

# 2024 WIAA NETWORK SPONSORSHIP

*Presented to:*

WISCONSIN COUNCIL ON  
**FORESTRY**

*Presented By:*

**Tara Schessler**

General Sales Manager

WAOW TV 9

O: 715-843-9249

C: 715-573-4665

E: [tschessler@waow.com](mailto:tschessler@waow.com)



WAOW does not discriminate in the sale of advertising time and will not accept advertising which is placed with an intent to discriminate on the basis of race, ethnicity or gender.

# County Forest Acreage



## Wisconsin County Forests Association



## Great Lakes Timber Professionals Association

COUNTY July 1, 2019 Acres

Ashland	40,305.19
Adams	TBD
Barron	16,304.69
Bayfield	175,749.41
Burnett	111,145.92
Chippewa	34,653.84
Clark	134,702.08
Douglas	280,144.41
Eau Claire	52,712.10
Florence	36,394.80
Forest	14,822.84
Iron	175,305.03
Jackson	122,492.81
Juneau	17,788.79
Langlade	130,517.06
Lincoln	100,843.05
Monroe	15,004.99
Oconto	46,766.33
Oneida	62,939.70



## 2023 Statewide Public Awareness Campaign Opportunities



Wausau  
Rhinelanders  
Eau Claire

Madison

Milwaukee

Green Bay  
Appleton

Duluth



Mar 19, 2020 RW  
Division of Forestry

# Current Situation –



Wisconsin County  
Forests Association



- The Wisconsin County Forests Association Board members are looking to collaborate with the Great Lakes Timber Professionals Association on an initiative for mass audience outreach media campaign to provide awareness surrounding public forests and forestry in the State of Wisconsin.
- In exploring opportunities with the Wausau/Rhineland ABC affiliate broadcast TV station, WAOW; the options to reach the entire state through a video campaign using traditional TV stations in all markets along with streaming TV presented itself.
- Creative messaging will promote both the sustainability and state financial benefits of forestry as well as the recreational benefits to not just Wisconsin residence, but a pull for the Wisconsin Tourism industries.
- Utilizing the power of broadcast TV along with the targetability of streaming TV to reach households across the state with powerful messages that will lead to more awareness and positive support for Wisconsin County Forests and forestry in general.

