



### \$10,000 Sponsorship

- 2 Dasher/Side Board Sign
- Three announcements in games on PA system.
- 200 coupons/tickets for group at any game
- Ten Season tickets in level 1 or 120 coupons to use for tickets
- Game Sponsorship

**Value: \$ 12,580**

### \$7,000 Sponsorship

- Dasher/Side Board Sign
- Three announcements in games on PA system
- 100 coupons/tickets for group at any game
- Ten Season tickets in level 1 or 120 coupons to use for tickets During 2012 season

**Value: \$ 8,340**

### \$5,000 Sponsorship

- Promotion in Game/Time-Out Sponsor
- Dasher/Side Board Sign
- Two announcement in games on PA system
- 100 coupons/tickets for group at one game
- Ten Season tickets in level1 or 120 coupons to use for tickets During 2012 season

**Value: \$ 7,340**

### \$3,000 Sponsorship

- Dasher/Side Board Sign.
- Two announcement in games on PA system
- 50 coupons/tickets for group at one game
- Eight Season tickets in level 2 or 100 coupons to use for tickets During 2012 season

**Value: \$ 4,524**

### \$1,500 Sponsorship

- Arena Banner Sign (3' x 6' 1-2 colors)
- 50 coupons/tickets for group at one game
- Eight Season tickets in level 2 or 100 coupons to use for tickets during 2012 season .

**Value: \$ 2,964**

### \$750 Sponsorship

- Arena Concourse Sign (2' x 3' 1-2 colors)
- Six Season tickets in level 2 or 80 coupons to use for tickets During 2012 season

**Value: \$ 2,148**

## 2012 Season Advertising & Sponsor Opportunities

### Game Ball Sponsor \$4,500

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 or 100 coupons for tickets,

### 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 (plus comp cards)

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 (4'x4')	\$3,000	• PA announcements (3 per game)	\$60
• Arena Banner (3' x 6' 1-2 color)	\$1,500	• Game Day Insert (Half Page)	\$500
• Time-out Sponsor (for Season)	\$2,000	• Game Day Insert (Quarter Page)	\$300

### 2012 Season 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.



(1) Ticket packages will either be season tickets or coupons that are redeemable for tickets (at the M.A.C. box office) for specific games you choose during the season or a combination of season tickets and coupons.

(2) Sponsors have the option to purchase a minimum of 100 tickets at \$3.00 each for a group (Level 2)