

# The Soccer Academy Television Show

Advertising & Sponsorship for Fall/Winter 2020 & Spring 2021



**August 2020**

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**Airing in Primetime in Over 48 Cities and Major Metro Areas in Fall 2020**

*Reaching over 114 million people each week & Reaching 58% of Households in the U.S.*

**60-second Soccer Academy Promo:**

<http://www.youtube.com/watch?v=p62Yn-m5Kyg>



**Spreading Global Peace and Understanding  
through the Beautiful Game of Soccer**

**TOTAL PEOPLE AND HOUSEHOLDS REACHED IN THE  
U.S. WHILE BROADCASTING THE SOCCER  
ACADEMY EACH WEEK**

TOTAL TV HOUSEHOLDS REACHED: **113,808,820**

TOTAL HISPANICS REACHED: **14,686,110**

TOTAL CABLE TV VIEWERS REACHED: **65,098,645**

TOTAL OVER-THE-AIR HOUSEHOLDS REACHED:  
**12,000,200**

# A. General Sponsorship

## Sponsorship Format

Ten (10) New Episodes – Two Primary Sponsorship Packages

### *Title Sponsorship*

*Description:* Corporate name and logo incorporated into the actual program for ten episodes (i.e., *The Soccer Academy presented by XYZ Corp.*).

Corporate name and logo is screened on the front of the television host's jerseys, as well as on the shorts. A special segment within the show will also be named after the title sponsor (i.e., *Pro Soccer Tips brought to you by XYZ Corporation*). The show's closing will highlight the title sponsor as well. Complete product exclusivity is offered to the title sponsor.

*Cost of Title Sponsorship:*                      \$100,000

### *Principal Sponsorship*

*Description:* Corporate name and logo presented in the introduction of the show following the slate with the title sponsor for ten episodes (i.e., *The Soccer Academy is also brought to you by Acme Corporation*). Corporate name and logo is screened on the back and on the shorts of the television hosts. A special segment within the show will also be named after the principal sponsor (i.e., *Kid's Corner is brought to you by Acme Corporation*). The show's closing will also feature the

principal sponsor. Complete product exclusivity is offered to the principal sponsor.

*Cost of Principal Sponsorship: \$50,000*

## **B. Commercial Advertising**

### **Commercial Advertising Rates for Fall 2019 to Spring 2020**

Ten (10) New Episodes – 60-Second Rates and 30-Second Rates

#### *60 Second Commercial Spots*

*Description:* Corporate commercial to be aired during primetime showings and all repeats, replays and re-runs (estimated at five (5) to six (6) broadcasts per week for thirty six (36) weeks consecutively.

*Cost of 60-Second Spots: \$4,000 per episode*

*Total for Entire Season: \$40,0000*

#### *30 Second Commercial Spots*

*Description:* Corporate commercial to be aired during primetime showings and all repeats, replays and re-runs (estimated at five (5) to six (6) broadcasts per week for thirty six (36) weeks consecutively.

*Cost of 60-Second Spots: \$2,000 per episode*

Total for Entire Season: \$20,0000

## C. Underwriting an Episode

### Underwriting and Episode

#### Episode Sponsor – Brought to You By XYZ Corp.

##### *Below the Line*

|  |         |
|--|---------|
| Cameras and operators (2 HDs)*             | \$5,000 |
| Sound operator and equipment               | \$2,000 |
| Travel (flights / ground x 6 cast/crew)**  | \$8,000 |
| Hotels (x 6 cast/crew)***                  | \$1,600 |
| Meals (x 6 cast/crew)                      | \$1,300 |
| Editing and Music                          | \$6,000 |
| 11. Dubbing & additional master copies**** | \$2,000 |

##### *Additional Production Notes:*

\* Camera crew consists of two (2) to three (3) High Definition (HD) cameras and corresponding camera operators, along one (1) mini-DV camera and camera operator. It also includes a complete sound package (four wireless microphones and boom), and a video monitor and tent. Days of filming are four (4) full days per episode.

\*\* Travel is based on round-trip flights from Dallas to the host country.

\*\*\* Five (5) nights in hotel for visiting cast/crew.

\*\*\*\* Additional master copies will be provided to the Film Commission of each host country for local broadcast purposes.