**Goal: Create positive public awareness surrounding Wisconsin County Forests and forestry in general.**

# WCFA AND GLTPA PSA

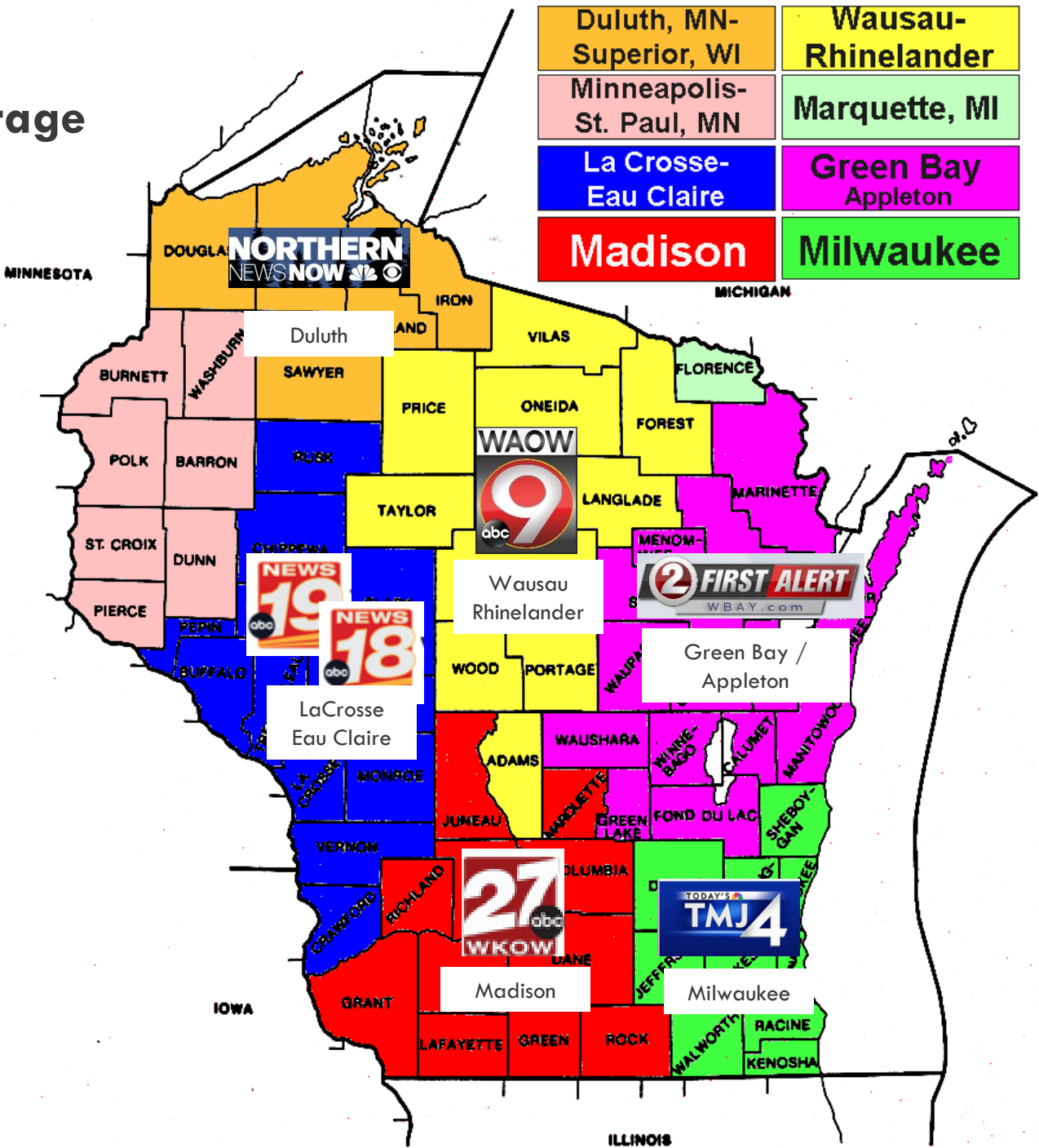


 Wisconsin  
County  
Forests  
Association  
[wisconsincountyforests.com](http://wisconsincountyforests.com)

 Great Lakes  
Timber  
Professionals  
Association  
[gltpa.org](http://gltpa.org)



# Broadcast TV Statewide Coverage



# Statewide Custom Broadcast TV Schedule for



Wausau  
Rhinelanders



LaCrosse  
Eau Claire



Madison



Milwaukee



Green Bay /  
Appleton



Duluth

## WEEKLY MEDIA PLACEMENT PER MARKET (2 WEEKS PER MONTH)

TV Programs	Time	Mon - Fri
Local AM News	6AM-7AM	2
Network Morning News	7AM-9AM	2

- This monthly Schedule will focus on 2 weeks per month in each Wisconsin TV Market (6 total).
- Each month, you will receive 48 commercials on the leading morning news stations in Wisconsin.
- Over a 5-month period, you will reach **hundreds of thousands** of morning news viewers in the state.
- Each TV viewing household will have seen this important public awareness message on broadcast TV on average of 4 times throughout this campaign.

**Flight: October – December 2023**

**Total Number of Commercials – 240x :30**

**Total Broadcast TV Investment - \$13,480**

*Production: 2x :30 no charge production available for this five-month schedule commitment. Value: \$700*

# Streaming TV Advertising

Reach Audiences Wherever They're Watching



## What Is It?

Streaming TV Advertising, otherwise known as OTT (over-the-top) advertising, is highly targeted, delivered directly to viewers over the internet alongside their favorite content, through streaming video services or devices, such as smart or connected TVs (CTV). Streaming TV advertising allows you to reach audiences you otherwise couldn't, with or without a TV ad campaign. Whether your perfect prospective customer is watching on their smart tv, desktop, laptop, tablet, or phone, we can serve your ad directly to them.

## What Do We Do Differently?

Pulse Local buys inventory direct to publisher bypassing any programmatic exchanges which allows for benefits like fraud protection and brand safety, competitive ad separation, and recency on all 250+ of our premium publishers. Due to our direct relationships, we are able to create custom targeted campaigns across 76% of the total available Streaming TV ad spot inventory. Your ads are sure to be seen by your target audience - we get inventory first!

## Premier Publishers Include:



and more!



