



## MarketLine

**Sponsorship Inventory Management and Business Intelligence  
Software for Professional Sports Teams**

**Sales • Fulfillment • Invoicing • Broadcast Traffic •  
Management & League Reporting • Contract & Proposal Generation**

" We had high expectations going into our relationship with StoneTimberRiver, and we are proud to say that the execution, application and service have exceeded our expectations. MarketLine has been a valuable asset to not only our department in multiple areas, but has increased the efficiencies of our accounting department as well."

Philadelphia Eagles

MarketLine

**MarketLine** is StoneTimberRiver's sponsorship inventory management and business intelligence suite for professional sports teams, leagues, venues, and special events. MarketLine will help your organization increase sponsorship revenues, track available sponsorship inventory, reduce marketing overhead, manage sponsor contacts, automatically generate proposals and contracts, produce sponsorship invoices, coordinate reporting, and track contract value by rate card, actual cost, and margin.

- **Sponsorship Inventory** – MarketLine supports multiple inventory types including print, radio, television, internet, signage, tickets, suites, hospitality, and one-time special events. MarketLine's intuitive user interface supports multiple seasons, multiple entities, and contract stages, including working drafts, proposals, and executed contracts.
- **Accounting Features** – MarketLine eases the record keeping requirements of the marketing and finance departments by maintaining fields for rate cards, actual costs, and margin calculations. Contract totals are calculated on the fly and MarketLine is compatible with most third-party accounting and billing programs. Sponsorship invoices can be produced directly from MarketLine.
- **Reporting** – MarketLine leverages StoneTimberRiver's Matryx product for ad-hoc reporting and business intelligence. Dynamic reports and charts can be produced that highlight trends and performance by sponsor, entity, inventory item, salesperson, and season. Status reports are also available to alert salespeople to over and undersold inventory and to schedule follow-up calls to sponsors.

## MarketLine Static Reports

Work Orders  
 Inventory Sold  
 Inventory Proposed  
 Inventory Available  
 Proposals in PowerPoint  
 Contracts in Word  
 Invoices  
 Mailings  
 Traffic Logs  
 Broadcast Affidavits  
 League Reports  
 Exception Reports

<b>Tarheels 2007 - 2008</b>				<b>Stone Timber River Inventory Sold</b>		
<b>Signage</b>						
<b>Center Scoreboard</b>						
East	Heinz	00000108	dkelley	Quantity	Events	Notes
South	Westin	00000003	bpitt	1	1	Artwork received
West	Bell South	00000116	mpfifer	1	1	
<b>Courtside Rotational</b>						
Half-Time	Purina	00000008	mdouglas	Quantity	Events	Notes
In-Game	Chili's	00000010	bpitt	1	1	
Post-Game	Amstel	00000110	bpitt	1	1	
Post-Game	Bell South	00000116	mpfifer	1	1	
Post-Game	Hertz	00000009	bpitt	1	1	
Pre-Game	Lexus	00000007	jroberts	1	1	



**Account Management**

StoneTimberRiver Account Status: Contract  
 Sales Status: New  
 Review Status: New  
 Approval Status: Approved  
 Reference: 00000084 00000084  
 Start: 7/1/2008 End: 6/30/2012  
 Entered: 11/18/2008 Updated: 1/12/2009  
 Increase: 5.00% Agency: \$0 Trade: \$5,000 software

Date	Amount
2/1/2009	\$100,000.00
3/1/2009	\$100,000.00
4/1/2009	\$100,000.00
5/1/2009	\$100,000.00
6/30/2009	\$100,000.00
7/1/2009	\$77,500.00
	\$0.00

Gross: \$582,500  
 Cash: \$577,500  
 Revenue: \$582,500  
 Rate: \$549,500 106%  
 Expense 1: \$10,000 2%  
 Expense 2: \$0 0%  
 Profit: \$572,500 98%  
 Under Bill: \$0.00

Record: 1 of 1

Notes	Date	Annual
Prepare contract for meeting on 1/15/09	1/9/2009	<input type="checkbox"/>
*	1/12/2009	<input type="checkbox"/>

