



PROMOTION

Item	Size	Availability
Player intros		one available
Chuck-A-Puck	2.75" x 2.75"	two available
On-Ice Contest		limited availability
Event Night		limited availability



PLAYER INTRODUCTIONS

- Name sponsorship of player introductions before every home game
- Company logo and name displayed on jumbo-tron with player bios and picture
- Option of having a special entrance banner or signage



CHUCK-A-PUCK

- Two concourse stations selling soft pucks with your company's logo on a banner at each station
- PA name and videoboard logo recognition
- Fans "chuck their pucks" from the stands to hit the helmet and win a prize
- Logo on one (1) side of all Chuck-A-Pucks



ON-ICE CONTEST

- Fans are picked to compete against one another in a contest on the ice
- Winner receives a prize from your company with the loser receiving a lesser prize
- Contests to choose from include but are not limited to: roll for cash, tic-tac-toe, kids speed dress, puck shooting, or could be customized to your business



SPECIAL EVENT NIGHT

- Sponsor a guest appearance (Star Wars characters, Princesses, Superheros, ZOOperstars, etc.)
- Sponsor a giveaway item (youth jerseys, bobbleheads, etc.)
- Name presenting sponsorship includes a minimum of \$20,000 in media support through TV, newspaper, radio advertising
- Pre-event support via PA, website, press releases, etc.



PROMOTION

Item	Specs	Availability
Condors cannon	intermission	one available
In-stands contest	during game	limited availability
Jumbo-tron promo	game action	limited availability
Produce race	intermission	one available



CONDORS CANNON

- Cannon is used by the promotional team during intermission breaks
- Opportunity to provide coupons to put in the t-shirts, or even use company-provided t-shirts to be shot out of the cannon



IN-STANDS CONTEST

- Your company receives billing as the sponsor of the contest (Name that Condor, Condors Trivia, etc.)
- PA announcement and videoboard representation as official sponsor
- Fans try to guess the correct answer to win a prize (can be a sponsor-supplied prize)
- Options for couponing entire section



JUMBO-TRON GAME PROMO

- Sponsor element of the game (power play, penalty kill, time-specific goal challenge, first goal of the game, etc.)
- Opportunity to coupon the crowd
- Includes public address announcement recognizing your company multiple times per game



PRODUCE RACE

- Intermission race featuring local agricultural-themed mascots – an almond, a carrot and a cluster of grapes
- Mascots will do a lap around the ice
- Sponsor receives jumbo-tron representation and PA announcement as recognition
- Opportunity for prize giveaway based on race winner



COMMUNITY

Item	Size	Availability
Mascot		one available
Kids Club		limited availability
School Programs		limited availability
Collection drive		limited availability

MASCOT SPONSORSHIP

- Receive your logo on the mascot's jersey
- Mascots make over 200 community appearances throughout the calendar year, in addition to games & team functions
- Mascots receive exposure in the newspaper, the news and various publications as a part of their frequent appearances
- Additional countless exposure through fan-generated moments, photos and memories

KIDS CLUB

- Name sponsorship of the fan club for kids 12 and under
- Company logo on promo item & membership card associated with registration, as well as all printed collateral promoting the club, such as registration fliers
- Kids Club table on the concourse at every game is indicated with a banner featuring sponsor's logo
- Option to provide prizes or host annual player party for members

FLOOR HOCKEY PROGRAM

- Help the Condors grow the game of hockey and assist physical education instructors by bringing this fun, fast-paced version of the game to elementary schools throughout Bakersfield
- Potential branding opportunities exist on instructional fliers, jerseys, prizes or other
- The Condors Floor Hockey School Program is intended to rotate through the community and reach as many schools as possible

COMMUNITY EVENT

- Be the official sponsor of one of the Condors community events and receive name recognition and exposure in media releases, PA announcements, social media and website
- Exposure includes promotion leading up to the event, as well as content throughout the event and post-event coverage
- Examples include: Tip-A-Condor / Casino Night, Golf Tournament and more

