

THE SWEENEY SPORTS REPORT
PROSPECTUS
WINTER SEASON 2007

SWEENEY
SPORTS

SPORTS RESEARCH CONSULTANTS

ATHLETICS • AUSTRALIAN RULES FOOTBALL • BASKETBALL • CRICKET • GOLF • HOCKEY • HORSE RACING • MOTOR CAR RACING • MOTOR CYCLE RACING • NETBALL • RUGBY LEAGUE • RUGBY UNION
SNOW SKIING - DOWNHILL/CROSS COUNTRY/SNOW BOARDING • SOCCER • SURF LIFE SAVING/IRON MAN • SWIMMING • TENNIS • TOUCH FOOTBALL • VOLLEYBALL

THE SWEENEY SPORTS REPORT, NOW IN ITS 21ST YEAR, OFFERS A UNIQUE AND VERY RELIABLE **INSIGHT** INTO THE WORLD OF **SPORTS SPONSORSHIP** AND AUSTRALIANS' **SPORTING INTERESTS**

THE REPORT

The Sweeney Sports Report is the guide to Australians' sports sponsorship awareness and sporting interest.

The Report includes the following six sections:

Section 1: The Highlights - Winter 2007

- A succinct overview of some of the key highlights and movements in the sports and sponsorship landscape over the past year.
- Also covers top-line results for sponsorship awareness and SweeneyScores on Australian Athletes.

Section 2: Interest in Sport in Australia

- An overview of how the twenty-one sports sit in a competitive context. We review key measures of interest, participation, attendance, TV viewing, radio listening and newspaper readership and rank the sports. In addition, we look at the specific events that Australians feel are most important in the sporting calendar.

Section 3: Sport Sponsorship in Australia

- Key snapshots of movements in awareness levels, as well as sponsorship awareness by sport.
- Detailed findings of leading sports sponsors across a variety of sports and events.

Section 4: The Individual Sports

- Interest profiles for each sport across the various categories. Annual trends across all appropriate interest dimensions provide useful insights.
- Data includes sponsors of many individual sports, trend data and breakdown by demographic groups.

Section 5: Sport and the Media

- This focuses on coverage of sport on free-to-air TV and via pay TV.

Section 6: The Athletes

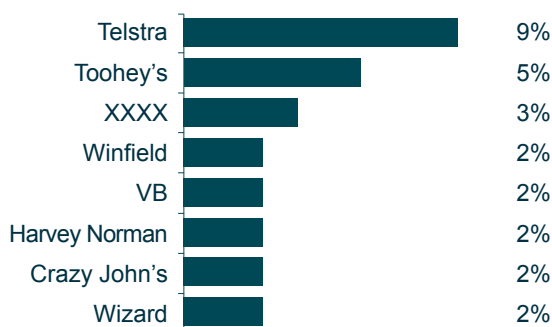
- Rates over 70 athletes using a ratio called the SweeneyScore.

ABOUT THE SURVEY

A nationally representative survey of 1,000 16-65 year olds. Quotas are set so that one third are 16-29, 30-44, 45-65.

The questionnaire covers 21 different sports and looks at interest levels, participation levels, attendance levels, TV viewing, radio listening, newspaper readership and internet searching – as well as a range of sponsorship aspects.

MAJOR SPONSOR CONNECTIONS RUGBY LEAGUE



Note: Sample data only

YOUR CUSTOMISED REPORT

We can provide tailored reports that provide detailed analysis covering your specific target market characteristics, additional segmentation analysis, as well as helping you identify appropriate sponsorships.

WHO WILL FIND THIS VALUABLE?

Any marketer or decision maker seeking to optimise sponsorship potential and make sports marketing more effective.

OUR SUBSCRIBERS INCLUDE:

Sports sponsors, sporting bodies, event organisers and promoters, advertisers, media organisations, sports manufacturers and retailers, government bodies and relevant planning bodies.

IT CAN BE USED TO:

- Profile audiences across various sports and events
- Benchmark and track sponsorship measures
- Analyse trends
- Segment markets
- Set KPI measures
- Help secure sponsorship
- Identify growth or declining markets
- Explore infrastructure needs
- Formulate special longitudinal questions

COST, TIMING AND SUBSCRIPTION

Cost: \$5,500 plus GST
Report Issued: Late October 2007

To subscribe, please complete the attached subscription form and either fax or send to:

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The Sweeney Sports Report - Winter Edition 2007

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