



www.sportsradionet.com



• Sports Radio Network (WSRN) • 917-747-0617 • www.sportsradionet.com • sportsradionet@aol.com

Sports Radio Network would like to add your franchise to its schedule.

The following proposal outlines who Sports Radio Network (WSRN) is and the specifics behind the addition of you're your *franchise* to WSRN's schedule, including advertising, publicity and cost.

WSRN would provide *exclusive* on-line coverage of your league via audio webcasts on the internet. Hyperlinks would be provided so that listeners could access game coverage from a variety of locations including the official league site, the participating team sites and WSRN's official web-site (<http://www.sportsradionet.com>).

All links would be directed to a customized "Listen Now" page, complete with league and tournament and on the Sports Radio Network web-site.

A. WHO IS SPORTS RADIO NETWORK?

Dedicated to the production and broadcasting of high quality live sporting events and other sports entertainment, Sports Radio Network (<http://www.sportsradionet.com>) uses the internet as it's medium to webcast these events.

From the production and transmission of the game over the internet, to providing the talent to announce the game, Sports Radio Network can design a customized webcasting solution for your college, at an affordable rate.

Sports Radio Network is capitalizing on the growing popularity of web-based sports programming and is unique in targeting professional and high school sports teams that have limited radio and television exposure. Sports Radio Network, a full service broadcasting outlet for amateur and professional sports, has already gained recognition as a leader in web-based sports programming.

WSRN burst on to the scene in the spring of 2001 with live and exclusive coverage of the United States Basketball League's (USBL) Long Island Surf franchise. Following its presentation of 13 regular season games, the station carried the summer's USBL post-season tournament.

Once again in 2002, WSRN was the exclusive home to the USBL Post-Season Festival, with fans in more than 15 countries; including Canada, Israel, Australia, France, Great Britain, Switzerland and Belgium listening to the webcasts. Not only did Sports Radio Network provide audio coverage of the post-season festival via the internet, and were used by Pegasys Video of Enid, Oklahoma for their highly-heralded television broadcasts. Recently clips of the tournament were aired on HBO's Real Sports.

Sports Radio Network also continued to break new ground at the start of 2002, as the internet-based station partnered with the National Women's Basketball League (NWBL) to become the league's official broadcast carrier. Over the past four years, as the official broadcast partner of the NWBL, Sports Radio Network, has reached a nationwide audience of fans, validating the rapidly growing appeal of women's professional sports.

As part of its exclusive coverage of the 2003 New York Collegiate Athletic Conference's women's and men's basketball championship games, Sports Radio Network partnered with T & D Sports Video

Productions merging the technology of the internet with that of television presenting live audio coverage via the internet, as well as distributing the games throughout the tri-state area for a tape-delayed television presentation.

Over the past few years, Sports Radio Network has continued its partnership with T & D Sports Video Productions presenting The High School Football Game of the Week. Each season, the two companies have presented a package of games and aired them on Cablevision of Long Island on a tape-delay basis, and webcasted them live via the internet (audio only) was produced.

Most recently Sports Radio Network has been investigating extending its service to include on-demand video on the internet.

"Video on the net is an emerging technology, said Goldenberg. I think it is the next progression for us and we are working hard to offer this to our listeners."

Sports Radio Network is hoping to launch video content as part of their content sometime in the fall of 2005

"I feel that there is a legitimate niche that we can fill," said the company's CEO and play-by-play announcer Rob Goldenberg. "By utilizing the technology the internet offers teams can take advantage of a practically limitless audience and be a true alternative to radio," said Goldenberg.

WHAT SERVICES CAN SPORTS RADIO NETWORK PROVIDE

Sports Radio Network can offer your league a customized broadcasting solution, including live game broadcasts and archived broadcasts of previously aired games for on-demand listening, for your fan base. If you arena or stadium has either an activated telephone line and/or direct internet connection (i.e. DSL, T1 and ISDN) your ready to webcast your college over the internet and reach a potentially limitless audience.

WEBCASTING PACKAGES

(Please see attached for specifics behind webcasting packages)

1. Sports Radio Network can provide your college with unlimited webcasting *hosting* services for both live and on-demand audio content.
2. Sports Radio Network can also provide a fully produced, hassle-free, ready-to-air broadcast quality product. From staffing the announcer talent...to producing and broadcasting the game over the internet...and to disseminating the content to a radio station... Sports Radio Network can provide a full broadcasting solution.
3. Sports Radio Network will maintain all exclusivity on all NYCAC events webcasted.

