



City of Arts & Innovation

# News Release

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## FOR IMMEDIATE RELEASE:

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## Sponsorship Opportunities Open For Upcoming High School Football Broadcasts

*RiversideTV to broadcast live and delayed, on television and social media*

RIVERSIDE, Calif. – Businesses and non-profit organizations who want to reach thousands of Riverside families and high school sports fans are encouraged to take advantage now of sponsorship opportunities associated with the broadcast of local high school football games this fall.

RiversideTV will, for the ninth consecutive year, be broadcasting local school high school football games live on social media and delayed on cable TV. The first broadcast is scheduled for Aug. 23.

The games are streamed live on the City of Riverside Youtube channel --

[www.YouTube.com/CityofRiverside](http://www.YouTube.com/CityofRiverside)-- and Facebook -- [www.Facebook.com/CityofRiverside](http://www.Facebook.com/CityofRiverside) -- and shown after the game at 11 p.m. on RiversideTV's cable channels. RiversideTV programming is available on Channel 3 (Spectrum), Channel 21 (Verizon) and Channel 99 (AT&T).

RiversideTV produces high-quality, multi-camera sports coverage comparable to what viewers see on network television. Local businesses are invited to be a part of these award-winning broadcasts by purchasing a sponsorship. Included in all sponsorships is an opening 30-second public service announcement (PSA) and logo featured as part of the on-screen scoreboard graphic for each quarter.

The live coverage had an average of 7,387 viewers per game across YouTube and Facebook in the 2018 season with a combined total of 118,191 views. YouTube viewers consumed over 315,000 minutes of game coverage while Facebook users generated 1,161 engagements.

RiversideTV's cable channels have an estimated reach of 520,000 residents in the City of Riverside and surrounding communities of Norco, Jurupa Valley, and Eastvale, all of which also have access to the City's social media pages and cable channel.

This sports programing is the only local sports coverage with direct access the students, parents and the community in the Inland region, offering a unique sponsorship opportunity to continually spotlight Riverside scholar athletes in the manner in which they deserve.

For more information on RiversideTV's unique sponsorship opportunities contact Scott Brosious, Communications Supervisor, at 951-826-2414 or sbrosious@riversideca.gov.