

**The Sports Physical Therapy Center  
Presents "The Game"**

Sportainment is looking forward to working with the Sports Physical Therapy Center this year through Title Sponsorship of the Red Devil football game against Tremor on Friday, October 18, 1996

This game, originally scheduled as Packer Night, will keep a Packer flavor, but will be promoted as "The Game" since it features the cross-town rivals. In addition, this game will have play-off implications. And, as usual, this contest will have the best attendance of any game this season.

As the Title Sponsor for this game, you will receive the following benefits:

Title Sponsor in all promotional efforts

50 promotional spots with title mention on Warner Cable the week of the game

25 radio spots on WLIP to be run the week of the game (60 second spots)

Weekly 3" x 6 column strip ad to be run the day of the game in the Kenosha News

Title reference and advertisement in the game day program on the "change pages" including a full page ad

Minimum of 8 game-day public address announcements

On premises signage opportunity (in your case, signage has been a season long agreement)

Title reference on 2,000 schedule cards

In addition, we will give-a-way nearly \$400.00 in Packer merchandise through a lucky program contest. Several programs will have an "I'm A Winner" sticker on the SPTC ad. These fans will bring their program to the press box and receive a Packer gift.

Furthermore, as agreed upon, the SPTC has been a featured advertiser in all Warner Cable high school football contests this year.

The above sponsorship is valued at in excess of \$2,500 but is available for just \$1,000.