Sports Radio Network will provide coverage of your franchise:

1. The full production of each scheduled game to be broadcast
2. The streaming of the tournament games live, over the internet
3. The post-production of selected archived games, for on-demand listening. (Selection of archived games will be made in conjunction with team officials.)
4. The staffing of talent needed to provide a quality and professional broadcast
5. The production of a fifteen minute pre-game show
6. The production of a post game show
7. The production of a halftime show
8. The promotion of games on Sports Radio Network's web-site (<http://www.sportsradionet.com>).
9. The distribution of game content to a radio station. (If desired. The signal will be transmitted to the radio station through a modular phone line. An additional fee may be required to be paid by *radio station* for content.)

C. GAME PROMOTION

Game promotion for webcasted games will be the co-responsibility of both your college as well as Sports Radio Network.

Depending on the webcasting solution that is customized for your organization, Sports Radio Network will provide some or all of the following:

1. Sports Radio Network will work with various publications and web-sites, which are dedicated to the sport your college participates in. Sports Radio Network would utilize an already-established network, in order to grow a database of contacts.
2. Sports Radio Network will produce a press release for each game to be webcasted and distribute to a list of contacts.
 - a) Sports Radio Network will work in conjunction with the team to generate a list of these contacts.
3. Sports Radio Network will also promote games with schedule on its official website (<http://www.sportsradionet.com>).

D. ADVERTISING

Unlike other commercial radio stations, funds raised directly will support the broadcasting of your franchise. These funds would go to insure the improvement of the broadcasts' quality. Also, Sports Radio Network will offer your franchise a to-be-determined and negotiated amount of advertising spots at no cost. Your franchise can sell these spots to advertisers and make a **profit** from your webcasts.

Depending on the webcasting solution, advertising will work in the following way:

- Negotiated amount of advertising spots to be apportioned to its own sponsors, for the purpose of its network and website promotion.
- Sports Radio Network would offer a to-be-determined and negotiated amount of advertising spots for use by the franchise. The advertising spots could be used at the discretion of that franchise and would be provided by Sports Radio Network at no cost.
- Display banner advertisements on Sports Radio Network's web-site.
- The option of the franchise to buy back a select number of advertising spots from Sports Radio Network for its own sponsors at a negotiated reduced rate.
- A banner (to be paid for by your franchise – artwork to be provided by Sports Radio Network) to be produced and hung in your arena or stadium.
- The consideration of any other revenue sharing arrangements.

E. COST

- TBD

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SPORTS RADIO NETWORK IN THE NEWS:

(Stories and Press Releases have appeared in the following publications)





SPORTS RADIO NETWORK **TESTIMONIALS:**

“Such is the case of an ambitious young man named Rob Goldenberg. His **Long Island Business News** Sports Radio Network (www.sportsradionet.com) will broadcast online an audio feed of a Long Island high school football "Game of the Week" each weekend this fall starting this weekend. I just hope guys like Mr. Goldenberg can stick around long enough to enjoy the fruits of their pioneering.”

-Long Island Business News Writer Michael Watt

“We listened to your webcasts and it was better than watching the game on television. We look forward to listening to your future broadcasts.”

-Parent of a high school football player

“We were very impressed with Sports Radio Network’s draft coverage. Based on the feedback, we felt that webcasting the game would not only be a great benefit to the league, but to our fans across the country, who will have the opportunity to listen live.”



-NWBL Executive Officer Patrick Alexander

“Sports Radio Network did a great job for the USBL and the Long Island Surf. We hope than Rob Goldenberg and Sports Radio Network will be back with the USBL and be able to webcast our games for the growing group of internet fans.”



-USBL Director of Operations Ed Krinsky

The live webcast of the NWBL playoffs has been fantastic! sportsradionet.com check it out! I am SO excited, and the sports announcers for sportsradionet.com are VERY VERY GOOD. You get excited just listening to them. That is exactly what is needed. Excellent job sportsradionet.com and yawl’s webcast is fantastic!

-Houston Stealth fan’s comment on a web posting board.