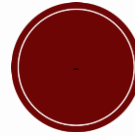
**Wisconsin  
County  
Forests  
Association**

# Enhanced Streaming TV

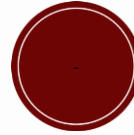
**Demographic:** Adults age 25-64  
Children in HH age 5-18 & Outdoor Enthusiast, Boat, Bike

**Geography:** Entire State of Wisconsin

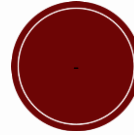
**Monthly Impressions:** 88,234



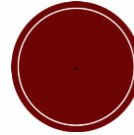
**Impressions**  
155,947



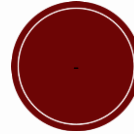
**Clicks**  
112



**CTR**  
0.07%



**Video Completion Rate**  
73.90%



**Reach - 77,659**  
**Frequency - 2**



# 2024 WIAA NETWORK SPONSORSHIP

*Presented to:*

WISCONSIN COUNCIL ON  
**FORESTRY**

W  
I  
A  
A

# WHAT WIAA IS NOT...



## *Statewide Advertising In The WIAA Championships...*

Is **Not** A Spots 'N Dots Buy

Is **Not** A Typical Media Buy

Is **Not** Only Sports

# WHAT WIAA IS...



***A Statewide Sponsorship Of The WIAA Championships...***

Is A Part Of The Oldest Continuous State High School Tournament  
In The Nation

Is A Part Of The Longest Running Over The Air Broadcast Of  
State High School Tournament In The Nation

