

# **Victory Sports Network**

National Media for NAIA College Sports

Business Overview

Provided by the Victory Sports Network

For Business Use in 2008

# The Victory Sports Network

## Overview

The Victory Sports Network (VSN) was founded July 5<sup>th</sup>, 2002 to become a promoter of National Association of Intercollegiate Athletics (NAIA). Through magazines, web sites, radio broadcasts, and press releases it is VSN's goal to promote all the major sports of the NAIA to the National Media and Fans to give them coverage they otherwise could not receive. In the past two years VSN has built very strong relationships with the NAIA member institutions and their coaches. The Victory Sports Network is the national media center for NAIA institutions providing:



- The only magazine dedicated to NAIA athletics, NAIA Preview.
- A national weekly half hour show on the latest news of the NAIA, “Victory Sports Saturday.”
- NAIA athletics web sites via VictorySportsNetwork.com for football, basketball, baseball, and more!
- The only place for live video and on-demand video of NAIA contests.
- The only nationally accepted promotion for the NAIA Championship Series.
- A daily radio update on the latest news of the NAIA, “Victory Sports Update.”

VSN has a strong foothold as being the only national media company that promotes small college athletics. Companies like ESPN, Fox Sports, and others have spent the majority of their time promoting larger colleges and larger venues leaving a major void for small college athletics.

Within the past months, VSN has been in contact with every NAIA member institution about how they can help promote their athletes and the sporting events within their schools. VSN is endorsed nationally by the NAIA Coaches Association and is also featured as the authority on promoting NAIA college athletics by CSTV and American Football Monthly. VSN has devised a plan that will help promote these aspects as well as give great awareness to VSN advertising partners.

## What is the NAIA?

The NAIA is a national organization that governs smaller college athletics. It is not associated with the NCAA. The goal of NAIA Athletics is to give student athletes an opportunity to play a college sport while still focusing on their academics. In total, there are over 300 NAIA institutions, 90 of which play football.

The NAIA began in 1937 as a basketball endeavor founded by Emil Liston and legendary basketball coach James Naismith. Since then the NAIA has expanded to over 22 various sports that its institutions compete at nationally. When you help promote NAIA athletics you help promote character, leadership, and the great qualities for which people starting playing college athletics. 95% of the student athletes in the NAIA have to pay their own way to go to school as nearly no one receives full ride scholarships.

## Why advertise with VSN, the national promoter of NAIA athletics?

*Market share:* The NAIA Market is untapped. No national media is catering to the thousands of people that attend games, follow teams, and seek information. VSN is the only way to market to these people.

*Customer loyalty:* Since there is no major national media marketing to these people, they are very loyal to the companies that do. Many local businesses and franchises thrive on the business these NAIA fans bring to them.

*Captive audiences:* VSN has every angle covered on how to reach these future customers of your business. Through internet, print, and broadcast, VSN can reach the audience you have otherwise left untapped.

# VSN Statistics

## The Victory Sports Network Profile

Over 50,000 unique people visit the web site on a weekly basis

Over 20,000 readers to NAIA Preview, the magazine

Over 5000 daily online listeners to “The NAIA Minute” radio show during the sports season.

22 radio stations which carry “The VSN Update” as affiliates with more added daily. Those 22 radio stations also carry VSN’s “Victory Sports Saturday” the sports pregame show.

Over 4500 registered users via the sports message boards

30,000 miles of travel via CAR to NAIA Schools all across the country, plus countless frequent flier miles to schools in every corner of the country.

Over 10,000 people attending our two sporting events we feature every year. The VSN “Senior Classic” and the “First Down Classic”

# The Victory Sports Network

## The Owner and Founder:



Jason Dannelly is owner of The Victory Sports Network as well as being a Champions of Character Presenter for the NAIA.

Dannelly is seen as the face of the NAIA media. He has spent six sports seasons traveling to NAIA sporting events and reporting them for his company. In the past year Dannelly has attended four NAIA National Championships and well over 100 sporting events.

Dannelly has spent many years in the NAIA. He currently is involved in motivational speeches for colleges and universities as well as reporting on NAIA sports as a national media provider. He has been featured as a Champions of Character special presenter when he travels to NAIA schools and area high schools. Dannelly has also spoke to numerous groups of students, athletes, and parents. He also addresses the several hundred football coaches annually at the AFCA Convention.

On the side, Dannelly hosts a national sports talk show called “The Victory Sports Update” and a Nebraska statewide broadcast of “Raceday Weekly” the only horseracing show in the region. He is also the daily host of “The NAIA Minute” and formerly of “The JD Show” on KKJK radio of the Tri-Cities.

