

STREET & SMITH'S  
**SportsBusiness**  
**DAILY**

Sponsorships, Advertising & Marketing  
 Published July 18, 2008

**Chevy Received Most Brand Exposure During MLB All-Star Game**

MLB sponsor Chevrolet for the third consecutive year received the most brand exposure during Fox' broadcast of the MLB All-Star Game, according to K.C.-based measurement firm Image Impact. Chevrolet parlayed its 89 detections during Tuesday night's game into more than \$6.88M in monetary exposure. Fox' broadcast delivered more than \$43.48M in total exposure to 59 different brands. The most valuable location within the broadcast was the backstop rotational sign which provided over \$15.21M in exposure accounting for 35% of the broadcast's total value. Chevrolet led with a game high 24 audio mentions out of a total of 79.

BRAND	DETECTIONS	DURATION		QI	MV
		(MM:SS)	DUR/DET		
Chevrolet	89	14:45	9.94	0.594	\$6,887,717.40
Bank of America	248	15:49	3.83	0.253	\$4,686,425.71
Direct TV	50	05:16	6.31	0.642	\$3,518,583.51
Budweiser	85	05:28	3.85	0.374	\$2,500,664.26
Taco Bell	69	06:04	5.28	0.339	\$2,388,918.67
Aquafina	27	03:48	8.44	0.576	\$2,038,639.30
MasterCard	73	05:17	4.34	0.281	\$1,659,225.25
Flomax	25	02:35	6.21	0.629	\$1,644,420.87
Verizon	53	03:41	4.16	0.331	\$1,412,838.78
Gatorade	72	03:33	2.96	0.319	\$1,395,507.24

Meanwhile, MLB sponsor State Farm dominated exposure during Monday night's Home Run Derby. State Farm, the event's title sponsor, received 686 detections totaling more than \$6.53M in value, accounting for 46% of the total value of the broadcast. State Farm had over 1 hour and 11 minutes of on-screen time with an average length of 6.23 seconds (*Image Impact*).

BRAND	DETECTIONS	DURATION		QI	MV
		(HH:MM:SS)	DUR/DET		
State Farm	686	1:11:14	6.23	0.3	\$6,533,994.33
Adidas	175	0:09:52	3.38	0.184	\$599,495.98
Bank of America	143	0:10:05	4.23	0.207	\$596,979.35

Gatorade	136	0:08:15	3.64	0.212	\$536,435.16
Verizon	76	0:06:05	4.8	0.246	\$504,920.98

**METHODOLOGY:** QI (Quality Index) is indicative of a detection's impact potential based upon observable presentation attributes such as duration, size, isolation, and presentation type. QI values range between 0.0 and 1.000. MV (Monetary Value) is a quality adjusted value of sponsorship presentations benchmarked against the broadcast's negotiated 30-second ad rate.

---