*B. Review of Local Crew Requirements:*

| <u>Item</u>                         | <u>Quantity</u> |
|-------------------------------------|-----------------|
| a. Cameras (3 HDs, 1 Mini-DV)       | Three (3)       |
| b. Sound (4 wireless mics, 1 boom)  | Five (5)        |
| c. Travel (Minivan/minibus, 4 days) | One (1)         |
| d. Split screen video monitor       | One (1)         |
| e. Tent                             | One (1)         |
| f. Tape stock                       | TBD             |

## **D. Airing and Broadcast Figures / Stats**

*Networks/Channels to Air The Soccer Academy in Primetime*

Beginning September 2019

Airing in Primetime Once per Week  
Plus Two Re-Runs per Week

### **PERCENTAGES OF TOTAL HOUSEHOLDS REACHED NATIONWIDE**

PERCENTAGE OF HOUSEHOLDS REACHED IN THE UNITED STATES:  
**52%**

PERCENTAGE OF HISPANICS REACHED IN THE UNITED STATES:  
**82%**

PERCENTAGE OF CABLE TV VIEWERS REACHED IN THE UNITED STATES: **57%**

TOTAL OVER THE AIR HOUSEHOLDS REACHED IN THE UNITED STATES: **58%**

**TOTAL PEOPLE AND HOUSEHOLDS REACHED IN THE U.S. WHILE BROADCASTING THE SOCCER ACADEMY EACH WEEK (NOT INCLUDING REPLAYS)**

TOTAL TV HOUSEHOLDS REACHED: **113,808,820**

TOTAL HISPANICS REACHED: **14,686,110**

TOTAL CABLE TV VIEWERS REACHED: **65,098,645**

TOTAL OVER-THE-AIR HOUSEHOLDS REACHED: **12,000,200**

**Specific Broadcast Markets Reached with The Soccer Academy**

**NEW YORK**

Buena Vision WBQM 51.2 Spectrum Ch.186/892 Verizon Ch.480 LP 3706

**Viewers/Households/Audience:** 7,368,320 individuals;  
6,256,430 households

**MIAMI - FT.LAUDERDALE**

WLMF-IND 53.1 NA LP

**Viewers/Households/Audience:** 1,660,020 individuals;  
1,115,630 households

**HOUSTON**

Mako Communications. KUVV 34.1 Uverse CH 34.1 LP

**Viewers/Households/Audience:** 2,373,700 individuals;  
1,210,620 households

## **DALLAS**

KTXD-LATV 47.3 Spectrum 93 & Channel 24. FP

**Viewers/Households/Audience:** 2,646,370 individuals;  
1,362,690 households

## **LATV Networks**

57 Direct TV Ch.57 Dish Ch.57 Spectrum, Cox, Verizon, Uverse

**Viewers/Households/Audience:** 5,489,810 individuals;  
2,844,440 households

## **CHICAGO**

Mako Communications W25DW-IND 25.5 NA LP

**Viewers/Households/Audience:** 3,475,220 individuals;  
2,100,400 households

## **SAN ANTONIO**

Mako Communications KISA-IND 40.2 NA LP 907,320

**Viewers/Households/Audience:** 443,440 individuals;  
129,700 households

## **SAN FRANCISCO**

Cox KTVU-FOX 2.2 Comcast Ch.188 & 622 FP 3869

**Viewers/Households/Audience:** 2,484,690 individuals;  
1,624,400 households

## **PHOENIX**



Lotus Communications Corp. KPHE TV44 41.1 405 COX cable / PRISM TV from Century Link LP