Inventory	Note	Quantity	Events	Revenue	Rate	Rate %	Expense 1
Community Golf Tournament Associate Sponsor		1		\$15,000.00	\$15,000.00	100%	\$0.00
Gameday Giveaway T-Shirt		1	For 2 Games	\$39,000.00	\$30,000.00	130%	\$7,000.00
Hospitality Reception 50 Person	May 22nd	1		\$6,000.00	\$5,000.00	120%	\$2,500.00
Print Hoop Magazine Full Page	Inside front cover	1	For 1 Season	\$13,000.00	\$10,000.00	130%	\$0.00
Radio Game Broadcast 0:30 In-Game Local		1	For 72 Broadcasts	\$72,000.00	\$72,000.00	100%	\$0.00
Signage Center Scoreboard East		1	For 1 Season	\$130,000.00	\$100,000.00	130%	\$0.00
Signage Fascia South		1	For 1 Season	\$65,000.00	\$75,000.00	87%	\$0.00
Suites Game 12 Person	Suite 250	1	For 1 Game	\$2,000.00	\$2,000.00	100%	\$500.00
Television Game Broadcast 0:30 In-Game Local		1	For 4 Broadcasts	\$6,000.00	\$8,000.00	75%	\$0.00
Television Game Broadcast 0:30 In-Game Network		1	For 19 Broadcasts	\$57,000.00	\$57,000.00	100%	\$0.00
Television Game Broadcast 0:30 In-Game Network		2	For 24 Broadcasts	\$144,000.00	\$144,000.00	100%	\$0.00
Tickets Season Courtside		1	For 1 Season	\$7,500.00	\$7,500.00	100%	\$0.00
Tickets Single Lower End		4	For 6 Games	\$26,000.00	\$24,000.00	108%	\$0.00

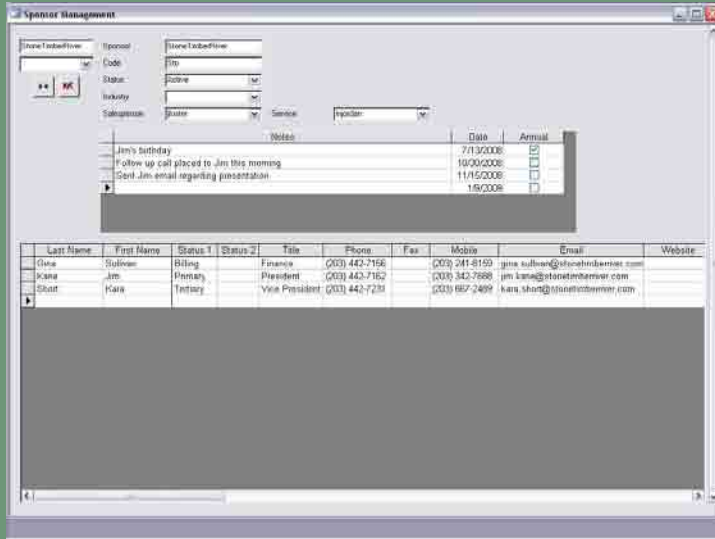
Account Management Screen – Primary data entry interface for Sponsor, Entity, Season, Pricing, and Inventory Elements

