



DISNEY'S WIDE WORLD OF SPORTS

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ABOUT US

Opened in 1997 at Walt Disney World Resort, Disney's Wide World of Sports Complex is the leading preeminent multi-sports venue for amateur and professional sports in the US. The complex is home to more than 180 amateur and professional sports and entertainment events each year, including the NFL Tampa Bay Buccaneers training camp, the MLB's Atlanta Braves spring training, the NBA Pre-Draft Camp, the Pop Warner Super Bowl, Chelsea Football Club events, the Florida Special Olympics, Varsity Cheer Championships, AAU National Championship events and Disney Channel Concerts.

The 220-acre state-of-the-art complex features the Milk House, a 165,000-square-foot field house which seats 5,500 for basketball; the 9,500-seat Champion Stadium ballpark; the Hess Sports Fields, which include multiple baseball, softball and soccer fields; and the newly opened Jostens Center, an 80,000 square foot multi-sport field house. In addition, the complex has 11 tennis courts, including a stadium court and grandstand, a track and field facility and cross-country course and professional grade weight room and locker facilities.

ON THE AGENDA: 2009

Perhaps the most significant initiative for 2009 is the rebranding of the sports complex with the ESPN brand, creating an entertaining and immersive experience for youth athletes competing here that will leave them feeling like they've reached the "big time."

The project involves renaming the sports complex "ESPN Wide World of Sports" and incorporating ESPN signature elements - programmes, personalities, on-site highlights, innovative broadcast technology, etc. - throughout the complex, allowing guests the opportunity to connect with their favourite aspects of ESPN, while creating a one-of-a-kind differentiated positioning for the sports complex.

The project will also provide ESPN with a unique and exciting new media platform that will enable its sponsors and advertisers to directly engage with new

customers as well as bring their products and services to life.

ROLE IN SPORTS DEVELOPMENT

Since opening in 1997, we have programmed nearly 2,000 events in 55+ sports with athletes from over 70 countries. Our sports venue is amongst the busiest in the world, especially as it relates to amateur athletics. We strive everyday to deliver a world-class experience for our athletes. The Atlanta Braves train here for Spring Training in Feb-March. For the rest of the year, amateur baseball players use the same fields and facilities, and receive the same level of event support.

Being able to deliver an amateur sports experience with our facilities at the world's premier travel destination can only improve the amateur sports experience for the participating coaches, athletes and families. Sports Tourism has grown dramatically in the last 15 years

and we are proud to have hosted many organisations, leagues and conferences since then.

FOUNDING PRINCIPLES OF THE FACILITY

When Disney decided to enter the Sports Tourism industry by building the Wide World of Sports Complex, there were some fundamental strategic reasons that drove the decision. First and foremost, sports provide us an avenue to bring incremental visitors (i.e. through athletes, coaches, families and spectators) to Walt Disney World. Our research tells us that more than 80 per cent of these participants would not have visited if it were not for the sports events at our complex. Secondly, it enables us to drive a strong new diverse market of guests. Many of our partner organisations, like the Amateur Athletic Union, Chelsea FC and Pop Warner, for example, have a very diverse membership base that we hope to convert to lifelong fans of

Disney as a result of their experience with us.

SIGNATURE ELEMENTS

There are four signature elements that make our facility stand out. First, there are our venues and the playing surfaces of our 22 sports fields are among the finest in the nation. Second is our outstanding event management. The Disney Sports event staff has a wide range of experience staging major sports events, road races, concerts, convention functions, etc. Third, there's the distinctive Disney difference. Disney Sports prides itself on delivering an unrivalled level of guest service. And fourth, there's the rebranding of the complex. Having our venue aligned with ESPN will create an immersive experience that our guests cannot get anywhere else, leaving them with a sense that they've reached the big time. ESPN will also help us to create and acquire new sports events.