

1990 FREEDOM BOWL

This post-season event played in Anaheim, California, is quickly becoming one of America's fastest growing bowl games.

Though only six years old, the Freedom Bowl has a tradition of showcasing America's finest collegiate programs. The bowl's first five games drew some of the nation's top football powers including Iowa, Texas, UCLA, Arizona State, Brigham Young, Washington,

Colorado and Air Force.

The 1989 bowl featured the University of Washington defeating the University of Florida, bringing attention from fans across the country.

The Freedom Bowl site is ideal for attracting top collegiate players and

coaches-exciting, warm Southern California.

The 1990 Freedom Bowl promises to pit strong inter-regional teams against one another for another post-season classic bowl game.

The Freedom Bowl will be presented live on the Raycom Sports and Entertainment Network throughout the nation.



SEVENTH ANNUAL FREEDOM BOWL

- Anaheim Stadium
- December 28, 1990
- Tentative: 8 pm Eastern



Charlotte (704) 331-9494
New York (212) 302-4072
Dallas (214) 631-1442
Los Angeles (818) 609-7555
Chicago (312) 527-3272

DELIVERY ESTIMATES

HH RTG	HH (000)	M18+ (000)	M18-34 (000)	M18-49 (000)	M25-54 (000)	V12-34 (000)	A18+ (000)	A18-34 (000)	A18-49 (000)	A25-54 (000)
3.5	3,284	2,489	729	1,356	1,310	1,569	3,852	1,169	2,098	1,911

RATES

Exclusive Sponsorship:

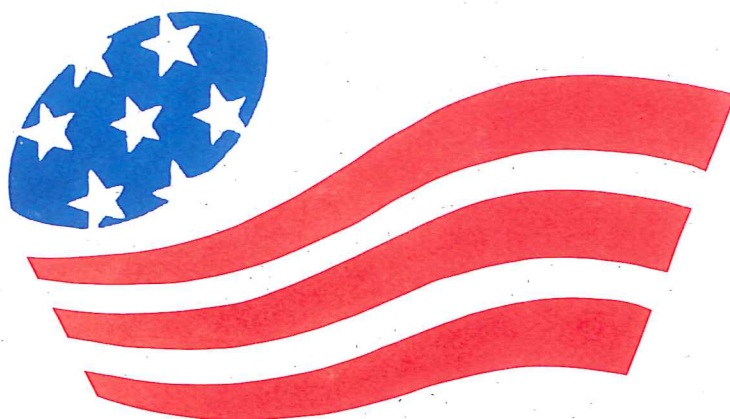
- Ten (10) :30s
 - On-air feature (if available)
 - Product exclusivity
 - Opening/halftime/closing
billboards
- \$200,000 gross

Half-Game Sponsorship:

- Six (6) :30s
 - Half game product exclusivity
 - Two (2) billboards
- \$135,000 gross

Spot Participation:

- One (1) :30
- \$25,000 gross



1991 FREEDOM BOWL

The Freedom Bowl is quickly becoming one of America's fastest growing bowl games. In its eighth year, the Freedom Bowl has established a tradition of showcasing the nation's finest collegiate programs. Top football powers including Brigham Young, Colorado, Florida, Texas, UCLA and Washington have all played in this annual post-season classic.

The 1990 game produced one of the most

dramatic and high scoring games of the holiday bowl season as Colorado State upset Oregon 32-31 in a last second thriller.

Played at Anaheim Stadium in southern California, the 1991 Freedom Bowl promises to bring football fans across the nation another exciting post-season match-up.

The eighth annual Freedom Bowl will be presented live on the Raycom Sports Network.

RAYCOM

DELIVERY ESTIMATES

HH	HH	M18+	M18-34	M18-49	M25-54	V12-34	A18+	A18-34	A18-49	A25-54
RTG	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)
3.5	3,291	2,791	704	1,514	1,307	1,376	4,690	1,106	2,383	2,113

RATES

Exclusive Sponsorship:

Six (6) :30s

On-air feature (if available)

Product exclusivity

Opening/halftime/closing billboards

\$120,000 gross

Half-Game Sponsorship:

Four (4) :30s

On-air feature (if available)

