



# WSN PRESENTS THE MASCOT CHALLENGE

## PROCESS:

- \*Coaches, athletic directors & fans nominate mascots
- \*16 mascots chosen and placed in bracket style format
- \*One match per week with fans voting who advances
- \*School with winning mascot receives \$1,500 donation, runner up \$500, to athletic department or booster club

## PACKAGE:

### ONLINE

- \*Feature frontpage presence ~4-5 million impressions
- \*Subsite customized development
  - 728x90 leaderboard banner
  - 300x750 large format skyscraper
  - branded gutters
  - Can include social media buttons/boxes, user-initiated audio commercials/videos

## PRINT

- \*WSN Illustrated double page spread in all four editions.
  - Includes full page ad
  - Branded Mascot Challenge “centerfold” page

## ADDED BUZZ IDEAS:

- \*Send company mascot on the road for surprise visits at school athletic events
- \*Vids of the surprise mascot show downs could be updated to the online content area

**Package price as designed: \$20,000**

**Can be further customized by client**



**VISUAL OF CURRENT CONTENT SPONSOR**

Lots of real estate on your subsite area.  
 Designed around your requests.  
 This year we add social media integration and ability to include videos to your experience!

