2023 PARTNERSHIP OPPORTUNITIES

OUR 24TH SEASON CELEBRATING THE GAME

WE TALK GOLF. ALL. THE. TIME

Introduction

MGL/FGN is THE biggest voice for golf in the Midwest

MGL offers a unique, powerful, unmatched array of channels for sharing your message to golfers across the state!

Our flagship programs - MGL Radio & MGL TV - continue to provide a powerful marketing punch as we celebrate our 24th season of broadcasting on a statewide radio network and Bally Sports Detroit.

Our vibrant digital channel – **Fore Golfers Network** – provides an additional outlet to deliver your core message to an even wider audience across the nation.

We're also thrilled to offer an even wider audience through **our TV expansion into the entire Great Lakes region. You can now reach golfers in Wisconsin, Minnesota, Chicago, and Ohio – choosing the specific markets you want!**

We creatively deliver your key messages to our audience with 24/7 content delivery via Social Media and OnDemand Video on YouTube and Roku channels.

Our pledge to you is to be creative, deliver impact, and generate business by encouraging our audience to play, stay, and purchase from our partners. No other program in the state reaches golfers in as many effective ways, as MGL and FGN!

Who We Are

MICHIGAN GOLF LIVE
The State's Leading Golf Program!

The Host:

Bill Hobson created MGL/FGN and has served as Executive Producer/Host since its inception. Bill's resume covers 35+ years in broadcasting, public speaking, marketing, and consulting with non-profit organizations to assist with their communication efforts.

Featured Story

Bill Hobson and Butch Harmon fool around while filming a piece for Michigan Golf Live TV

Voice of Golf in Michigan

Bill Hobson on air since 1999

By Tom Lang

Bill Hobson throws out the first pitch at spring training game in Lakeland.

It's not unrealistic to claim that Bill Hobson has, over time, become the voice of golf in our state, considering his weekly Saturday morning golf radio show – Michigan Golf Live – is on air on 12 stations across the Great Lakes State.

Yet he might say it's the golfers themselves who carry the largest voice for the sport they love.

"Golfers like to discuss golf," he said. "They immerse themselves in it. There's a reason why *Michigan Golf Live* and something like the *Golf Channel* have been around for as long as we have; because we're helping tell the story but we're letting the audience participate, and that's my favorite part."

The *Michigan Golf Live* name also encompasses the 30-minute TV show featuring destinations and golf properties every Saturday and Sunday morning (during the season) on Fox Sports Detroit at 9:30 a.m. Additionally, last year Hobson kicked of the *Fore Golfers Network*, a weekly series of podcasts meant more for world-wide distribution.

MICHIGAN GOLF LIVE MGLTV.COM

FORE! GOLFERS NETWORK .com

The full history of MGL can be found at michigangolflive.com/about.htm and more information about Bill and our parent company, Hobson Media, can be found at hobsonmedia.com

The Power of MGL TV & RADIO

MICHIGAN GOLF LIVE
The State's Leading Golf Program!

- **MGL RADIO** is heard Saturday mornings, May thru August, on a statewide network of 13 affiliates covering each of Michigan's top markets including Detroit, Grand Rapids, Flint, Saginaw, Lansing, Traverse City, and many others.
- Every week, MGL Radio is broadcast on-site from a different destination, tournament, or special event.
- **MGL TV** is seen 3 times per week on Bally Sports Detroit – the television home to the Pistons, Tigers, and Red Wings - seen in more than 3.6 million homes in Michigan, Ohio, and Indiana.

Bally SPORTS

- The 30-minute program features great golf destinations around the state, the nation, and the globe.
- Whether showcasing a single destination or showcasing an entire region, our viewers know MGL TV is THE place to turn for great golf travel tips and ideas – both in-state and to those wonderful winter warm weather escapes!
- Every Saturday and Sunday at 9:30 a.m., our 30-minute program features great golf destinations around the state, the nation, and the globe. Every episode is also shared on the MGL YouTube channel to allow for social media distribution.

Michigan Golf Live and the Fore Golfers Network

The Fore Golfers Network IMPACT

SAME SHOW. DIFFERENT NAME. EXPANDED REACH!

Our featured destinations on MGL-TV have been increasingly interested in added exposure into markets throughout the Midwest. You asked...we delivered – with an unprecedented customized opportunity to select the exact markets you want to reach - with Fore Golfers Network TV!

