

# DISNEYLAND PIGSKIN CLASSIC



The magic of Walt Disney provides the backdrop for the Disneyland Pigskin Classic, a west coast extravaganza that matches North Carolina and Southern California in a season-opening battle. RAYCOM televises the action live to a national audience, kicking off its college football schedule.

North Carolina finished the 1992 season with a Peach Bowl victory over Mississippi State and was ranked 19th in the final Associated Press poll of the season. Traditional powerhouse Southern California features the debut of John Robinson, back for his second stint as the Trojans' head coach.

The Disneyland Pigskin Classic originated with a flourish when Tennessee and Colorado squared off in 1990. The 1991 event featured Florida State vs. Brigham Young, and in 1992, Texas A&M played Stanford in the debut of Coach Bill Walsh's return to the collegiate coaching ranks.

Quickly becoming a tradition for fans and teams, the Disneyland Pigskin Classic signals the beginning of football and an annual party at the Magic Kingdom.

RAYCOM delivers the best in live sports action!

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## DISNEYLAND PIGSKIN CLASSIC 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)
4.0	3,724	3,393	961	1,900	1,862	1,650	4,812	1,363	2,551	2,544
VPVH										
		0.91	0.26	0.51	0.50	0.44	1.29	0.37	0.69	0.68

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

## RATES

### Exclusive Sponsorship:

- Six (6) :30's
- Product exclusivity
- In-program feature
- Opening/halftime/closing billboards
- \$240,000 gross

### Half-Game Sponsorship:

- Four (4) :30's
- Half-game product exclusivity
- In-program feature (if available)
- Opening/closing billboards to exclusive half
- \$170,000 gross

### Spot Participation:

- One (1) :30
- \$45,000 gross

**RAYCOM**

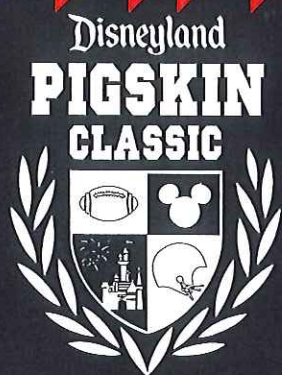
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# Disneyland Pigskin Classic

RAYCOM helps kickoff the 1994 college football season by televising the Disneyland Pigskin Classic live from Anaheim, Calif. The west coast extravaganza annually matches two of the top teams in the country.

In last year's game, the Disneyland Pigskin Classic helped usher in Coach John Robinson's second stint as the head coach at Southern Cal. The Trojans battled ACC powerhouse North Carolina in the matchup. Coach Mack Brown's troops spoiled Coach Robinson's homecoming as the Tar Heels defeated the Trojans en route to their second straight bowl appearance.

In its short five-year history, the Disneyland Pigskin Classic has attracted some of the top teams and coaches in the nation. Tennessee and Colorado squared off in the inaugural game in 1990. The 1991 event featured the high-powered offenses of Florida State and Brigham Young. In 1992, powerful Texas A&M battled Stanford in Coach Bill Walsh's return to the collegiate coaching ranks.

In what is becoming a tradition for college football fans, Walt Disney and the Magic Kingdom provide a backdrop for the annual party at the Disneyland Pigskin Classic.

RAYCOM delivers the best in live sports action!

**RAYCOM**

*Charlotte Chicago Dallas Ft. Lauderdale New York*

# Disneyland Pigskin Classic

## 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)
3.0	2,794	2,375	755	1,341	1,202	1,306	3,602	1,127	2,031	1,862
VPVH		.85	.27	.48	.43	.47	1.29	.41	.73	.67

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

## Rates

### Exclusive Sponsorship

- ◆ Six (6) :30s
- ◆ Product exclusivity
- ◆ In-program feature
- ◆ Opening/halftime/closing billboards
- ◆ \$240,000 gross

### Half-game Sponsorship

- ◆ Four (4) :30s
- ◆ Half-game product exclusivity
- ◆ In-program feature (if available)
- ◆ Opening/closing billboards to exclusive half
- ◆ \$170,000 gross

### Spot Participation

- ◆ One (1) :30
- ◆ \$45,000 gross

**RAYCOM**

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# 1990 DISNEYLAND PIGSKIN CLASSIC

A preseason battle of two superconferences-the Big Eight and the Southeastern-promising intense national interest, will inaugurate a brand new college football classic, the Disneyland Pigskin Classic in August, 1990.

The game pits two potential national contenders who have never played

one another-the University of Colorado and the University of Tennessee.

The University of Colorado comes off a dynamite season last year in which they played Notre Dame for the national championship, capping several years of steady improvement under head coach Bill McCartney. The Buffalos' 1989 conference championship in the Big Eight represents a difficult and powerful mastery in one of the nation's toughest football conferences.

A perennial powerhouse, the University of Tennessee under head coach

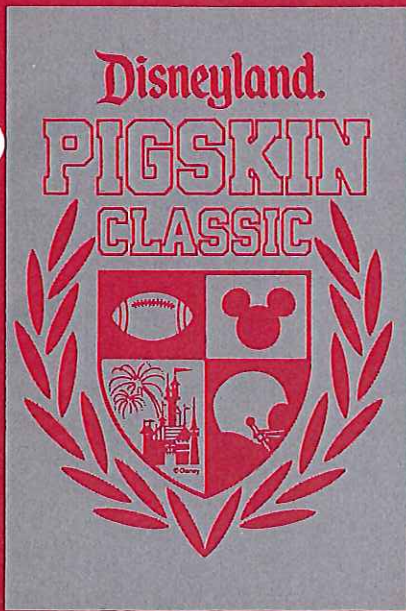
Johnny Majors, had an outstanding season last year in the tough Southeastern Conference and went on to beat Arkansas in the Cotton Bowl to end the season with a number five national ranking. The Vols bring one of the strongest followings in the nation to any game they play.

