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**A 1996 NTIV® Projection Analysis for the**

**Allentown Ambassadors**

**1997 Stadium Naming Rights**

Prepared September 24, 1996

# **A 1996 NTIV® Projection Analysis for the**

## **Allentown Ambassadors**

### **1997 Stadium Naming Rights**

The following report projects the amount of exposure and media value a sponsor could receive from its sponsorship of the Allentown Ambassadors stadium, which houses the Single A Independent Northeast League baseball team. Projected in this study are the number of gross impressions expected to be created through local television news and feature programming, event market radio, event site, cross-corporate advertising & promotions, as well as print media.

Information obtained to project the amount of exposure has been compiled by Joyce Julius and Associates, Inc. as well as the Allentown Ambassadors.

Impressions documented in the following report are valued using the NTIV methodology, which makes the assumption that national television advertising is the most cost-effective means of generating the largest number of gross impressions. A cost-per-impression is derived, using more than 1,400 nationally broadcast sports and special events programs. When used as a benchmark, the NTIV provides meaningful evaluation of exposure received through all areas of a sponsorship program. For more specific information on the NTIV evaluation methodology, please refer to the Appendix.

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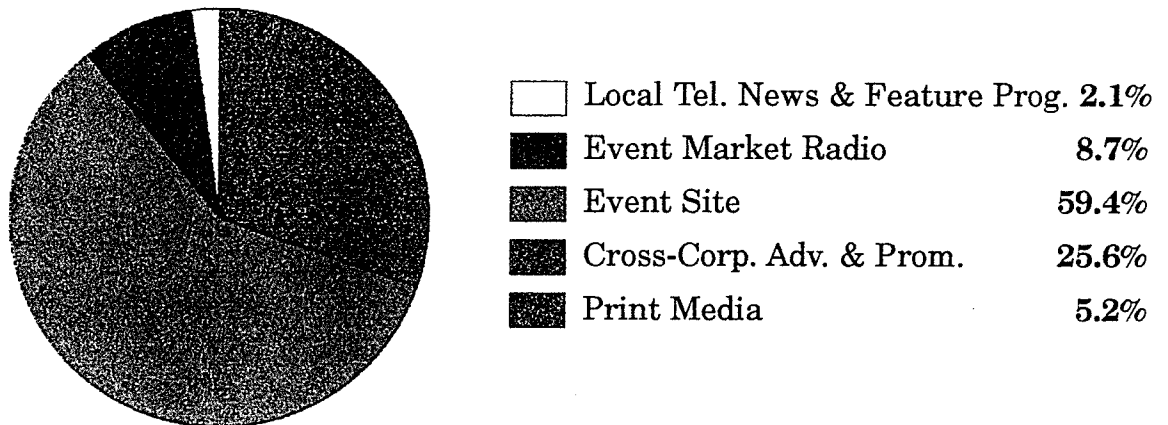
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## Executive Summary

Utilizing sponsorship of the Allentown Ambassadors stadium during 1997, which houses the Single A Independent Northeast League team, a corporation is projected to receive 68,063,250 impressions and an NTIV of \$670,425 through media forms including local television news & feature programming, event market radio, event site, cross-corporate advertising and promotions, as well as print media.

The majority of the stadium sponsor's exposure is projected to be created through event site impressions, which includes attendance, promotional materials, printed materials and outdoor advertising.

The following graph provides a percentage of contribution each form of media, as projected by Joyce Julius and Associates, Inc., is expected to produce.



## **Local Television News & Feature Programming**

Network local news and three local cable channels are projected to provide highlights from each of the home games during their own news programs.

With the name of the stadium incorporated into the logo, as well as a 10x28 outfield sign and outfield playing surface identity in two locations, the stadium sponsor is guaranteed to receive exposure during news coverage of the Allentown Ambassadors.

News highlights including the stadium sponsor's name and/or logo are projected to produce 1,409,150 impressions and an NTIV of \$13,880 for the corporation through 280 news programs.

## Event Market Radio

All home and away games, as well as pre and post season tournaments, will be broadcast live by WTKZ-1320 AM, which is the all sports radio station in Allentown. Live radio coverage of the games will provide the stadium sponsor with an abundance of mentions.

Furthermore, other radio stations in the Allentown/Lehigh Valley area will provide the stadium sponsor with exposure through on-site remotes and final score updates.

Based on the conservative estimate that the stadium sponsor's name is mentioned five times every quarter-hour during live home game coverage, the corporation is expected to receive a total of 50 mentions per game. During away games, the stadium sponsor's name is estimated to be mentioned two times per quarter-hour, producing a total of 20 mentions per game broadcast.

Due to the fact that WTKZ has changed its format since the Arbitron Radio USA Spring 1995 rating book, it is estimated that the original 900 average quarter-hour listenership has increased to 1,200.

Based on the estimated average-quarter hour listenership, the stadium sponsor is projected to earn 3,360,000 impressions and an NTIV of \$33,095 via live radio coverage.

