

RAYCOM SPORTS
AND ENTERTAINMENT
PRESENTS...

THE KICKOFF CLASSIC



A UNIQUE TITLE
SPONSORSHIP OPPORTUNITY

Raycom Sports and Entertainment is proud to offer a high impact national and local marketing opportunity for the sports marketer seeking to establish a strong presence among the viewing and consuming public.

Raycom Sport's Kickoff Classic Title Sponsorship package offers a host of media, merchandising and promotional elements to create a multi-level campaign that enhances brand awareness, creates retailer excitement, and drives traffic.

Raycom's strategic marketing program for title sponsorship includes:

- Television Advertising
- Print Advertising
- On-Air Promotion and Features
- Merchandising and Entertainment
- Signage/Message Board/Product Display
- Promotion

TELEVISION ADVERTISING

More than 95% of all U.S. television households will be available to the Kickoff Classic telecast. This means millions of viewers will be exposed to your company's commercial messages and corporate identification sales communications via:

- Company identification in the Kickoff Classic Title.
- Five (5) minutes of commercial time.
- Five (5) audio lead-in announcements.
- Opening, halftime, and closing billboards.
- On-Air feature – to be determined. (May air up to three times during the game.)

- Halftime feature analyzing top ten teams for the coming season – logo inclusion in graphics.
- Logo identification on all scoreboard graphics.
- Identification in all promotions.
- Product exclusivity.

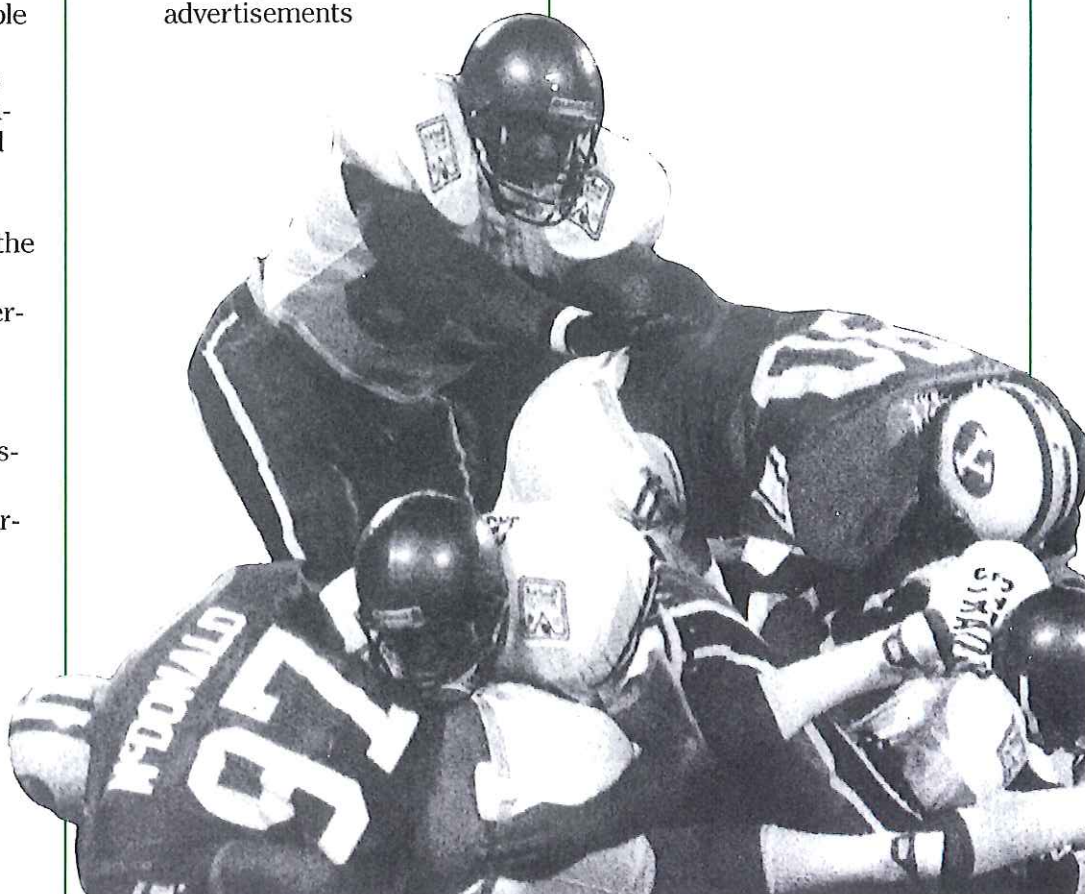
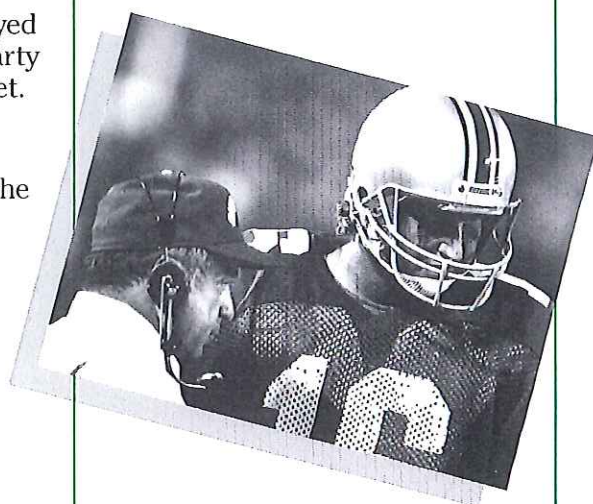
PRINT ADVERTISING

