



## “Beyond The World Cup: The Power Of Hispanic Sports Fans”

**A *Hispanic Sports Overview* report for marketing, branding and advertising professionals from Adam R Jacobson**



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## FROM THE AUTHOR

It's hardly a secret that Hispanic sports fans in the U.S. love soccer. In some cities, the word "love" may be an understatement.

Fervent, fanatical *fútbol* lovers have been the target of many a Chief Marketing Officer, working on behalf of a brand, product or service seeking to maximize its potential for growth in the U.S. Hispanic market.

From beer to home improvement retailers to electronics companies and wireless service providers, teaming up with a sports league, favored team or top talent has emerged as a powerful way to get a brand recognized.

Yet many marketers stop at the most obvious of opportunities — soccer. Some are simply unaware — or perhaps ignorant — of the additional opportunities for sales growth, activations and that all-important ROI those in the C-Suite hold as their ultimate sign of success.

Soccer is by far the No. 1 sport among all Hispanics in the U.S. But not all Latinos are alike, and from region to region across the nation savvy marketers have already noticed — and responded.

For Hispanics whose heritage is tied to the Caribbean or Venezuela, baseball rules. Among Latinos across the American West, the Los Angeles Lakers and team superstar Kobe Bryant hold court like few other sports properties. In Miami, a typical tailgate party ahead of a Dolphins home game features *churrasco*, *salchicha* and a cacophony of car stereos blaring salsa and reggaetón tunes. Additionally, boxing and UFC mixed martial arts telecasts have become major events for thousands of Hispanic males in their 20s and 30s.

Other sports have started the process of luring Latino fans. NASCAR, thanks to the presence of Juan Pablo Montoya, has gained in popularity among Hispanics. There's even a hockey community in Mexico, although visibility and participation have each experienced challenges due to cost and accessibility.

That being said, soccer was the principal topic of discussion among the Hispanic media and advertising executives contacted for this *Hispanic Sports Overview*.

Thus, let the recently concluded 2010 FIFA World Cup serve as not only a wake-up call for marketers to start targeting Latino soccer fans, but for them to consider other sports with strong passion levels across an important and ever-growing consumer group.

With coverage of this year's World Cup setting new Nielsen and Arbitron audience records for both television and radio, chatter of the 2014 World Cup has already been started among marketers. Why wait? We believe the opportunity to activate Latino sports fans can start today. All it takes is a little knowledge, a good pitch and a clear goal.

*Adam R. Jacobson*

## **SOCCER: SOLID PASSION, STRONG RETURNS**

The 2010 FIFA World Cup, arguably the biggest sporting event on Planet Earth, has steadily increased in popularity in the United States. Latino population growth in communities across the nation has contributed to the rise in stature of soccer's most-important global tournament. At the same time, increased interest in the U.S. national team from soccer-playing youth has helped to raise the bar for the sport among non-Latinos.

For sports marketers, it is the Spanish-speaking population in the U.S. that represents the biggest consumer target among Hispanic males. Sure, fans of the U.S. national team cheered on their squad and exulted when star player Landon Donovan extended their run in South Africa with a spectacular goal. But fans of Mexico's national team, the Spanish squad and even that of Honduras took their passion for soccer, drenched it in pride for their family's home country, and went bonkers.

Viewing parties full of men and women sporting their nation's colors were seen throughout cities such as Miami; Washington, DC; and New York. In locales with a large population of Mexicans, fans of "El Tri" painted their faces, waved the Mexican flag and celebrated their team's performance.

When all was said and done, Spain - *la madre patria* - won it all and took home the Cup. In the U.S. Hispanic market, there were two other big winners: Univision and Fútbol de Primera Radio.

### **RATINGS TRIUMPHS**

According to Nielsen, the July 11 World Cup final between Spain and the Netherlands attracted an average 8.8 million total viewers to Univision. On average, the network attracts roughly 5.1 million viewers each week for its top Spanish-language *telenovelas*.

Even more impressive was Univision's June 27 coverage of the World Cup match between Mexico and Argentina, which attracted an average 9.4 million total viewers. The game shattered all ratings records, making it the most-watched telecast ever for a U.S.-based Spanish-language television network.

Meanwhile, Spanish speakers in the U.S. without access to a television were glued to live coverage of the World Cup on radio stations across the nation. Offered exclusively by Fútbol de Primera Radio, affiliates including Entravision's KLYY-FM "José" 97.5 and KDLD/KDLE "El Gato" 103.1 in Los Angeles experienced huge ratings surges when World Cup coverage hit the airwaves.

According to Entravision, citing Arbitron ratings data, more than 608,000 Hispanics ages six and over tuned to either José or El Gato for the World Cup opening match, which featured Mexico versus South Africa. Furthermore, more than half of all Latino men listening to the radio were tuned to the June 11 game.

"To have more than 50 percent of all Hispanic men listening to radio in Los Angeles and Riverside tuned into our stations is a testament to the strong level of engagement our listeners have toward this tournament," said Entravision Radio President Jeffery Liberman.

For the record, neither José nor El Gato can be heard in the San Fernando Valley of Los Angeles - a large Hispanic population center. That being said, the stations' combined coverage area includes the L.A. basin, Inland Empire and Orange County. In these regions of Southern California are such cities as Baldwin Park, Commerce, Fontana, Huntington Park, Montebello, La Puente, Santa Ana and Wilmington — all municipalities where the Hispanic population is greater than 75 percent of the total. Thus, the area coverage rating for Entravision's World Cup stations is unprecedented.

In the July 2010 Arbitron PPM ratings for Los Angeles, José saw a cume audience of nearly 1.5 million listeners and enjoyed a 2.7 share of all listening - regardless of language - in the market. In May, prior to the World Cup, the station attracted roughly 368,000 less listeners and had a 1.7 audience share. At the same time, El Gato saw its cume rise to more than 1 million in July, from about 788,200 two months earlier.

In Miami, FDP affiliate WURN "Actualidad 1020" saw its July cume surge to 234,000, from 82,300 in May, as its audience share jumped to a 1.5, from a 0.6. The performance put WURN ahead of each of the market's three English-language sports radio stations — Beasley's WQAM-AM 560, Lincoln Financial Media's WAXY-AM "790 The Ticket" and Clear Channel's WINZ-AM 940.

In New York, SBS's WPAT "93.1 Amor" saw its cume jump by roughly 300,000 in July thanks to FDP Radio's World Cup coverage.

### **CONTINUED SUCCESS**

While the World Cup ended in mid-July, full tilt interest in soccer has hardly abated among consumers of U.S. Spanish-language media. On July 15, a SuperLiga match featuring first-division Mexican league team Puebla FC and Los Angeles-based Major League Soccer club Chivas USA was easily the week's most-watched program on Spanish-language cable television among Latino men 18-49. The game, which aired on Univision-owned network Galavisión, lured 153,000 viewers in the demographic and earned an area coverage rating of 1.6, according to Nielsen.

By month's end, even bigger ratings were seen for soccer coverage on Hispanic cable networks. Thank first-division Mexican powerhouse Chivas de Guadalajara for the stellar results.

On July 27, Chivas' unexpected semi-final match in the Copa Santander Libertadores tournament versus Universidad de Chile - broadcast on Fox Sports en Español - attracted 325,000 Hispanic homes. Among Latino adults 18-49, FSE's coverage outranked all other prime-time cable television programming for the week.

At the same time, a July 30 friendly match between Chivas and Barclays Premier League giant Manchester United broadcast on ESPN Deportes was seen in 408,000 Hispanic households, making it the top-rated cable program for the week.



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## **HISPANIC SPORTS MEDIA: GOLDEN GROWTH**

For Spanish-speaking sports lovers in the U.S., choices abound thanks to cable packages and direct-broadcast satellite service providers who have created options specifically targeting Latino consumers.

Look at the Nielsen ratings in any given week, and one will find four main players in the Hispanic sports marketplace — Fox Deportes (formerly Fox Sports en Español), ESPN Deportes, Gol TV and Univision-owned Galavisión.