The NAIA minute is a :90 second radio program for radio stations to carry during football season produced by Dannelly. There is no question Dannelly is a “guru” of NAIA knowledge but his radio credentials are also impressive.



In 2002 Dannelly was a play by play voice of the NCAA Super Regional's for the Creative Sports Network. Dannelly began his radio career at age 16. He has been the radio voice for Midland Lutheran Women's Basketball, Dana College Athletics, and currently a talk show host and play by play voice for GI Family Radio.

For the NAIA national office, Dannelly has been a national radio play by play voice for both the men's and women's national basketball tournaments as well as doing color commentary for several regional television broadcasts of national tournament events.

Dannelly currently resides in Grand Island.

# The Victory Sports Network

## Radio and Video Network

**DAILY RADIO:** “The NAIA Minute” is a 90 second radio program that tells the daily news of the NAIA. Complete with interviews from coaches, administrators and athletes of the NAIA, “The NAIA Minute” is the national news for the NAIA.

**WEEKEND PROGRAMMING:** Each Saturday during the college athletic season, VSN produces a thirty minute program which promotes the biggest events in small college sports that weekend as well as a review of the previous week’s news. The main focus is to interview coaches and athletes from across the country. “Victory Sports Saturday” is known as the national talk show for all of the NAIA.

**ABOUT THE SHOWS:** Thousands of people tune in each day to hear the latest on the very best NAIA programs. While focusing first of coaches of the NAIA, “Victory Sports Update” has been know to bring in professional athletes, motivational speakers, and other guests associated with the NAIA.

The daily program is four minutes in length and the show comes as a total package. National commercials will be dropped into the show as live reads or liners.

“The NAIA Minute” is produced each morning in the studio's of GI Family Radio's 1430AM KRGI. The show will air live on the flagship 1430AM KRGI, Monday through Friday. Distribution of the show will be via FTP download for radio stations across North America.

The program will be uploaded to the VSN web server each day, before 1:00PM. At that time, VSN will distribute an email to all affiliates notifying them that the program is available for download.

Stations can then download the program directly onto their server for playback. The program will be self contained with local breaks available. Imaging and liners for stations can be provided via email free of charge.

**VIDEO:** The Victory Sports Network produces a game of the week through out the sports season. Powered by All In Broadcasting, the live streaming video is distributed for free as fans of the NAIA can watch from across the country. Whether it’s football, basketball, or baseball the Victory Sports Network is there with all the action.

Each game is carefully selected as The Victory Sports Network travels across the country to the very best contests in NAIA athletics.



# The Victory Sports Network

## VSN Web Sites

VSN produces interactive web sites which promote NAIA Athletics. The most popular of all is the football section of the Victory Sports Network. This web site is updated daily with the latest news in NAIA athletics. It also has several weekly features on players in the NAIA, individual teams, and pro player updates. An interactive message board highlights fan participation on the web site as people from all sides of the world can banter about NAIA Football.

VSN also releases players of the week, players of the year, and a Top 25 for the NAIA. Each of these features are highly regarded among NAIA coaches, players and fans. The other major sections of VSN are basketball and baseball. These web sites boast the same features as the football section, and are gaining popularity by the day.

The web traffic for the Victory Sports Network has been absolutely tremendous. Each month the sites grow to new levels never before expected.

In the summer of 2007, VSN launched two new web sites to meet the needs of their cliental. VSN360.com is an interactive video web site that allows people all over the country to submit video of NAIA contests as well as highlights or other features.

VSN360 is where fans can come to see video of the NAIA due to the lack of a national television network.

Also launched in the summer of 2007 was VSNWEAR.com. This new entity allows VSN to meet the apparel needs of the NAIA. VSN Wear produces, sells, and ships made-to-order gear branded specifically to NAIA schools. We offer screenprinting and embroidery services for almost any piece of apparel imaginable. At VSN Wear, we serve NAIA schools, athletic departments, club/intramural sports teams, and fans.

### **Advertiser Benefits:**

**Targeted Marketing:** In a recent survey we found that over 65% of our web visitors were over the age of 29. In fact most of the visitors to VSN are parents, alumni, and fans of these small colleges looking for information they otherwise would not be able to receive.

**Web Traffic:** Each month VSN has grown in its number of visitors. From the time the web site launched in July of 2002 to the present day, VSN has seen its audience expanding by the day. On our busiest days, the sites see more than 80,000 original visitors.