**Viewers/Households/Audience:** 1,848,850 individuals;  
339,210 households

**HARLINGEN-BROWNSVILLE (TEXAS)**

WSLCO-BRNSVL-MCA 10 86 Entravision KNVO-UNI 48.3 FP 2320

**Viewers/Households/Audience:** 363,410 individuals;  
142,640 households

**SACRAMENTO**

Prism Broadcasting. Network KBIT-LATV 50.3 Comcast 479 LP

**Viewers/Households/Audience:** 1,349,990 individuals;  
629,810 households

**SAN DIEGO**

Entravision XHAS-TEL 33.2 Spectrum Ch.1288 FP

**Viewers/Households/Audience:** 1,055,030 individuals;  
765,450 households

**FRESNO-VISALIA (California)**

Nexstar KGPE-CBS 47.3 Comcast Ch.624 FP 2293

**Viewers/Households/Audience:** 564,840 individuals;  
214,380 households

**ORLANDO-DAYTONA-BCH-MELBRN (Florida)**

Entravision WVEN-UVN 26.2 Spectrum 461 & 911 FP

**Viewers/Households/Audience:** 1,489,710 individuals;  
1,024,910 households

**ALBUQUERQUE-SANTA FE (New Mexico)**

15 47 Entravision KLUZ-UVN 42.2 Comcast Ch. 201 Cox Ch.196 FP 2176

**Viewers/Households/Audience:** 662,570 individuals;  
179,570 households

### **PHILADELPHIA**

16 4 Mako Communications WZPA-AZT 33.4 NA LP

**Viewers/Households/Audience:** 2,917,920 individuals;  
2,339,810 households

### **DENVER**

Entravision KCEC-UVN 50.2 Comcast Ch. 259 FP

**Viewers/Households/Audience:** 1,576,090 individuals;  
704,000 households

### **WASHINGTON, DC (plus Surrounding Areas)**

18 8 Entravision WMDO-UVN 47.2 Comcast Ch. 270 & 599  
Verizon Ch. 475 FP

**Viewers/Households/Audience:** 2,443,640 individuals;  
1,827,870 households

### **EL PASO (Texas)**

Entravision KINT-UVN 26.3 Spectrum Ch. 1277 FP 2342

**Viewers/Households/Audience:** 332,920 individuals;  
139,510 households

### **TAMPA-ST.PETE-SARATOSA (Florida)**

20 13 Entravision WVEA-UVN 62.2 Verizon Ch. 465, Comcast  
Ch.230, Spectrum 626/ 911, FP 3275

**Viewers/Households/Audience:** 1,859,820 individuals;  
1,435,420 households

**BOSTON & MANCHESTER (Massachusetts)**

Entravision WUNI-UVN 27.2 Comcast Ch. 299 & 724 Verizon Ch. 477 Spectrum Ch. 189 FP 1820

**Viewers/Households/Audience:** 2,411,250 individuals;  
2,027,510 households

**AUSTIN, TX**

Mako Communications KVAT-IND 17.2 NA LP

**Viewers/Households/Audience:** 754,640 individuals;  
430,690 households

**ATLANTA**

Prism Bdcstg. Network WANN-IND 32.3/26.4 Spectrum 540 Charter Ch. 175 LP

**Viewers/Households/Audience:** 2,385,730 individuals;  
1,330,090 households

**LAS VEGAS**

Entravision KINC-UVN 15.2 Cox Ch.119 & 16 FP 8576

**Viewers/Households/Audience:** 736,700 individuals;  
394,060 households

**TUCSON (Arizona)**

25 71 Scripps KWBA-CW 58.2 Cox Ch. 88 & 205 FP 2354

**Viewers/Households/Audience:** 428,090 individuals;  
182,760 households

**CORPUS CHRISTI (Texas)**

Entravision KORO-UVN 28.3 Spectrum Ch. 1277 FP 1908

**Viewers/Households/Audience:** 205,900 individuals;  
101,870 households

**HARTFORD & NEW HAVEN (Connecticut)**

Entravision WUVN-UVN 18.2 Comcast Ch.254, 624, 251, 399, 228,  
268 Spectrum Ch. 189 FP 1995