Is A Statewide, Multi-media Platform For Specific Clients

**The WIAA Is Wisconsin Heritage**

# WISCONSIN INSTITUTIONS



***These Wisconsin Institutions Are Some Of The  
Statewide WIAA Sponsors:***

**Dairy Farmers Of Wisconsin**

*(Formerly The Wisconsin Milk Marketing Board)*

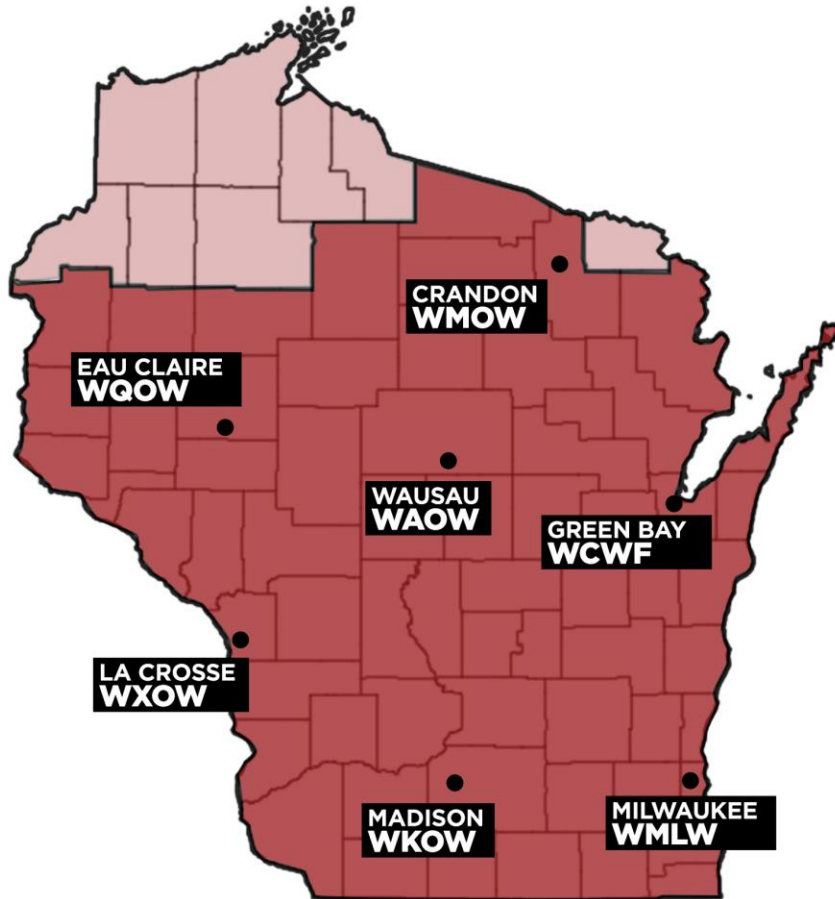
**Delta Dental**

**Menards**

**Rural Mutual Insurance**

**Construction Business Group**

# WIAA STATE NETWORK



BROADCAST COVERAGE  
 OTT COVERAGE

STATION	MARKET	TVHH	RANK
WMLW	MILWAUKEE	921,920	37
WCWF	GREEN BAY-APPLETON	455,560	69
WKOW	MADISON	493,470	81
WXOW/WQOW	LA CROSSE/EAU CLAIRE	217,880	129
WAOW/WMOW	WAUSAU/CRANDON	180,920	136
<b>WIAA NETWORK</b>	<b>WISCONSIN</b>	<b>2,269,750</b>	<b>11</b>

**THE WIAA NETWORK IS LARGER THAN THE PHOENIX (PRESCOTT) MARKET, THE 11TH LARGEST DMA IN THE COUNTRY.**

SOURCE: NIELSEN 2020-2021





# WIAA - 2023 STATEWIDE RECAP A18+ (000's)



<b>GIRLS HOCKEY</b>	<b>Statewide A18+ 000's</b>
Saturday March 4, 2023	18,864
<b>GIRLS BASKETBALL</b>	<b>Statewide A18+ 000's</b>
Thu (130-5p) March 9, 2023	50,530
Thu (630-10pm) March 9, 2023	71,607
Fri (9am-1230pm) March 10, 2023	50,160
Fri (130-5pm) March 10, 2023	65,376
Fri (630-10pm) March 10, 2023	91,251
Sat (11am-4pm) March 11, 2023	93,126
Sat (630-10pm) March 11, 2023	116,121

<b>BOYS HOCKEY DII</b>	<b>Statewide A18+ 000's</b>
Saturday March 4, 2023	23,369
<b>BOYS HOCKEY DI</b>	<b>Statewide A18+ 000's</b>
Saturday March 4, 2023	25,182
<b>BOYS BASKETBALL</b>	<b>Statewide A18+ 000's</b>
Thu (130-5p) March 16, 2023	64,417
Thu (630-10pm) March 16, 2023	85,670
Fri (9am-1230pm) March 17, 2023	65,438
Fri (130-5pm) March 17, 2023	66,705
Fri (630-10pm) March 17, 2023	99,100
Sat (11am-4pm) March 18, 2023	114,710
Sat (630-10pm) March 18, 2023	128,189

In Wausau The WIAA drew higher audiences than:



NCAA Men's Basketball Tournament\*  
Young Sheldon  
Chicago Med  
NASCAR Cup Series  
Survivor

Source: Nielsen Station Index 3/1-3/31 WIAA Prime games (Girls and Boys)

\* All prime WIAA Boys games vs. Saturday 3/19 CBS Prime NCAA Tournament game



In La Crosse/Eau Claire The  
WIAA drew higher audiences than:



NCAA Men's Basketball Tournament\*  
Survivor  
This Is Us  
NASCAR Cup Series  
9-1-1

Source: Nielsen Station Index 3/1-3/31 WIAA Prime games (Girls and Boys)

\* All prime WIAA Boys games vs. Saturday 3/19 CBS Prime NCAA Tournament game



In Madison The WIAA drew  
higher audiences than:



Law and Order  
Young Rock  
The Masked Singer  
NASCAR Cup Series  
9-1-1 Lone Star

# 2024 WIAA SCHEDULE



## Hockey: Girls and Boys Championships Saturday, March 2, 2023

### Basketball: Division Semi Finals and Championships

#### GIRLS – 48<sup>th</sup> Annual

#### BOYS – 108<sup>th</sup> Annual

Time	Thursday, March 7 (4 Games)
------	-----------------------------

1:30pm	Division 5 Semi Finals
--------	------------------------

6:30pm	Division 4 Semi Finals
--------	------------------------

Time	Friday, March 8 (6 Games)
------	---------------------------

9:00am	Division 3 Semi Finals
--------	------------------------

1:30pm	Division 2 Semi Finals
--------	------------------------

6:30pm	Division 1 Semi Finals
--------	------------------------

Time	Saturday, March 9 (5 Games)
------	-----------------------------

11:00am	Division 5, 4 & 3 Championships
---------	---------------------------------

