

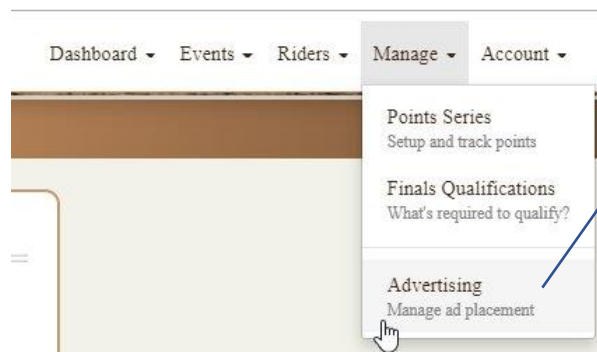
Create More Value for Your Sponsors with the New Advertising Feature from SortArena™

Now you can put your sponsor ads in front of your riders more often and more easily than ever before with integrated advertising from SortArena. Simply upload your ad information to your producer account on SortArena.com, and when you open and run your event, the ads will appear on invoices, ride rosters, rider displays, rider videos, and even text messages!

Here's how you do it:

STEP 1: CREATE AN AD SLOT

Sponsor ads are managed from the Advertising page of your Producer Dashboard on SortArena.com.



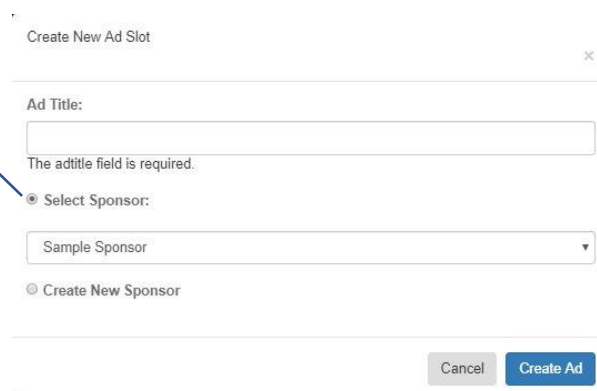
Select Advertising from the Manage menu.

Select **Add New Slot** to create a new ad.

STEP 2: FILL OUT SPONSOR INFORMATION

When you create a new ad, you'll have the option to select an existing sponsor or create a new one. Each sponsor can have multiple ad slots.

Select an existing sponsor from the list or create a new one.

A screenshot of the 'Create New Ad Slot' form. The form has a title bar 'Create New Ad Slot' with a close button. It contains an 'Ad Title' field with a placeholder and a note 'The adtitle field is required.'. Below that is a 'Select Sponsor:' section with a radio button selected, a dropdown menu showing 'Sample Sponsor', and another radio button for 'Create New Sponsor'. At the bottom right are 'Cancel' and 'Create Ad' buttons.

USING THE SORTARENA ADVERTISING FEATURE

STEP 3: FILL OUT AD INFORMATION

Make an ad inactive to temporarily take it out of rotation.

Select **Save** to save changes to your ad.

Taglines will appear at the end of text messages sent to riders. Be sure to include the sponsor name in the tagline.

Slot #1
Id# 1
Delete Slot
Save
Cancel Changes

Last Updated
Active
Ad Slot Title:
Sample Ad
Ad Text Message Tagline:
Sample Sponsor - Best in the West
Slot Sponsor Name:
Sample Sponsor Edit Sponsor
Sponsor Division:
Sales
Sponsor Contact:
Sample Sponsor
Office #: 480-222-2222
samplesponsor@staceyshouse.com
Notes:

Advertisements
Slides
1280 x 720
Videos & Reports
648 x 216
*Note: Sizes are suggestions. Images must be less than 2MB. For best look make sure images have the correct aspect ratio. Slides = 16:9 - Videos & Reports = 3:1

The larger ads will appear on rider displays and invoices. The smaller ads will appear on rider videos, invoices, and ride rosters.

The number of *active* ad slots that you can have at one time depends on your producer level. Standard producers - Best are allowed 6 slots, and premier producers – those using the full infotainment system - can have up to 12.

STEP 4: OPEN AN EVENT

When you or one of your affiliates opens your event in ShowRunner, the most current set of active ads will be downloaded with the event.

Note: Any event that is already open will not receive any updates to your ads, so be sure to close and reopen an event to see the latest ads.

A combination of your active ads and national ads from SortArena.com will be featured on ride rosters, printed invoices, rider displays (upcoming teams, leaderboards, bubble), and infotainment displays (ride videos, live view, delayed view). Plus, every time ShowRunner sends a text to your riders, a sponsor tagline will appear at the bottom of the text, giving your sponsors the broadest coverage possible.