The extensive print campaign associated with the Kickoff Classic will prominently feature your company's involvement. Your company's logo will be displayed at the pre-game hospitality party and the Kickoff Classic Banquet. In addition, title sponsorships include:

- One full page color ad in the game program.
- Identification on front and back of all game tickets.
- Identification on printed material such as:
 - press releases
 - sales brochures
 - media kits
 - posters
 - newspaper and outdoor advertisements

ON-AIR PROMOTIONS AND FEATURES

Key among the attention-grabbing items your company will receive as title sponsor is the opportunity to present a check for \$10,000 to the National Football Foundation's College Football Hall of Fame during the halftime ceremonies. This worthy donation seeks to inspire our nation's youth to assume leadership roles both on and off the field.



MERCHANDISING AND ENTERTAINMENT

As title sponsor of the Kickoff Classic, your company is hereby invited to:

Kickoff Classic Golf Tournament Two foursomes enjoy play with two New Jersey pros, plus a buffet lunch, cocktail hour and awards banquet. Many notable college personnel, as well as business associates, attend the Pro-Am.

Kickoff Classic Banquet Twenty invitations to celebrity-filled gala event at Pegasus, the outstanding Meadowlands Raceway Restaurant.

Pre-Game Hospitality Party Fifty invitations to party at the Stadium Club.

College Football Hall of Fame Banquet Reserved table at black tie affair at Waldorf Astoria, second Tuesday in December.

NACDA Convention Four invitations to the most prestigious collegiate athletic meeting of the year.

American Football Coaches Golf Tournament Four invitations to play. Held in Dallas, early June.

Kickoff Classic Game Tickets Five hundred tickets in prime locations.

Parking Passes Fifty VIP and two hundred general.

Private Seating Private Suite in Giants Stadium seating up to twenty-five guests in first class comfort.

NCAA Final Four Two tickets to the NCAA Final Four Basketball Tournament.

Super Bowl Two tickets to the Superbowl.

Jets or Giants Tickets Four tickets to two games.