While Galavisión is a general-interest cable network that airs select first-division Mexican league contests, Gol TV is 100 percent devoted to soccer, while Fox Deportes and ESPN Deportes offer a richer palate of sports programming.

That being said, any regular look at Nielsen ratings for U.S. Hispanic households will show that among live sporting telecasts, soccer dominates. For the seven-day period ending August 22, Galavisión's highest prime-time ratings in the coveted Hispanics 18-34 demographic came from its August 20 airing of Club Estudiantes Tecos' 3-2 victory over San Luis.

In any normal week, such ratings are par for the course. However, Galavisión's performance was dwarfed by the monster results seen for Fox Deportes' August 18 live coverage of the climatic Copa Santander Libertadores tournament.

According to Nielsen, the match was easily the most-watched Spanish-language cable television broadcast in all Hispanic households for the week. Among Latinos 18-34, the game attracted 383,000 viewers - earning a massive 5.8 area coverage rating. When including English-language shows watched in Hispanic households, only MTV's August 19 installment of the popular reality show "Jersey Shore" lured more viewers.

Chivas de Guadalajara lost the match. But the team's surprising tournament run as the No. 13 seed gave Fox Deportes executives added ammunition in its fight to build its client base.

### **HEADERS, JABS, KICKS AND Ks**

"The more people are talking about soccer and the more people pay attention to our products, the better it is for us," says Vincent Cordero, general manager for Fox Deportes.

While Fox Deportes concentrates on four sports, Cordero notes it is soccer that continues to command the lion's share of attention from the audience. In addition to Copa Santander Libertadores, Fox Deportes is the home of the Copa Nissan Sudamericana soccer tournament. The network also airs first-division Mexican league games and UEFA Champions League matches.

Fox Deportes also attracts sizable numbers of viewers for its coverage of Major League Baseball's regular season, All-Star Game, National League Championship Series and the World Series. The network also enjoys a solid fan following for its broadcasts of championship boxing and mixed-martial arts bouts.

Cordero joined the newly rechristened network in early July, following a series of moves that ultimately led to its name change from Fox Sports en Español. According to Cordero, the genesis of Fox Deportes' transformation from Fox Sports en Español

started with the mid-2009 return of longtime Fox executive Chase Carey as president/COO.

Carey's arrival came as majority ownership of Fox Sports en Español shifted to Fox parent News Corporation from an investment group controlled by sports magnate Tom Hicks. In December 2009, Fox National Cable Networks COO David Sternberg resigned, paving the way for Fox Sports Media Group Chairman/CEO David Hill to assume leadership of FSE.

With Hill at the helm, a review of all of Fox's sports assets was done. Cordero explains, "In the early part of the second quarter a consumer survey was conducted, and for consumers it showed that we are the No. 1 Latino sports brand. It also showed that the audience was already calling us 'Fox Deportes.'"

Cordero stresses that the name change from Fox Sports en Español is not a relaunch of the network. "The name change builds on the network's existing strength," he says. "We have a great team that's built a great product for our audience, along with our affiliate and ad sales partners."



While Major League Baseball "has been, and continues to be, a winner," Cordero's key focus is on maximizing cross-promotion and cross-platform efforts, and better coordinating sales opportunities for clients.

Looking ahead, Fox Deportes seeks to establish itself as a source for sports news, and efforts are underway to create an infrastructure that can support multiple daily reports. Coverage would include other sports that Fox holds the U.S. broadcast rights to, but Fox Deportes will stop short of airing live action *en Español*.

"The National Football League, NBA and NASCAR are all great properties in the Fox family, and from a news coverage standpoint we will ensure full coverage of these sports," Cordero says. "But the appetite of our viewer is for the best soccer, and we have it."

Leveraging the English-language Fox Soccer Channel by developing "fuller partnerships" and integrated advertiser activity is set to further increase in 2011. "Last year was a challenging year, and we performed well," says Cordero. "In 2010 we outperformed the marketplace. Across the board, in every advertiser category, we continue to grow. Latinos are the present and future of this country, and to be successful you need to figure out how to connect with this audience."

## THE BIG TENT

ESPN Deportes vice president of multimedia sales John Fitzgerald has a simple proposition for advertisers — to consider "tent-pole sporting nights" involving boxing, National Football League games and Major League Baseball coverage.

The philosophy is simple. "With these sports on ESPN Deportes, there is now a place to go for the Hispanic fan that's more comfortable with coverage in Spanish," Fitzgerald says.

In many ways, ESPN Deportes has become the big tent for Latino sports fans, with a mix of live programming and sports news that has established the network on a multimedia level. In addition to the ESPN Deportes cable television network, ESPN Deportes Radio can be heard 24/7 on 45 affiliate stations across the U.S., including WQII-AM in San Juan, Puerto Rico. Among the newest markets for the radio network are Philadelphia, San Antonio and Atlanta, the latter of which has emerged as one of the hottest growth markets for Latino-targeted sports branding opportunities.

The ESPN Deportes brand also has a rich mobile and digital presence, with a "Podcenter" offering on-demand listening of the sports talk program *Jorge Ramos y su Banda, Fútbol Picante* and other scheduled programming. Sponsors include Coors Light, Dewar's (seen in the No. 1 position on the website's homepage), Axe Hair and Frito-Lay snack Doritos, the presenting sponsor for "Temas Calientes al Día."

For Fitzgerald and ESPN Deportes General Manager Lino Garcia, bringing in advertisers has become part of a 360-degree opportunity in which "all languages, all media" is offered to marketers. With "total-market packages" signed with such clients as AT&T, Sony, Anheuser-Busch and GMC, commercials appeared across all of ESPN's platforms in both English and Spanish during the World Cup.

The executives consider the 2010 FIFA World Cup as a "cornerstone event" for ESPN and ESPN Deportes, with the latter benefiting from its *Fútbol Picante* analysts and experts. But ESPN also took advantage of its extensive rights to World Cup coverage in the U.S. by making an intriguing and shrewd move — ESPN Deportes offered coverage of the World Cup by broadcasting games in Portuguese.

For the most part, there was little confusion among Latino viewers, with ESPN and sister broadcast network ABC rating high with English-speaking audiences and Univision and co-owned broadcast network TeleFutura dominating among Spanish-language viewers.



Garcia believes the Portuguese play-by-play of World Cup matches only further bolsters ESPN Deportes' soccer-related programming, which includes coverage of Spain's La Liga, Germany's Bundesliga, first-division soccer from the Netherlands and its most recent addition to the lineup — top-level soccer from England.

In a deal announced on August 11, ESPN and its family of networks secured the multimedia rights for up to 74 Barclays Premier League matches through the 2012-13 season. ESPN Deportes is included in the arrangement, putting games of some of the world's most popular teams — including Manchester United, Tottenham Hotspur and Arsenal — on the network.

"The World Cup was a great platform to continue to promote soccer with our network," Garcia says. "Every time it comes around, the interest for soccer heightens. For any network involved in the Hispanic market, there is a tremendous platform for what follows the World Cup."

The Dutch League started its latest season on August 7, while Bundesliga action began on August 20. La Liga games kicked off August 28.

## **THE FUTURE OF BRANDS, AND THE NATION**

Census 2010 is expected to reveal to everyday Americans what U.S. Hispanic market experts have known for several years — Latino growth continues to be seen at a rapid pace, and it is occurring practically nationwide.

John Fitzgerald believes the latest Census figures will serve as a vital catalyst for advertiser growth over the next decade for ESPN, as well as all other sports media.

"The future of brands, and the future of America, lies within the Hispanic population," he says. "But what hasn't been said enough is that more Hispanics happen to be fans of more sports than non-Hispanics."

Citing data mined from the latest ESPN Deportes Poll, Fitzgerald says 83 percent of the entire U.S. population claims to be a sports fan. By comparison, 91 percent of all Latinos say they are sports fans.

When asked if they followed certain sports leagues, and how many they were fans of, non-Latinos on averaged listed between two and three leagues. Hispanics were fans of four leagues, with soccer the overriding factor given the many international options available to U.S. viewers.

"Latinos want to be fans of more sports," Fitzgerald says. In response, ESPN Deportes continues to roll out new programming. In 2011 the network will debut its first studio show to be produced from Los Angeles.