**Viewers/Households/Audience:** 945,250 individuals;  
783,400 households

**BAKERSFIELD (California)**

30 127 CNZ Communications. KXBF 14 LP

**Viewers/Households/Audience:** 219,000 individuals;  
100,190 households

**SALT LAKE CITY (Utah)**

32 34 Serestar Communications KULX-TEL 10.3 Comcast Ch.112  
LP

**Viewers/Households/Audience:** 884,900 individuals;  
352,060 households

**DETROIT**

Tiat Broadcasting LLC. WHNE 14.1 NA LP

**Viewers/Households/Audience:** 1,828,230 individuals;  
1,192,690 households

**MONTEREY-SALINAS (California)**

34 125 Entravision KSMS-UVN 67.3 Comcast Ch.188 & 622 FP  
1901

**Viewers/Households/Audience:** 221,910 individuals;  
103,070 households

**ODESSA-MIDLAND (Texas)**

Entravision KUPB 18.2 NA FP 2285

**Viewers/Households/Audience:** 156,650 individuals; 78,960 households

**LAREDO (Texas)**

Entravision KLDO-UVN 19.4 Spectrum Ch.1248 FP 2286

**Viewers/Households/Audience:** 72,480 individuals; 42,630 households

**YUMA-EL CENTRO**

39 168 Entravision KVYE-UVN 7.2 Spectrum Ch.307 FP

**Viewers/Households/Audience:** 109,180 individuals; 37,210 households

**MILWAUKEE**

41 35 CNZ Communications WIWN 5.4 Spectrum Ch. 201

**Viewers/Households/Audience:** 882,210 individuals; 516,890 households

**COLORADO SPRINGS/PUEBLO**

42 89 Entravision KVSU-UVN 48.3 Comcast Ch.189 & 259 FP

**Viewers/Households/Audience:** 346,120 individuals; 148,250 households

**SANTA BARBARA & SANMAR-SAN LUIS OBISPO (California)**

Entravision KPMR-UVN 21.3 Cox Ch.190 & 620 Spectrum Ch. 196 FP

**Viewers/Households/Audience:** 228,480 individuals; 116,360 households



*Host Antonio Soave and Guest Host Bacel Al-Sheik in front of the Ummayyad Mosque*

### **Soccer Academy Television, Inc. (“Soccer Academy”)**

The Soccer Academy© is an uplifting and inspirational television series for children, parents and soccer coaches around the world. The show – produced as half-hour episodes – began in 2003 with three initial programs that successfully ran as a three-part series on CBS in Florida (Jacksonville, Orlando and Tampa). The show received a consistent rating of between 1.6 and 2.2 over the course of one month. The show then expanded to six (6) episodes and aired for an eighteen (18) month period in southern California on KJLA and LATV, two of the largest bilingual networks in the nation. Every Wednesday afternoon at 4:00 p.m. from January of 2004 to July of 2005, The Soccer Academy© was broadcast to nearly four million homes in the Los Angeles basin. The show received a consistent 1.6 to 2.0

rating over the course of the broadcast. Given its encouraging and uplifting content, it qualified as “educational programming” for KJLA as well.

The Soccer Academy© was then picked up for broadcast on a variety of ABC, NBC and CBS affiliates (owned by LATV) in twenty-five (25) major U.S. cities including Los Angeles, Phoenix, Las Vegas, Houston and Miami. It is also broadcast on Direct TV and the Dish Network in the United States.

Perhaps most compelling is that “The Soccer Academy” has aired consistently in the highly coveted Saturday and Sunday morning timeslot at 8:00 a.m. It was also replayed twice per week in the after-school slot at 4:00 p.m. on the same networks and channels. “The Soccer Academy,” as primary children’s programming, has recently received the prestigious “educational/instructional” (E/I) by the Federal Communications Commission in the United States. It is now officially E/I sanctioned, embossed and approved.

Additionally, twenty-two (22) countries in the region of North Africa and the Middle East (the “MENA” Region) have aired “The Soccer Academy” as well. There are now thirteen (13) full episodes produced, the latest of which were filmed in the countries of Italy, Syria, Spain and Jordan. Those episodes feature some of the fantastic backdrops around, including a tour through the ancient Roman cities of Jerash and Petra – locations used by Steven Spielberg in the “Indiana Jones” movies.

## **The TV Filming Format in Host Country**

### *Format for Host Country*

The format of the show consists principally of travel, adventure, soccer tips and soccer instruction set against a “cool”

backdrop of popular music. In each episode, the “Musical Sounds” of the host country will be featured.

### **Some Promotional Facts and Broadcast Areas**

**Genre:** Children, Travel, Adventure, Music and Sports; Uplifting and Promoting Self Esteem for Children around the Globe.