**Captive Audience:** The VSN web sites are the only internet creations for the NAIA. There are no web sites that are concentrated solely on the NAIA. Many web sites try to lump the NAIA in with NCAA Division II and Division III, but VSN is the home of NAIA information. The NAIA's 289 members and millions of fans greatly appreciate our efforts.

[www.victorysportsnetwork.com](http://www.victorysportsnetwork.com)

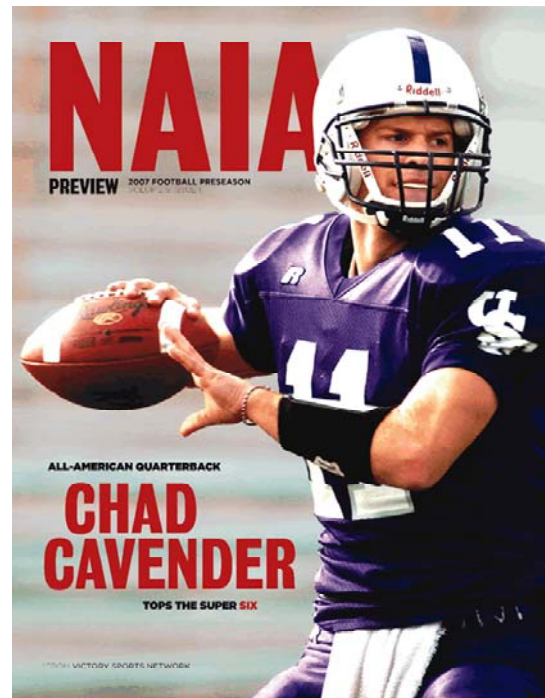


# The Victory Sports Network

## The Magazine: NAIA Preview

VSN produces the only magazine dedicated to NAIA athletics. NAIA Preview gives fans an inside look at the world of the NAIA. The magazine is seen as the preseason media guide for NAIA sports. Each July the football edition is released to over 20,000 readers. Then in late October the preseason basketball magazine will be released followed by the baseball preseason magazine in February. Bonus issues follow at the end of each sports season to help recap the year.

NAIA Preview gives in-depth information on every team and conference. It includes key players and stats from all NAIA teams as well as preseason All-American picks and players to watch. Each magazine contains information on all NAIA institutions. Through interviews with players, coaches, and athletic staffs, VSN's NAIA Preview has the most up-to-date information on the NAIA. NAIA Preview is the only place the 25,000 athletes of the NAIA are highlighted each month. The magazine will do in depth personal interviews with the top players in the NAIA. Coaches and other major stories will be covered as well. Essentially, NAIA Preview is the "Sports Illustrated" for fans, players, and coaches in the NAIA.



### Magazine Feature Breakdown

2000 Subscribers Annually  
Over 20,000 readers  
Seen by all administrators of NAIA  
Institutions  
Game day Sales

### Benefits to the Advertiser

**Market Share:** NAIA Preview is the only magazine that is dedicated to small college football. ESPN, Sports Illustrated, and the Sporting News only cover the largest teams in the largest cities. NAIA Preview covers just about every market in the United States. From small schools in rural Kansas to universities based in the middle of Chicago, NAIA Preview covers small college athletics from all walks of life.

**Customer Loyalty:** Advertisers in NAIA Preview will see a great deal of customer loyalty. Much like their schools, supporters of NAIA Preview are starving for information. Every magazine we put out is quickly responded to by emails and phone calls about how our customers can get more information regarding the schools we cover. As an advertiser you will see the same type of loyalty to your brand. Our customers will recognize who the major supporters of our magazine are and seek out their businesses.

**Strength in Numbers:** NAIA Preview is currently read by over 20,000 people with that number growing by the month. It cannot be counted how many times the magazine is read as it is passed from tailgate to tailgate and doctors office to dentist office. Often our business subscribers will ask for an extra copy to be sent since their office copy seems to disappear!

# The Victory Sports Network

## National Sponsorships and Promotions

VSN is also seeking two year sponsorships of several national promotions and sponsorships. The Football Top 25 Poll, the All-American Team, the Coach of the Year, and the Players of the year are all national awards whose two year contracts are up for renewal in 2006.



## Campus Reports and Tours

VSN is always looking to promote small college athletics. Each week, VSN goes on what is coined as the Campus Tour. The goal of the Campus Tour is to allow VSN to see each of these athletic programs up close and promote each school individually. We set out in early August to begin visiting football programs across the country and continue until the end of the sports season in May. Each week we set up a different location to visit and promote. When we are at these schools we photograph games, interview players, and sit down with coaches to get the outlook on the season and when available we provide live streaming video of the contests.

