The purpose of this study was to determine the extent of sponsors’ mediated exposure at a major sporting event in Korea. Further understanding of the effects of media exposure is important for both sponsors and broadcast companies. Media exposure helps to improve the sponsors’ brand awareness and business image, and thus, corporations are more likely to actively sponsor professional sports to maximize their mediated and internet exposure (Kim, Cho, & Kim, 2006). This research sought to (a) show the importance of the location of advertisements in professional team venues; and (b) the need to refine research methods in regard to the media exposure model. By analyzing the sponsors’ ad placement, the value of brand exposure can be better determined using the exposure effects model. Data were collected for one professional team in a stadium in South Korea in 2013. The Joyce Julius & Associate’s evaluation model was adapting for a Korean sports setting. The results indicated that the location of sponsors’ advertising and marketing messages influenced audience recognition of the brand and overall advertisement effects. Brand exposure values were determined by applying the advertised fee for each sponsor category (e.g., title, presenting, etc.). The degree to which each brand could be correctly identified was scored with a grade A, B, C, or D. A grade of “A” was given for full, close-ups exposed with 1-2 other advertisements. A “B” meant that the ad was close-up and exposed along with 3-4 other advertisements. A “C” meant that the ad was exposed with the variety of advertisements. Using a weighted value for each grade, each ad/marketing communication was measured for TV effect and internet effect. The amount of sponsor advertisement effects and analyzed media exposure patterns were determined. Coding and data analysis were conducted using SPSS and EXCEL. The results indicated that the title sponsor of Gwangwon FC received the most audience exposure; thus, generating the greatest financial value. Further, results of the in-stadium survey showed that the top sponsor achieved the greatest brand recognition by the audience. The study sought to verify empirically to what degree a top sponsor advertisement has influenced the live and mediated audience. The results indicate that media exposure improved the sponsor’s recognition, as well as demonstrating the importance of the location of the sponsor’s marketing communication in the stadium. Finally, the media exposure model demonstrated the importance of media effects which contribute the “stickiness” of sport sponsors’ advertisements.