SIGNAGE/MESSAGE BOARD/ PRODUCT DISPLAY

Your company will be entitled to:

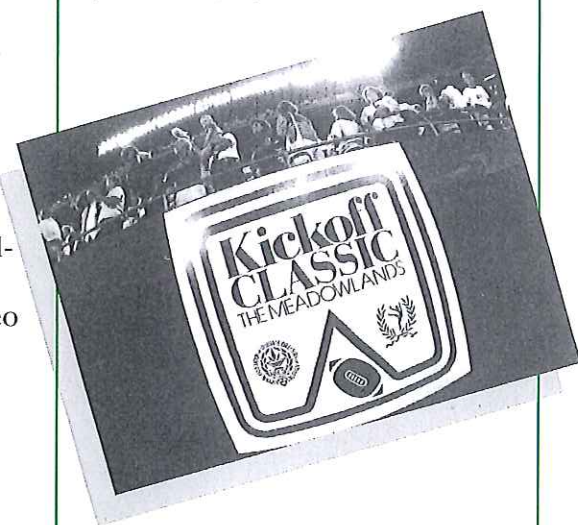
- Your company's name in stadium and on field at 20 yard lines, stadium wall in the end zone.
- Logo on scoreboard and welcome message.
- Two minutes of time on Video Message Center at events one month prior to and during the Kickoff Classic.
- Public address announcements at events one month prior to the game.
- Product display – Product logo on field, sampling outside stadium.

PROMOTIONS

Inherent in the Kickoff Classic Title Sponsorship are rights to local or national promotions, including a national sweepstakes. Parallel trade promotions tied to dealers and retailers are also permitted. Raycom will be pleased to work with its title sponsor to develop a promotional activity that will help build traffic and create brand awareness. Prizes could be selected from the various tickets and merchandising elements included in this proposal.

IN SUMMARY

The Kickoff Classic offers involvement in a classic fall pastime, played for worthwhile causes, with appeal to high profile viewers. Association with this exciting event is sure to generate tremendous marketing impact to the many "publics" who support your company.





THE KICKOFF CLASSIC

College football returns on August 27th, with the 6th Annual Kick-off Classic. Each year, the Kickoff Classic signals the official start of the collegiate football season. This year's Kickoff Classic matches two of the nation's pre-season top ten teams, Texas A&M and Nebraska.

Last season, the Texas A&M Aggies emerged with their third consecutive Southwest Conference title and went on to victory in the Cotton Bowl--handily defeating national favorite, Notre Dame, 35-10.

The 1988 Kickoff Classic will mark the Nebraska Cornhuskers' second appearance at the Meadowlands. The Big Eight powerhouse finished the 1987 regular season with an 11-1 record, which earned them a trip to the Fiesta Bowl.

The rich traditions of both teams, who have not faced each other in sixteen years, will generate additional excitement in this well-matched football battle.

The 1988 Kickoff Classic will be broadcast live and exclusively on the Raycom Sports Network to nearly 90% of television homes nationwide. (060188)



85%-90% U.S. TV HOUSEHOLDS

A CLASSIC TRADITION CONTINUES

1987: Tennessee 23 - Iowa 22. Phil Reich, a junior walk-on who won the kicking job and a scholarship just four days before, kicked three fourth-quarter field goals for the Vols' comeback win. In the first half, Tennessee LB Darrin Miller intercepted an Iowa pitchout and lumbered 96 yards for a TD that prompted Vol coach Johnny Majors to say, "I've never seen a bigger play in my life".

1986: Alabama 16 - Ohio State 10. Both teams went on to finish the season with bowl victories, Ohio state in the Cotton Bowl, and Alabama in the Sun Bowl.

1985: Brigham Young 28 - Boston College 14. Robbie Bosco passes for 508 yards.

1984: Miami 20 - Auburn 18. Touchdown pass by Bernie Kosar wins game.

1983: Nebraska 44 - Penn State 6. Heisman Trophy winner Mike Rozier led the Huskers.

