



# SIGNAGE

Item	Size	Availability
Player Bench	2' x 24'	two available
Penalty Box	2' x 8'	two available
Ice Logos	see listing	multiple available
Dasher Boards	28" x 120"	multiple available
Zamboni	custom	two available



## PLAYER BENCH/PENALTY BOX

- Exclusive signage in the home and visiting benches and/or penalty boxes
- Advertising space for the player benches is (2) 2'x24'
- Advertising space for the glass behind the penalty box is (2) 2'x8'



## ICE LOGOS

- Gain category exclusivity and be a part of the game with your company's logo on the ice
- Receive additional exposure through television, newspaper, website and other publications
  - Attacking Zone Center (2)
  - Attacking Zone Corners (2)
  - Face-Off Circles (4)
  - Neutral Zone Center (2)
  - Neutral Zone Corners (2)
  - End Line Corners (2 or 4)



## DASHER BOARDS

- Place your company name and logo right in the middle of the action
- Potentially receives more than 5M impressions away from the arena via TV and website highlights, commercials, newspaper and other publication photos, team collateral, game action images and more
- Standard size is 2.5'x10'



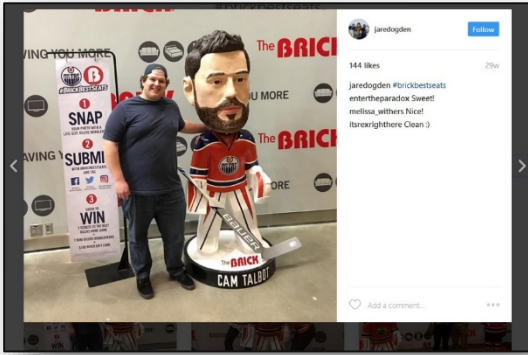
## ZAMBONI SPONSORSHIP

- Logo and message on the Zamboni – the most recognizable piece of equipment in professional sports
- Impact during ice resurfacing before the game and during each intermission



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Item	Size	Availability
LED Ribbon	custom	limited availability
Blimp		one available
Concourse	custom	limited availability
Leaderboard	6" x 48"	limited availability



## GIANT BOBBLEHEAD

- High visibility co-branding opportunity on the concourse
- Opportunity to tie in social media and/or in-game promotion
- Social media activation across multiple platforms



## BLIMP SPONSORSHIP

- Your name and logo on the blimp
- Blimp flies overhead during each intermission and drops prizes/coupons to the fans
- Accompanied by PA announcements
- Highly visible and popular with the fans, includes the option to drop sponsor prizes



## CONCOURSE OPPORTUNITIES

- Your company can sponsor various banners/tables situated on the concourse each night
- Options include customer service table, autograph booth, enter-to-win stations, etc.
- Additional limited opportunities to have a concourse table for the business to distribute material
- Suite sponsorships are also available



## LEADERBOARD SIGNAGE

- Leaderboards located on the concourse, feature company logo and name
- Updated each game with league and team leaders, standings, etc.
- Several boards are available
- Also available for sponsorship is the Organization of the Night board, in which the night's non-profit beneficiary is showcased



# EQUIPMENT

Item	Size	Availability
Game jersey	4" x 4"	one available
Game helmets	2" x 4"	one available
Game pucks	2.75" x 2.75"	one available
Warm-up jersey	2" x 4"	multiple available



## GAME JERSEY PATCH

- Your company takes the ice with the team on both home and away games
- Additional exposure during community events, player appearances, TV and website highlights, photos in newspapers and other publications, team collateral
- Location options are the shoulder or chest



## GAME HELMETS

- Prime, visible location on the player provides maximum game exposure
- Additional exposure during community events, player appearances, TV and website highlights, photos in newspapers and other publications, team collateral



## GAME PUCKS

- Your company's logo on the pucks used during the game – multiple pucks each game leave the playing surface and become souvenirs
- PA announcement letting fans know the puck that went into the stands was a "(YOUR COMPANY) puck"
- Opportunity to give away a prize for a fan who catches one "lucky" puck per game



## WARM-UP JERSEY SPONSOR

- Skating billboards for your company before every home game.
- Opportunity to purchase a spot for your logo on the jersey or sponsor the entire jersey and customize it to fit your business.