## NAIA Minute

VSN helps promote the NAIA on a daily basis. Our weekly press releases and radio programs help spread the word about NAIA news. The NAIA Minute is a weekly radio used on other radio stations halftime shows that features a “feel good” NAIA story from week to week. These stories range from quick news blurbs, to Paul Harvey like stories about NAIA athletes who have moved on to really big things.

## Weekly Press Releases

VSN also produces a general press release each week about NAIA news. These stories are released to each NAIA member institution and published in many local newspapers as their editors see fit. During each week of the football season, VSN produces a press release of its Top 25 and Players of the Week. Other special press releases will be reported when top news breaks.

## The VSN “Classic Football Games”

The Victory Sports Network currently facilitates two football games a year. The first is the VSN “Senior Classic.” The “Senior Classic” is an all-star football game of NAIA players played in the spring after their eligibility is done. The game features future NFL talent and readies many of them for the NFL Draft. In total there are 120 football players invited to the game.

The other game from VSN is the “First Down Classic”. The “First Down Classic” marks the kickoff to the NAIA football regular season. Each year two teams are invited to play in the game which is featured on local and national television as well as national radio. Last year Azusa Pacific of California played against MidAmerica Nazarene of Kansas. In the 2008 Carroll College of Montana will play NW Oklahoma State.

Both games take place at Pirate Stadium in Platte City, MO. The stadium capacity is 5000.

# The Victory Sports Network

## **“Championship Sponsor Level”**

As a Championship Sponsor of the Victory Sports Network, you will be featured as one of the premier advertisers of small college athletics. Your brand will be seen in every Victory Sports Network venture. You also will receive your name on one of Victory Sports Network features. For example, you could have the naming right to the Top 25, National Player of the Year, or any other sponsorship that may fit your company.

*Total Sponsorship Cost: \$28,000 annually.*

- PRINT: A full page advertisement on every NAIA Preview’s Cover with a ½ page inside plus various logo placements within each edition.
- WEB: A logo banner on the VictorySportsNetwork.com for 12 months
- RADIO: A liner/commercials, each week on “The NAIA Minute” for 12 months and a liner/commercial on every edition of “Victory Sports Saturday.” Also you will be a sponsor of all national radio broadcasts from games on VSN.
- PRINT: A logo on every weekly football press release for *This Week in the NAIA*
- BRAND: Your company’s name branded with a national feature
- BRAND: Your company’s name branded with one of the preseason magazines.
- BRAND: Your company’s name branded with the two football games put on by VSN.

## **“Primetime Sponsorship Level”**

As a Primetime Sponsor of VSN, you will be featured as one of the premier advertisers of small college athletics. Your brand will still be seen in every VSN venture. As an added value, VSN will also give your business the opportunity to take advantage of one of our other naming rights that are still available.

*Total Sponsorship Cost: \$14,000 annually.*

- PRINT: 2 ½ page advertisements in all NAIA Preview’s, plus various logo placements
- WEB: A logo banner on VictorySportsNetwork.com for 12 months
- RADIO: A thirty second commercial, 5 days a week on “The NAIA Minute” for 12 months
- BRAND: Your company’s name branded with a VSN national feature.
- BRAND: Your company’s name branded with one of the two football games put on by VSN.

## **“Big Play Sponsorship”**

As a Big Play Sponsor of VSN, you will be featured as one of the premier advertisers of small college athletics. With this sponsorship, your brand will be seen in NAIA Preview and on the web.

*Total Sponsorship Cost: \$7,000 annually.*

- PRINT: A half page advertisement in all NAIA Preview magazines plus various logo placements within each edition.
- WEB: A logo banner on every VictorySportsNetwork.com website

## **“Game Time Sponsorship”**

As a Game Time Sponsor of VSN, you will be able to promote your brand on VSN Web Sites and NAIA Preview Magazine.

*Total Sponsorship Cost: \$5000 annually.*

- PRINT: A quarter page advertisement in all NAIA Previews
- WEB: A logo banner on VictorySportsNetwork.com.

## **“Halftime Sponsorship”**

As a Halftime Time Sponsor of VSN, you will be able to promote your brand on VSN Web Sites and NAIA Preview Magazine.

*Total Sponsorship Cost: \$2500 annually.*

- PRINT: A quarter page advertisement in all NAIA Previews
- WEB: A logo banner on selected VSN web sites.