THE SIXTH ANNUAL KICKOFF CLASSIC

TEXAS A&M vs NEBRASKA
GIANTS STADIUM - THE MEADOWLANDS
AUGUST 27, 1988
8p.m. EDT



DELIVERY ESTIMATES*

HH RTG	HH (000)	M18+ (000)	W18+ (000)	M18-49 (000)	W18-49 (000)	A18-49 (000)	M25-54 (000)	W25-54 (000)	A25-54 (000)
7.0	6,200	5,146	3,596	2,852	1,674	4,526	2,728	1,736	4,464

* Based on 1987 Kickoff Classic

RATES

Exclusive Sponsorship:

Eight (8) :30's

On-air feature*

Product Exclusivity

Open-halftime-closing billboards

\$425,000 gross

Half Game Sponsorship:

Four (4) :30's

Half game product exclusivity

Two (2) billboards

\$220,000 gross

Spot Participation:

One (1) :30

\$60,000 gross

*If available.

MERCHANDISING AVAILABLE.

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

NEW YORK: 24 West 45th Street, 5th Floor, New York, NY 10036, (212) 302-4072

DALLAS: 1300 W. Mockingbird Lane, Suite 445, Dallas, TX 75247, (214) 631-1442

LOS ANGELES: 18321 Ventura Boulevard, Suite 955, Tarzana, CA 91356, (818) 609-7555

1990 KICKOFF CLASSIC

Interest in the 1990 Kickoff Classic will be intense this year, pitting the powerful Syracuse University against the perennially strong University of Southern California.

Syracuse comes off an excellent season in 1989, during

which the Orangemen made their fourth bowl appearance in five years.

USC brings back quarterback Todd Marinovich, the College Freshman of the Year in 1989 and an outstanding passer, setting USC's single season completion percentage record.

Last year he led the Trojans to a Rose Bowl win over Michigan.

Although 1990 will be a rebuilding season for USC, the offense, which ranked eighth nationally in total offense last year, promises to provide an exciting show.

The 1990 Kickoff Classic will be presented live on the Raycom Sports and Entertainment Network throughout the nation.



EIGHTH ANNUAL KICKOFF CLASSIC

- Southern California vs Syracuse
- Meadowlands, NJ
- August 31, 1990
- 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)
5.5	5,159	4,292	1,197	2,218	2,187	2,213	6,913	1,883	3,498	3,472

RATES

Exclusive Sponsorship:

- Eight (8) :30s
 - On-air feature (if available)
 - Product exclusivity
 - Opening/halftime/closing billboards
- \$575,000 gross

Half-Game Sponsorship:

- Four (4) :30s
 - Half game product exclusivity
 - Two (2) billboards
- \$300,000 gross

Spot Participation:

- One (1) :30
- \$80,000 gross

A CLASSIC TRADITION CONTINUES.

1989. Notre Dame 36-Virginia 13. National champion Notre Dame overwhelms a very talented Virginia squad.

1988. Nebraska 23-Iowa 22. Nebraska scores on four consecutive possessions to become the first two-time Kickoff Classic winner.

1987. Tennessee 23-Iowa 22. It's the second straight Classic come-from-behind win for the Southeastern Conference over the Big Ten.

1986. Alabama 16-Ohio State 10. After competing at the Meadowlands, Alabama goes on

to win the Sun Bowl and Ohio State, the Cotton Bowl.

1985. Brigham Young 28-Boston College 14. Robbie Bosco of the defending national champion BYU, passes for a spectacular 508 yards.

1984. Miami 20-Auburn 18. The game showcases future NFL greats Bernie Kosar, Alonzo Highsmith, Vinnie Testaverde and Bo Jackson.

1983. Nebraska 44-Penn State 6. In the only lopsided Classic, the defending national champion Nittany Lions lose to talented Nebraska.



1991 KICKOFF CLASSIC

The national interest and excitement is building for what many consider the most anticipated game of the college football season...the ninth annual Kickoff Classic! It's a Top Ten showdown as the 1990 UPI national champion Georgia Tech Yellow Jackets host the Penn State Nittany Lions in a battle for early season supremacy.