## MarketLine Inventory Tracking Features

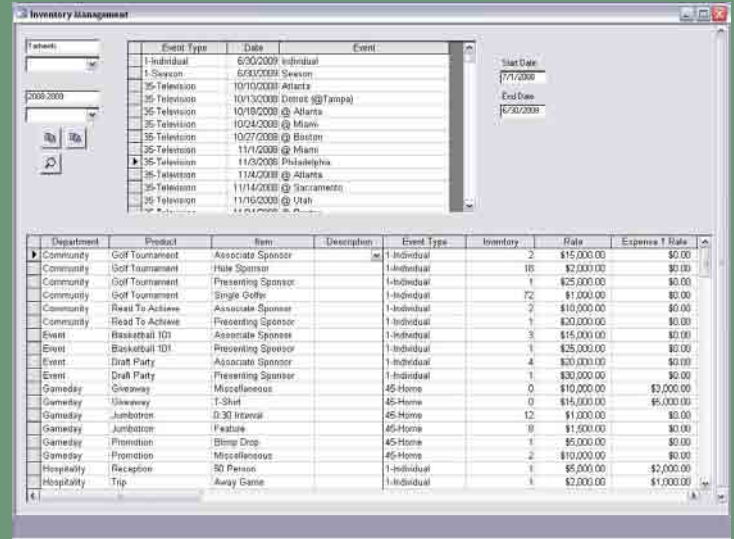
- Tracks sponsorship inventory on one system
- Tracks multiple venues and entities on one system
- Tracks franchise-specific inventory
- Tracks sold and available inventory by game for each season
- Maintains order status of proposed, contracted, LOA and signed
- Allows for automatic rollover of multi-year deals and renewals
- Allocates premiums, discounts and barter amounts to contracts
- Calculates gross revenue and profit margins for all contracts
- Salespeople and coordinators associated with all sponsors
- Electronic approval capability and user-level security
- Tracks contract fulfillment in checklist format
- Allows for entry of contract payment schedule
- Automatically prepares media logs and affidavits
- Automatically generates proposals in PowerPoint
- Automatically generates contracts in Microsoft Word

**"The software the team at StoneTimberRiver has developed is quite simply, awesome. The program is flexible and easy to use. Marketline has improved our internal communication tenfold, not only with our sales and marketing team, but also with our accounting department. Matrixx provides us with an incredible ability to analyze our business from so many angles and strategize on how we can improve our sales efforts. Not only is the software outstanding, but the service is unmatched. We would strongly recommend this program to all professional sports teams."**

## Baltimore Ravens



Sponsor Management Screen – Details on sponsors and team representatives are input here. Each sponsor can be assigned to a salesperson and a service person. The Notes field permits general comments regarding customer relationships and scheduled reminders for follow-up.



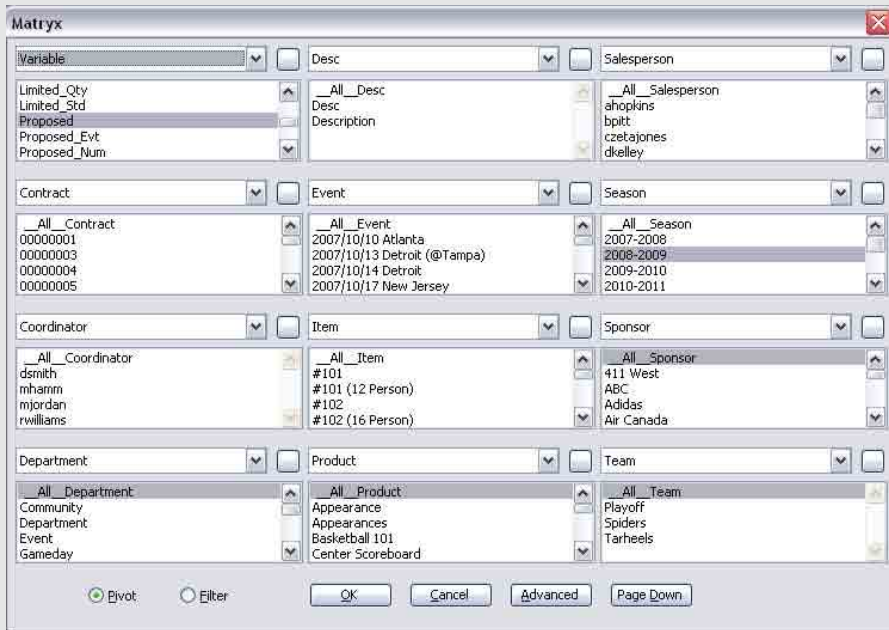
Inventory Management Screen – Data entry interface for inventory elements. All elements are identified by entity, season, and type. Inventory quantities, revenue rates, costs and schedules are input here.

