



CLINTON CARDINALS
SPORTS NETWORK





Sponsoring local sports teams can be beneficial for brands, the community, and the athletes or teams themselves:

Brand credibility

- Fans often associate the values and success of their favorite sports teams with the brands that sponsor them. This can help build trust and credibility with consumers.

Brand loyalty

- Long-term sponsorships can help build brand loyalty, as fans of the sponsored team may also become loyal customers of the sponsoring business.

Community goodwill

- Sponsoring local sports can help build a positive reputation and goodwill among local residents. It can also show support for the local community and help keep kids involved in healthy activities.

Marketing tool

- Sponsorships can be a cost-effective way to reach specific consumer groups and increase media exposure. They can also help improve market positioning and boost sales.

Statistically speaking, sports radio delivers to what most businesses would consider to be their target audience. Nearly two-thirds (64.9%) of those who listen to sports on the radio are between the ages of 25 and 54, the demographic researched to have the most spending power.

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MEET OUR TEAM



Doug Neff - Sports Director

Doug has been apart of the on-air play-by-play team covering Cardinal Sports for over 22 years. He is also the voice of Lucas Oil Speedway.

Spencer Edwards - Play-by-Play

Spencer has been on play-by-play call for 14+ years covering Cardinal Sports and other area high school teams.



Dustan Foster - Play-by-Play / Producer

Dustan joined our team in 2023 as studio producer and provide some additional play-by-play. In 2024, you will hear more of him on the call for Cardinal Sports.

Aiden Jones - Video Tech

Aiden joins the team in 2024 to provide video coverage for the network. Still a student at CHS but learning the ropes as a media producer.



Clay Radford - Executive Producer

Clay started his broadcasting career in 2002 covering Cardinal Sports both as producer and play-by-play.



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Watch, Listen, & Read

@ www.CardinalSports.net

Your home for everything Cardinal Sports is available on our website. We provide schedules, scores, rosters and all of the latest news. You can also watch or listen to our coverage of games and matches, right on the homepage.

Game Archives and our weekly interview with Clinton's Activities Director, Kevin LaFavor is available on-demand as a podcast.

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Bronze Sponsorship

- Name listed on CardinalSports.net as sponsor
- 300x250 Banner linked to your website on CardinalSports.net
- Name mentioned during game broadcasts as sponsor

Bronze Sponsorship: \$200 per month for 10 months

Business Name: _____ Client Signature & Date: _____

Co-Op Advertising? Yes No

Radford Media Group Advertising Terms & Conditions apply and can be found online at www.mykdkd.com

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Silver Sponsorship

- Name listed on CardinalSports.net as sponsor
- 300x250 Banner linked to your website on CardinalSports.net
- Name mentioned during game broadcasts as sponsor

Plus+

- 2 :30 second ads per broadcast game
- 20 :30 seconds per month to air on 95.3 KDKD
- :15 Mid-Roll ad on CSSN podcasts

Silver Sponsorship: \$500 per month for 10 months

Business Name: _____ Client Signature & Date: _____

Co-Op Advertising? Yes No

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Gold Sponsorship

- Name listed on CardinalSports.net as sponsor
- Name mentioned during game broadcasts as sponsor

Plus+

- 4 :30 second ads per broadcast game
- 35 :30 seconds per month to air on 95.3 KDKD
- :15 Mid-Roll ad on CSSN podcasts
- Video ad on Radford Media Group live streams
- 728x90 Banner linked to your website on CardinalSports.net

Gold Sponsorship: \$725 per month for 10 months

Business Name: _____ Client Signature & Date: _____

Co-Op Advertising? Yes No

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Platinum Sponsorship

- Name listed on CardinalSports.net as sponsor
- Name mentioned during game broadcasts as sponsor

Plus+

- 4 :30 second ads per broadcast game
- 50 :30 seconds per month to air on 95.3 KDKD
- :15 Pre-Roll ad on CSSN podcasts
- Video ad on Radford Media Group live streams
- 728x90 Banner linked to your website on CardinalSports.net

Platinum Sponsorship: \$1,000 per month for 10 months

Business Name: _____ **Client Signature & Date:** _____

Co-Op Advertising? Yes No

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