National coach-of-the-year Bobby Ross and the Georgia Tech Yellow Jackets are out to prove that their incredible 1990 season was for real. The Yellow Jackets finished the season as the only undefeated team in the country by posting an 11-0-1 mark, including a 45-21 victory over Nebraska in the Florida Citrus Bowl. Game-breaking quarterback Shawn Jones

returns to lead Tech as they put their national championship and 16 game unbeaten streak on the line. Penn State's Joe Paterno is major college football's winningest active coach. In 1990, he guided the Nittany Lions to nine straight regular season victories and a #11 final ranking. In 1991, analysts are picking the Nittany Lions as one of the nation's ten best teams.

It's a classic confrontation between two of college football's most storied programs as Georgia Tech and Penn State meet August 28th. The Raycom Sports Network brings you live coverage as college football kicks off another exciting year with the ninth annual Kickoff Classic!

RAYCOM

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)
5.5	5,172	4,137	1,003	2,115	2,079	2,151	6,790	1,546	3,310	3,269

RATES

Exclusive Sponsorship:

Six (6) :30s

On-air feature (if available)

Product exclusivity

Opening/halftime/closing billboards

\$325,000 gross

Half-Game Sponsorship:

Four (4) :30s

On-air feature (if available)

Half game product exclusivity

Open/closing billboards

\$225,000 gross

Spot Participation

One (1) :30

\$60,000 gross

A CLASSIC TRADITION CONTINUES

1990. Southern California 34-Syracuse 16. Southern Cal's offensive machine ran smoothly in a victory over eastern power Syracuse.

1989. Notre Dame 36-Virginia 13. National champion Notre Dame overwhelms a very talented Virginia squad.

1988. Nebraska 23-Iowa 22. Nebraska scores on four consecutive possessions to become the first two-time Kickoff Classic winner.

1987. Tennessee 23-Iowa 22. It's the second straight Classic come-from-behind win for the Southeastern Conference over the Big Ten.

1986. Alabama 16-Ohio State 10. After competing at the Meadowlands, Alabama goes on to win the Sun Bowl and Ohio State, the Cotton Bowl.

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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

RAYCOM

1992 KICKOFF CLASSIC



The glory of college football's storied past and the promise of its shining future clash when Iowa of the tradition-rich Big Ten meets North Carolina State of the up-and-coming Atlantic Coast Conference in the 1992 Kickoff Classic.

To be telecast nationally by Raycom, the Kickoff Classic ignites football fever across the nation. Football fanatics will

watch the Raycom telecast from the opening kickoff to the final tackle. The excitement begins Saturday, August 29th, when the Hawkeyes and Wolfpack battle in the 10th annual Kickoff Classic. Both teams tied school records for most wins last year with Iowa going 10-1-1, losing only to Michigan during the regular season and North Carolina State going 9-3.

Catch the best in sports action live on Raycom!



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)
4.0	3,684	2,896	851	1,713	1,621	1,783	4,391	1,267	2,508	2,325

RATES

EXCLUSIVE SPONSORSHIP:

- Six (6) :30's
- On-air feature
- Product exclusivity
- Opening/halftime/closing billboards

\$240,000 Gross

HALF-GAME SPONSORSHIP

- Four (4) :30's
- On-air feature (if available)
- Half game product exclusivity
- Opening/closing billboards

\$180,000 Gross

SPOT PARTICIPATION

- One (1) :30

\$50,000 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

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

DALLAS: 1300 West Mockingbird Lane, Suite 501, Dallas, TX 75247, (214) 631-1442 Fax (214) 638-55345

THE KICKOFF CLASSIC

COLLEGE FOOTBALL'S #1 GAME

TEXAS A & M
VS.
NEBRASKA

LOCAL STATION
LOGO HERE

SATURDAY AUGUST 27th
LIVE FROM GIANTS STADIUM

8: P.M. EASTERN



THE KICKOFF CLASSIC

COLLEGE FOOTBALL'S
#1 GAME

TEXAS A & M
VS.
NEBRASKA

LOCAL STATION
LOGO HERE

SATURDAY AUGUST 27th
LIVE FROM GIANTS STADIUM

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THE KICKOFF CLASSIC

COLLEGE FOOTBALL'S #1 GAME

TEXAS A & M
VS.
NEBRASKA

LOCAL STATION
LOGO HERE

SATURDAY AUGUST 27th
LIVE FROM GIANTS STADIUM
8: P.M. EASTERN



IMPORTANT:

IF AIR TIME ON YOUR STATION
IS DIFFERENT FROM THE ONE
IN THE AD, STRIP IN THE
TIME APPLICABLE FOR YOUR
STATION FROM SAMPLES PROVIDED.
TYPE REVERSES TO WHITE.

7: P.M. CENTRAL

6: P.M. MOUNTAIN

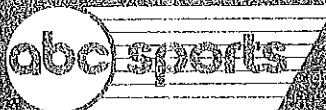
5: P.M. PACIFIC

mazda presents

The 1987 Kickoff Classic

Giant Stadium

Sunday, 1:00 pm EDT



With Keith Jackson and Bob Griese



Tennessee Volunteers vs. Iowa Hawkeyes

USA TODAY - August 28, 1987 - Sports

Jackie Sherrill has taken the Aggies to three straight Cotton Bowls and this fall All-American linebacker John Roper will lead the A&M mean defense.



The 1988 Kickoff Classic

Live From
Giants Stadium



The Cornhuskers, coached by Tom Osborne, have placed in the Top 10 for 18 straight seasons. This year they will rely on the speed and grace of All-American quarterback Steve Taylor.

College Football's #1 Game

Saturday Night 8:00 pm (ET)



TEXAS A&M vs. NEBRASKA



KTAB ABILENE	WRSP CHAMPAIGN	KREQ EUREKA	WBBJ JACKSON, TN	KITV LUBROCK	WPGH PITTSBURGH	KQTV ST. JOSEPH, MO
KTEN ADA ARDMORE	WTAT CHARLESTON, SC	KTVP FAIRBANKS	WAVS JACKSONVILLE	WMAZ MACON	KPTV PORTLAND, OR	KDNL ST. LOUIS
WAXA ALBANY, NY	WJZY CHARLOTTE	KTWR FARGO	WFAT JOHNSTOWN	WMAZ MACON	WUXA PORTSMOUTH, OH	WSYT SYRACUSE
WGSW ALBUQUERQUE	WDEF CHATTANOOGA	KNAZ FLAGSTAFF, AZ	KSHB KANSAS CITY	WMAZ MACON	WFLA RALEIGH	WCTV TALLAHASSEE
KAMR AMARILLO	KDLH CHEYENNE	WSMH FLINTSAGINAW	KMOH KINGMAN, AZ	WCIX MIAMI	KOTA RAPID CITY	WFTS TAMPA
KEMO ANCHORAGE	WPWR CHICAGO	KPOM FT. SMITH	WATE KNOXVILLE	WVTV MILWAUKEE	KAME RENO	WEAK TERRE HAUTE
WGNX ATLANTA	WCFO CINCINNATI	WFTT FT. WAYNE	WLAX LA CROSSE	KTN MNNEAPOLIS	WSET ROANOKE/LYNCHBURG	WNWO TOLEDO
WRDQ AUGUSTA	WOIO CLEVELAND	KYUS GLENVIEW	KATC LAFAYETTE	WVRG MOBILE	WUHF ROCHESTER	KSNT TOPEKA
KDVO AUSTIN	WLTZ COLUMBIA, SC	WZZM GRAND RAPIDS	KVHP LAKE CHARLES	KNGE MONROE	WREX ROCKFORD	WCTU TRAVERSE CITY
WFBF BALTIMORE	KNUZ COLUMBIA	WGDA GREEN BAY	WSYM LANSING	KNST MONTEREYSALINAS	RTXL SACRAMENTO	WKPT TRICITIES
WFBF BALTIMORE	WBNS COLUMBUS, OH	WISN GREENSBORO	KRLR LAS VEGAS	WKAB MONTGOMERY	WNET SALT LAKE CITY	KGSE TUCSON
KFDI BEAUMONT	WXTX COLUMBUS, GA	WSPR GREENVILLE/SPART	KHSD LEAD/DEADWOOD, SD	WCAY NASHVILLE	KSTU SAN ANGELO	KJRH TULSA
