

## SPORTSNET SPONSORSHIP REQUIREMENTS AND GUIDELINES

We package all sponsored elements using our network look, music and voice. Sounds and/or other music than our network elements will not be usable. Billboards will require telecaster approval for anything that includes subjective and/or unconventional product claims, and calls to action (i.e. “rated or voted the best” and “number 1” etc.).

**TIMELINES:** Billboard creative must be sent as soon as possible and no later than **2 weeks prior** to the flight date to ensure completion (**3 weeks prior** if there is custom design work needed). This time is needed to ensure an adequate approval and delivery workflow. Changes to creative mid-run must be approved by the Sales rep, and will require **2 weeks-notice** to ensure creative change (**3 weeks-notice** if there is custom design work needed).

**STILL LOGOS:** Logos must be either vector or created within a HD 1920x1080 canvas. If full-frame, please ensure all copy and legal is a safe distance from the edge. A still logo used on the score bug, graphic board or ticker should be free of any font or tagline. Here are the preferred file types:

- **TIFF File with Alpha Channel**
- **Targa File (.tga)**
- **EPS File – greater than 300dpi**
- **PSD File with all layers**
- **ai files greater than 300dpi**

**MOVING IMAGES:** Videos/animations should be supplied 1920x1080 High Definition, 29.97 FPS, MOV file type preferred. Typically duration of creative should not exceed 7 seconds, however length can be dependant on type of sponsorship. Please ensure all logos, copy and legal text are a safe distance away from the edge of the frame. Files can be delivered via the following FTP:

FTP address: <https://rogers1.mediashuttle.com/>  
From: (the address of the individual sending the material)  
To: [sportsnet.billboard@rci.rogers.com](mailto:sportsnet.billboard@rci.rogers.com)

**SCRIPTS:** Taglines of **5 to 7 seconds and a word count of 18 or less** that include the words “**brought to you by**” should be sent in script form, which will then be read by our Network voice. Not all sponsorships have or require tag lines. Length of tagline is also dependent on type of sponsorship. Any questionable scripts can be sent for approval and addressed on a case by case basis.

**Billboard tagline example:** “...*brought to you by Midas. Total Car Care, total customer care. Trust the Midas Touch.*”

**Live Event Billboard tagline example:** “... *Brought to you by Subway. Think Fresh. Eat Fresh.*”

**BILLBOARD PRODUCTION COSTS:** Logos or animations requiring customization, creative manipulation, builds from scratch (lower 3rd animations, 10 second animated drop-ins etc.) will incur production costs, on which our Sales team will advise.

### **RESTRICTIONS:**

Integration elements and Billboards may not include **Price points, discount references, or Contest entry CTAs that are not co-branded with SN.** URL’s are accepted on a case-by-case basis.

**Live event (in-game) sponsorship elements** – taglines should communicate corporate brand messaging. References to specific products, menu items, events, sales etc. will be reviewed on a case-by-case-basis

**:10 Drop-ins** – Voiceover must be completed by our station talent and no client-supplied music or sound effects are to be included. (Music and/or other in-stadium audio may be present).

**Live Mentions (Charity/Team initiatives)** – Script must not exceed 35 words and must be approved by SN.

**For further sponsorship information please contact:**

Diana Keay or Benjamin Roza, Creative Associate Producer, Sponsorship  
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