**Networks/Coverage:** On a variety of ABC, NBC and CBS channels across the country via the KJLA/LATV distribution network in major cities such as Los Angeles, Phoenix, Tucson, Miami, Las Vegas, Houston, Reno and San Juan (Puerto Rico).

**Viewer Information:** The estimated viewing audience for the show in the major cities referenced above (i.e., Los Angeles, Miami, Phoenix, Houston) is approximately 10 million households comprehensively. An additional 5 million households per week will receive the program on a replay basis twice per week.

**Usual Broadcast:** Every Saturday and Sunday morning at 8:00 a.m. with two replays each week in the after-school slot at 4:00 p.m. The show is also aired in twenty-two (22) countries around the globe on national television networks (i.e., Jordan TV, etc.).

**Host Country’s Involvement:** Each host country is highlighted through its food, culture, music and historic sites in each half-hour episode. Also highlighted is the host country’s top soccer talent.

**Description:** *The Soccer Academy*© is a travel and adventure show designed for youth soccer enthusiasts. It is an energetic, upbeat half-hour format with soccer tips, trivia, pro soccer clips and a kid’s corner. It is artistically directed so as to capture and maintain the attention of its youth audience



**Past Nielsen Ratings:** 1.6 to 2.2 consistently during the past three broadcasted seasons on the KJLA/LATV network system.



*Host Antonio Soave with Players from the Youth National Team of Syria*

## **Some Current Broadcast Areas**

### **Satellite Network**

| <b>Network</b> | <b>Website</b>   | <b>Channel</b> |
|----------------|--|----------------|
| DirecTV        | <a href="http://www.directv.com">www.directv.com</a>         | 57 or 962      |
| Dish Network   | <a href="http://www.dishnetwork.com">www.dishnetwork.com</a> | 8022           |

### **LATV Network**

| <b>Station</b> | <b>Network</b> | <b>Location</b> | <b>Website</b>                                 | <b>Digital CH</b> | <b>Cable Sys</b> | <b>Cable CH</b> | <b>Local CH</b> |
|----------------|----------------|-----------------|--|-------------------|------------------|-----------------|-----------------|
| KJLA           | IND            | Los Angeles     | <a href="http://www.kjla.com">www.kjla.com</a> | TBD               | Multiple         | TBD             | 28<br>33        |

|      |     |                     |  |     |             |            |      |
|------|-----|---------------------|--|-----|-------------|------------|------|
|      |     |                     |  |     |             |            | 57   |
| WPLG | ABC | Miami               | <a href="http://www.local10.com">www.local10.com</a>               | TBD | Comcast     | 209<br>643 | 10   |
| KPRC | NBC | Houston             | <a href="http://www.click2houston.com">www.click2houston.com</a>   | TBD | Comcast     | 321        | 2    |
| WKMG | CBS | Orlando             | <a href="http://www.local6.com">www.local6.com</a>                 | TBD | Brighthouse | 1061       | 6    |
| KSAT | ABC | San Antonio         | <a href="http://www.ksat.com">www.ksat.com</a>                     | TBD | Time Warner | 81         | KSAT |
| WSPJ | CW  | Puerto Rico         | <a href="http://www.cwtvpuertorico.com">www.cwtvpuertorico.com</a> | TBD | TBD         | TBD        | TBD  |
| KLAS | CBS | Las Vegas           | <a href="http://www.klas-tv.com">www.klas-tv.com</a>               | TBD | Cox         | 129        | KLAS |
| KSEE | NBC | Fresno              | <a href="http://www.ksee24.com">www.ksee24.com</a>                 | TBD | Comcast     | TBD        | 24   |
| KRNV | NBC | Reno                | <a href="http://www.krnv.com">www.krnv.com</a>                     | TBD | Charter     | 234        | KRNV |
| KVIA | ABC | El Paso             | <a href="http://www.kvia.com">www.kvia.com</a>                     | TBD | Time Warner | 512        | KVIA |
| KRGV | ABC | Harlingen / Mcallen | <a href="http://www.krgv.com">www.krgv.com</a>                     | TBD | Time Warner | 196        | KRGV |
| KWBA | CW  | Tucson              | <a href="http://www.thecwtucson.com">www.thecwtucson.com</a>       | TBD | Cox         | TBD        | KWBA |
| KYMA | NBC | Yuma / El Centro    | <a href="http://www.kyma.com">www.kyma.com</a>                     | TBD | Time Warner | 311        | KYMA |





