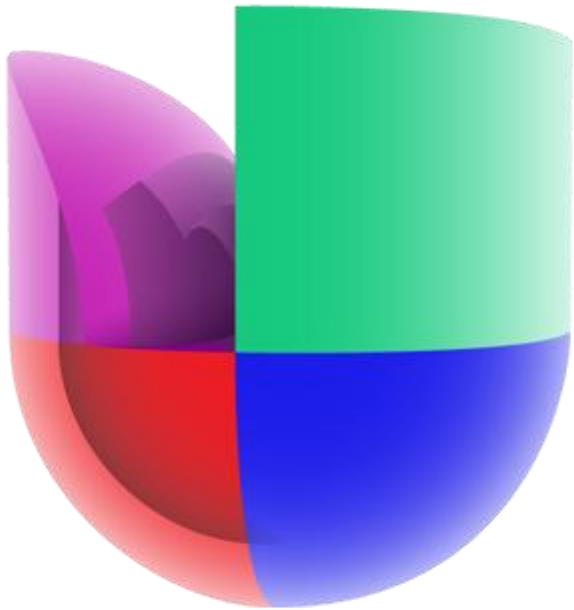


# Confederation Cup 2013



\*dates and location subject to change

# Confederation Cup – San Diego

## About the Event

The **2013 FIFA Confederation Cup** will be held in Brazil in 2013, as a prelude to the 2014 FIFA World Cup. The tournament is expected to be held from 15 to 30 June 2013. Brazil are the defending champions. As the competition partially overlaps with the fourth round of the 2014 FIFA World Cup qualification in Asian Zone, the Asian Football Confederation (AFC) asked FIFA to consider a change of date. However, the AFC decided that the match day will be adjusted only for Japan, the representative of AFC for the Confederations Cup.

Uruguay, Italy and Spain will have the opportunity to become the third team (after Argentina and France) to win all three major FIFA tournaments: the World Cup, the Olympic Football Competition and the Confederations Cup.



# Confederation Cup - Viewing Parties– San Diego

## Presenting Sponsorship Opportunity

**Dates: June 16<sup>th</sup>, 19<sup>th</sup>, 22<sup>th</sup> .**

With Univision Radio San Diego's proven record of success with past viewing parties, the Confederation Cup 2013 Viewing Parties will offer outstanding one-on-one contact with our loyal Hispanic listeners.



### Both Sponsorship Levels will Include:

- Official Presenting Sponsor status during these events.
- Sampling of Wendy's premiums/product and Coupon Distribution.
- Prominent signage and banner displays.
- Space for Wendy's presence with vehicle and promotional teams.
- On air Promotional campaign during the week prior to each game.



# Confederation Cup – San Diego

'Option A'

## Promotional Support and Values

### KLNV & KLQV Presenting Sponsorship support:

Campaign will run from June 11<sup>th</sup> – June 30<sup>th</sup> 2011

- 75 promos on KLQV (Value \$11,250)
- 75 promos on KLNK (Value \$11,250)
- Total of 150 total promos
- Three Viewing events (Value \$15,000)



- Three (3) Week Commercial Campaign communicating the Wendy's message leading up to the event on either  
KLNK or KLQV (1 Station) Twenty (20) :60sec. Commercials M – Su 5a – 10p (Value: \$ 10,000)
- Online landing page sponsorship with Printable Bounce-Back Coupon (Value: \$5,000)
- 2 (1Hr.) Van Hits at HDHA Wendy's locations to coincide with the **Confederation Cup – San Diego** Sponsorship/Promotion (Value: \$ 10,000).



**Total Promotional value: \$ 62,500**

**Net Client's Investment = \$9,500**

# Confederation Cup – San Diego

'Option B'

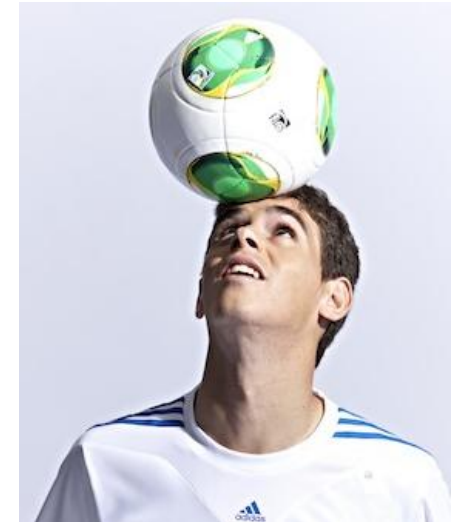
## Promotional Support and Values



Campaign will run from June 11<sup>th</sup> – June 30<sup>th</sup> 2011

### KLNV & KLQV will provide the following On-Air support:

- 75 promos on KLQV (Value \$11,250)
- 75 promos on KLNK (Value \$11,250)
- Total of 150 total promos
- Three Viewing events (Value \$15,000)



Total Promotional value: \$ 37,500

**Net Client's Investment = \$5,000**

# Confederation Cup Game Calendar

## Viewing Party Dates

Match	Date	Time
Mexico Vs. Italy	June – 16	10:00 AM*
Mexico Vs. Brazil	June – 19	10:00 AM*
Mexico Vs. Japan	June – 22	10:00 AM*

## Possible Viewing Party Opportunities if Mexico advances

Match	Date	Time
Semifinals	June – 26	10:00 AM*
Semifinals	June – 27	10:00 AM*
Final	June – 30	1:00 PM*

\* All time schedules are local San Diego times.



# Thank you for your consideration!

## We look forward to working with you.



Doug Buckley  
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San Diego, Ca 92101  
Phone: 619-744-4310/ fax: 619-744-4300  
dbuckley@univisionradio.com



# Confederation Cup – San Diego

## Approvals and Agreements

Given the unique opportunity the 2013 Confederation Cup Viewing Parties present, the sponsorships will be offered to multiple Univision clients at the same time.

We will endeavor to answer all questions and evaluate any customized requests as quickly as possible.

It is conceivable that a client might be anxious to buy the sponsorships, but will have several levels of approval to go through before they can fully commit. If, in that time, a second client steps up with a fully approved offer to buy, Univision will have no choice but to accept that later offer.

A written acceptance received at the Univision offices and signed by an authorized buyer will constitute formal purchase of the sponsorship.

All advertising is subject to Univision Radio's  
Advertising Contract Standard Terms and Conditions.