Through FGN TV, you can reach golfers in Chicago, Minneapolis, Milwaukee, Green Bay, South Bend, and dozens of other key cities throughout the Midwest. **Our "a la carte" market menu has the potential to reach more than 15 MILLION households across the Great Lakes Region!**

The Fore Golfers Network IMPACT

The digital side of our messaging platform is the FORE GOLFERS NETWORK (FGN) offering a year round menu of content that includes:

FGN TV – bringing our 30-minute TV program into more than 15 MILLION households across the Great Lakes region - Wisconsin, Minnesota, Ohio, Illinois

FGN Podcast - a weekly podcast running 35-60 minutes in length, featuring interviews and special features with the biggest names in the game. A new episode of the FGN Podcast is published every Monday of the year.

ForeGolfersNetwork.com - a true "destination" website where visitors will find video reviews of equipment, travel destinations, inventions/innovations, and lifestyle content that closely matches the passions of our core golf audience.

MICHIGAN GOLF LIVE
The State's Leading Golf Program!

MGL TV Partnerships

- MGL TV travels to the top destinations across the country and around the world, showcasing stunning places to stay and play in a weekly 30-minute program. Our **main show airs in over 3.5 MILLION households on Bally Sports Detroit.**

Only MGL/FGN brings you:

- 3.5M Subscribers on Bally Sports Detroit – home to the Tigers, Pistons, & Red Wings
- 4.3M Subscribers on Chicago's #1 Sports Channel - NBCSN
- 20+ Additional Key Midwest TV Markets w/ 10M+ Households

NEW MGL TV SHOW PRODUCTION

FULL SHOW: 30-minute MGL TV special featuring your course/resort and/or regional attractions

MGL TV Package includes:

- Full HD production of a 30-minute TV special
- Airs Sat & Sun at 9:30 a.m. on dates you choose (pending availability) on Bally Sports Detroit
- Full licensing rights to the YouTube link for use in additional marketing
- Program shot in "evergreen" context so it can air for up to 3 years without revision

Total Production & Airtime Cost:
$8,750 (+travel & lodging, meals for 4)

RE-AIR EXISTING MGL TV SHOW

Your MGL TV show is already produced and you'd like to air it again? We've got a partnership for that!

Package includes:

- Weekend Encore airing of your MGL TV episode on Bally Sports Detroit
- You choose the dates for your encore airing from the MGL Schedule

Total Cost:
$1,750

TV COMMERCIAL AVAILABILITY

Each episode of MGL & FGN TV contains a limited amount of commercial inventory (2:00 total). Spots air a minimum of 3 times per week, in each re-air of MGL TV on Bally Sports Detroit

*** 1-5 week schedule including 1x:30 - $450 per week**
*** 6+ week schedule including 1x:30 - $400 per week**
* Commercial production is also available if needed

Bally SPORTS

FGN TV Partnerships

- Looking to attract business from throughout the Great Lakes region? We can offer you up to 15M households in Ohio, Indiana, Illinois, Wisconsin, Minnesota, and beyond. Those audiences will see the same show we produced for MGL TV but with a different name and graphics. They'll see Fore Golfers Network TV!

Only FGN TV brings you:

- 4.3M Subscribers on Chicago's #1 Sports Channel - NBCSN
- 20+ Additional Key Midwest TV Markets w/ 15M+ Households

HOW FGN TV WORKS:

Think of FGN TV as an "a la carte" restaurant menu – you make all the choices based on your budget and "appetite" for reaching new markets!

- **Choose** Dates & Markets from the FGN TV Market Menu
- We'll convert your MGL TV episode over to the FGN look and format and have it ready to air in the markets you choose
- You test new markets, grow your reach, and connect with **a new audience** of golfers - extending an invitation for them to come stay and play.

FGN TV Total Cost:
$1,000 + Your Individual Market Airtime Choices

FGN TV shoot in Jamaica

Take a look at the FGN Market Menu on the next page...