*Above: Images from Croatia and its world-famous Dalmatian Coast.*

The Soccer Academy© is seeking to expand beyond its coverage in twenty-two (22) countries. Its aim is to be a truly “global program” shown in over one hundred (100) countries worldwide. Being that the show emphasizes culture, adventure, sports, healthy living and peace among the various peoples of the planet, it is a show that transcends traditional boundaries and utilizes the sport of soccer as a true and profound tool of international diplomacy. The Soccer Academy© is as unique as it is attractive.



*Above: Images from Sardegnia, Italy – a stop along the tour.*



*Antonio Soave walks in the ancient "Souk" marketplace in Damascus*

## **V. The Host – Antonio Soave**

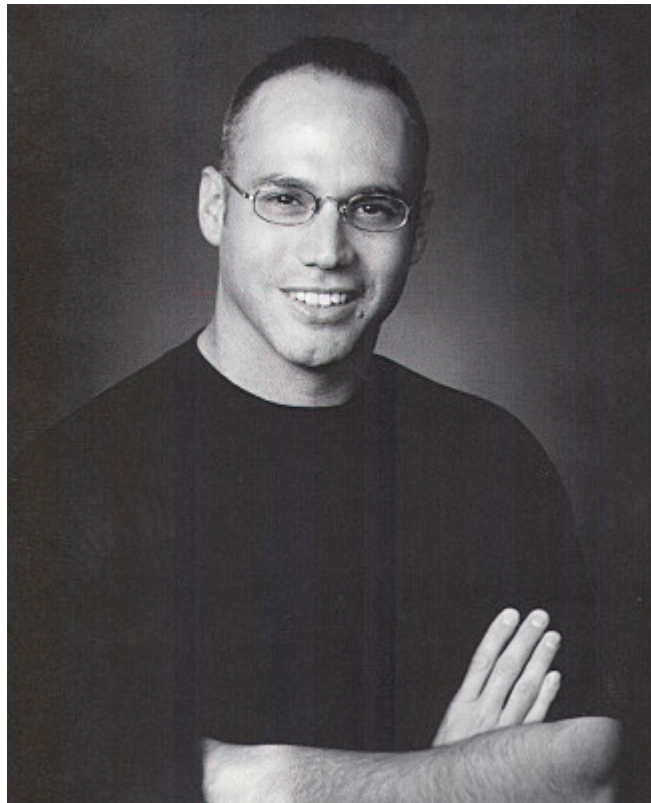
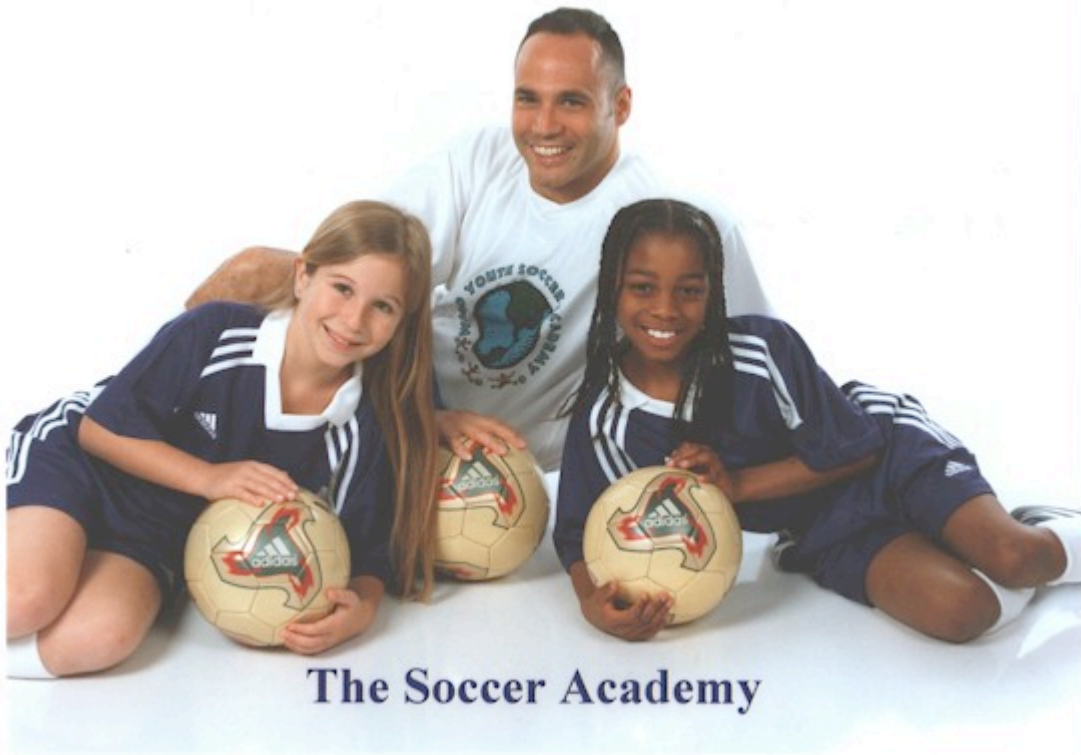
The show features soccer tips and soccer trivia presented by an eclectic group of multi-cultural, multi-ethnic hosts. The key host is *Antonio Soave*, a former high school All-American player who has played in Europe and Latin America. Antonio's soccer bio is as follows:

