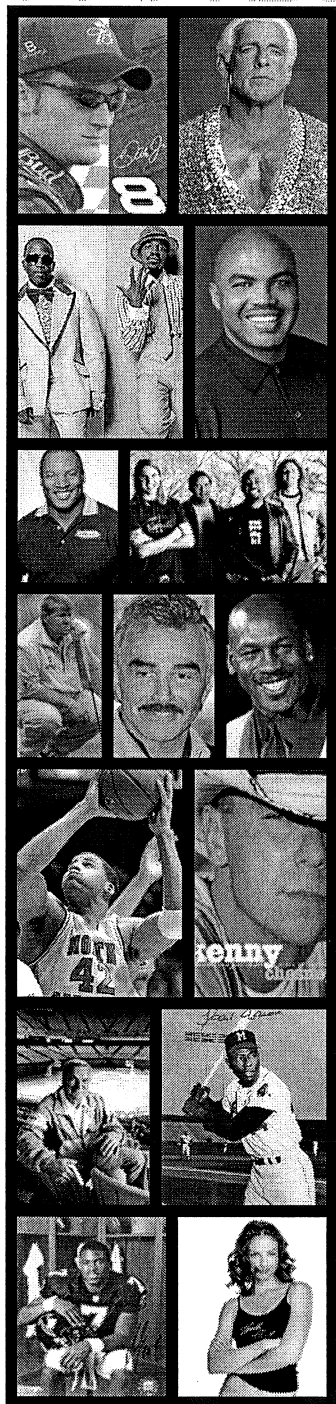


SOUTHERN SPORTS AWARDS



"A Celebration of Southern Sports"

Southern Sports Awards

Event & Programming Overview

"The Tabernacle" in Atlanta
November, 2005



www.jpssports.com

SOUTHERN SPORTS AWARDS

Introduction

What are the *Southern Sports Awards*?

- A two-hour awards show honoring legends & the year's best from every major sports category...
 - College football
 - College basketball
 - NASCAR
 - Etc.
 - NFL
 - NBA
 - MLB
- The *Southern Sports Awards* is the south's answer to the "ESPY's", only less formal and more entertainment-based... like a giant TAILGATE PARTY!

Presented by JP Sports and Edge Marketing

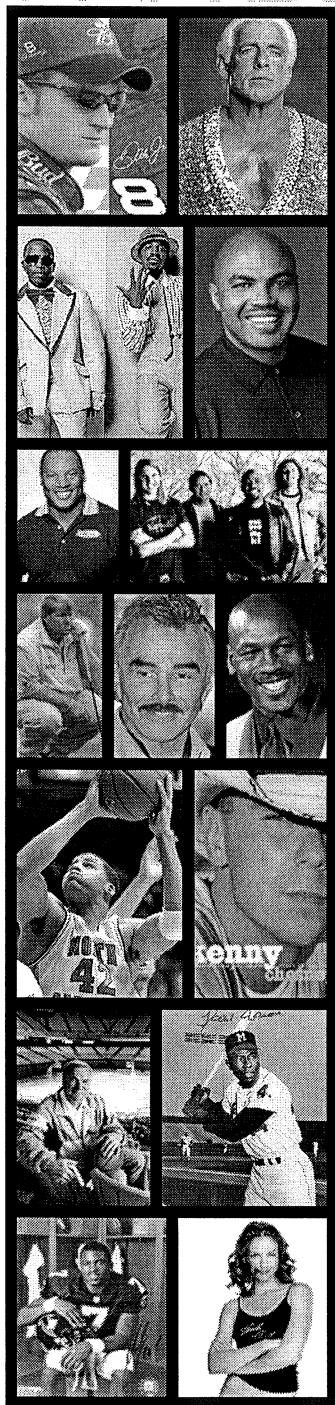
- **JP Sports** is the nation's leading producer, syndicator, & marketer of regional college sports AND home to the south's premiere sports properties, ACC and SEC football & basketball. JP Sports will handle all sales and marketing for the SSA's.



- **Edge Marketing** has a long track record of successful, high profile award shows. Their resume include network TV events like the *Teen Choice Awards* on FOX and the *Nickelodeon Kids' Choice Awards*. Edge will handle the production of the SSA's.



