

## **Victoria Cougars Advertising Opportunities at Archie Browning Arena**

We have numerous advertising opportunities that allow companies to meet individual needs and budgets. Our organization depends on local companies to help us generate revenue to remain competitive in the league.

In the arena we have a 6 foot by 12 foot Jumbotron that runs 24 hours a day 7 days a week. Therefore whenever the arena is being used the advertising is being viewed. Our Jumbotron shows ads for approximately 10 seconds in each rotation. There are about 5 rotations per hour giving each ad over 40,000 potential views a year for each ad in the rotation.

Additionally, we have 6 back-lite signs in the arena and arena boards that are also on display during all Cougars home games and whenever the arena is being used.

All of our home games are broadcast on the internet and during the broadcast advertisers are either mentioned or a detailed message is given – this depends on the advertising being purchased. During home games the advertisers are also mentioned during a stoppage in play. Similar to the web broadcast they are either listed or a detailed message which is dependent on the advertising purchased.

### **Available levels of Advertising are as follows:**

**Level 1– Player Sponsor** - cost for this level is \$400 and consist of a player sponsor if available or one ad on the Jumbotron in each of the rotations. Each player sponsor is listed on the game day roster sheet and when the player's picture is displayed on the Jumbotron the sponsor's name appears with the player.

**Level 2 – Jumbotron and Player Sponsor-** cost for this level is \$600 and consist of one Jumbotron ad and a player sponsorship if available or 2 Jumbotron ads in each of the rotations.

**Level 3– Arena Board** - cost for this level is \$1,000 plus production cost of the arena board the first year and consist of an arena board which is approximately 32 inches high by 96 inches wide.

For ads in Level 1, 2 and 3 each sponsor's name is listed once during the web broadcast and once during each home game by the P.A. Announcements. Each of these advertisers will be listed on the Cougars web site as an advertiser.

**Level 4 – Arena Board and Jumbotron** - cost for this level is \$1,400 and consist of player sponsorship if available, 1 Jumbotron ad per rotation or 2 Jumbotron ads if no player sponsorship is available and 1 arena board.

**Level 5 – Arena board, player sponsor and 2 Jumbotron ads** - cost for this level is \$1,600 and consist of player sponsorship if available, 2 Jumbotron ads per rotation or 3 Jumbotron ads if no player sponsorship is available and 1 arena board.

**Level 6 – Arena Board, Player Sponsor and 4 Jumbotron Ads** - cost for this level is \$2,000 and consist of a player sponsorship if available, 4 Jumbotron ads per rotation and 1 arena board.

**Level 7 – Backlit sign and 2 Jumbotron Ads** - cost for this level is \$2,000 and consist of a player sponsor if available, 1 backlit sign and 2 Jumbotron ads per rotation.

For ads in Level 4, 5, 6 and 7 each sponsor will have a detailed message during the web broadcast and once during each home game by the P.A. Announcements. Each of these advertisers will have their company banner on the Cougars web site that will be connected to their own web-site.

Additionally any advertisers in level 4, 5, 6 and 7 who commit to a three year contract will receive a 10% discount on the cost.