Half game product exclusivity

Open/closing billboards

\$90,000 gross

Spot Participation

One (1) :30

\$25,000 gross



Charlotte: 801 East Trade Street, P.O. Box 33367 Charlotte, NC 28233-3367, (704) 331-9494 FAX (704) 331-7328

New York: 24 West 45th Street, New York, NY 10036, (212) 302-4072 FAX (212) 921-2910

Chicago: 401 North Michigan Avenue, Suite 565, Chicago, IL 60611, (312) 527-3272 FAX (312) 527-3276

Dallas: 1300 W. Mockingbird Lane, Suite 501, Dallas, TX 75247, (214) 631-1442 FAX (214) 638-5534



1992 FREEDOM BOWL



One of the nation's strongest football conferences, the Pac-10 will send one of its top-ranked teams to this year's Freedom Bowl in Southern California's Anaheim Stadium, where football powerhouses such as Washington, Florida, Colorado and Texas have previously waged war in this post-season classic.

Featuring some of college football's best teams and players, the 1992 Freedom Bowl promises to give fans memorable moments like those in 1990, when Colorado State upset Oregon, 32-31, in a last-second thriller during which the Rams stopped an Oregon two-point conversion to seal the win.

This year, the Freedom Bowl promises to give fans the same kind of nail-biting excitement as a

Pac-10 member makes the first of many trips to Anaheim Stadium, site of one of the West Coast's top bowls.

Raycom and the 1992 Freedom Bowl ... the best in live sports action!

One Reason Why Fans Tune In To The Freedom Bowl:

Underdogs have won the last two Freedom Bowls. Last year, under-rated Tulsa outscored San Diego State 14-3 in the second half to break a 14-14 halftime tie and capture a 28-17 win. In 1990, Colorado State withstood an Oregon rally to edge the Ducks, 32-31, in a game where both teams combined for 27 points in the final quarter.



the nation's leading independent sports programmer

DELIVERY ESTIMATES

HH RTG	HH (000)	M18+ (000)	M18-34 (000)	M18-49 (000)	M25-54 (000)	V12-34 (000)	A18+ (000)	A18-34 (000)	A18-49 (000)	A25-54 (000)
3.5	3,255	2,409	658	1,432	1,520	1,481	3,906	1,139	2,181	2,337

RATES

Exclusive Sponsorship:

- Six (6) :30's
- Product exclusivity
- On-air feature
- Opening/halftime/closing billboards
\$120,000 gross

Half-Game Sponsorship:

- Four (4) :30's
- Half-game product exclusivity
- On-air feature (if available)
- Opening/closing billboards to exclusive half
\$90,000 gross

Spot Participation:

- One (1) :30
\$25,000 gross



CHARLOTTE: 801 East Trade Street, P.O. Box 33367, Charlotte, NC 28233-3367, (704) 378-4400 Fax (704) 378-4461
NEW YORK: 24 West 45th Street, New York, N.Y. 10036, (212) 302-4072 Fax (212) 921-2910
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DALLAS: 1300 West Mockingbird Lane, Suite 501, Dallas, TX 75247, (214) 631-1442 Fax (214) 638-55345



Freedom Bowl

Freedom Bowl

Southern California's Anaheim Stadium is the site of one of the nation's most exciting and unpredictable bowl games. In its 10-year history, the Freedom Bowl has seen more than its share of upsets and unexpected endings.

The bowl, which is televised nationally by RAYCOM, has attracted such teams as Southern Cal, Washington, Florida, Brigham Young and Colorado. And this year the bowl will match teams from the powerful Pac-10 Conference and the wild Western Athletic Conference (WAC). That means that teams like Arizona, UCLA and California will battle teams like Air Force, Brigham Young, Hawaii and San Diego State.

Living up to its reputation, Freedom Bowl fans have seen upsets in three of the last five games. Last year, Southern Cal defeated WAC representative Utah. In 1992, unheralded Fresno State upset powerful Southern Cal. Surprising Tulsa turned the tables on San Diego State by upsetting the Aztecs, 28-17, in 1991. In 1990, Coach Earle Bruce's seemingly outmanned Colorado State team slipped past highly regarded Oregon, 32-31.

Bowl games are an exciting way to end the college football season but over the years, few bowl games have been able to match the excitement and down-to-the-wire finishes of the Freedom Bowl.

