



2012 PARTNERSHIP OPPORTUNITIES



\$10,000 Sponsorship

- 2 Dasher/Side Board Sign
- Three announcements in games on PA system.
- 200 tickets for group at any game
- Ten Season tickets in level 1
- Game Sponsorship

\$7,000 Sponsorship

- 2 Dasher/Side Board Sign
- Three announcements in games on PA system
- 100 tickets for group at any game
- Ten Season tickets in level 1

\$5,000 Sponsorship

- Promotion in Game/Time-Out Sponsor
- Dasher/Side Board Sign
- Two announcements in games on PA system
- 100 tickets for group at one game
- Ten Season tickets in level 1

\$3,000 Sponsorship

- Dasher/Side Board Sign.
- Two announcements in games on PA system
- 50 tickets for group at one game
- Eight Season tickets in level 2

\$1,500 Sponsorship

- Arena Banner Sign (3' x 6' 1-2 colors)
- 50 tickets for group at one game
- Eight Season tickets in level 2

\$750 Sponsorship

- Full Page Ad
- Four Season tickets in level 2



2012 Season Advertising & Sponsor Opportunities

Game Ball Sponsor \$4,500 --- SOLD !!!

Your Business advertised on every game ball that is used during the game. Also including in this is delivery of game ball at opening of each game, two 3' x 6' 1-2 color Arena Banners, every time the ball goes into the stand your business will be advertised, and three PA announcements of your business. Plus 8 season tickets.

Game Sponsorship Opportunities - \$3,000

- Sponsor will provide 500-1000 giveaways at entrance or exit of M.A.C
- Game sponsor recognition with media partners.
- Two of your employees will be involved with the coin toss.
- Opportunity to set up a booth in the M.A.C (booth provided by sponsor)
- 5 PA announcements in prior game and 5 PA announcements during sponsored games.

Pocket Schedule \$2,000

Your business advertised on 10,000 pocket schedules distributed all over Council Bluffs And all outlining areas through placement in area stores.

Team Schedule Posters \$1,500

Your business advertised on 250 posters around the Council Bluffs area.

Magnet Schedules \$1,500

Your business advertised on 1,000 magnet schedules that are distributed throughout Businesses in the Council Bluffs area.

Post-Game Party Location \$ 3,500 --- SOLD !!!

Your business will host all of the Express fans, players and coaches for post-game parties. Players and coaches will receive comp worth up to \$15.00 dollars per player and coach (total of 40). PA announcements throughout game about post-game party, One Dasher board sign. Plus 8 season tickets or 100 coupons for tickets

Penalty Flag Sponsorship \$ 3,000

Each time a penalty flag is thrown, the penalty will be brought to you by your business. This package includes a dasher board and 4 season tickets in level one.

2012 Season Sponsor Opportunities

- Dasher/Side Board Sign
- Family Section
- Kids' Zone
- Play of the Game
- Fundraising Jersey Auction
- Other Signage
- Field / Endzone Logos
- Pre-Game Show
- Chain Gang
- Time-out Sponsor
- Community Organization of the Game
- Inflatable Tunnel
- Halftime Show
- Mascot(s)
- Uniform Patch
- Field Opportunities
- Goal Post Banner
- Trading Cards
- Print Opportunities
- Other ideas open to discussion

OTHER 2012 PARTNERSHIP OPPORTUNITIES

SIGNAGE

Dasher Board
End Zone Dasher Board
Dasher Toppers
On-Field Logo
Section Banner
Arena Banner
Suite Signs
Goal Post Banner (x2)
JumboTron Screen Sign x3
Tunnel Signs
End Zone Banners
Team Bench Banners

PRINT

Program Ad - Full page
Program Ad - Half page
Pocket Schedule Card
Team Schedule Poster
Game Day Insert - Quarter page
Game Day Insert - Half page
Game Day Insert - Full page
Program Insert (provided by client)
Lucky Ad
Media Guide
Calendars (Team, dancers, etc.)

