



## SOURCE FOR SPORTS HOCKEY HALL OF FAME LEGENDS CLASSIC ADVERTISING & PROMOTIONAL OPPORTUNITY

### Canada Legends - vs - USA Legends

This **"Advertising & Promotional Opportunity"** is an effective campaign with maximum exposure. The historic game is part of the Hockey Hall of Fame Induction Weekend/Celebration, November 5-8, 2010.

The package includes:

#### PRIME RINK BOARD SIGNAGE

- Two 11' x 3' rink board banners

#### SOUVENIR PROGRAM\*

- Full page advertisement (full colour 8½" x 11")

#### JUMBOTRON, LOGO PLACEMENT AND PUBLIC ADDRESS

- 8 live audio announcements naming and/or thanking a sponsoring partner, as part of the game script.
- 8 logo/matrix placements (jumbotron) to run concurrent with aforementioned audio announcements.
- 4 x :30 commercial aired during the game on the Jumbotron (DVD must be supplied)

#### GAME TICKETS

- 10 Complimentary VIP Platinum Tickets,  
50 Lower Bowl tickets

*Each VIP Ticket entitles the holder to premium seating and one postgame reception pass at the Platinum Club - Air Canada Lounge*

#### GAME JERSEYS

- 10 official Legends Classic jerseys  
(Canada Legends, USA Legends)

#### USE OF ACC ICE\*\*

- Exclusive use of Air Canada Centre ice  
Sunday, Nov. 7, 2010 from 8:30 - 10:30 am

#### OFFICIAL WEBSITE

- Logo placement on official web site  
[www.hhoflegendsclassic.com](http://www.hhoflegendsclassic.com)

**PROMOTIONAL FEE: \$12,000**

PLUS APPLICABLE TAXES

\*must provide camera ready pdf or tif ad for souvenir program  
\*\*subject to reimbursement of ACC staff and security TBC

**BECOME A PART OF HISTORY AS FEMALE  
HOCKEY PLAYERS ARE BEING INDUCTED INTO  
THE HOCKEY HALL OF FAME FOR THE FIRST  
TIME EVER, IN ADDITION TO OTHER HOCKEY  
GREATS!**