6:30pm	Division 2 & 1 Championships
--------	------------------------------

Time	Thursday, March 14 (4 Games)
------	------------------------------

1:30pm	Division 5 Semi Finals
--------	------------------------

6:30pm	Division 4 Semi Finals
--------	------------------------

Time	Friday, March 15 (6 Games)
------	----------------------------

9:00am	Division 3 Semi Finals
--------	------------------------

1:30pm	Division 2 Semi Finals
--------	------------------------

6:30pm	Division 1 Semi Finals
--------	------------------------

Time	Saturday, March 16 (5 Games)
------	------------------------------

11:00am	Division 5, 4 & 3 Championships
---------	---------------------------------

6:30pm	Division 2 & 1 Championships
--------	------------------------------



# 2024 NETWORK SPONSORSHIP ELEMENTS



***Sponsorship Billboards***

***Network Broadcast Drop-Ins***

***Web Streaming Sponsorship***

***Halftime Sponsor Interview***

***In Game Element***

# SPONSORSHIP BILLBOARDS



## Each Sponsor Receives:

- Two Shared Billboards (Audio & Video) In Each Hockey Championship Game
- Two Shared Billboards (Audio & Video) In Each Basketball Session



**A Total Of 34 Billboards**

# NETWORK BROADCAST DROP-INS



## Each Sponsor Receives:

- A Minimum 17 Audio Drop-Ins
  - One Per Hockey Game And One Per Basketball Session
- :07-:15 Seconds Of Copy



# WEB STREAMING SPONSORSHIP



In 2023, we conservatively estimated 300,000 Web Streams as a part of the Web Streaming Sponsorship. At the end of the tournaments, AMB had **415,991 Web Streams**, With **147,321 Unique Users**.\*

\* Source: March 2023 Source: Livestream Metrics





# HALFTIME SPONSOR INTERVIEW



At Least One Time During The Boys & Girls Basketball Championship Tournaments, All Sponsors Have The Opportunity For A Live Interview With An On-air Host, Or The Airing Of A Prepared Vignette. In The Past, Interviews Have Been Conducted With Sitting Governors, US Senators, Wisconsin Attorneys General And CEO's.

- The Subject Of The Interviews Can Be About Business Or Charitable Ventures – It's Up To You!
- On Air Talent Will Help The Your Spokesperson Prepare For The Interview