2023 FGN TV AFFILIATE MENU

Market		Affiliate		Airtime		Cost	Choose Your Markets
Chicago		NBC Sports	4.3M Subs	M-F	12p-6P	$3,150	
Milwaukee	**WI**	WVTV	CW	SAT	1130a	$2,200	
		EVTV	MYTV	SAT	930a		
Madison		WMSN	FOX	SAT	630p	$1,200	
		WLUK	FOX	SUN	11p		
Green Bay - Appleton		WCWF	CW	SUN	3p	$1,700	
Minneapolis	**MN**	WUCW	CW	SAT	1p	$1000	
Champaign – Springfield	**IL**	WBUI	CW	SAT	4p	$1,200	
		WCCU	FOX	SUN	10a		
		WICD	ABC	SUN	11a		
Cincinnati	**OH**	WSTR	MYTV	SAT	1030a	$1900	
		EKRC	CW	SAT	12N		
		WKRC	CBS	SAT	12N	$4,100	
Columbus	**OH**	ESYX	THISTV	SUN	9A	$1,800	
		WWHO	CW	SAT	130P		
		WSYX	ABC	SAT	12N	$2,950	
Dayton	**OH**	WKEF	ABC	SUN	10A	$1,200	
		WRGT	FOX	SUN	830A	$1100	
Steubenville	**OH**	WTOV	NBC	SAT	12N	$1,300	
		ETOV	FOX	SAT	930A		
South Bend	**IN**	WSBT	CBS	SAT	1230P	$1,300	

Airtimes & Costs subject to change. Above samples are based on 2022 information.

Numerous additional markets available. Let us know where you'd like to reach!

MGL Radio

MICHIGAN GOLF LIVE
The State's Leading Golf Program!

Every week, MGL Radio is broadcast on-site from a different destination, tournament, or special event. Our history has been to celebrate the game by taking the show "on the road" to be up close with the people and places our audience is invited to visit.

In addition to the live broadcasts of MGL Radio on terrestrial/traditional stations, we also provide full show podcasts at no added cost. Our audience is able to download all of MGL Radio via Apple Podcasts, Google Play, and several other podcast providers.

Invite MGL Radio to broadcast our 2-hour statewide show LIVE from your location for just $1550.
That cost includes 3 additional weeks of commercials at no extra cost.

MGL Radio is YOUR infomercial, providing 2-hours of reasons for them to come see what you have to offer!

PARTNERSHIP PRICING SUMMARY

ITEM	COST	DETAILS
Listed in order of most popular partnership options		
FULL MGL TV 30-MINUTE PROGRAM	$8750	Includes 1 week of airtime on Fox Sports Detroit
RE-AIR EXISTING MGL TV SHOW	$1750 per week	
:30 TV COMMERCIALS INSIDE OF MGL TV	1-5 weeks = $450 per week 6+ weeks = $400 per week	Spots air 3 x per week within MGL TV episodes
AIR MGL TV PROGRAM IN OTHER STATES (CONVERT EXISTING MGL PROGRAM FOR FGN)	$1000 + YOUR "A LA CARTE" AIRTIME SELECTIONS	Re-editing costs for converting Mgl version over to FGN version
PRODUCTION OF :30 TV COMMERCIALS	$450	
MGL COMBO PACKAGE: FULL MGL TV 30-MINUTE PROGRAM + MGL RADIO 2-HOUR STATEWIDE ONSITE BROADCAST	$9750	Big savings when you bundle a TV show w/ MGL Radio
MGL RADIO 2-HOUR STATEWIDE ONSITE BROADCAST	$1550	Comes with 3 bonus weeks of 2x:30 radio commercials
MGL RADIO COMMERCIALS	1 x:30 = $150 per week	
FULL FGN TV 30-MINUTE PROGRAM (COMPLETELY NEW PROGRAM)	SAME AS MGL TV PRODUCTION	+ Travel, lodging, meals for 4-person crew
SKYVIEW AERIAL HD GOLF COURSE VIDEOS	$2000	18-hole "Tee-to-green" tour or 4 minute "Beauty Reel" Music Video
DIGITAL PARTNERSHIPS	UPON REQUEST	Fbook, Twitter, Insta, eBlasts

Getting Social

Excellence in Digital and Social Media communication is vital to successfully sharing the messaging of our key partners. At MGL/FGN, we're active, engaged, and highly responsive to our audience across multiple digital platforms.

Social Media – Facebook, Instagram & Twitter for both MGL and FGN

YouTube – features focusing on fan interaction, travel stories, and equipment reviews.

Facebook Live – streaming live from your event or promotion

Weekly eBlasts – 23k+ subscribers - a fantastic vehicle for sharing special promotions, programming updates, links to key partners, contesting, and much more.

READY TO PARTNER WITH US?
For More Information, Answers
Creative Packaging Solutions,
and Additional Ideas
Contact **BILL HOBSON**
(810)217-2083
michigangolflive@gmail.com
WE TALK GOLF. ALL. THE. TIME