

ESPN Los Angeles Opportunities



ESPN Los Angeles

ESPNLA 710 is the flagship station of the Los Angeles Lakers, USC Football/Basketball and LA Angels of Anaheim, and also offers coverage of major sporting events including the NBA Playoffs, World Series, College Football Playoff, X Games and more!

On-air Sponsorships include:

- **On-air promotions – “Brought to you by”**
 - Experiential giveaways (trips to away games) and ticket giveaways
 - Customized feature sponsorships
- **Play-by-play programs**
 - Lakers, USC, Angels
 - In-game or pre/post coverage
 - Merchandise/tickets



Why Buy:

- Highly targeted and local
- High recall; even among distracted listeners
- Affiliation with personalities that fans have an affinity to. More than half of listeners say that radio hosts “are like a friend” whose opinions they trust compared to other media personalities

(Clear Channel Media Entertainment)

Weekday Starting Lineup

ESPNLA 710 AM



Mike & Mike | Weekdays 3 a.m. – 5 a.m.

(5 a.m. - 7 a.m. heard on 830 KLAA)

Mike & Mike is broadcast into 90 million homes across the country on ESPN2.



ESPNLA Morning Show | Weekdays 5 a.m. – 7 a.m.

(7 a.m. – 9 a.m. heard on espnla.com & ESPN radio app)

Wake up with Kelvin Washington and Travis Rodgers, the earliest local morning sports show in LA.

TBD Network | Weekdays 7 a.m. – 10 a.m.

Thompson & Trudell | Weekdays 10 a.m. – 12 p.m.

The duo of Thompson and Trudell will provide fans with an insightful and entertaining take on everything that matters to the LA sports fan.

Mason & Ireland | Weekdays 12 p.m. – 3 p.m.

Steve Mason and John Ireland talk to the sports news makers and the sports news breakers daily from the ESPNLA 710 Studios in downtown LA

Max & Marcellus | Weekdays 3 p.m. – 7 p.m.

The multi-talented and SportsNation TV hosts, Max Kellerman and former NFL star Marcellus Wiley offer an in depth look into the latest in LA sports and beyond



On-Site Activations

ESPNLA's on-site sponsorships consist of cutting-edge activations, plus alignment with athletes as well as the most recognized names in local sports radio.

Sponsorships include:

- **Local retail inclusion**
 - High traffic locations or dealerships
 - ESPNLA street team and athlete/celebrity appearances
- **On-Site Activation**
 - Premium item distribution on, or prior to, game night
 - Inclusion of brand ambassadors at station events
- **ESPNLA station talent**
 - Live read commercials/endorsements
 - Station talent appearances
 - Social media programs



Why Buy:

- Platform to showcase your brand's products
- Alignment with local celebrities and the biggest names in sports

ESPNLA Signature Events

On-site Opportunities



December – February. ESPNLA will be visiting and saluting a High School Basketball Showcase to promote and give back to the community with a focus on high school sports.



April - May. Winner and guest will receive tickets to a sporting event or concert in LA with ESPNLA 710 on-air personalities.



June. A host of ESPNLA personalities and athletes will take part in a fun-filled day on the golf course to help support cancer research – with a portion of the proceeds benefitting ESPN’s The V Foundation



July. ESPNLA sends 4 grand prize winners and their guests on an all expense paid trip to an American Ballpark!



August. Our ESPNLA All-Star Celebrity Basketball Game kicks off the annual Nike 3-on-3 tournament. The ESPNLA All-Star team will compete against Hollywood All-Stars with proceeds benefitting The Stuart Scott Memorial Cancer Research Fund at the V Foundation!



August. ESPNLA hosts a Fantasy Football Draft party where listeners will have an opportunity to pick their favorite NFL players and compete against fellow fantasy footballers for a chance to win weekly prizes, one grand prize and bragging rights.



September. ESPNLA gives 4 grand prize winners and their guests airfare, hotel, tickets and pre-game on field access to a football game (NFL & College) of their choice!



September - October. ESPNLA will be visiting and saluting a High School Football “Game of the Week” to promote and give back to the community with a focus on high school sports.



November - March. ESPNLA sends 20 winners and their guests to Lakers home games!