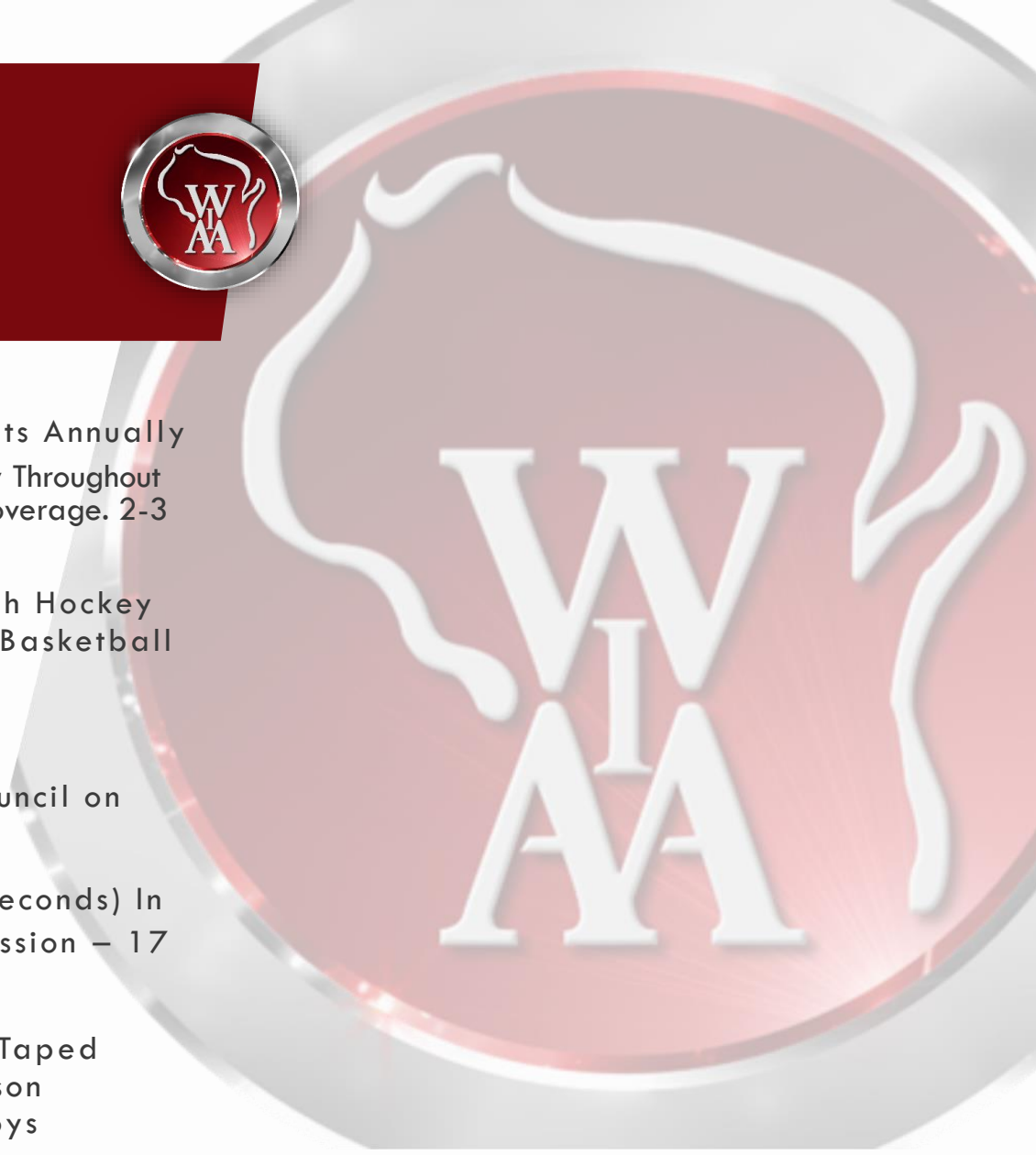
# IN GAME ELEMENT



## *Halftime Show*

- All WIAA coverage at halftime of each boys and girls game will be branded as “The **Wisconsin Council on Forestry Halftime Report.**”
- Animated open and close to the Council on Forestry Halftime Report with audio and video mention
- Leading into halftime (one to four minutes left in the first half) on-screen mention and announcer mention of upcoming Halftime Report (“Coming Up on the Wisconsin Council on Forestry Halftime Report...”)

# WIAA MARCH NETWORK SPONSORSHIP



- 132 Total WIAA-related Announcements Annually
  - 72x :30 Second Commercials Rotated Evenly Throughout Daytime And Primetime WIAA Tournament Coverage. 2-3 Commercials Per Game
- Two Billboards (Audio & Video) In Each Hockey Championship Game And Two In Each Basketball Session – 34 Total
- Sponsorship Of WIAA Web Streaming
- Customized In Game Element – WI Council on Forestry Halftime Report (30 times)
- One Drop-in Announcement (:07-:15 Seconds) In Each Hockey Game And Basketball Session – 17 Total
- Minimum One Primetime (6:30-10pm) Taped Vignette Or Live Company Spokesperson Appearance In A Selected Girls Or Boys Basketball Tournament Telecast
- Six Tickets To Each Session Of The WIAA State Boys And Girls Basketball Tournament

*Commissionable To Recognized Advertising Agencies*



# WIAA I NETWORK SPONSORSHIP



**Full Network Sponsorship**  
**(includes WI Council on Forestry**  
**Halftime Report)**

**Investment for 2024 WIAA**  
**Tournament:**

**\$98,000\***

\* Annual discounts available for multi-year packages



# WIAA I NETWORK 3 YEAR SPONSORSHIP



All of the network sponsorship elements for 2024, 2025 and 2026 WIAA Tournaments

**Investment for 2024 : \$96,000**

**Investment for 2025: \$97,000**

**Investment for 2026: \$98,000**

# WIAA II



In October of 2023, AMB purchased the rights to broadcast and stream additional High School Championship games for: Volleyball, Soccer, Football, Wrestling, Softball and Baseball!

Now, anyone in the state of Wisconsin has access to these championship games without paying for an app or subscribing to a streaming service!



