



# THIS SUMMER, VICTORY CAN BE YOURS.

This summer, the world's greatest cycling race returns to Versus. And once again, Americans will be glued to their TV sets, as Lance Armstrong leads his new Team RadioShack in a quest to win an unprecedented eighth Yellow Jersey. But last year's winner, Alberto Contador — and other elite competitors — seek to make some history of their own.

**21 Stages. 21 grueling days of competition.** And only one rider can win it all. From **July 3-25** the Tour de France is only on Versus, all in native HD.

## DRIVE AD SALES REVENUE WITH THE POWER OF THE TOUR DE FRANCE

- ⊕ In 2009, more than 46 million different U.S. viewers\* tuned-in for an epic battle between Lance Armstrong and Alberto Contador. This summer, Americans will be avidly watching Team RadioShack ...and what could be one of the greatest rides by one of the most determined cyclists the sport has ever known.
- ⊕ Provide your advertisers with an exclusive local sponsorship of this world-renowned event...while targeting an affluent, active audience of Men 25-54.
- ⊕ Expanded promotion window offers flexibility for your advertisers to activate their Tour de France sponsorship from May – July 2010.



### FLEXIBLE SPONSORSHIP OPTIONS

Versus makes it easier than ever for your advertisers to create a custom sponsorship package to fit their business needs.

Flexible retail display features four different in-store options: your advertiser can feature the *21 Days to Victory* national sweepstakes, extend the national sweepstakes with custom local sweepstakes prizing, feature local sweepstakes prizing only or simply sponsor Tour de France tune-in.

### NATIONAL SWEEPSTAKES SPONSORSHIP

#### 21 Days to Victory

Offer your advertisers the opportunity to create a powerful, custom co-branded sponsorship around Versus' biggest national Tour de France sweepstakes yet.

The *21 Days to Victory* sweepstakes will award 21 daily cycling prizes tied to each stage of the Tour. Among the many prizes to be awarded are five dream bike giveaways, a CycleOps Pro 400 indoor Cycle, a year's premium training program designed by Carmichael training (Lance Armstrong's coach) and a grand prize VIP Trip for Two to experience the 2011 Tour de France as only Versus can bring it to you.

Consumers enter national sweepstakes online, so there are no entry forms to collect.

Versus handles all winner notification and fulfillment.



## LOCAL SWEEPSTAKES SPONSORSHIP

Consumers enter in-store and/or via customized local sweepstakes microsite, created by Versus, for your market. You control entries, customize local rules, pick winner and fulfill your own prizing. Redeem **Podium Points** for prizing that can be used in your local sweepstakes. Once you run the required spots and submit affidavits, Versus will ship your prizes to you.

## NATIONAL / LOCAL SWEEPSTAKES SPONSORSHIP

You can choose to run the national and local sweepstakes simultaneously. Local entries must be collected via local sweepstakes site only but you customize local rules, pick winner and fulfill your own prizing. Once you submit affidavits, Versus will ship your prizes to you.

## TUNE-IN SPONSORSHIP

Offer your advertisers a Tour de France sponsorship with branded, in-store materials and taggable tune-in spots.

## YOUR TDF PROMOTIONAL KIT INCLUDES

- ⊕ Taggable Tune-in and Sweepstakes Spots (20/10)
- ⊕ Customizable Marketing Materials on Jump Drive including ad slicks, bill inserts, web banners and buttons (which link to Versus.com 21 Days to Victory Sweepstakes or Tour de France content page)
- ⊕ Retail Display ballot boxes/take-one cards, tune-in posters and floor clings
- ⊕ National Sweepstakes Rules and Local Sweepstakes Rules template (guideline for developing your local sweepstakes)



## SPOT COMMITMENT

Promotion is limited to systems with 30,000 or more subscribers. Participating affiliates agree to run a minimum of 250 spots as follows:

- ⊕ **OPTION A**  
Run all 250 between June 21 – July 25
- ⊕ **OPTION B**  
A minimum of 150 between June 21 – July 25  
Remaining 100 prior to June 21
- ⊕ Cross channel schedule to include: A&E, AMC, CMT, Comedy Central, Discovery Channel, DIY, ESPN, ESPN2, Fox Sports Net, FX, G4, Golf Channel, History, Nat Geo, Speed, Spike TV, Syfy, TBS, TNT, Travel Channel, TruTV, USA, Versus

## AFFILIATE REGISTRATION

Enroll and download materials at [comcastnetworks.com](http://comcastnetworks.com).