These two football powerhouses kick off the new tradition of the Disneyland Pigskin Classic with an exceptionally powerful matchup.

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

## FIRST ANNUAL DISNEYLAND PIGSKIN CLASSIC

- Colorado vs Tennessee
- Anaheim Stadium, California
- August 26, 1990
- 3 pm Eastern



**RAYCOM**  
SPORTS &  
ENTERTAINMENT

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	3,900	975	2,167	2,146	2,193	6,036	1,475	3,126	3,070

## RATES

### Exclusive Sponsorship:

- Eight (8) :30s
- On-air exclusivity
- Opening/halftime/closing  
billboards

\$575,000 gross

### Half-Game Sponsorship:

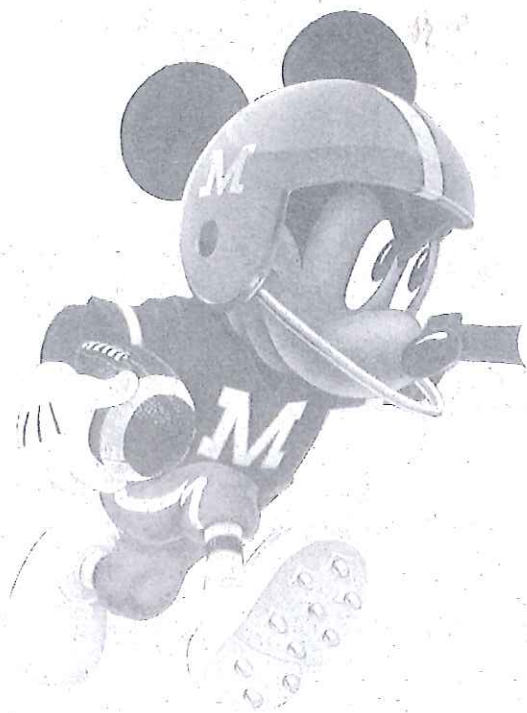
- Four (4) :30s
- Half game product exclusivity
- Two (2) billboards

\$300,000 gross

### Spot Participation:

- One (1) :30

\$80,000 gross



# 1991 DISNEYLAND PIGSKIN CLASSIC

In last season's Disneyland Pigskin Classic, 1990 national champion Colorado and Sugar Bowl champion Tennessee battled to a 31-31 tie in one of the most dramatic games of the year. National attention will again be focused on the Disneyland Pigskin Classic as two top gridiron superpowers clash in an early season contest. Bobby Bowden and the Florida State Seminoles take on Heisman Trophy winner Ty Detmer and the Brigham Young Cougars in a game that will showcase two of the country's top offenses.

Florida State finished the 1990 season ranked

#4 in the country with a 10-2 record that was highlighted by a victory over Penn State in the Blockbuster Bowl. Brigham Young capped off its campaign with a 10-3 record that included the Western Athletic Conference championship. Both teams are picked as key players in the hunt for the national title in 1991.

Raycom will bring football fans across the country complete coverage of this explosive match-up when the Seminoles and Cougars begin their dreams for a national championship August 29th in Disneyland Pigskin 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)
5.0	4,702	3,804	922	1,904	1,899	2,017	6,131	1,415	2,953	3,023

## RATES

### Exclusive Sponsorship:

Six (6) :30s

On-air feature (if available)

Product exclusivity

Opening/halftime/closing billboards

\$270,000 gross

### Half-Game Sponsorship:

Four (4) :30s

On-air feature (if available)

Half game product exclusivity

Open/closing billboards

\$187,500 gross

### Spot Participation

One (1) :30

\$50,000 gross



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# 1992 DISNEYLAND PIGSKIN CLASSIC



Legendary football coach Bill Walsh makes his return to collegiate coaching against one of the nation's toughest, most aggressive teams when Stanford meets Texas A&M in the 1992 Disneyland Pigskin Classic.

To be telecast nationally by Raycom during prime time Wednesday, August 26th, this year's match-up is a football fantasy for college gridiron fans. Walsh,

who guided the San Francisco 49ers to three Super Bowl titles in the 1980's leads his Cardinal squad against a Texas A&M team that will be ranked among the top three in many pre-season polls. A battle worthy of the Magical Kingdom, the 1992 Disneyland Pigskin Classic will provide the kind of football magic that fans will talk about for years.

*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)
5.0	4,605	3,744	921	2,233	2,266	1,906	5,738	1,538	3,380	3,408

## RATES

### EXCLUSIVE SPONSORSHIP:

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

\$275,000 Gross

### HALF-GAME SPONSORSHIP

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

\$200,000 Gross

### SPOT PARTICIPATION

- One (1) :30

\$55,000 Gross



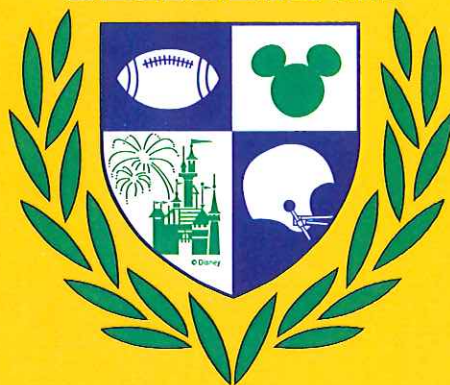
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# THE TRADITION CONTINUES!

## Disneyland PIGSKIN CLASSIC III



## TEXAS A&M vs. STANFORD

DISNEYLAND PIGSKIN CLASSIC III GAME  
WEDNESDAY, AUGUST 26, 1992 AT ANAHEIM STADIUM

KICKOFF AT 6:00 P.M.

SPACE IS LIMITED!  
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