

John Labatt
CENTRE



**Flyers Pre-Season Game
Sponsorship Packages**



NHL Pre-Season game between the
Philadelphia Flyers and TBD



Vs.



TBD

@ The John Labatt Centre

September, 2008

Game Time: TBD

MAJOR ASSOCIATE GAME SPONSOR:

- Kiosk opportunity (10' x 10' space) on the Level 100 concourse and the Level 300 concourse (coupon opportunity available)
- One (1) in-crowd promotional activity with TBD prizing provided by the sponsor
- Two (2) 15-20 second commercial spots on the video scoreboard (pre-game & intermission)
- One (1) Text message included on the end zone matrix boards (max. 10-12 words and company logo)
- Logo on the sponsor logo reel – video scoreboard
- Opportunity to conduct a survey or hand out promotional products near the Gate #1 area, and on the Level 100 and the Level 300 concourses
- Opportunity to include One (1) inflatable near the Gate 1 area
- Opportunity to use the Flyers logo for any special promotions (subject to final approval by the John Labatt Centre and the Philadelphia Flyers)
- Ten (10) lower bowl tickets to the game
- One (1) Full page advertisement in Flyers/TBD souvenir program

Cost = \$5,000 + GST

ASSOCIATE GAME SPONSOR:

- Kiosk opportunity (10' x 10' space) on the Level 100 concourse and the Level 300 concourse (coupon opportunity available)
- One (1) banner located on the Level 100 Concourse
- Two (2) PA announcements (pre-game & intermission)
- Two (2) 15-20 second commercials on the video scoreboard (pre-game & intermission)
- Text messaging included on the end zone matrix boards (max. 10-12 words)
- Logo on the sponsor logo reel – video scoreboard
- Six (6) lower bowl tickets to the game
- One (1) Full page advertisement in Flyers/TBD souvenir program

Cost = \$2,500 + GST

ENTER-TO-WIN PROMOTION (FOR EACH FLYERS GOAL):

- Kiosk opportunity (10' x 10' space) on the Level 100 concourse (including Enter-to-WIN booth)
- One (1) PA announcement pre-game to explain the promotion followed by one (1) PA announcement following each Flyers (home team) goal announcing the prize winner
- (2) 15-20 second commercials on the video scoreboard (pre-game & intermission)
- Text messaging included on the end zone matrix boards (max. 10-12 words)
- Logo on the sponsor logo reel – video scoreboard
- Six (6) lower bowl tickets to the game
- One (1) half page advertisement in Flyers/TBD souvenir program

Cost = \$2,500 + GST

OFFICIAL VEHICLE OF THE GAME:

- Exclusive vehicle sponsor of the Game
- Opportunity to display Two (2) vehicles outside the Gate 1 (main entrance) area
- Opportunity to display Three (3) vehicles on the ice for the duration of a 1st intermission Mascot Hockey Game which includes a PA announcement highlighting the vehicles and the 2nd intermission for the shootout
- Two (2) 15-20 second commercials on the video scoreboard (pre-game & intermission)
- Text messaging included on the end zone matrix boards (max. 10-12 words)
- Logo on the sponsor logo reel – video scoreboard
- Six (6) lower bowl tickets to the game
- One (1) Full page advertisement in Flyers/TBD souvenir program

Cost = \$2,000 + GST

CORPORATE NIGHT SPONSOR:

- Kiosk opportunity (10' x 10' space) on the Level 100 concourse (coupon opportunity included)
- One (1) PA announcement (pre-game or intermission)
- Two (2) 15-20 second commercials on the video scoreboard (pre-game & intermission)
- Text messaging included on the end zone matrix boards (max. 10-12 words)
- Logo on the sponsor logo reel – video scoreboard
- Four (4) lower bowl tickets to the game
- One (1) half page advertisement in Flyers/TBD souvenir program

Cost = \$1,750 + GST

EXIT SAMPLING SPONSOR:

- Exit sampling opportunity at all exit gates (sampling approved by the John Labatt Centre)
- Two (2) 15-20 second commercial spots on the video scoreboard (pre-game and intermission)
- Four (4) lower bowl tickets to the game
- Logo on the sponsor logo reel on the video scoreboard
- One (1) half page advertisement in Flyers/TBD souvenir program
- Text messaging included on the end zone matrix boards (max. 10-12 words)

Cost = \$1,500 + GST

IN GAME PROMOTIONS GAME SPONSOR:

- One (1) in-crowd promotion with PA announcement (sponsor to provide a prize with a minimum value of \$50)
- One (1) 10-15 sec. commercial spot on the video scoreboard (pre-game & intermission)
- Four (4) lower bowl tickets to the game
- Logo included on the Sponsor Logo Reel on the video scoreboard
- One (1) Full page advertisement in Flyers/TBD souvenir program

Cost = \$1,500 + GST

MINOR GAME SPONSOR:

- One (1) 10-15 sec. commercial spot on the video scoreboard (pre-game & intermission)
- Four (4) lower bowl tickets to the game
- Logo included on the Sponsor Logo Reel on the video scoreboard
- One (1) Full page advertisement in Flyers/TBD souvenir program

Cost = \$750 + GST

GAME SPONSOR:

- Two (2) lower bowl tickets to the game
- Logo included on the Sponsor Logo Reel on the video scoreboard
- One (1) Full page advertisement in Flyers/TBD souvenir program

Cost = \$500 + GST

For Further Information Please Contact:

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