SPECIALTIES

Field Name
End Zone Logo
Game Ball Sponsor
Uniform Player Sponsor
Uniform Patch
Helmet Sticker
Kid Zone
Kid's Club
Family Section Sponsor
Chain Gang Sponsor
Display Table (1 game)
Mascot Sponsorship
Dance Team Sponsor
Ball Babes Sponsor
Power Team Sponsor
Appearance (Mascot or Players)
Trading Cards Set
Trading Cards Strips
Playing Cards Decks
Post-Game Parties (6 games)
Web Banner / Link
Referee Sponsor
Penalty Flag
VIP Party Zone Title
End Zone Party Title

SPECIALTIES (cont.)

National Anthem Sponsor
Coin Toss Sponsor
Halftime Sponsor
Inflatable Tunnel Sponsor
Team Bench Areas
First Down Sponsor
Touchdown Sponsor
Extra Point Sponsor
Field Goal Sponsor
"Don't Drink & Drive" Reminders

PROMOTIONS

Game Sponsor
In-Game Time Out Event
PA Announcements
Jersey Auction
Play of the Game
Ball Toss
Magnet Schedule
Hit of the game

COMMUNITY

Scoring Donations
Tackle Reading
Community Org of the Game



2012 EXPRESS "MARCH MAYHEM"

\$500

One 2'x3' Rail Banner
4 Level Two Season Tickets

\$950

One 2' x 3' Rail Banner
One 3'x6' Arena Banner
4 Level Two Season Tickets
1 PA Announcement

\$1,500

One 2' x 3' Rail Banner
One 4' x 6' Dasher Pad
4 Level One Season Tickets
2 PA Announcements

\$750

One 2' x 3' Rail Banner
6 Level Two Season Tickets
1 PA Announcement

\$1,250

One 2' x 3' Rail Banner
Two 3'x6' Arena Banners
4 Level Two Season Tickets
2 PA Announcements

\$2,100

One 2' x 3' Rail Banner
Two 3'x6' Arena Banners
Two 4' x 6' Dasher Pads
4 Level One Season Tickets
2 PA Announcements



2012 Season Ticket Order Form



COMPANY _____

TICKET HOLDER NAME _____

MAILING ADDRESS _____

CITY/STATE/ZIP _____

HOME PHONE _____ WORK PHONE _____

EMAIL ADDRESS _____

Seat Location	Season Tickets	Qty.	Deposit Amount	Total Deposit Amount Paid
FRONT ROW	\$108.00		\$50.00	
LEVEL 1 ROWS 2-10	\$81.00		\$40.00	
LEVEL 2 ROWS 11+	\$54.00		\$20.00	
TOTAL PAYMENT AMOUNT				
Cash _____	Check # _____			\$

****There will be a \$3.00 processing fee added to each order**

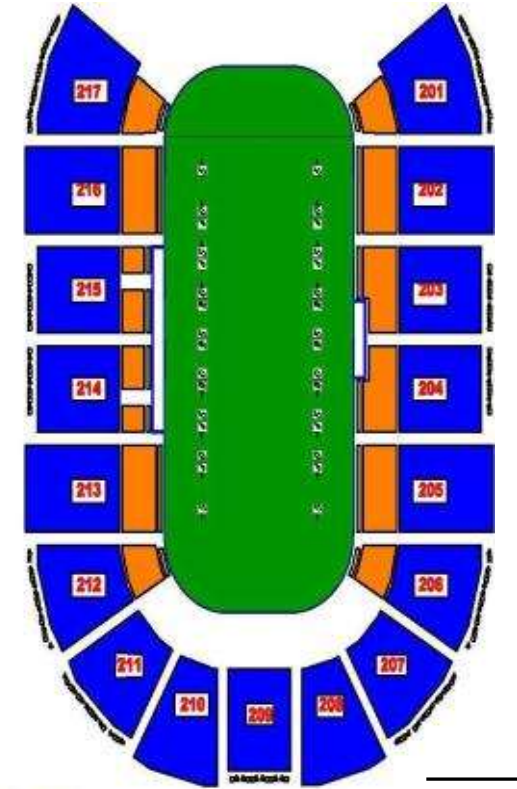
PLEASE MAKE PAYMENT PAYABLE TO: *COUNCIL BLUFFS EXPRESS INDOOR FOOTBALL*

Please rate your preferred side of the arena: North _____ South _____ End Zone _____

