ESPN West Palm is one of the lucky brands to have more than an audience - we have a fanbase. Our fans are loyal to the brand, their favorite shows, writers and content, and continually support our partners. ESPN fans tend to be affluent and educated, which is a winning combination for advertisers.

**AFFLUENT EARNERS**

- **38%** more likely to earn $100,000+

**EDUCATED**

- **73%** more likely to be a college graduate

**PURCHASING POWER**

- In the past year, our fans are more likely to purchase:
  - Bought a car: 350%
  - Eat out 10+ times per month: 162%
  - Home improvements: 130%
  - $500+ fine jewelry: 66%

% represents our fans vs. average radio listeners.

**REACH**

The best place for local & national sports talk on ESPN 106.3 and ESPN 760. The best content on ESPNWestPalm.com. The top events throughout the Palm Beaches and Treasure Coast. With ESPN West Palm, we reach beyond the city limits to fans & your target audience daily.

**THE POWER OF ESPN**

- #1 most recognized name in sports
- Most favorably ranked sports brand
- Most talked-about brand
- Mong males top at engaging Hispanic sports fans
- Largest sports radio network

**TECH HABITS**

- More likely to...
  - 359% to be a business owner
  - 246% to be in management
  - 149% to have used an accountant last year
  - 116% to own a second home

- Social media platform: twitter, heavy
- Internet users
- 1st media occasion of the day: checking email
- 69% own a smartphone
- 42% own a tablet

SOURCE: West Palm Beach Aug '11 - Jul '12; Scarborough, Adults 18+, Mon - Sun 6a - mid
ESPN WEST PALM

RADIO LINEUP

MONDAY - FRIDAY

6 AM - 10 AM  Mike & Mike
10 AM - 12 PM  Josh Cohen & The HomeTeam
12 PM - 3 PM  The Dan LeBatard Show w/ Stugotz
3 PM - 4 PM  Russillo & Kanell
4 PM - 6 PM  Evan Cohen
6 PM - 7 PM  ESPN West Palm Tonight

SPECIALTY PROGRAMMING

7 AM - 8 AM  Florida Sportsman Live (Saturday)
8 AM - 9 AM  Fishing Headquarters (Saturday)
10 AM - 11 AM  Inside the Cage (Saturday)
9 AM - 11 AM  The Golf Exchange (Sunday)
11 AM - 12 PM  NFL Sunday on ESPN 106.3FM (Sunday)

PLAY BY PLAY ACTION

- Florida Panthers
- Miami Heat
- U
- FAU
- Oxbridge Academy
- Beef & Birds Bowl
- PGA Championship Day
- U.S. Open Championship Day
- NCAA Basketball
- World Series
- NFL
- Super Bowl
- Major League Baseball
- College Football Playoff
ESPN WEST PALM

EVENT MARKETING

STREET TEAM APPEARANCES:
GENERATE EXCITEMENT. DISTRIBUTION MECHANISM.

LIVE BROADCASTS:
BRING THE SHOW ON THE ROAD.

EVENT MANAGEMENT:
CREATE/RUN YOUR SIGNATURE EVENT FROM GOLF OUTINGS TO ATHLETE APPEARANCES.

ESPN WEST PALM PRODUCES, EXECUTES AND PARTICIPATES IN OVER 400 EVENTS EACH YEAR

CHARITY:
PSA's, EMCEE, SILENT AUCTION ITEMS, TV COVERAGE, DIGITAL EXPOSURE.

EXPERIENTIAL MARKETING:
SUITS, ATHLETE APPEARANCES, UNIQUE NETWORKING OPPORTUNITIES, AND DINNER WITH A LEGEND.

ACTIVATION:
SIGNAGE, TAKEAWAY ITEMS, PRIZES, DATA COLLECTION, EXPO BOOTH SPACE & SO MUCH MORE.
ESPN WEST PALM IS THE UNDISPUTED HOME FOR HIGH SCHOOL FOOTBALL & RECRUITING IN SOUTH FLORIDA.

FOOTBALL NIGHT IN SOUTH FLORIDA
Each week ESPN West Palm selects a top match-up and provides extensive coverage including:
- Play-by-Play on ESPN 106.3FM
- Live video stream
- Radio coverage:
  - Pre and Post game shows
  - Up to the minute Social Media Coverage:
    - Scores
    - Biggest Stories
    - Injuries
    - Activation on-site with ESPN West Palm Street Team

HIGH SCHOOL HYSTERIA
Weekly show dedicated to the top athletes stories and recruiting information.