*Nación ESPN* will air live from ESPN's studios at the L.A. LIVE complex, adjacent to Staples Center. A February 2011 launch date is in the works, with a weeknight air time of 10pm Eastern/7pm Pacific. ESPN Deportes' David Faitelson and Adriana Monsalve are set to anchor the show.

The other new addition to the ESPN Deportes lineup is *ESPN-Investiga*, a prime-time news magazine modeled after ESPN's English-language *E:60* investigative sports journalism show.

For ESPN Deportes viewers, "more sports" also includes the signature *SportsCenter* daily update shows; winter season Dominican league baseball, which airs November through February; and boxing.

Top-flight boxing has proven a popular draw for all Latinos, regardless of language preference. On ESPN Deportes, the weekend kicks off with *Viernes de Combates*. At the same time, ESPN2 offers English-language coverage with *Friday Night Fights*. While the commentary and analysis may differ by language, the content is the same to all. That's what attracted beer brand Tecate as a total-market sponsor.

Since 2009, Tecate has been the presenting sponsor for each network's telecasts. Brand presence includes logos throughout the boxing ring, and on in-studio programs shown on both ESPN2 and ESPN Deportes. Tecate is also the lead sponsor for the *Golpe a Golpe* boxing-themed sports news program.

Tecate brand director Carlos Boughton worked with ESPN and the beer brand's Hispanic media buying agency, Starcom MediaVest Group's MV42, in putting the deal together. "The dual sponsorship extends the message through one platform," says Fitzgerald.

Garcia adds, "It's about the fan being served no matter where your programming is consumed. ESPN Deportes got involved with multiplatform opportunities before it was cool. We have a radio network, and we have the only surviving print magazine dedicated to sports in Spanish-language media."

Fox Sports en Español magazine officially went on hiatus in July 2009, after the network ended its partnership with publisher Cuatro Media. The publication had been a free supplement to Spanish-language newspapers in a host of top Hispanic markets. At the same time, ESPN Deportes La Revista is now produced through an agreement with GW Publishing. Televisa Publishing previously handled the publication, ending its relationship with ESPN in 2008.

## **A WORLD OF CHOICE**

Fox and ESPN Deportes regularly fight for the top spot in key Hispanic male demographics, mainly from each network's soccer-themed live play-by-play coverage.

But Gol TV's coverage of Spanish league powerhouses Real Madrid and Barcelona has historically been the network's best. With coverage of La Liga starting up for another season, expect Gol TV to once again attract large audiences.

A quick glance at the Nielsen cable television ratings for La Liga broadcasts on Gol TV may not provide all of the information a marketer desires when considering where to invest for their product or service. A December 2009 Real Madrid match ranked fifth among Hispanic viewers 18-49 for the week, behind programming from Galavisión, ESPN Deportes and Fox Sports en Español. However, the rankings are based on total viewers, regardless of where each network is available to viewers.

When Gol TV's "area coverage rating" is factored in, it's No. 1 with a 1.9 share of all viewers who can tune to the network via their cable television system or through DirecTV. Dish Network dropped Gol TV in August 2008.

Gol TV, based in Miami, is unique — all programming is offered in both Spanish and English on two separate television networks with the same name. Advertising appears on both feeds.

In addition to La Liga telecasts, Gol TV is contracted to air Bundesliga matches — including those of popular team Bayern München — through the 2011-2012 season. Brazilian soccer and UEFA Europa League matches also appear on Gol TV.

Gol TV is also the U.S. home for the AC Milan Channel, bringing the first-division Italian soccer club's games to American audiences.

Like ESPN Deportes and Fox Deportes, Gol TV is active online. The network's website includes videos, blogs and forums and is hosted by Spanish-language portal Terra. Toyota is the lead sponsor for GolTV.tv.

While Gol TV is dedicated 100 percent to soccer, other networks have ramped up their soccer coverage to help quench a seemingly insatiable thirst for the sport.

At Galavisión, sports programming have emerged as a major component of the network's lineup. Among the studio programs geared for Hispanic sports fans are *Más Deporte*, *Acción*, *La Jugada*, the hour-long *Boxeo en Esta Esquina Tecate* program and its signature wrap-up show, *Contacto Deportivo* - presented by wireless services provider Sprint. Live programming includes Fútbol Liga Mexicana matches on Friday nights, regular Sunday night game coverage and CONCACAF series games.

Other sports networks are available in the U.S. thanks to their inclusion on expanded Latino-targeted cable television packages or through direct broadcast satellite provider DirecTV.

With 200+ channels available at an introductory rate of \$39.99 per month, DirecTV offers a "Más Ultra Deportes" package that includes Argentina-based 24/7 sports channel TyC Sports, Brazil's TV Globo Internacional, TV Chile and soccer-intensive FootSchool TV. Additionally, DirecTV offers on an exclusive basis Colombia's Caracol TV, Centroamérica TV, Ecuavisa Internacional and Argentina's Teléfe Internacional.

DirecTV competitor Dish Latino offers a broader mix of general-interest Latino channels that does not include many of the aforementioned channels.



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## HISPANIC SPORTS MEDIA: FREE FOR ALL

While most people today have cable or satellite television service in their home, some Latinos continue to rely on over-the-air broadcast networks and local offerings when it comes time to enjoy their favorite sporting event.

For these Spanish speakers, many of whom are first-generation immigrants, soccer is the No. 1 choice. Even with limited channels available to them, plenty of options exist - so long as they love first-division Mexican soccer.

Three Nielsen-rated U.S.-based Spanish-language networks – Azteca América, Telemundo and Univision – share the broadcast rights to Fútbol Liga Mexicana matches shown north of the border.

The broadcast schedule is divided up so that each of the networks air every match played in the home stadium of the teams they hold agreements with, with the exception of new Friday night matches that air on Galavisión. For advertisers, this ensures that a base of fans will be regularly tuning in to one of the networks.

### Fútbol Liga Mexicana - First-Division Teams and U.S. Broadcast Rights

- Club América – Mexico City **Univision**
- Atlante - Benito Juarez **Telemundo**
- Atlas - Guadalajara **Telemundo**
- Cruz Azul – Mexico City **Azteca América**
- Chivas de Guadalajara - Guadalajara **Telemundo**
- Jaguares – Tuxtla Gutierrez, Chiapas **Azteca América**
- Rayados de Monterrey – Monterrey, Nuevo León **Telemundo**
- Morelia – Morelia, Michoacán
- Necaxa - Aguascalientes **Univision**
- Pachuca – Pachuca, Hidalgo **Azteca América**
- Puebla - Puebla **Azteca América**
- Pumas (Club Universidad Nacional- UNAM) – Mexico City **Telemundo**
- Querétaro F.C.
- San Luis – San Luis Potosí **Univision**
- Santos Laguna – Torreón, Coahuila **Azteca América**
- Estudiantes Tecos – Zapopan, Guadalajara (Jalisco) **Azteca América**
- C.D. Univ. de Nuevo León (Tigres) – San Nicolás, Nuevo León **Telemundo**
- Toluca – Toluca **Telemundo**

For Univision, sister network TeleFutura also airs certain matches and is able to do so through Univision's program licensing agreement with Televisa, which runs through 2017.

## THE POWER OF CHIVAS

First-division Mexican soccer, popularly known as Fútbol Liga Mexicana, is perhaps the most-followed of the international leagues - again thanks to the large population of Mexican immigrants and their U.S.-born offspring.

The calendar year for FLM games begins in late summer, with Torneo Apertura. This year's season began in late July. Torneo Clausura occurs at the start of the calendar year, concluding by summer.

GLR Networks, the Miami-based production and distribution arm of Grupo Prisa-controlled Grupo Latino de Radio, holds the Spanish-language radio rights to one of the FLM's most popular clubs — Chivas de Guadalajara. GLR also offers coverage of six other first-division Mexican soccer teams: Pachuca, Cruz Azul, Morelia, Santos, Tecos and Puebla.