RAYCOM delivers the best in live sports action!

RAYCOM

Charlotte Chicago Dallas Ft. Lauderdale New York

Freedom Bowl Delivery Estimates

HH Rtg	HH (000)	M18+ (000)	M18-34 (000)	M18-49 (000)	M25-54 (000)	V12-34 (000)	A18+ (000)	A18-34 (000)	A18-49 (000)	A25-54 (000)
2.0	1,889	1,423	245	789	856	445	2,156	434	1,189	1,278
VPVH		.76	.13	.42	.46	.24	1.14	.23	.63	.68

Source: A.C. Nielsen NTI, Dec. 1993

Rates

Exclusive Sponsorship

- ◆ Six (6) :30s
- ◆ Product exclusivity
- ◆ In-program feature
- ◆ Opening/halftime/closing billboards
- ◆ \$127,000 gross

Half-Game Sponsorship

- ◆ Four (4) :30s
- ◆ Half-game product exclusivity
- ◆ In-program feature (if available)
- ◆ Opening/closing billboards to exclusive half
- ◆ \$95,000 gross

Spot Participation

- ◆ One (1) :30
- ◆ \$25,000 gross

RAYCOM

CHARLOTTE: 412 EAST BOULEVARD, P.O. BOX 33367, CHARLOTTE, NC 28233-3367 PHONE: (704) 331-9494 FAX: (704) 378-4465
 NEW YORK: 500 5TH AVENUE, SUITE 2330, NEW YORK, NEW YORK 10110 PHONE: (212) 302-4072 FAX: (212) 921-2910
 CHICAGO: 401 NORTH MICHIGAN AVENUE, SUITE 725, CHICAGO, IL 60611 PHONE: (312) 527-3272 FAX: (312) 527-3276
 DALLAS: 1300 WEST MOCKINGBIRD LANE, SUITE 110, DALLAS, TX 75247 PHONE: (214) 631-1442 FAX: (214) 638-5534

FREEDOM BOWL



Freedom rings loud and clear when two top-ranked football teams meet annually in Southern California's Anaheim Stadium for the Freedom Bowl, televised nationally by RAYCOM.

The game features a Pac-10 host taking on another top-ranked team and the results are explosive. Teams such as Southern California, Oregon, Colorado, Texas, Washington and Florida have all played in the holiday classic, which has become synonymous with unexpected endings.

Three times in the past four years, the game has resulted in an upset. Most notably, Fresno State knocked off 23rd-ranked Southern California 24-7 in the 1992 game, which was played before more than 50,000 fans.

Bowl games always close the football season with a bang, and the Freedom Bowl offers fans and viewers a show-stopping celebration of the season.

RAYCOM delivers the best in live sports action!

RAYCOM

FREEDOM BOWL

DELIVERY ESTIMATES

HH	HH	M18+	M18-34	M18-49	M25-54	V12-34	A18+	A18-34	A18-49	A25-54
RTG	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)
3.0	2,793	2,321	634	1,349	1,321	1,089	3,614	908	1,952	1,852
VPVH										
		0.83	0.23	0.48	0.47	0.39	1.29	0.33	0.70	0.66

source: A.C. Nielsen NTI, Dec. 92

RATES

Exclusive Sponsorship:

- Six (6) :30's
- Product exclusivity
- In-program feature
- Opening/halftime/closing billboards
- \$120,000 gross

Half-Game Sponsorship:

- Four (4) :30's
- Half-game product exclusivity
- In-program feature (if available)
- Opening/closing billboards to exclusive half
- \$90,000 gross

Spot Participation:

- One (1) :30
- \$25,000 gross

RAYCOM

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FREEDOM

BOWL

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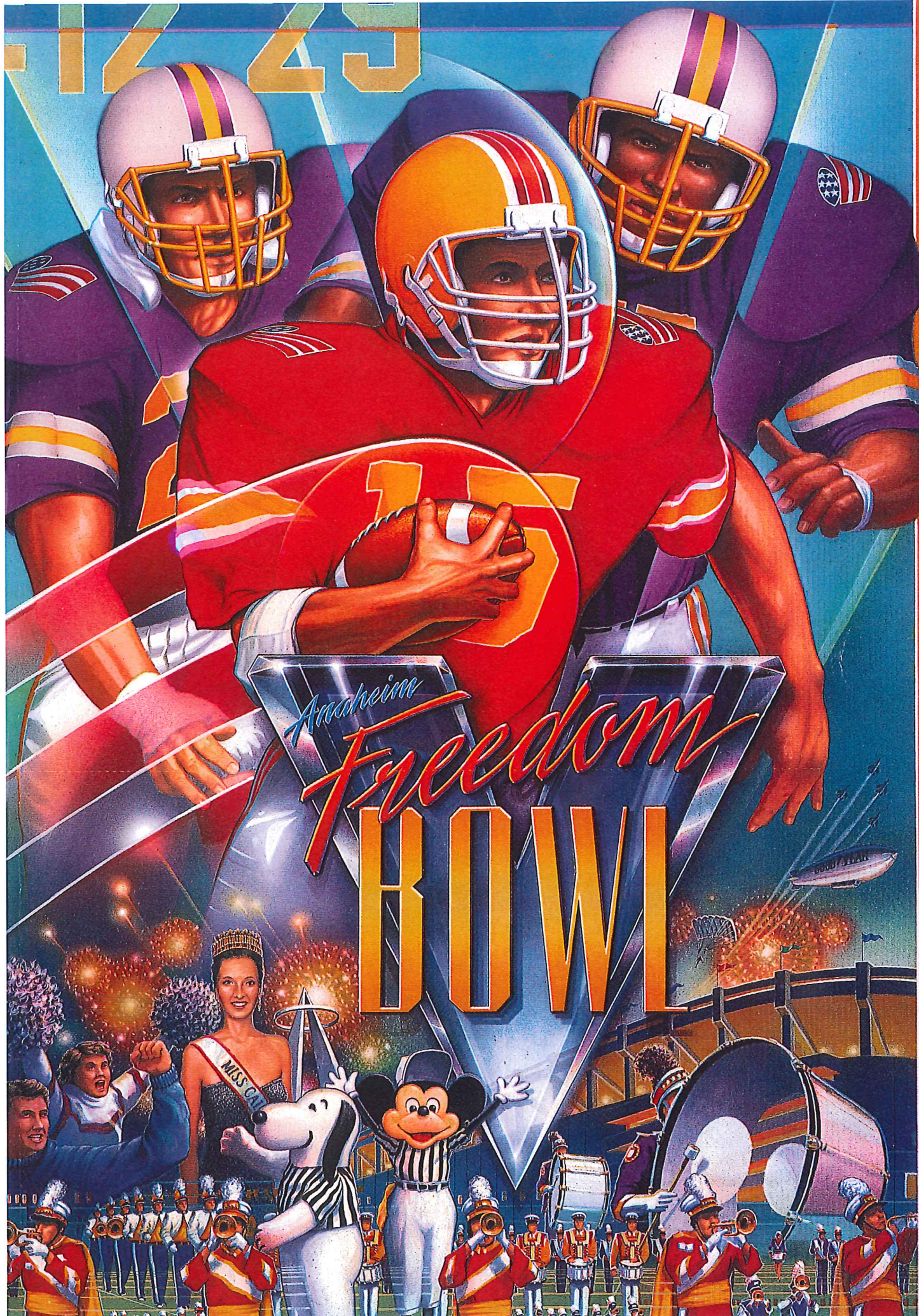
The game features a Pac-10 Conference host, drawing from teams such as USC, UCLA, Washington, Arizona, and Stanford, taking on another top-ranked team and the results are explosive. Teams such as Southern California, Colorado, Texas, Washington, and Florida have all played in the holiday classic, which has become synonymous with unexpected endings.

Three times in the past four years, the game has resulted in an upset. Most notably, Fresno State knocked off 23rd-ranked Southern California 24-7 in the 1993 game, which was played before more than 50,000 fans.

Bowl games always close the football season with a bang, and the Freedom Bowl offers fans and viewers a show-stopping celebration of the season.

Teams:	TBA (Pac-10 host vs. at-large)
Date:	Thursday, December 30 (tentative)
Time:	9 p.m. - conclusion (ET) 3-hour window
Local Inventory:	11 minutes--plus 4-5 minute news window

RAYCOM



DECEMBER 29, 1988
\$4.00

BYU vs. COLORADO