SOCIAL MEDIA COVERAGE
Facebook: @ESPNWestPalm
Twitter: @ESPNWestPalm
@hysteria1063
Instagram: @ESPNWestPalm
SnapChat: @ESPNWestPalm

TOP 63 EVENT
Pre-season recognition event honoring the Top 63 Football senior players determined by our expert high school reporting panel. Hundreds in attendance including coaches, ADs, and families.
ESPN West Palm operates the sports department for two television stations:

**NBC - WPTV**
- MONDAY - SUNDAY
  - 6PM & 11PM
- SUNDAY
  - 5 Sports Live

**OPPORTUNITIES**
- Football Night in South Florida
- Dolphins Report
- Heat Beat
- NCAA Bracket Challenge
- The Honda Classic

**FOX - WFLX**
- MONDAY - SUNDAY
  - 10PM
- FRIDAY
  - Sports Zone
1 IN 5 PALM BEACH COUNTY RESIDENTS ARE HISPANIC!
HISPANICS ACCOUNT FOR HALF OF PALM BEACH COUNTY’S GROWTH SINCE 2010, ACCORDING TO THE U.S. CENSUS.

296,200
IN LISTENING AREA.

1% OF ALL HISPANICS IN THE U.S. LIVE IN PBC/TC.

28th LARGEST HISPANIC MARKET IN US

8th FASTEST GROWING HISPANIC CITY IN THE U.S.

75% OF SPANISH SPEAKING HISPANICS FEEL LOYAL TO COMPANIES THAT SPONSOR EVENTS/SPORTS THEY ENJOY.

50% OF ALL SPANISH SPEAKING HISPANICS ARE MORE APT TO TRY A COMPANY’S BRAND/PRODUCT/SERVICE FOR THE FIRST TIME IF THE COMPANY SPONSORED AN EVENT/SPORT THEY FOLLOWED.

50% OF ALL SPANISH SPEAKING HISPANICS ARE MORE APT TO CONSIDER SWITCHING TO A COMPANY’S BRAND/PRODUCT/SERVICE FOR THE FIRST TIME IF THE COMPANY SPONSORED AN EVENT/SPORT THEY FOLLOWED.

9 OUT OF 10 HISPANICS CONSIDER THEMSELVES AS SPORTS FANS.

THE TYPICAL HISPANIC SPORTS FAN FOLLOWS 4 SPORTS COMPARED TO THE AVERAGE AMERICAN WHO FOLLOWS 3. THE AVERAGE BILINGUAL FOLLOWS 5!

HISPANICS ARE MORE FAMILIAR WITH AM STATIONS
HISPANIC SPORTS FANS SPEND 15+ HOURS LISTENING TO RADIO
HISPANICS ARE LESS LIKELY TO SWITCH THE DIAL
20% OF HISPANICS’S COMMUTE IS 20-59 MIN

IS: SOCCER-CENTRIC
MEN 18-54

NFL NBA MLB BOXING

WEST PALM BEACH IS THE 8TH FASTEST GROWING HISPANIC MARKET IN THE US

According to the HIS Automotive Polk Market Data Study, US Hispanics represent more than $44 billion in new vehicle sales, where 60% are more likely to buy their first new vehicle and 52% more likely to buy an additional new vehicle to the household.

Hispanics are spending more on vehicles that cost over $30,000 such as luxury, muscle, and truck.

**Income Stats**

Hispanic Households (in United States)

Last year, 1 out of every 4 Hispanic households earned more than $75,000.

**Car Sales Facts**

(Car Sales Facts in United States)

44% growth of trucks sales came from Hispanics.

ESPN DEPORTES WEEKLY CONTENT BREAKDOWN

**ESPN DESPERTAR (6-9AM)**
- Covers all sports
- Recaps the happenings of the precious day
- Mexican hosts including Ernesto Amador
- This is not the equivalent to Mike & Mike - it's more like SportsCenter

**FUTBOL PICANTE (2-4PM)**
- TV and radio simulcast
- Covers soccer - (Liga MX)
- Recorded in Mexico which makes it very authentic
- Popularity of this show is underscored by it's TV/Radio simulcast

**RAZA DEPORTIVA (9AM-12PM)**
- On TV and radio, AM drive show
- Mexican hosts including David Faitelson, the biggest name host in Mexico, and Rafa Ramos, in L.A.
- Covers Mexican soccer - Liga MX and Mexican national team
- Very authentic show connecting with soccer fans, particularly Mexicans/Central Americans