GLR's broadcasts are produced specifically for U.S. listeners, with play-by-play action delivered by veteran commentator Samuel Jacobo. Assisting Jacobo are sports journalist Ricardo Mayorga and Jorge Campos, a legendary member of Mexico's national team from 1991 until his retirement in 2004.

"For us, Chivas is the big, big property," notes Jimmy Perez, director of programming for GLR Networks. During the World Cup, the club refrained from league play. Perez says that led many Chivas fans to call GLR hosts to ask about the resumption of games.

Why does Chivas have such a strong following compared to other Mexican first-division soccer teams? Perez explains, "Chivas has a special ingredient for fans. All of the players are Mexican. Club América [of Mexico City] has players from many other countries, but no players from another country can play at Chivas."



Chivas also has the distinction of holding the most Mexican league first-division championships, with 11. Club América is right behind, with 10 titles. A long-time rivalry exists between the two teams, and each club has never been relegated to second-division status.

Club América is owned by one Emilio Azcárraga Jean - CEO of Grupo Televisa. The team plays in storied Mexico City venue Estadio Azteca. With a capacity of 105,000, the facility was used by the National Football League for its first international regular-season game - a 2005 match between the San Francisco 49ers and Arizona Cardinals.

Meanwhile, Chivas on July 30, 2010 inaugurated its new home - Estadio Omnilife, named after the nutrition company founded by team owner Jorge Vergara. A more intimate setting than Estadio Azteca, Omnilife holds 45,000 fans.

With a roster of Mexican talent including forwards Omar Bravo and Omar Arellano and defenders Miguel Angel Ponce, Edgar Mejía and Jonny Magallón, Chivas de Guadalajara — as the No. 13 seed — stunned fans and foes across Latin America by advancing to the 2010 Copa Santander Libertadores finals in early August.

Chivas fell to Porto Alegre, Brazil's Internacional in the two-match finals. Yet the somewhat surprising advancement of Chivas brought yet more attention to the team from advertisers itching for new consumer opportunities.

"The passion for this team is incomparable," notes GLR's Perez. "More than half of the Mexican audience in the U.S. follows this team."

For clients, tying in to a soccer property has never come easier for Perez, as most brand managers and CMOs are now fully aware of the potential sales boost seen from targeting fans. "It's a special moment for soccer in the U.S.," he says, adding that Mexican soccer holds a particularly special interest with GLR's advertisers. Among the companies that have engaged in custom-made sponsorships are Toyota and Farmers Insurance. "They know the power of Mexican soccer."

## **A UNITED MARKETING OPTION**

The popularity of Chivas de Guadalajara in the U.S. is so huge that the team's marketing and promotional aspects are held by a domestic giant: Soccer United Marketing.

Launched in 2002, SUM today stands as perhaps the preeminent rights holder for soccer properties in North America. In addition to its relationship with Chivas, SUM holds all commercial rights to Major League Soccer, in addition to the U.S. Soccer Federation. SUM also holds the promotional and marketing rights to Mexican National Team games played in the U.S., as well as the CONCACAF Gold Cup tournament.

Furthermore, SUM is the creator of the SuperLiga tournament, which pits MLS teams against first-division Mexican league clubs. SUM also enjoys an agreement with storied Spanish team Barcelona FC on U.S.-based game tours, forged in 2008, and in 2009 launched an online sponsorship and campaign-focused digital network designed to give soccer-minded sponsors a one-stop shop for reaching online and mobile audiences.

Today, Chivas is in the spotlight - and north of the border. On September 1, Chivas will play in a "friendly" match against Major League Soccer's Philadelphia Union in a prime-time match in Chester, Pennsylvania. Comcast is presenting the event, with ticket prices ranging from \$25 for corner seats to \$150 for field-level luxury.

The U.S. dates also include the second meeting of Chivas de Guadalajara with MLS sibling Chivas USA, set for September 14 at Petco Park in downtown San Diego - normally used for the San Diego Padres baseball team. Top ticket prices for the match have been set at \$45.

Sponsoring Chivas' U.S. tour are Boost Mobile, Bud Light, Jose Cuervo, Reebok and State Farm.

As sponsorships go, the Mexican national team has been embraced by such brands as AT&T, NAPA Auto Parts, Coca-Cola and McDonald's, with SUM serving as the entity linking the brands with "El Tri." Unilever deodorant brand Degree Men even serves as the official antiperspirant of El Tri, as well as the MLS - both thanks to a multi-year deal forged in October 2009.

## **AN UNTAPPED PASSION POINT**

Eighteen first-division Mexican league teams comprise what's commonly known as the Fútbol Liga Mexicana. These teams, along with many others in subdivisions, are governed by the Federación Mexicana de Fútbol (FMF).

Tying into the FMF through a sponsorship is also available to marketers, although few have taken advantage of the opportunity.

Southern California-based Traver Hispanic Marketing Group represents the FMF in the U.S., and has successfully linked Coors Light to integrated promotional marketing efforts with the league.

Rafael Traver, the firm's president and founder, says the main reason Coors got involved with the FMF was simple — the beer brand sought a unique sports property for its Hispanic marketing efforts, in particular one tied to Mexico.

"Lots of Mexican league soccer games are broadcast on television in the U.S., and there's certainly a large fan following," says Traver. Yet few were aware of the brand activation opportunities available through Traver HMG.

"We have access to several key properties," Traver notes. "We can bring the league alive at retail."



For Coors Light, that involves exclusive brand integration into official FMF game calendars, sponsorship of Mexican league trophy tours in the U.S., and serving as the official sponsor of Mexican league MVPs.

Traver HMG is also working on sponsoring league goalies, and is developing U.S.-based promotions around the official FMF soccer ball. Additionally, plans are in the works for a promotional effort that would bring U.S.-based fans of Mexican league soccer south of the border for playoff games or a finals match.

While Traver won't discuss specific companies he's had chats with, he notes that retailers, home improvement brands, insurance companies, soft drinks and apparel companies are all being pitched.

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## **MLS: A FOUNDATION FOR U.S. FÚTBOL**

Ask a Latino sports fan what their favorite professional sports teams are, and you may get a surprising response. Sure, there is Chivas de Guadalajara, Club América and Cruz Azul in the Fútbol Liga Mexicana. Perhaps FC Barcelona would register with a few people as well.

Yet of the most popular sports franchises of approximately 2,000 Hispanics who took part in the ESPN Deportes Poll, Chivas USA, the Chicago Fire and Los Angeles Galaxy received a tremendous high level of response.

Not familiar with those teams? You're behind the curve, and perhaps your closest competitor. The three franchises are among 16 that play in the U.S. Soccer Federation-sanctioned Major League Soccer.



MLS was founded in 1993, with its inaugural season commencing in 1996. The league's first few years were less than successful, as the Tampa Bay Mutiny and Miami Fusión failed to capture large numbers of fans in both Florida markets.

Under the leadership of Commissioner Don Garber, MLS enjoyed a resurgence in the early 2000s - largely thanks to the improved play of the U.S. National Team. By the mid-2000s, increased interest in the league among Latinos helped spur new growth with the addition of two franchises - Real Salt Lake and Chivas USA.

In the last five years, MLS has seen the shift of a franchise from San Jose to Houston, a replacement team for San Jose, the 2009 debut of the Seattle Sounders FC and the 2010 start of the Philadelphia Union. A soccer-only stadium now serves as the home of the New York Red Bulls (known as the MetroStars until early 2006).

Two new teams are set to begin play in 2011 - the Portland Timbers and Vancouver Whitecaps FC. With the new clubs, the Pacific Northwest will become a major source of action for North American soccer, as the Sounders have quickly emerged as a league force both on the soccer pitch and with its fan attendance.

As of August 21, the Sounders are the MLS attendance leaders, averaging 36,150 through 11 home games in the current 2010 season. That's up 19.7 percent from the 2009 debut season.

Meanwhile, the expansion Union is third in attendance, with an average 20,346 cheering on the team at nine home games.