Play-by-Play Properties

Los Angeles Lakers

16 World Championships

8 NBA MVP's

18 Hall of Famers

21,188,480 - Facebook Likes

4.39M - Twitter Followers

1.6M - Instagram Followers

Most games are broadcasted in
drive time (4-8 p.m.) in the **#1**
radio market in the world

On-site opportunities available

USC Trojans

11 National Championships

14 Pac-10 Championships

7 Heisman Trophy Winners

6 BCS Bowl Victories

278,519 - Facebook Likes

75.6K - Twitter Followers

72.7K - Instagram Followers

Ranked #4 in the country in
 ESPN's Way-Too-Early Top 25
 Rankings for the 2015 season.

On-site opportunities available



Angels of Anaheim

2002 World Champions

2002 AL Champions

8 AL West Championships

1,221,142 - Facebook Likes

316K - Twitter Followers

312K - Instagram Followers

Voted #1 Baseball Franchise in
ESPN The Magazine Ultimate
Standings

On-site opportunities available



Social Media

ESPN Los Angeles

ESPN Los Angeles has verified Twitter and Facebook accounts. Attach your brand to the most entertaining and relevant sports content with integration into sponsored tweets and posts!

Facebook page for ESPN Los Angeles Sports Center. The page shows 271,347 likes and 9,649 visits. A recent post from ESPN Los Angeles is visible, featuring a video player with the text "CROSS TALK" and "ESPN LA (710 AM)". The page also shows navigation tabs for Timeline, About, Events, Photos, and More.

Facebook Likes = 271,347

Twitter profile for ESPNLosAngeles (@ESPNLosAngeles). The profile shows 41.9K followers and 14.8K tweets. A recent tweet is visible, featuring a photo of a sports team and the text "As the 15ers reclaimed USA's World Cup glory, the 99ers swapped gleeful emails. Here they are: es.pn1JGstOV". The page also shows navigation tabs for Tweets, Tweets & replies, and Photos & videos.

Twitter Followers = 41.9K

Social Media Marketing

Consumer Impact & Growth

- Social networking is the top online activity in the US, with the average American spending **37 minutes per day**
- 8 out of 10 SMBs use social media for their business to drive growth—3 out of 5 say they've gained customers by using social media
- 70% of business-to-consumer marketers have acquired customers through Facebook
- 67% of Twitter users are far more likely to buy from the brands they follow on Twitter—37% will make a purchase

Social network ad spending in the US

2013
\$5 billion



2015
\$10 billion

Top 5 Reasons Why People Follow Brands On Social Media

1. Promotions & Discounts
2. For latest products information
3. Customer service
4. Entertaining content
5. Ability to offer feedback



ESPNLA Personalities

ESPNLA Morning Show

Weekdays | 5 a.m. – 9 a.m. PST

Travis Rogers (@TravisRodgers)

Travis Rogers grew up in Arcadia, California. He attended the University of California, Santa Barbara where he graduated with a BS in Political Science and pitched for the UCSB baseball team for four seasons. Rogers hosted his own morning program on KLAA 830, called The Travis Rodgers Morning Show and currently hosts a radio program on Yahoo Sports.

Kelvin Washington (@Kdubblive)

Kelvin “K Dubb” Washington was born and raised in Ann Arbor, Michigan where he earned his bachelor's degree in Telecommunications at Eastern Michigan University. At an early age, he discovered his love of sports and his affinity for entertaining others with his witty humor and charm. Kelvin's radio career began in Detroit for several years before bringing him to LA in 2011 where he has worked in radio, TV, voice and commercial acting.



Thompson & Trudell

Weekdays | 10 a.m. – 12 p.m. PST

Mychal Thompson

A member of the Lakers championship teams in 1987 and 1988, Mychal Thompson is now the team's radio color commentator. Formerly the Timberwolves television color analyst for two seasons, Thompson teams with play-by-play announcer John Ireland for all Lakers radio broadcasts. A standout at the University of Minnesota, Thompson averaged 20.8 ppg throughout his four year collegiate career and was named All-American following both the 1976-77 and 1977-78 campaigns. Thompson also serves as Sports Ambassador for his native Bahamas.