# VOLLEYBALL



- Saturday, November 4, 2023 9a-9p
- Three :30 second spots per Championship (Boys & Girls, 15 total)
- Opening and closing billboards for the broadcast day (two total)
- Two (2) Audio Drop-Ins per Game (Ten (10) Total)
- In Game Element
- Viewership Estimates
  - A18+: 24,000
  - Estimated Streaming: 5,000 Impressions/Streams
  - Actual Streaming: 99,758 Impressions/Streams

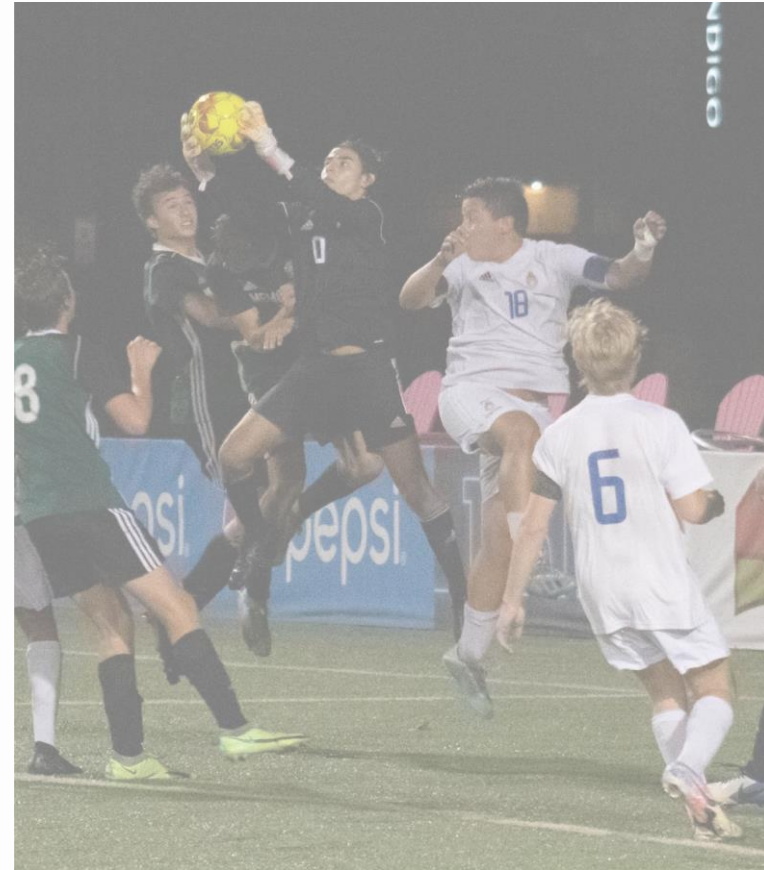




# BOYS SOCCER



- November 5, 2023 (10a-6p, Tape Delay)
- Three (3) :30 second spots per Championship (12 total spots)
- On Screen logo presence for 15 minutes each game along with two audio mentions (i.e. “This portion of the 2023 WIAA Boys Division 2 Soccer Championship is brought to you by WI Council on Forestry. WI Council on Forestry – \_\_\_tagline here\_\_\_\_.”)
- In Game Element
- Viewership Estimates
  - A18+: 24,000
  - Estimated Streaming: 5,000 Impressions/Streams
  - Actual Streaming: 49,733 Impressions/Streams



