Copies of ISC Guide, Championship Tournament & Hall of Fame Programs
- ✚ Appreciation from podium during program

INDUCTEE PATRON/HALL OF FAME ALUMNI PATRON

7 investments available @ \$300

- ✚ Patron sponsorship for one inductee or HoF alumni
- ✚ Reserved tickets for four people and shared table with sponsored inductee
- ✚ Listing in Patrons Page in program (**upgrade advertising space available at 50% discount of rack price**)
 - (Full page \$250; half page \$150; Quarter page \$100)
- ✚ Listing in Audio Visual presentation as an Inductee Patron
- ✚ Recognition on ISC and Host Committee websites
- ✚ Copies of ISC Guide, Championship Tournament & Hall of Fame Programs
- ✚ Appreciation from podium during program

ISC PATRONS - 3 investments available @ \$200

- ✚ Patron sponsorship for one of following:
 - ISC Umpires; ISC Commissioners; or Carroll Forbes Foundation Patrons
- ✚ Reserved tickets for two people as patron for selected group
- ✚ Listing in Patrons Page in program (**upgrade advertising space available at 50% discount of rack price**)
 - (Full page \$250; half page \$150; Quarter page \$100)
- ✚ Listing in Audio Visual presentation as ISC Patron
- ✚ Recognition on ISC and Host Committee websites
- ✚ Copies of ISC Guide, Championship Tournament & Hall of Fame Programs
- ✚ Appreciation from podium during program

EVENT HOST PATRONS - 3 investments available @ \$150

- ✚ Patron sponsorship for one of following:
 - Hall of Fame Committee; Class of 2012 Breakfast Event Committee; or Head Table
- ✚ Listing in Patrons Page in program (**upgrade advertising space available at 50% discount of rack price**)
 - (Full page \$250; half page \$150; Quarter page \$100)
- ✚ Listing in Audio Visual presentation as Event Host Patron
- ✚ Recognition on ISC and Host Committee websites
- ✚ Copies of ISC Guide, Championship Tournament & Hall of Fame Programs
- ✚ Appreciation from podium during program




EVENT SUPPORT SPONSORS - 2 investments available @ \$100

- ✚ Sponsorship for one of the following:
 - **Tickets**
 - Ticket/coupon/logo on back of all tickets
 - Listing in printed program
 - Recognition on ISC and Host Committee websites
 - Copies of ISC Guide, Championship Tournament & Hall of Fame Programs
 - Appreciation from podium during program

- **Audio-visual**
 - Title sponsor for Audio Visual presentation
 - Listing in printed program
 - Recognition on ISC and Host Committee websites
 - Copies of ISC Guide, Championship Tournament & Hall of Fame Programs
 - Appreciation from podium during program

OFFICIAL HALL OF FAME PRINTED PROGRAM ADVERTISING

Ads for 8" x 10" program pages are available at the following rates

-  **Full page - \$500** (discounted 50% to \$250 for sponsors – see above)
-  **Half Page - \$300** (discounted 50% to \$150 for sponsors – see above)
-  **Quarter page - \$200** (discounted 50% to \$100 for sponsors – see above)

Information about Investment Opportunities

For information about investment opportunities for sponsorship or to serve as a patron, please contact these Hall of Fame Event Committee members:

John Thompson, Event Committee Chair – [sstj99@gmail.com](mailto:ssstj99@gmail.com) (519-884-4050) – Waterloo, ON

Robert Gray, Hall of Fame Chair – RGray77271@aol.com (334-567-9797) – Wetumpka, AL

Al Doran – fastball@pmihrm.com (416-505-6204) – Richmond Hill, ON

Larry Fisher – lfisher838@ameritech.net (419-722-7448) – Findlay, OH

Ken Hackmeister – iscken@comcast.net (801-447-8807) - Farmington, UT

Larry Lynch – llynch9@rogers.com (519-579-2903) – Kitchener, ON

Todd McCabe – todd_mccabe23@hotmail.com (780-748-5228) – Fort McMurray, AB

Ken Schwartz – k-vision@earthlink.net (310-546—2096) - Manhattan Beach, CA

Sue Sherry – sue.sherry@sympatico.ca (519-745-9849) - Waterloo, ON

Charlie Smith– csmith2@elp.rr.com (915-598-7528) - El Paso, TX

Order Form and Payment

Sponsorship and Patron Investment Opportunities and Advertising to be reserved on the order form and payments made by cheque payable in **“U.S. Funds”** to **“International Softball Congress”**,

OR VISA/MasterCard credit card and mailed to

John Thompson, chair

Breakfast Event Committee, ISC Class of 2012 Hall of Fame

284 Whitmore Drive, Waterloo, ON N2K 2N5 CANADA