Mike Trudell (@MikeTrudell)

Mike Trudell is the co-host of the *Trudell and Thompson Show* with former Laker Mychal Thompson. Trudell also serves as the Lakers sideline reporter for both Time Warner Cable SportsNet TV and ESPN LA 710 radio, and covers the Lakers as the beat reporter for Lakers.com. The Lake Minnetonka, Minn., native worked for the NFL's Minnesota Vikings and Baltimore Ravens, the Cologne Centurions of NFL Europe and has done play-by-play on multiple levels, most recently for the L.A. D-Fenders in 2014-15. A graduate of Northwestern University's Medill School of Journalism, Trudell played Division 1 soccer for the Wildcats.



Mason & Ireland

Weekdays | 12 p.m. – 3 p.m. PST

John Ireland (@LAIreland)

John Ireland currently co-hosts the Mason and Ireland Show while also serving as the Lakers radio play by play announcer (along with former Laker Mychal Thompson). A winner of six Emmy Awards for sports television, Ireland also works as a pre and post game reporter for the Time Warner Cable Sports Network. A UCLA graduate, Ireland's career path took him to stations in Monroe (LA), Beaumont (TX) and San Diego (CA) before finding a home at KCBS/KCAL-TV in 1995 as sports anchor and reporter. He is a four-time recipient of the Southern California Sports Broadcasters (SCSB) Irv Kaze Award for best sports radio talk show host.

Steve Mason (@VeniceMase)

Steve Mason, co-host of "Mason & Ireland," is a regular contributor for Fox 11 KTTV/Los Angeles on "Good Day LA," "Fox 11 Overtime" and "Cage Talk." Past host of The Mighty 690 (SD) in 1992, he later teamed with John Ireland for "The Mason & Ireland Show," in 1994. Mason is well-known for his work on "The Late, Late Radio Show with Tom Snyder & Steve Mason," broadcaster for 7 Olympic Games and Red Carpet Coverage from the Academy Awards.



Max & Marcellus

Weekdays | 3 p.m. – 7 p.m. PST

Max Kellerman (@Max_Kellerman)

Co-host of the "Max & Marcellus" show and SportsNation, Max Kellerman is known to sports fans for his insightful ringside commentary for HBO Boxing. He also hosted the show Around the Horn, contributed on the network's boxing series Friday Night Fights and ringside color commentary on Tuesday Night Fights. Kellerman also hosted a popular daily radio program for ESPN 1050 in New York for three years.

Marcellus Wiley (@marcelluswiley)

Former All-Pro defensive end Marcellus Wiley is a co-host of the "Max & Marcellus" show and SportsNation, and an NFL analyst for ESPN. During his NFL career, Wiley was nominated for the Walter Payton Man of the Year for his volunteer and charity work and earned All-American and All-Conference honors in 1996 at Columbia University. Wiley was inducted into the Columbia University Athletics Hall of Fame in its inaugural class in 2006 and was inducted into the Ivy League Hall of Fame in 2013.



Weekend Warrior

Saturdays | 7 a.m. – 9 a.m. PST

Dr. Robert Klapper (@DrRobertKlapper)

Chief of Orthopedic Surgery at Cedars-Sinai Medical Group

Host of the Weekend Warrior show, Doctor Robert Klapper shares the medical perspective with Southern California sports fans.

From athletes to celebrities, “The Doc” discusses their health, injuries, treatments and relates them to the everyday working man or woman with the expertise you will find only on ESPNLA.

Dr. Robert Klapper, M.D., is a board-certified orthopedic surgeon and the Clinical Chief of Orthopedics at Cedars-Sinai Hospital in Los Angeles. Dr. Klapper is a leader in hip arthroscopy, performing 500 surgeries a year, including hip and knee replacements, with his patented, innovative and minimally invasive techniques.



The Lyons Den

Weekdays | PodCenter

Ben Lyons (@IamBenLyons)

A self proclaimed, "NBA Nerd", Ben can be heard several times a week on ESPNLA 710 talking hoops with all of the station's different hosts. He is a diehard New York Knicks fan and is a contributor for Knicksnow.com. In addition, Ben has his own ESPN podcast called, "The Lyons Den", where he brings big time actors, directors, reality stars, and athletes on to talk film, TV, pop culture, and of course sports. He is also the host of The Sidebar on Yahoo, an in-depth interview series featuring the biggest names in Movies, TV, Music, and Fashion.