KOUS BILLINGS	KJLH CORPUS CHRISTI	WXYT GREENWOOD	WDCY LEXINGTON	WCNO NEW ORLEANS, CT	KJBY SAN ANTONIO	KAZ TWIN FALLS
WAGC BIRMINGHAM	WQAD DAVENPORT	WGBT HARTFORD	KOLN LINCOLN	WVTV NEW YORK	KJRT SAN DIEGO	KLTV TYLER
WDRB BIRMINGHAM	WFOB DAYTON	WTTT HARRISBURG	KCTM LITTLE ROCK	KNOP NORTH PLATTE	KUSI SAN FRANCISCO	KVCT VICTORIA
KTRY BOISE	KDVR DENVER	WTTT HARTFORD	KCBS LOS ANGELES	KOPB ODESSA	WJCL SAVANNAH	ICXV WACO
WGRB BOWLING GREEN	WOL DES MOINES	WTTT HARTFORD		KOCO OKLAHOMA CITY	KCTP SEATTLE	WDCA WASHINGTON, DC
WUTV BUFFALO	WXYZ DETROIT	WTTT HARTFORD		KATV OKLAHOMA CITY	KSGW SHERIDAN, WY	WPEC WEST PALM BEACH
RCTZ BUTTE	KDBC EL PASO	WTTT HARTFORD		WOLF ORLANDO	KTAL SHREVEPORT	KSNV WICHITA
WDAC CANTON, OH	WJET ERIE	WTTT HARTFORD		WPGX PANAMA CITY	KTVI SIOUX CITY	KJTL WICHITA FALLS
KDUB CEDAR RAPIDS	KLSR EUGENE	WTTT HARTFORD		WTFX PHILADELPHIA	RSPY SIOUX FALLS	WYOU WILKES BARRE
		WTTT HARTFORD		KXNV PHOENIX	WSJV SOUTH BEND	WYTV YOUNGSTOWN





THE 1989 KICKOFF CLASSIC

NOTRE DAME vs. VIRGINIA

THURSDAY, AUGUST 31, 1989

Live from the Meadowlands Sports Complex
Giants Stadium
East Rutherford, New Jersey
Coverage begins at 8:00 pm EST

GAME BROADCAST BY RAYCOM SPORTS & ENTERTAINMENT

Executive Producer: PETER ROLFE
Producer: JOHNNY TYOUS
Director: LONNIE DALE
Associate Director: DAVID HANDLER
Logistics Coordinator: CINDY CLEMENS
Play-By-Play Announcer: PHIL STONE
Expert Commentator: DAVE ROWE

EQUIPMENT: Eight cameras including one in the Goodyear Blimp, four tape machines, one character generator, one still store.

CLEARANCE: Available to 90% of U.S. Households through a 138 station network by Raycom Sports & Entertainment. Broadcast live, beginning 8:00 pm EST.

MAJOR SPONSORS: Mazda Motors of North America and Anheuser-Busch return their long-term associations in the Kickoff Classic broadcast, joined by Radio Shack, PPG Paints, Levi Strauss & Co., Sears, Miller Beer, Lee Jeans, Sharp Electronics and Adidas.

MEDIA CONTACTS:

John Heisler, Sports Information Director - Notre Dame (219) 239-7516
Rich Murray, Sports Information Director - Virginia (804) 924-3205
Dennis Collins, NACDA Information Director (216) 892-4000
Les Unger, Media Relations, The Meadowlands (201) 460-4367
Julie Johnson, Raycom, Inc. (704) 331-9494