Here is a breakdown of team-by-team attendance, according to *MLS Daily*:

<b>Team</b>	<b># Home Games</b>	<b>Avg. Attendance</b>	<b>% Change From '09</b>
Seattle Sounders FC	11	36,154.64	+19.70%
Toronto FC	10	20,509.70	+1.09%
Philadelphia Union	9	20,346.89	N/A
Los Angeles Galaxy	9	20,319.00	+5.32%
New York Red Bulls	10	17,424.90	+39.54%
Houston Dynamo	10	16,877.80	+8.62%
Real Salt Lake	11	16,755.45	+3.35%
Chicago Fire	9	15,485.56	+18.87%
D.C. United	10	14,701.70	-7.46%
Chivas USA	9	14,268.11	-11.99%
Columbus Crew	10	13,984.00	+6.63%
Colorado Rapids	9	13,157.78	+1.86%
New England Revolution	10	11,813.90	-16.73%
FC Dallas	9	10,953.33	+17.70%
Kansas City Wizards	10	10,081.70	+0.63%
San Jose Earthquakes	9	9,508.56	-15.37%

Overall, Major League Soccer reports a seven percent increase in overall year-to-year attendance.

Furthermore, MLS in April surpassed both the National Hockey League and the NBA in terms of average attendance:

- 1. NFL - 67,508.69 (2009 season)**
- 2. MLB - 30,213.37 (2009 season)**
- 3. MLS - 18,452.14 (2010 season, as of 04/11/2010)**
- 4. NBA - 17,149.61 (2009/10 season)**
- 5. NHL - 16,985.31 (2009/10 season)**

Spanish-language coverage of Major League Soccer airs on a variety of channels. The September 4 match featuring top teams Chicago Fire and L.A. Galaxy will be broadcast on TeleFutura. Later on Saturday, the D.C. United-Columbus Crew match will appear on Fox Deportes; English-language coverage of the game will air on Fox Soccer Channel. ESPN Deportes and ESPN2 also air select MLS games, including seven regular-season matches set to air between September 9 and October 21. The MLS Playoffs begin October 26.

This season's official MLS sponsors include AmericanAirlines, AT&T, Aquafina, Budweiser, Castrol, Chase, Continental Tire, Degree for Men, Dick's Sporting Goods, Gatorade, Glidden, Makita, NAPA, Panasonic, Pepsi, The Home Depot, VISA, Volkswagen and Nintendo's XBOX 360. Adidas is the official uniform supplier.

Several teams also enjoy locally based Spanish-language radio play-by-play. They include the Chicago Fire, Chivas USA, Columbus Crew, D.C. United, F.C. Dallas, Houston Dynamo, L.A. Galaxy, New York Red Bulls, Real Salt Lake and Seattle Sounders FC.

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## A CASE FOR SPORTS MARKETING

Auto parts retailers. Home improvement stores. Quick-service restaurants. Wireless services providers.

To date, these categories have been the most active in the world of Hispanic sports marketing.

For the stewards of brands and products in other categories hot with Latino consumers, some may still question whether or not an investment in a sports marketing opportunity is worth the money.

Rafael Traver offers a simple endorsement of Hispanic sports marketing.

"Sports plays a very important role of entertainment to many Latinos, and brings out much of the passion that Latinos have to so many other things," he says.

ESPN Deportes' Lino Garcia adds, "It's about fan engagement. Hispanic fans are even more avid than non-Latinos, and sports offers an environment in which our viewers are really engaged."

Sports also provide a strong connectivity point with Hispanic males who prefer to consume Spanish-language media, according to the most recent ESPN Deportes Poll. The survey measures 2,000 Latinos nationwide, and is conducted on a quarterly basis. Language stratification is used, so that 52 percent of those queried prefer to communicate in Spanish. Twenty-seven percent mainly use English, while 20 percent are bilingual.

Yet the poll found that 87 percent of Hispanics speak Spanish - including those who prefer to speak English. Additionally, these Latinos spent more time with Spanish-language television than English-language television.

Of all of the findings, one may stand out among all others for CMOs and brand managers: 77 percent of all Spanish-speaking Latinos express some sort of loyalty toward companies that sponsor an event or sport they enjoy.

Furthermore, the number of Hispanics who label themselves sports fans has risen substantially in the last five years. In 2009, 28.6 million Latinos noted they were sports fans. That's up from 24.6 million Hispanics in 2006.

The majority of Hispanic sports fans - 47.6 percent - say they are "average fans." But the numbers of *súperfanáticos* outnumber the occasional fan or non-sports-minded Latino. Eighteen percent said they were "serious fans," while an impressive 15.3 percent dubbed themselves "super fans."

The ESPN Deportes Poll also confirms what several Hispanic trade journals and general-market sports business publications have been reporting since early 2009 — there's more for advertisers to consider than soccer.

The problem is nothing scores as high on the passion charts as World Cup soccer or Fútbol Liga Mexicana.

“Beyond The World Cup: The Power Of Hispanic Sports Fans”

Among Spanish-speaking Hispanics who participated in the ESPN Deportes Poll, World Cup soccer came in at the 70th percentile, with first-division Mexican league soccer at 63 percent. The Copa Santander Libertadores tournament was third in popularity, ranking in the 60th percentile.

Next came boxing, at 58 percent. Major League Soccer ranks fifth, at 53 percent. Just behind at 51 percent is Major League Baseball. The National Basketball Association comes in at the 49th percentile, and is tied with the Copa Sudamericana soccer tournament.

Interestingly, the National Football League had a lower overall passion score (44th percentile) than Spain's La Liga (47th percentile).

Again, it should be noted that this portion of the study focused on Spanish speakers only and is national in scope. When bilingual Hispanics are added to the mix, first-division Mexican league soccer is eclipsed in popularity by boxing, the NBA, the NFL and big-league baseball.

Extreme sports, along with pay-per-view telecasts of Ultimate Fighting Challenge (UFC) mixed martial-arts events, also register on the popularity grid — as do college football and college basketball.

The widening disparity between Hispanic sports fans that consume English-language media and those who prefer Spanish-language options accounts for the increased focus from Fox Deportes and ESPN Deportes on cross-platform marketing opportunities.

## **SCORES BEYOND SOCCER**

### **THE NBA: KOBE, LAKERS LEAD THE WAY**

The ESPN Deportes Poll, conducted by TNS, also looked into the popularity of sports teams - regardless of sport - among U.S. Latinos.

To little surprise, one team stands above all when it comes to the total number of Hispanic supporters: the Los Angeles Lakers. This year's NBA champion, led by superstar Kobe Bryant, has emerged as not only a powerhouse on the court but as the shining star in a league eager to court more Latino fans.

ABC's coverage of the 2010 NBA finals, which saw the Lakers defeat the Boston Celtics in a nail-biting seven-game series, generated monster ratings in Hispanic households. According to Nielsen, games 3, 4 and 5 averaged 2.1 million Latino viewers and a 17 share of Hispanics tuned to the television. By comparison, regular leaders such as Fox's "Glee" and "Family Guy" each earned a 5 share.

Game 7 was seen by more than 3.8 million Hispanics and was outdrawn only by Univision's two most-popular prime-time telenovelas, "Soy tu Dueña" and "Hasta que el Dinero Nos Separe."

The NBA has done much in the last year to connect with greater numbers of Latino sports fans. In October 2009, it launched the "Éne•bé•a" initiative — bring a unified platform for efforts that had previously been conducted by a handful of teams in high-density Hispanic markets.

The Lakers, Heat, Spurs, Phoenix Suns, Dallas Mavericks, Chicago Bulls, Houston Rockets and New Jersey Nets all wear special Latino-themed uniforms during designated "Noche Latina" games.

In April, creative produced by San Antonio-based Hispanic advertising agency Bromley Communications appeared on Univision, Galavisión, TeleFutura, Telemundo, Discovery en Español, ESPN Deportes and Fox Sports en Español that featured Hispanic NBA fans who lost their voice by cheering a little too fervently for their team of choice.

With Hispanics making up 15 percent of the NBA's fan base, the Lakers also provide a strong blueprint for building a passionate base of Hispanic fans for other teams, including the white-hot Miami Heat and the rebuilding New Jersey Nets, who are readying a move to Brooklyn.