## MarketLine Accounting & Reporting Features

- Rate card, actual cost, gross, net, and margin fields
- Allows users to adjust rates and costs based on user permissions
- Tracks overall deal cost and profit margin
- Handles multi-year agreements with escalators
- Produces invoices in Word and tracks aging
- Enables goal setting and progress reporting
- Compatible with most billing/accounting software
- Inventory status reporting (sold, proposed, available, unused)
- Reports by sponsor, entity, season and salesperson
- League and management reporting
- Robust ad-hoc reporting in Microsoft Excel

Date	Event	Inventory	Sold	Available	Proposed	Unused	Scheduled
10/10/2008	Atlanta	16	4	0	0	12	<input checked="" type="checkbox"/>
10/13/2008	Detroit (@Tampa)	16	4	0	0	12	<input checked="" type="checkbox"/>
10/18/2008	@Atlanta	16	9	0	0	7	<input checked="" type="checkbox"/>
10/24/2008	@Miami	16	10	0	1	6	<input checked="" type="checkbox"/>
10/27/2008	@Boston	16	10	0	1	6	<input type="checkbox"/>
11/1/2008	@Miami	16	12	0	1	4	<input type="checkbox"/>

Events: 4    Scheduled: 4    Unscheduled: 0

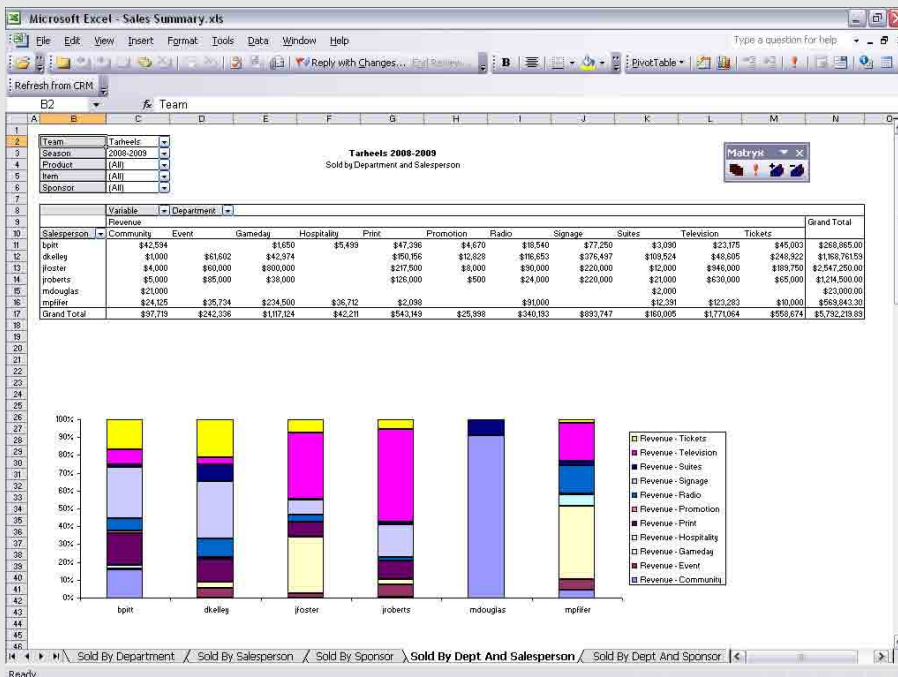


**Matryx** is StoneTimberRiver's business intelligence and presentation quality reporting solution. Drill down into your sponsorship data to enhance sales management and to improve financial reporting.

Matryx selection screen – Build queries from your Marketline Data Warehouse

**Matryx** provides an intuitive tool to spot trends related to financial performance, sponsor programs, and inventory availability. With point and click ease, account executives, coordinators, marketing executives, finance executives, and the ownership group can access reports by sponsor, entity, season, salesperson, and inventory element. The MarketLine data warehouse provides a consistent and reliable source of historical data for your reporting needs.

