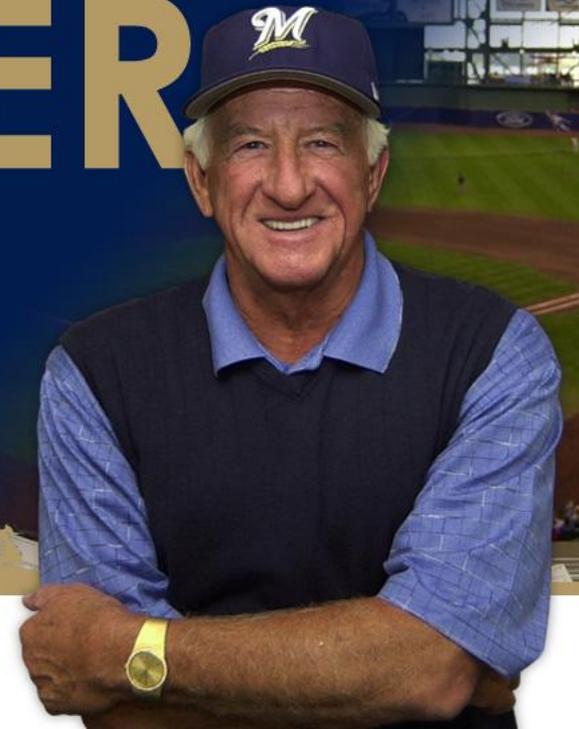


BREWERS RADIO NETWORK

Sounds OF SUMMER





IN-GAME SPONSORSHIP COMMERCIALS:

Thirty-two (32) 30-second commercials in-game on 620 WTMJ during the spring training broadcasts.

POST-GAME SPONSORSHIP COMMERCIALS:

One (1) 30-second commercial in Adjacency 2 which runs approximately 20 minutes after in-game programming on 620 WTMJ in one-hundred-sixty-two (162) regular season broadcasts.



ENTERTAINMENT ELEMENTS



A entertainment budget of \$610 in 2016 has been allocated to provide a selection of hard cost elements. These funds are currently uncommitted to be used for game tickets and/or suites.

- Entertainment budgets will not be carried forward from season to season and must be used by the final regular season home game of the 2016 season.
- The entertainment budget has been factored into the total investment.
- These funds are earned for the purposes of enhancing the radio sponsorship and may not be used to offset the cost of the media elements of the proposal.
- Additional expense in excess of the specified entertainment budget will be passed through at cost where appropriate.



TOTAL INVESTMENT



ONE-YEAR TOTAL INVESTMENT

\$15,350.00 Net



OTHER ELEMENTS

- Brewers Radio Network affiliate clearances are subject to pre-emption due to local sports conflicts. In the Milwaukee area games on 620 WTMJ that conflict with other sports play-by-play broadcasts, may be placed on alternative radio station.

- Sponsor will automatically be scheduled and billed in all additional pre and post-season game broadcasts, at the same level of participation and rate as regular season game broadcasts.

- Because of limited availability and high demand for Brewers Radio Network broadcast inventory, all commercial positions offered in this proposal are subject to availability on dates of commitment. Rates in this proposal are guaranteed for 30 calendar days from date of presentation.

Sponsor will receive the terms for the right of first renewal option for the following season. Sponsor must notify the Brewers Radio Network of acceptance by November 1, 2016 or thirty (30) days after receipt of written proposal, whichever comes first.

- This agreement is valid during the length of time that WTMJ-AM Radio (hereafter “WTMJ”), a division of Scripps Media, Inc., d/b/a WTMJ-AM, a Delaware corporation with offices at 720 East Capitol Drive, Milwaukee, WI 53212 retains the radio broadcast rights and is the primary seller of the radio broadcast commercial inventory of the Milwaukee Brewers Baseball Club (MBBC). In the event that WTMJ is no longer the broadcast rights holder and primary seller of the commercial inventory, this agreement is null and void.

- Because of the specialized and customized nature of sports marketing programs, all agreements are non-cancelable.

- If, during the course of this agreement, there is a players strike, lockout, work stoppage or other unknown labor-related condition that interrupts regular season game play the Brewers Radio Network will negotiate in good faith with Sponsor to find a resolution that is mutually agreeable to both parties to preserve the Sponsor’s equity position within the broadcast.

- Certain broadcast and merchandising elements included in this marketing program may involve restrictions on usage and may not be transferred to a third party without prior written approval of WTMJ. Usage of the Milwaukee Brewers name and logo may be prohibited and cannot be used without the written permission of the team. Many promotional concepts outlined in this proposal are proprietary and confidential. Use of any party without the express authorization of WTMJ is prohibited.