# FOOTBALL



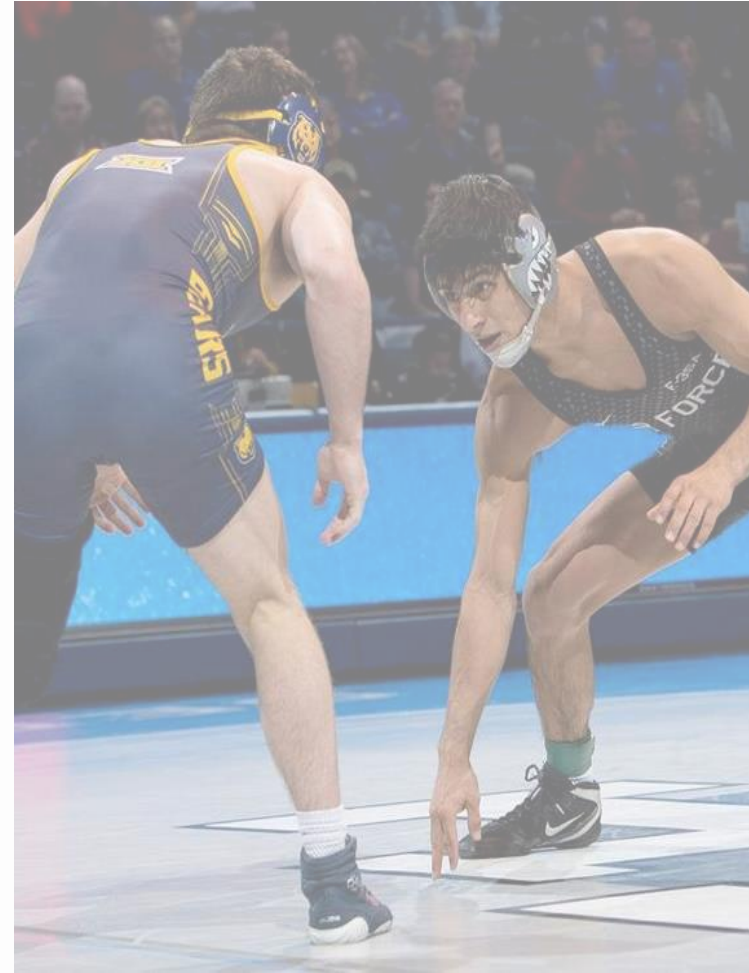
- Thursday, November 16 and Friday, November 17 2023
- Six :30 second spots per Championship (42 total spots)
- Opening and Closing billboards each day (four total)
- Two (2) Audio Drop-Ins per Game (14 total)
- In Game Element
- Viewership Estimates
  - A18+: 24,000
  - Estimated Streaming: 5,000 Impressions/Streams



# WRESTLING



- February 24, 2024
- Six spots over the course of the day
- Four (4) Total Audio Drop-Ins
- In Game Element – Three airings
- Viewership Estimates
  - A18+: 24,000
  - Estimated Streaming: 5,000 Impressions/Streams



# SOFTBALL



- June 8, 2024, 8a – 9p
- Six :30 second spots per Championship (30 total spots)
- Two (2) Audio Drop-Ins per Game (Ten (10) Total)
- In Game Element
- Viewership Estimates
  - A18+: 24,000
  - Estimated Streaming: 5,000 Impressions/Streams





# BASEBALL



- June 13, 2024
- Six :30 second spots per Championship (24 total spots)
- Two (2) Audio Drop-Ins per Game (Eight (8) Total)
- In Game Element
- Viewership Estimates
  - A18+: 24,000
  - Estimated Streaming: 5,000 Impressions/Streams



# GIRLS SOCCER



- June 15, 2024
- Three :30 second spots per Championship (12 total spots)
- On Screen logo presence for 15 minutes each game along with two audio mentions (i.e. “This portion of the 2023 WIAA Girls Division 2 Soccer Championship is brought to you by WI Council on Forestry. WI Council on Forestry – tagline”)
- In Game Element
- Viewership Estimates
  - A18+: 24,000
  - Estimated Streaming: 5,000 Impressions/Streams





# SUMMARY WIAA II NETWORK SPONSORSHIP



- ❖ February 2024-November 2024
- ❖ Minimum 141 :30 second commercials across all events
- ❖ 66 Total Audio Drop-Ins
- ❖ 32 Total Sponsored In Game Elements
- ❖ 16 Open and Closing Billboards
- ❖ Seven (7) Client Vignettes
- ❖ Viewership Estimates A18+
  - 141 Commercials: 3,384,000 Impressions
  - 66 Audio Drop Ins: 1,584,000 Impressions
  - 32 In Game Elements: 768,000 Impressions
  - 16 Open and Closing Billboards: 384,000 Impressions
  - 7 Client Vignettes: 168,000 Impressions
  - Streaming: 150,000 Impressions/Streams

***6,438,000 Total A18+ Impressions***



# SUMMARY WIAA II NETWORK SPONSORSHIP



- Three Year Partnership
  - 2023-24 Season: \$83,500
  - 2024-25 Season: \$84,500
  - 2025-26 Season: \$85,000
- One Year Sponsorship
  - 2024 Season Investment: \$85,000

---

Client

---

Date



# SUMMARY ALL-IN NETWORK SPONSORSHIP



- Three Year Partnership
  - 2023-24 Season: \$179,500
  - 2024-25 Season: \$181,500
  - 2025-26 Season: \$183,000
- One Year Sponsorship
  - 2023-24 Season Investment: \$183,000

---

Client

---

Date