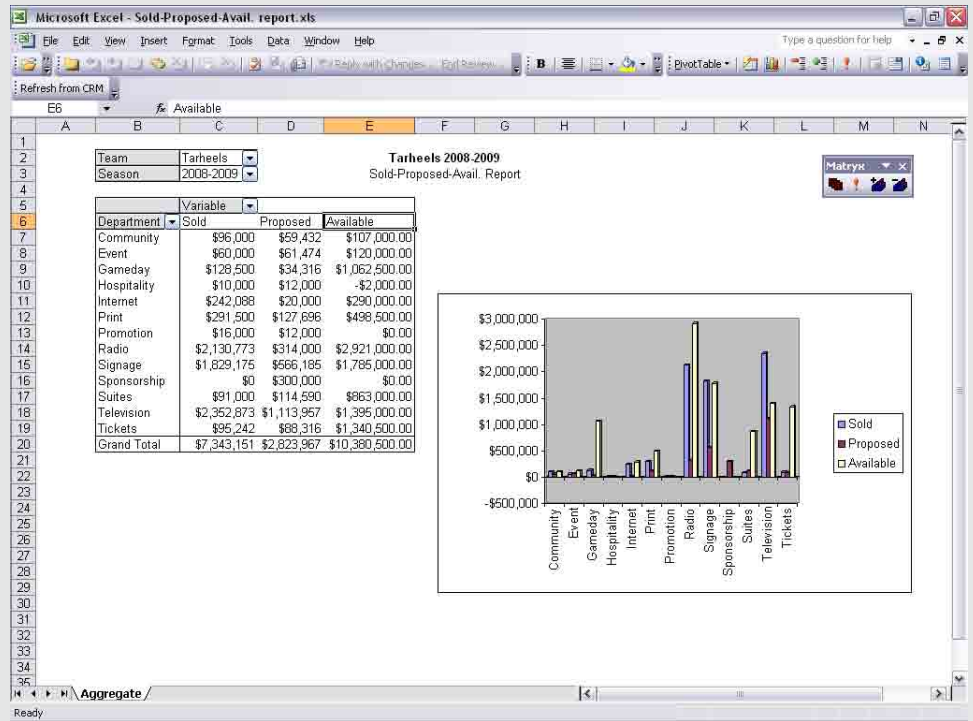
The **MarketLine** license includes a site license for Matryx to be used in conjunction with the MarketLine data warehouse. Each MarketLine implementation includes an extensive repository of pre-formatted Matryx reports addressing every facet of your sponsorship programs.



Microsoft Excel Pivot Table – Analyze sales and marketing performance in Excel worksheets

## Live Online Demo

StoneTimberRiver frequently conducts live online demonstrations of MarketLine and Matryx. If you are interested in signing up for a remote demo opportunity, please send an email titled MarketLine to [info@stonetimberriver.com](mailto:info@stonetimberriver.com) or call 732-383-6500. Please include your preferred date and time as well as your contact information.



Sample Matryx Report – Analyze all aspects of your sponsorship programs to enhance profitability

## Select StoneTimberRiver Clients

Atlanta Braves  
Atlanta Falcons  
Baltimore Ravens  
Boston Bruins  
Boston Celtics  
Calgary Flames  
Charlotte Bobcats  
Chicago Bears  
Cleveland Browns  
Cleveland Cavaliers  
Cleveland Indians  
Colorado Avalanche  
Dallas Mavericks  
Denver Nuggets

Edmonton Oilers  
Green Bay Packers  
Houston Rockets  
Houston Texans  
Jacksonville Jaguars  
Los Angeles Lakers  
Memphis Grizzlies  
Milwaukee Bucks  
Minnesota Vikings  
Minnesota Wild  
New Orleans Hornets  
New Orleans Saints  
New York Giants  
Orlando Magic

Philadelphia 76'ers  
Philadelphia Eagles  
Philadelphia Flyers  
Phoenix Coyotes  
Phoenix Suns  
Pittsburgh Penguins  
Sacramento Kings  
San Francisco 49ers  
San Jose Sharks  
Texas Rangers  
Toronto Maple Leafs  
Toronto Raptors  
Washington Capitals  
Washington Wizards

*"MarketLine is a user-friendly, comprehensive solution that addresses the growing complexities of Minnesota Sports and Entertainment's corporate partnership programs. StoneTimberRiver understands the unique needs of the professional sports marketplace, and their products and services have exceeded our expectations."*

**Minnesota Wild**

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