

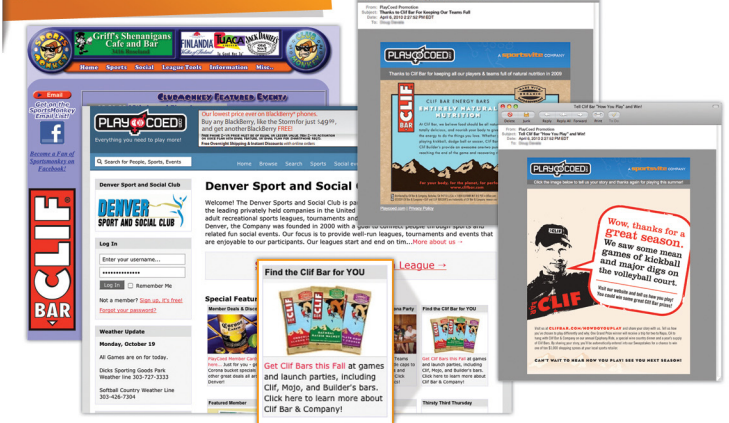
Clif Bar High Reach Sampling At Sport & Social Club Activities

Sportsvite currently partners with local adult recreational sports leagues in three markets to distribute Clif Bar product samples. The sampling program began in Denver in 2007 and has expanded to the Texas region (Dallas and Houston) in 2009. Clif Bars are sampled at the playing field before, during or right after sport activities and events.

Sportsvite coordinates sampling plans with each league partner based on timing, participants, events, field locations and available staff. Weekly and monthly sampling reports are submitted by each league partner which Sportsvite aggregates and shares with Clif Bar team.

Sportsvite also leverages its online community to promote Clif Bar to our nationwide network of players, teams, and leagues. Clif Bar promotions have been included through dedicated email blasts to 25K active adults in Denver and within the Sportsvite Weekly email (150K national distribution). League partners in Denver, Dallas and Houston contributed another 1 MM + impressions through local league website and online promotion.

SCREENSHOTS



PHOTOS



SPONSORSHIP ELEMENTS

Event Sampling

- Product sampling opportunities at sport & social club events
- Distribution through league partner staff
- Distribution opportunities for Clif Bar promotions team

Online Promotion

- Dedicated newsletter blasts
- Promotion in Sportsvite Weekly newsletter
- Sampling photos on Sportsvite League Profiles
- Web banners, logos, links

LEAGUE PARTNERS

Colorado

Denver Sport & Social Club
Sports Monster
WASA

Texas

Big D Sports (Dallas)
Dallas Advertising League (Dallas)
Sports Monkey (Houston)

QUOTES

"The sampling plan that you guys (Sportsvite) put together was the best part of the program and really helped us stay on track the entire year."

Corey Clark, Clif Bar Colorado/Utah Field Marketing Manager

"Sending monthly recaps that I can share with entire field team is HUGE for me...the more photos the better!"

Chris Leon, Clif Bar Texas Field Marketing Manager

"We absolutely want to maintain our relationship (with Clif Bar). It's a GREAT value add to our membership."

Russ Burchard, Big D Sports Managing Partner and Director of Marketing/Promotions

"The spreadsheet you sent me is perfect—gives me a visual for a comfortable distribution schedule and something we can use as a template for our Chicago sampling."

Matt Deighton, Sports Monster Marketing & Partnership Coordinator