



## 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:

#### SPONSOR OF VIP POST GAME RECEPTION

- Logo on VIP Post Game Reception Invites
- Banner Exclusively in Air Canada Club and Hot Stove Lounge and Platinum Lounge.

#### GAME TICKETS

- Block of 200 Lower Bowl General Admission tickets.

#### VIP PLATINUM TICKETS AND VIP POST GAME RECEPTION PASSES

- 12 complimentary VIP Platinum tickets, each ticket entitling the holder to premium seating and one VIP Post-Game Reception pass.

#### RINK BOARD SIGNAGE

- 4 rink board advertisements of 11' x 3', produced and installed on premium locations.

#### SOUVENIR PROGRAM\*

- Double Spread inside cover full colour advertisement in the Souvenir Program, 17" x 11" trim size.

#### 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)

*It is the responsibility of your company to submit suitable logo or graphic file(s) to [nicolac@xentel.com](mailto:nicolac@xentel.com).*

#### GAME JERSEYS

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

#### OFFICIAL WEBSITE

- Web linking, including logo or banner ads, on [www.hhoflegendsclassic.com](http://www.hhoflegendsclassic.com) for one calendar year.

#### ADVERTISING, PROMOTION AND PUBLICITY POINT OF PURCHASE - (PRE EVENT AND ON-SITE)

- To be discussed
- Concourse Booth - (TBA)

#### HE SCORES!

Giveaway / Gifting / Sampling Official Legendary Hockey Heroes Giveaway when a goal is scored; i.e. T-shirts / Sponge Hockey Pucks / Gift Certificates with PA Announcements, (Referee / MC), giveaways by Claude Scott- the Trumpeteer throughout the game in the stands.

**PROMOTIONAL FEE: \$30,000**

PLUS APPLICABLE TAXES

\*must provide camera ready pdf or tif ad for souvenir program

**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!**