**JORGE RAMOS Y SU BANDA (4-7PM)**
- Most popular show on ESPN Deportes
- Jorge Ramos is the face of soccer in the US
- Covers international and Mexican soccer including exclusive interviews with players and coaches from world of soccer
- Jorge Ramos to soccer is equivalent to Chris Berman to football, if not bigger

**ZONIA ESPN (12PM-2PM)**
- Only focuses on American sports
- No soccer
- Renato is the host and is passionate about baseball
- Great show to point out how ESPN Deportes embraces the assimilation of the Hispanic sports fan

**LOCAL PROGRAMMING SHOWS**
- Comunidad ESPN Deportes
- La Ley de los Deportes
| LEAGUES                                      | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|----------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| LIGA MX (MEXICAN FIRST DIVISION LEAGUE)     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| UEFA CHAMPIONS LEAGUE                       |     |     |     |     |     |     |     |     |     |     |     |     |     |
| ENGLISH PREMIER LEAGUE (SUNDAY GAME)        |     |     |     |     |     |     |     |     |     |     |     |     |     |
| MLS (GAME OF THE WEEK, PLAYOFFS, MLS CUP)   |     |     |     |     |     |     |     |     |     |     |     |     |     |
| EURO 2016                                    |     |     |     |     |     |     |     |     |     |     |     |     |     |
| NFL (MNF, SUPER BOWL)                       |     |     |     |     |     |     |     |     |     |     |     |     |     |
| MLB (SUNDAY NIGHT BASEBALL, WORLD SERIES)    |     |     |     |     |     |     |     |     |     |     |     |     |     |
| NBA                                          |     |     |     |     |     |     |     |     |     |     |     |     |     |
MARMOT BOCA RATON BOWL
- Played at FAU Stadium in Boca Raton, FL
- Conferences:
  - AAC, MAC, CUSA
- Aired live on ESPN and ESPN 106.3FM

EVENTS
- Youth Clinic
- Golf Outing
- Head Coach Press Conferences
- Team Welcom Parties
- Team Beach Bash
- Hospital Visits
- Kids Day/ Ladies Day
- Kickoff Luncheon
- Gameday
  - 4 Hour FanFest
  - VIP Hospitality Tent
  - Expo Row
  - Concert

PARTNERS

YEAR 1 FACTS & STATS
TV Rating:
1.4 rating (2.2 million unique households)
Local Economic Impact:
$3,215,959 direct spending
2,255 jobs
Tickets:
23,002 scanned (Stadium capacity: 29,000)
Sponsors:
Over 40 local businesses (90% of respondents said they would recommend being a sponsor of the Boca Raton Bowl)
PARTNERS

I wanted to write you a short note about your promotional team - they were fantastic at our kick-off event on 9/30. I have worked with several radio stations throughout the West Palm and Miami markets and by far thought your promotional team did a stand-out job. They were on time, organized and extremely interactive with our customers. They took initiative to take pictures and send them out to me the next day - which never happens! I have an appreciation for promotional teams being I spent 5 years managing them. Being in radio is not glamorous - there is a ton of behind the scenes work that gets done by promotional teams and interns and sometimes can be a thankless job. I just thought you should know that your crew is fantastic!!

Covelli Enterprises
Franchisee of Panera, LLC

FANS

I wanted to share a recent experience I had with Tire Kingdom. Last Wednesday afternoon (the day before Thanksgiving,) I left my office at 5:30 to discover a large screw in my back tire. While I could still drive on it, I knew it wouldn’t last the entire drive home. I immediately thought of the commercials I hear on Evan’s show about Tire Kingdoms’ hours..."open early, open late." I drove to the Lake Park location. I dealt with friendly, helpful employees and had a great experience, which is saying a lot considering I went there to have a tire patched and ended up leaving with two new tires and a rotation!

We would like to thank you for your efforts in regards to promoting Duffy’s. I have noticed that you have made a concerted effort to seamlessly interject dialogue about Duffy’s into your programming. Countless friends, customers, and family members also have mentioned the increased Duffy’s presence. Again, we applaud your loyal efforts!

Duffy’s

Hey guys - just want to thank you again for doing the remote at our store yesterday. It not only was our best day and night of the season but we love having you guys. We had another great experience, Thanks to your ESPN station. Keep doing great things. We are rooting for you all the way!!

Donny Aaron’s

Last week my wife was trying to decide what she was going to serve for dinner at a party we had planned for Friday evening. She went through "the usual suspects" with me and none of them seemed appropriate. I suggested she consider Park Avenue Barbeque based on advertising I have been hearing on ESPN 760. We have always enjoyed eating at PA. But we never tried the take-out option, especially to serve at a party. The food and experience was fantastic!