Participating affiliates will receive an activation kit including marketing materials and detailed promotion guidelines.

## KEY TIMING

<b>Activation Kits Begin Shipping:</b>	<b>End of May</b>
<b>Promotion Window:</b>	<b>June – July 25</b>
<b>Enrollment Deadline:</b>	<b>June 15</b>
<b>Spots Run:**</b>	<b>June 21 – July 25</b>
<b>Tour de France:</b>	<b>July 3 – 25</b>
<b>Affidavits Due:</b>	<b>August 27</b>

**FOR MORE INFORMATION CONTACT  
YOUR COMCAST NETWORKS REP  
215-286-2500**

\* Source: Nielsen Npower Total Day [Live+Same Day] (6A-6A)  
Reach Data among total viewers. 6+ minutes

\*\* See Spot Commitment listed above

# 21 DAYS TO VICTORY

promotion **VERSUS**



## PODIUM POINTS

Participating systems will receive Podium Points, as indicated by the chart below. Your system can order any combination of the 19 featured cycling and electronics package options, provided you do not exceed your system's total allowance of Podium Points.

30,000 – 100,000 Subscribers	250 Points	301,000 – 750,000 Subscribers	1,000 Points
100,001 – 200,000 Subscribers	500 Points	751,000+ Subscribers	2,000 Points
201,000 – 300,000 Subscribers	750 Points		



### YELLOW JERSEY OPTIONS 2000 Podium Points Each

#### PACKAGE 1 - Indoor Cycling Bundle

⊕ Saris 200 Pro Indoor Cycle + Saris 2.4 Heart Rate strap + RealRides FORCE Training DVD

**PACKAGE 2** ⊕ Cannondale Synapse Road Bike (or comparable)

**PACKAGE 3** ⊕ Samsung 40" LCD HDTV

**PACKAGE 4** ⊕ Bose Lifestyle Home Theater System



### GREEN JERSEY OPTIONS 1000 Podium Points Each

**PACKAGE 5** ⊕ Specialized Rockhopper Mountain Bike (or comparable)

**PACKAGE 6** ⊕ Apple MacBook Notebook Computer

#### PACKAGE 7 - HDTV/Blue Ray DVD Bundle

⊕ Samsung 32" LCD HDTV + Sony Blu-ray Disc Player + Best Buy gift card

#### PACKAGE 8 - On the Go Bundle

⊕ Thule Terrapin Hitch Cargo Carrier + Thule Hitch Rack Ridgeline 4 Bike + Thule Snug Tite Lock



### POLKA DOT JERSEY OPTIONS 750 Podium Points Each

**PACKAGE 9** ⊕ Specialized Allez Road Bike (or comparable)

#### PACKAGE 10 - Cycling Equipment Bundle

⊕ Garmin Edge 305 GPS with Heart Rate + CycleOps Jet Fluid Pro Trainer + Giro Stylus Helmet + CamelBak Lobo 100 oz Hydration Pack

#### PACKAGE 11 - Ultimate Gamer Bundle

⊕ Sony PS3 video game system + Sony PSP GO portable gaming system + Best Buy gift card



### WHITE JERSEY OPTIONS 500 Podium Points Each

**PACKAGE 12** ⊕ Specialized Sirrus Road Bike (or comparable)

**PACKAGE 13** ⊕ Apple 32GB iPod Touch + Sony Noise Canceling Headphones

**PACKAGE 14** ⊕ Toshiba Satellite T100 Notebook Computer



### RED NUMBER JERSEY OPTIONS 250 Podium Points Each

**PACKAGE 15 - Video Game Bundle** ⊕ Nintendo Wii + Best Buy gift certificate

**PACKAGE 16** ⊕ Oakley Radar Path Sunglasses

**PACKAGE 17** ⊕ Garmin Nuvi Portable GPS

**PACKAGE 18** ⊕ Apple 16GB iPod Nano + iTunes gift card

**PACKAGE 19** ⊕ AMEX / Nike / REI gift card