Other local radio stations in the Allentown/Lehigh Valley area are estimated to include the stadium sponsor's name during each update provided from the stadium.

Estimating that the stadium sponsor's name will be mentioned 1,280 times over the course of the Allentown Ambassadors season, the corporation can expect to receive 2,560,000 impressions and an NTIV of \$25,215.

In total, event market radio coverage during the Allentown Ambassadors season is expected to produce 5,920,000 impressions and an NTIV of \$58,310 for the stadium sponsor.

## Event Site

To determine the total impressions for the event site section, an equation that factors the attendance and the number of at-site exposure opportunities including public address announcements, signage, etc. is utilized.

The following assumptions for attendance were provided to Joyce Julius and Associates, Inc., while all other items were estimated by Julius Julius and Associates, Inc.

Item/Attendance	# Dist.	Impressions	NTIV
Attendance	60,000	5,760,000	\$56,736
Attendance-Other Events	12,500	1,200,000	11,820
Printed Materials	250,000	1,000,000	9,850
Marquee (Year-Round)	1	11,212,800	110,446
Billboard (Year-Round)	1	16,468,800	162,217
Press Conferences	10	6,000	59
Promotional Items (Bats, Hats, Etc.)	15,000	2,970,000	29,255
Other Items (Magnets, Cards, Etc.)	15,000	1,800,000	17,730
<b>Total,</b>	<b>352,512</b>	<b>40,417,600</b>	<b>\$398,115</b>

## **Cross-Corporate Advertising & Promotions**

Significant exposure will be generated by cross-corporate advertising and promotions conducted by radio and television/cable stations, as well as other sponsors involved with the stadium.

Radio and television promotions surrounding the home games via giveaways and free tickets are projected to include the stadium sponsor's name during all promotions.

In addition, the visitors bureau is expected to include mention of the stadium in all yearly calendar of events and brochures, which are placed in hotel directory guides around the state.

Based on the estimated number of promotional mentions on radio and television, as well as print media, brochures, etc., the Allentown Ambassador stadium sponsor can expect to receive 16,716,500 impressions and an NTIV of \$164,660.



## **Print Media**

Print media will produce exposure for the stadium sponsor through local and regional daily and weekly newspapers surrounding the Allentown Ambassadors.

Based on the assumption that the stadium sponsor will be mentioned in 300 articles and/or features, it is projected that the sponsor will receive 3,600,000 impressions and an NTIV of \$35,460 via local and regional print media.

It is assumed that nearly eight box scores, articles, features, etc., will be printed on a per-home game basis by the local and regional papers and magazines.

## **Appendix**

### **NTIV Evaluation Methodology**

#### **Value Analysis**

Throughout the evaluation, the following formulas have been used to base comparative values, audience reach and gross impressions.

##### **Method One: CP:30**

The cost per :30 (CP:30) commercial rate—which is the non-discounted or estimated cost to air a commercial in a 30-second time block during a specific event broadcast—is the method used for determining the value of a sponsor's exposure during the particular event broadcast in question.

The sponsor's exposure time and mentions are compared to the cost of purchasing commercials during the particular event broadcast.

##### **Method Two: NTIV Factor**

The NTIV Factor—which is derived from an average of the CP:30 commercial rates of sport/event programming, along with the corresponding viewing audiences for these programs—is the other method for assessing the value of a sponsor's exposure. The NTIV Factor represents the cost necessary to reach one viewer during a nationally televised broadcast. Impressions generated from the selected sections in the NTIV Analysis are then applied to the NTIV Factor.

The NTIV Factor is derived from the viewerships and non-discounted or estimated commercial rates of more than 1,400 sport/event programs airing within the past 12 months. Sports broadcasts airing on ABC, CBS, NBC, ESPN, ESPN2, WGN, FAM, TNN, TNT, WTBS, CBC, CTV, TSN, Prime SportsChannel and USA Network as well as those distributed through syndication are utilized. The constant resulting from this calculation may be considered an average cost-per-impression of nationally broadcasted exposure time.

## **Impression Calculation**

### **Local Television News Programming**

Local television news coverage includes event market news programming. Impressions created from local television are based on viewerships calculated by Nielsen.

### **Event Site**

Event site impressions are valued by a series of formulas based on the number of impression-creating exposure vehicles utilized by the sponsor, the number of items distributed, the impression life of those vehicles and event-related attendance totals.

Specific standard formulas have been derived for each exposure vehicle. Data used within the formulas has been gleaned from such sources as traffic counts, published research on premium acceptance and usage as well as contracted survey research.

### **Cross-Corporate Advertising & Promotions**

Impressions created by cross-corporate advertising programs are based on the following types of executed programs:

#### **Local Television Promotions**

Impressions generated from local television promotions are based on the gross rating points for the spots when available. Otherwise, local television promotions are based on averages derived from the station's viewerships for its local news programming.