Coverage Area



www.jpssports.com

SOUTHERN SPORTS AWARDS

The Show

Stars and celebrities

- The *Southern Sports Awards* will feature a unique mix of sports stars and celebrities all with ties to the south. Dozens of stars will be on hand for the first ever SSA's.

- We will be reaching out to such stars as...
 - Ashley Judd – Univ. of Kentucky Alum and HUGE Wildcat fan
 - Burt Reynolds – former Florida State football player
 - Toby Keith – NASCAR junkie
- Sports stars of the south may include...
 - Charles Barkley
 - Bo Jackson
 - William "the Refrigerator" Perry
 - The Manning family (Peyton, Archie, and Eli)

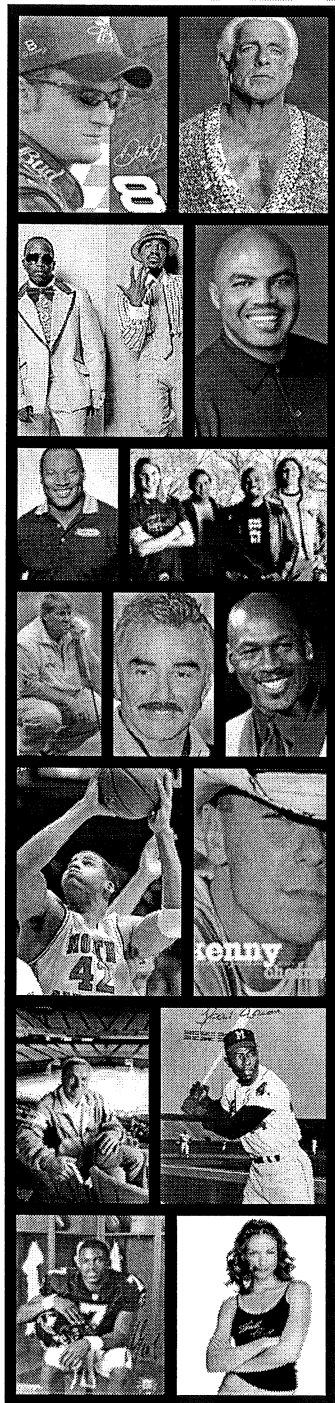
Musical Performances

- A cross section of southern-related musical artists will be performing at the *Southern Sports Awards*. Performers may include...

- Country - Kenny Chesney (a huge UT fan)
- Urban – Ruben Studdard (*American Idol* winner from Alabama)
- Pop- Lisa Marie Presley
- Southern Rock – the Charlie Daniels Band

Awards

- Like everything else about the SSA's awards will be out-of-the-ordinary and with a southern twist. Possible award categories include...
 - Best Rivalry – (Duke/UNC, Ford/Chevy, Auburn/Alabama)
 - Best Ticket – (The Masters, Kentucky Derby, CIAA Tourney)
 - Biggest Dynasty – (Atlanta Braves, UT Women's Hoops, Miami Football)
 - Best "Backers"- (Cameron Crazies, Vol Navy, Bull Gators)
- The SSA's will also feature special "Lifetime Achievement" awards to honor southern legends such as Richard Petty or Dean Smith



SOUTHERN SPORTS AWARDS

Sponsorship

Sponsorship Benefits

- High-profile product integration and placement
- Segment/Award sponsorship availability
- Airdates during peak retail season (early December)
- Marquee event with lots of “buzz”
 - Red carpet affair covered by local press
 - “First time ever” appeal
- Hospitality opportunities on-site with celebrity guests
 - Ticketing
 - “Green room” passes
- Use of show “marks”
- Multi-media opportunities include:
 - Local Atlanta print and radio media
 - ACC & SEC Football promotion
 - FSN promotion
 - Website integration (online voting)

Media

- The *Southern Sports Awards* will air across the south on FSN (South & Southwest), SunSports (Florida), and Comcast Sports Net (Virginia, DC, Maryland)
 - Air Window: December 3-11, 2005
 - Showed to be taped in late November, 2005
 - Number of telecasts: 4x
 - Primetime [8-10pm EST] (2x)
 - ROS (2x)
- Estimated gross audience of over 1 million adult viewers in the region