In the ESPN Deportes Poll, the only other NBA franchise to rank among the top 15 "favorite sports teams" of Spanish-dominant Hispanics were the Chicago Bulls, at No. 9. For bilingual Latinos, the Bulls (No. 15) are joined by the San Antonio Spurs (No. 13).

The Lakers perhaps got a head start on their NBA brethren through a series of community-minded activities, most notably the Fiesta Lakers fan fair. Held in April from 2002-2009, the most recent event attracted thousands of Lakers fans who devoted part of their Easter Sunday to catch a glimpse of Kobe and Pau Gasol, the team's Spanish star. Ticket giveaways and dancing by the Laker Girls were other key features of the event, staged at the Los Angeles Convention Center by Lotus Communications' KWKW-AM "ESPN Deportes 1330," the Lakers' Spanish-language flagship station.

"Beyond The World Cup: The Power Of Hispanic Sports Fans"

On ESPN Deportes 1330, veteran announcers Fernando Gonzalez and Pepe Mantilla handle the play-by-play. Affiliate stations include KENO-AM 1460 in Las Vegas and KWAC-AM 1490 in Bakersfield. Video reports from Gonzalez and Mantilla also appear on the Lakers' official website.

As of the end of the 2009-2010 season, seven other NBA teams broadcast every regular-season match-up in Spanish - the Dallas Mavericks, Houston Rockets, Miami Heat, Orlando Magic, Phoenix Suns, Portland Trail Blazers and San Antonio Spurs. The Chicago Bulls aired 21 home games in Spanish, while the New York Knicks aired select games in Spanish.

Saskia Sorrosa, senior director of U.S. Hispanic Marketing at the NBA, has lead the league's "Éne•bé•a" platform since its debut nearly one year ago. As the league furthers its efforts to lure Hispanics around the nation, it is also highly active in Mexico, where Raúl Zárraga serves as the league's national director.



Zárraga is currently busy preparing for an October 12 pre-season match in Mexico City that pits the Los Angeles Clippers versus the Spurs. The game marks the NBA's 17th in Mexico City and 19th in the country - the most in any locale outside of the U.S. and Canada. Tickets went on sale July 16 for the Palacio de los Deportes event. As of August 29, the only seats available were high above the court — at \$27.50 US per seat.

"The NBA game in Mexico, presented by HP, and the presence of these teams in Mexico, speaks of the league's continued commitment to grow basketball and its stature among fans in our country," said Zárraga.

## **SCORES BEYOND SOCCER**

### **BASEBALL: A-ROD, JETER POWER THE BOMBERS**

The ESPN Deportes Poll conducted by TNS finds that, by a large margin, Latino baseball fans are drawn to the New York Yankees more than any other club. Their crosstown rival, the New York Mets, isn't even on the "top 15 favorite pro sports team" chart.

Major League Baseball's most-storied franchise, the Yankees are led by a stable of stars, including veteran closer Mariano Rivera; catcher Jorge Posada; and infielders Robinson Cano, Derek Jeter, Alex Rodríguez and Mark Teixeira.

In the front office, Manuel García is perhaps the most important connector between the team, its stars and its ever-expanding Latino fan base. García took on the role of Director of Latino Affairs for the Yankees in May 2007.

Since then, the team has seen Dominican Republic president Leonel Fernández throw out the first pitch, as has the governor of Puerto Rico. Emilio Navarro, the first Puerto Rican player in the Negro Leagues, was made a Yankee at age 103 and threw out the second-to-last first pitch at the old Yankee Stadium at the end of the 2008 season.

The New York Yankees have websites in five languages, including Spanish. At Yankeesbeisbol.com, Spanish-speaking fans can enjoy a full array of features, including news, videos and photos, player statistics and community information. There's also access to the team store and a way to purchase tickets to a Yankees game, as well as Spanish-language Twitter and Facebook platforms for Yankeesbeisbol.com. AT&T is the presenting sponsor of the site.



Like many Major League Baseball teams, the Yankees air all 162 regular-season games on a flagship Spanish-language radio station. In March 2010, Univision Radio's WADO-AM 1280 landed the games, shifting over from co-owned WQBU-FM 92.7. CBS Radio produces the Spanish-language broadcasts, with Beto Villa as the lead commentator. The company holds the rights as part of its total-media agreement with the Yankees, with English-language games airing on WCBS-AM 880.

Other teams with a strong Hispanic-targeted online and broadcast presence include the Arizona Diamondbacks, Chicago Cubs, Chicago White Sox, Florida Marlins, Houston Astros, Kansas City Royals, Los Angeles Angels of Anaheim, Los Angeles Dodgers, New York Mets, Oakland A's, San Diego Padres, Seattle Mariners, Tampa Bay Rays and Washington Nationals.

"Beyond The World Cup: The Power Of Hispanic Sports Fans"

Additionally, the Atlanta Braves, Boston Red Sox, Colorado Rockies, Minnesota Twins, Milwaukee Brewers, Philadelphia Phillies, San Francisco Giants and Texas Rangers each offer Spanish-language radio coverage of their team's games - either via an AM radio partner or as a secondary audio programming option on their main television outlet.

In the case of the Rangers, the team's 2010-2013 regular-season games are produced by Spanish Béisbol Network. Forged in early 2010, the arrangement follows an advertising representation deal giving SBN the rights to sell all Rangers broadcasts *en Español*. SBN also handles the Spanish-language play-by-play for the Red Sox, Angels, Nationals, Phillies and Athletics.

Aside from the Yankees, who are second only to the Lakers in Latino fan passion in the ESPN Deportes Poll, the Los Angeles Dodgers (No. 7), Boston Red Sox (No. 8), and Florida Marlins (No. 10) are the most popular teams among Spanish-dominant Latinos. For bilingual Hispanics queried in the poll, the Marlins fall out of the top 15. Thus, Major League Baseball teams still have plenty of opportunities for growth, and for attracting advertising dollars through sponsorships.

While Major League Baseball teams continue to step up their efforts in gaining Hispanic fans, a look at the 2010 All-Star Game lineup shows that Latinos continue to dominate the sport. American League starters included Rangers star designated hitter Vladimir Guerrero, Detroit Tigers first baseman Miguel Cabrera, and the Yankees' Cano and Jeter. Found among the National League starters were the Florida Marlins' Hanley Ramirez and two St. Louis Cardinals sluggers — Yadier Molina and Albert Pujols.



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## **SCORES BEYOND SOCCER**

### **PRO FOOTBALL: TRADITIONS AND TRENDS**

From August through the first week of February, hundreds of thousands of Hispanic fans will crazily cheer on their favorite football team - *not* their favorite *fútbol* team.

The National Football League is highly popular among U.S. Latinos, in particular those who consider themselves acculturated, bilingual and bicultural.

The No. 1-ranked NFL among those participating in the ESPN Deportes Poll?



The Dallas Cowboys.

Thanks to a rich and colorful team history and longtime coverage of the Cowboys in Mexico, "America's Team" is also the favored team among Latinos on both sides of the border.

In the front office, Victor Villalba serves as manager of the team's Spanish-language properties. Villalba's duties include Hispanic marketing, which are carried out throughout the year.

Radio coverage of the Cowboys can be heard in Spanish in no less than 30 different markets. That includes Mexico City, where Grupo Radio Centro's 97.7 FM carries the team's games. Villalba doubles as a commentator, and is joined on "Cadena de Plata Radio" by Andres Arce and Luis Perez.

Other teams that rank highly among both Spanish-dominant and bilingual Hispanics include the Oakland Raiders and their cross-bay rivals, the San Francisco 49ers. Interestingly, the Chicago Bears and Miami Dolphins rate higher among fans who prefer to use Spanish than those who are bilingual. Conversely, the ESPN Deportes Poll found bilingual Latinos preferring the Pittsburgh Steelers, New York Giants and Denver Broncos over the Bears and Dolphins.

Tradition and classic broadcast rights have much to do with the NFL's growth in popularity from region to region, and that's no different with Latino fans. In Mexico, NFL games have aired on TV Azteca's Canal 7 for years. During the 1970s, the powerhouse teams of the league - including the Cowboys, Raiders, Dolphins and Steelers - were regularly shown south of the border. In the 1980s, the rise of the 49ers, Bears and Broncos led new generations of Hispanics to jump on the bandwagon and follow these teams.