- **All American:** High School All American at Notre Dame H.S. in Michigan; 1<sup>st</sup> Team All American as selected by both Parade Magazine and Adidas Scholastic Coach Magazine.
- **Michigan Olympic Development Team (Michigan Select):** Two year Captain of the Michigan Olympic Development Team (Michigan Select).

- **United States National Team Selection:** Played in the final round for the U.S. National Regional Team (for U.S. South) just prior to the Youth World Cup in Mexico that year. Scored two key goals but did not make final selection to the U.S. National Team.
- **Soccer Scholarship NCAA Division I:** University of North Texas; played one full season before going to Italy.
- **Italian Serie A – Lazio (First Division):** Trained with and was managed by Lazio in the Italian first division; traded to U.S. Vigor Senigallia mid-way through the season.
- **Detroit Wheels:** Assistant Coach, Player and GM of the Detroit Wheels in the U.S. Interregional Soccer League (presently the USL); played last regular game in Louisville against Louisville in the USISL.



*Antonio filming in Marbella, Spain in August 2007*



**Antonio Soave**, an actor, writer, producer and television host, teamed up with the WALT DISNEY WORLD® Resort in 1998 to create the World Youth Soccer Academy™ at *Disney's Wide World of Sports®* Complex. This was a four-year operation that led to the creation of a children's television program, a line of sports gear for kids and an Internet portal for international understanding.

He is the author of various articles, journals, screenplays and novellas. His works include: *The Journal of International Law and Practice* (4 volumes), *My Beloved Croatia* (political biography), *The Consequence* (novella and screenplay), *The Fifth Mountain* (feature film script based on a book by Paulo Coelho, author of *The Alchemist*), *The Sacrifice* (feature film script), *Ice Time* (feature film script), *Saving the Children of Cape Town* (documentary), *Experiencing Stigmata* (documentary) and *Blessed are the Children* (television special). He served as the Executive Producer of a moving and inspirational documentary on PBS (October 2003) entitled *Fate Did Not Let Me Go* (narrated by Martin Sheen and Liv Ullman).

Antonio is the creator and on-camera host of the following television programs: *Espresso*, *Spiritual Trekking*, and *Unsung Heroes*. He has appeared on camera in a number of television commercials – including one for the soccer camps at the **WALT DISNEY WORLD®** Resort – and has performed various voice-over parts over the past several years.

Antonio has a B.A. in International Studies from The American University in Washington, D.C, a Juris Doctor from the Detroit College of Law at Michigan State University, and a LLM in International Law from the University of San Diego.

THE  
SOCCER ACADEMY<sup>®</sup>  
TELEVISION SHOW



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## Contacts

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*Above: with Sevilla FC, the reigning UEFA Champs*

*Below: at the LA Galaxy Stadium in Los Angeles*