**RETURN COMPLETED ORDER FORM WITH PAYMENT AND DEPOSIT TO:
COUNCIL BLUFFS EXPRESS INDOOR FOOTBALL
1 ARENA WAY - COUNCIL BLUFFS, IOWA 51501**

ASSIGNMENT PRIORITY TIMELINE:

You may submit your ticket request at any time. Assignment of seats for new season ticket holders will be on first-come basis. ALL SEASON TICKETS MUST BE PAID IN FULL 2 WEEKS PRIOR TO START OF SEASON



<u>Date</u>	<u>Opponent</u>	<u>Day</u>	<u>Time</u>
24-Mar	OPEN		
31-Mar	@ Oklahoma Defenders	Sat	7:05 PM
7-Apr	OPEN		
14-Apr	Cheyenne Warriors	Sat	7:05 PM
21-Apr	@ Springfield Wolfpack	Sat	7:05 PM
28-Apr	OPEN		
5-May	Colorado Lightning	Sat	7:05 PM
12-May	@ Cheyenne Warriors	Sat	7:05 PM
20-May	Mid Missouri Outlaws	Sun	4:05 PM
26-May	@ Sioux City Bandits	Sat	7:05 PM
2-Jun	Springfield Wolfpack	Sat	7:05 PM
8-Jun	Sioux City Bandits	Fri	7:35 PM
16-Jun	@ Kansas Koyotes	Sat	7:05 PM
23-Jun	Oklahoma Defenders	Sat	7:05 PM
30-Jun	@ Colorado Lighting	Sat	7:05 PM
7-Jul	APFL Playoffs (@ tbd)	Sat	7:05 PM
14-Jul	APFL Championship (@tbd)	Sat	7:05 PM



2012 Group Ticket Order Form



COMPANY _____

CONTACT _____ GAME DATE _____

MAILING ADDRESS _____

CITY/STATE/ZIP _____

HOME PHONE _____ WORK PHONE _____

EMAIL ADDRESS _____ EXPRESS REP _____

Seat Location	Ticket Price	Qty.	Discount Rate (% off)	Total Amount Paid
FRONT ROW	\$20.00			
LEVEL 1 ROWS 2-10	\$15.00			
LEVEL 2 ROWS 11+	\$10.00			
TOTAL AMOUNT				
Cash _____		Check # _____		\$

****There will be a \$3.00 processing fee added to each order**

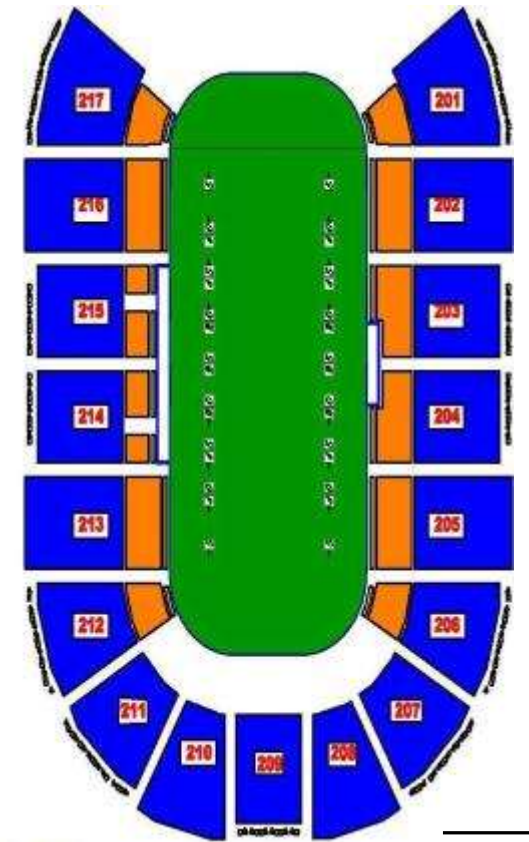
PLEASE MAKE PAYMENT PAYABLE TO: COUNCIL BLUFFS EXPRESS INDOOR FOOTBALL

ALL GROUP TICKETS MUST BE PAID IN FULL 1 WEEK PRIOR TO GAME SELECTED

Discount Rates are as follows

10 - 50	10% off	51 - 100	20% off	101 - 500	30% off
501- 1000	40% off	1,001 +	50% off		

Please rate your preferred side of the arena: North _____ South _____ End Zone _____



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