Last season, in a historic agreement, Steelers games aired in Spanish for fans in Mexico City on Grupo Acir's News/Talk XHM-FM 88.9.

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Today, the Cowboys attract a large following of fans thanks to such star players as quarterback Tony Romo, linebacker DeMarcus Ware and a wide receiver corps that includes Roy Williams, Miles Austin and highly touted rookie wide receiver Dez Bryant.

Despite the high numbers of Cowboys fans that prefer to use Spanish, the team does not have a Spanish-language online presence.

That being said, few teams do.

The Miami Dolphins first started offering Spanish-language translations of articles written by its lead online reporter corps in 2009. This season, most the team's website has been translated to Spanish. On August 29, banner ads displayed in English, and many key links for the team store and box office were only available in English.

But the Dolphins have offered Spanish-language radio coverage of their games for years. With the 2010 season, play-by-play of the team returns to Univision Radio's WQBA-AM 1140. Dolphins games in Spanish most recently aired on GLR Radio's WSUA-AM "Caracol 1260."

The Oakland Raiders, perhaps the most popular football team among Latinos not only in California but along much of the West Coast, offer regular updates in Spanish on a Raiders en Español section of the team's website. Bud Light sponsors the section, which includes information on its Spanish-language flagship - KSZF-AM 1370 "La Kaliente" in San Jose.

More than a dozen NFL teams serve Spanish-speaking Latinos by offering game-day action in their preferred language of choice. The newest team to add coverage *en Español* is the Carolina Panthers.

In a deal announced in April 2010, the team partnered with Norberto Sanchez-owned WOLS-FM "La Raza" in Charlotte in having all of the team's games air on the Regional Mexican station.

"Our goal is to serve the entire fan base of the Carolina Panthers," said team president Danny Morrison. "As the local and regional Hispanic population has continued to grow, it is great to now have the opportunity to add La Raza to the broadcast team."

Henry Thomas, the Panthers director of broadcasting and new media, added that the team singled out Sanchez's company for being having a strong relationship with the region's Latino population for selecting La Raza. "We have been closely monitoring the Carolinas' rapidly expanding Latino demographic for a few years while looking for the right media outlet," he noted. "With their strong stable of Spanish radio stations along with local Spanish-language newspaper, Mi Gente, it was the ideal media partner."

Jaime Moreno and Luis Moreno Jr. anchor a four-hour game day broadcast for all Panthers preseason and regular-season games in 2010, including half-hour pre-game and post-game shows.

Other teams airing their games in Spanish include the Arizona Cardinals, which in 2000 became the first team in the state to broadcast all of its games *en Español*; the

"Beyond The World Cup: The Power Of Hispanic Sports Fans"

San Francisco 49ers; San Diego Chargers; Denver Broncos; Houston Texans; New Orleans Saints; Washington Redskins; New York Jets; and Indianapolis Colts.

Additionally, Univision Radio offers nationally distributed "Game of the Week" coverage of the NFL, part of a multimedia partnership that allows Univision.com to serve as the official host of the league's Hispanic portal, NFLlatino.com. The site includes news updates, video reports and the latest on top Hispanic players in the NFL, including Jets second-year quarterback Mark Sanchez and the Cowboys' Tony Romo.

## **THE NFL: FACTS AND FIGURES**

The National Football League has aggressively pushed to grow its Latino fan base. In 2007, it teamed up with New York-based Hispanic advertising agency The Vidal Partnership to directly appeal to Spanish-speakers. Thirty-second commercials for the 2007 season aired on Telemundo, ESPN Deportes and Univision Radio.

The NFL's efforts expanded to include a designated game to serve as its national salute to Hispanics. For the 2010 season, the league is offering a repeat of last year, with the New York Jets and Miami Dolphins providing the backdrop for an event full of Latino elements.



Dolphins minority co-owner Marc Anthony will again sing the National Anthem, but this year will be joined by fellow co-owner Fergie, of pop music group Black Eyed Peas. At halftime, recording artist Enrique Iglesias will perform - a huge improvement over last year's forgettable performance.

In 2009, ESPN and ESPN Deportes aired the Monday-night game, held at what's now called Sun Life Stadium. This season, the game - set for Sunday, September 26 - will air nationally on NBC and in Miami, Los Angeles, New York, Chicago and Dallas on Telemundo.

It's the first-time "Sunday Night Football" will appear on the Peacock Network's Spanish-language sibling. Telemundo's coverage will be helmed by commentators Jessi Losada, Rene Girardo and Edgar Lopez.

Meanwhile, the NFL in mid-2009 stepped up its efforts to promote the league as beloved by many Latinos with the launch of the marketer-targeted NFLHispanic.com microsite.

"Beyond The World Cup: The Power Of Hispanic Sports Fans"

At NFLHispanic.com, marketers can find such things as "key facts" about Latino sports fans. Among the findings, all based on Nielsen research:

- \* Super Bowl XLIV is the most-watched sports program ever among all Hispanics and the second most-watched program ever among Spanish-dominant Latinos.

- \* 2009 NFL season viewership among Hispanics increased by 31 percent from the 2008 season.

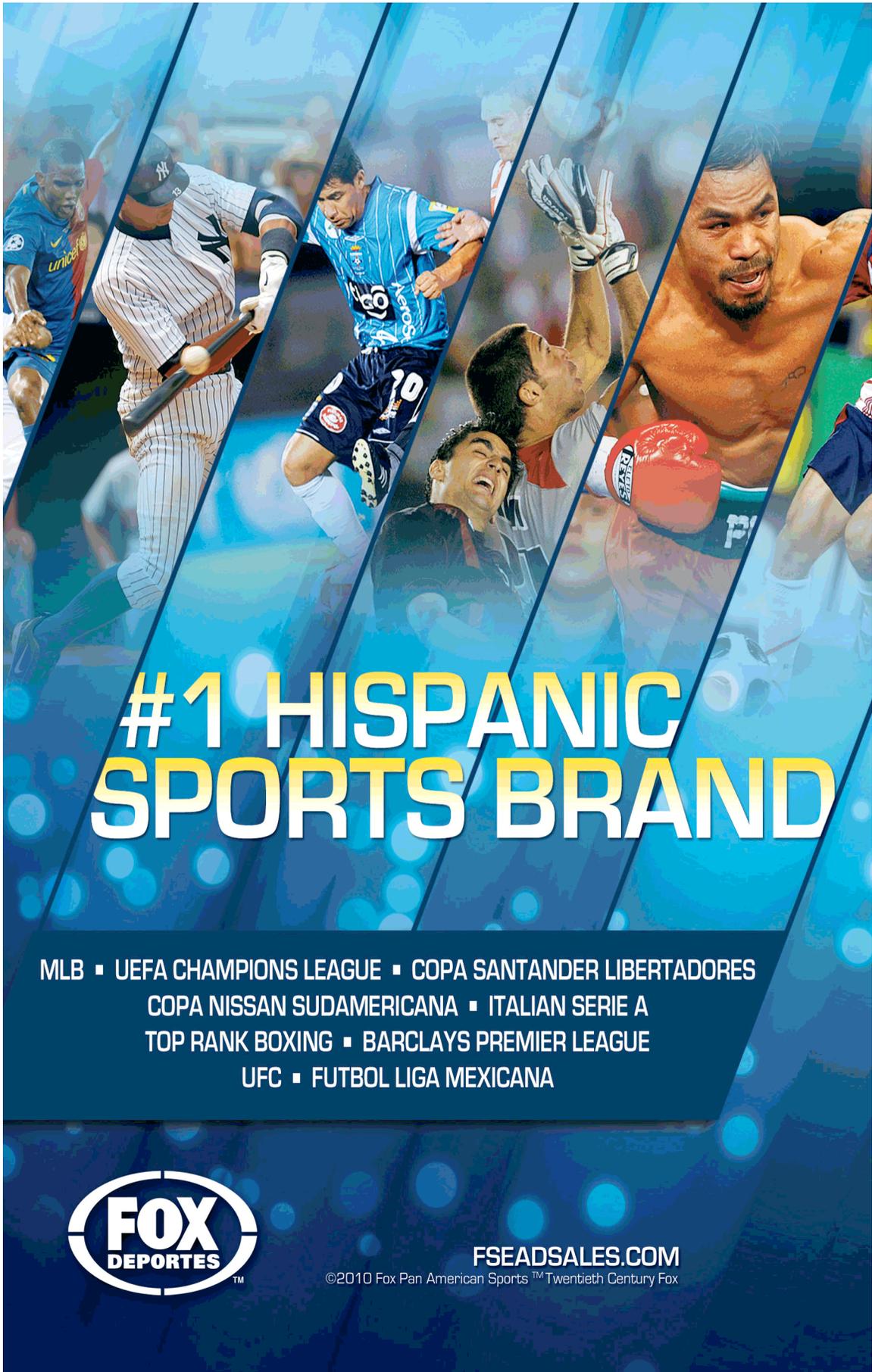
- \* The NFL averaged 1.1 million Latino viewers during the 2009 regular season, with five games averaging more than 2 million viewers - an NFL record.

- \* The NFL was the top English-language program among Hispanics 82 percent of the time during the 2009 regular season.

- \* The most-watched regular-season NFL game ever among Hispanics, at 2.3 million viewers, is the Philadelphia Eagles-Dallas Cowboys game shown by Fox in week 17 of the 2009 season.

Vidal-created advertising efforts are also on display, with television commercials and print advertisements clearly designed to refute the notion that Hispanics aren't NFL fans.

The pitch seemed to have worked for Verizon Wireless, which this season replaces Sprint as the NFL's official mobile services brand. Continuing on as major Hispanic market sponsors are Coors Light and Pepsi-Cola.



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## **ATTRACTING THE CLIENT TO SPORTS**

Brands and teams. Products and athletes. Sponsors as sports leagues.

The Hispanic sports world has blossomed as a place for business growth. Many a sports franchise, league, and athlete have established sturdy relationships with marketers, brand managers and advertising agencies.

Many involve Mexican soccer talent, especially in the U.S. Hispanic market. Mexican National Team goalkeeper Guillermo "Memo" Ochoa appears in two commercials for insurance company Allstate that aired during the 2010 FIFA World Cup. In another Cup-focused partnership, Chicago Fire star midfielder Cuauhtémoc Blanco signed on as a spokesperson for DirecTV Más.

Retired Mexican national team midfielder Ramón Ramírez and ex-Chivas de Guadalajara captain Ramoncito Morales recently teamed up with Volkswagen for a Hispanic social media engagement initiative designed to boost traffic to the auto maker's Facebook fan page.

Sports sponsorships can also involve specific events. Among the more recent activity, power tools brand DeWalt signed on as a sponsor of a September 18 bout between boxers Shane Mosley and Sergio Mora. The match will take place at Staples Center in Los Angeles and is tied to Mexican Independence Day.

Retailers have even learned how to target Hispanic men through sports properties. In February, ESPN Deportes commentator Jorge Ramos took part in a 14-day Valentine's Day campaign for JCPenney that encouraged male shoppers to buy something nice for their daughter, spouse or mother.

While JCPenney has been active in the Hispanic market for several years, other companies that target Latino sports fans may have needed some extra coaching when deciding to step up to the plate. Atlanta-based PM Publicidad built its relationship with NAPA Auto Parts through a little bit of education, and a stroke of luck.

Eduardo Perez, president of PM Publicidad, recalls, "We started working with NAPA in 2003. In 2005 we started talking about sports marketing, and the types of opportunities there were for putting NAPA into a major experiential marketing platforms."

NAPA had been highly active in the general market with such activities, mainly with NASCAR, the National Hot Rod Association (NHRA) and college football. Perez and his team started look at equivalent activation occasions in the Hispanic market.

"Soccer was the obvious choice," he says. "It is pretty ubiquitous when it comes to Hispanic men."

PM Publicidad went with a brand activation opportunity by linking with the Mexican national team, represented in the U.S. by Soccer United Marketing. Perez points to the high numbers of Hispanics of Mexican heritage in key markets such as Houston, Dallas, Phoenix, Chicago and in California as a primary consideration for the decision.

"It was high profile, and seemed like a good fit," he says. "It afforded an opportunity to begin some major Hispanic-market activations."

PM Publicidad's decision to make NAPA a sponsor of "El Tri" proved popular with executives at the auto parts company. The family-friendly nature of the Mexican National Team's brand activation events, set up in a fiesta-like atmosphere adjacent to stadiums a few hours before game time, was of high appeal to NAPA, Perez says.

The Fútbol Fiesta appearances were also precedent setting for the company.

"It was groundbreaking for NAPA," Perez recalls. "They had never done anything like it and until 2003 had never really done any marketing to Hispanics. On the local-market level, or the distribution center level, NAPA's people were excited about it because they had been clamoring for something to help them reach Hispanic consumers."

In fact, one of the tipping points that led NAPA's corporate team to sign off on the sponsorship of El Tri was having the distribution manager for their Los Angeles center emphatically plead for in-language help. "In some stores, 100 percent of our customers are Hispanic. Hearing from the manager about getting some assistance counted heavily for those back in Atlanta," Perez says.

Atlanta's rapidly evolving Latino landscape has also helped NAPA in seeing the power of the Hispanic consumer through its own eyes. Perez notes, "It just so happens that NAPA headquarters is located in a part of Atlanta where the closest store to them is heavily trafficked by Hispanics. It is a store that executives visit on a regular basis, and is a fairly new store."

Every year, Perez looks outside of soccer and is looking ahead for additional branding opportunities for NAPA in the Hispanic market. "We've looked at boxing, and we've looked at motor sports for Hispanics, such as Indy Car races," he says. "At the end of the day, we've come back to soccer because it gives us the most bang for the buck and gives us the broadest platform, at least for us to reach the Hispanic 18-49 consumer."

For NAPA, the biggest "bang" comes from experiential marketing, and the passion and engagement that a brand can attain by simply being there, aligned with something truly loved by a Latino sports fan.

Speaking of El Tri, Perez notes, "The U.S. is home, but to still have tremendous passion for the Mexican team – it's a special treat that makes them feel more connected to the country of their parents. Being there is a powerful way to not just market to the consumer but, in some cases, support their passions and their culture."

Taking the right path is what's essential from the starting line. "It's hard work to properly activate and to properly leverage these properties," Perez says. "Marketers need to understand what they are getting into. If they don't activate it properly and don't make investments to leverage these efforts properly, they're throwing their money away."

# “Beyond The World Cup: The Power Of Hispanic Sports Fans”

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## **ABOUT THE AUTHOR**

Adam R Jacobson is a 15-year veteran journalist who has long been active in the U.S. Hispanic market. He started his career as an intern for HISPANIC Magazine, working from its former Washington, DC headquarters. In this role, Jacobson authored a cover story on the contemporary Hispanic family – the only time in the magazine’s history that an intern received top billing for a news story.

In 1995, Jacobson teamed with late publisher Anna Maria Arias as a member of the inaugural Latina Style Magazine editorial team. He also served as Publications Editor for the American Translators Association, and from December 1995 until August 2006 served as an editor and senior staff writer for former music industry trade publication Radio and Records (R&R). At R&R, Jacobson helped modernize the coverage of Spanish-language radio, including the introduction of monitored airplay charts.

From summer 2006 until December 2009, Jacobson served as an editor and reporter for Hispanic Market Weekly (HMW). Jacobson’s tenure at HMW included the successful launches of the HispanicSportsBusiness platform and the production of numerous special reports.

Jacobson has also authored articles for Vista magazine, The Miami Herald and Latin Trade magazine, and has appeared as a radio-industry expert on NPR, Wisconsin Public Radio and ABC’s World News Tonight.

In addition to launching the Adam R Jacobson Editorial Services and Research Consultancy, Jacobson presently serves as a campaign assistant for the Leukemia & Lymphoma Society’s Team In Training program in its Southern Florida chapter. He is a three-time marathoner and co-captain of the Florida International University Team In Training winter 2010 squad.

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