



**2010 Robertson
Cup Champions**

MARKETING GUIDE



www.bismarckbobcats.com

ADVERTISING PACKAGE PRICING

DIAMOND (\$15,000) (Savings of \$5,000)

- Major signage (big board)
- Game night sponsor with social including food & beverages
- School program sponsor
- Full page program ad
- 8 gold season tickets
- Game/radio/internet PA's

* Does not include production

* Major signage could be a combination: ice logo, blimp, post-game etc.

PLATINUM (\$10,000) (Savings of \$3,500)

- Dasher board
- Game night sponsor with social including food & beverages
- Radio advertisement
- Full page program ad
- 8 gold season tickets

* Does not include production

* Major signage could be a combination: ice logo, blimp, post-game etc.

GOLD (\$7,000) (Savings of \$1,970)

- 1 dasher board with production
- Radio advertisement
- Game night sponsor with social including food & beverages
- Full page program ad
- 6 gold season tickets

SILVER (\$5,000) (Savings of \$1,800)

- 1 dasher board with production
- Game night sponsor with social including food & beverages
- Full page program ad
- 4 gold season tickets

BRONZE (\$3,000) (Savings of \$1,100)

- 1 wall board with production
- 1 game night sponsor
- 4 silver season tickets



BOBCAT HOCKEY ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES

DASHER BOARD ADVERTISING (\$2,000)

SEAT FLYER ADVERTISING (\$150/GAME) Min. 5 games

GAME NIGHT SPONSOR (\$1,250)

- A social room is available with food & beverages for a corporate party before and during the game: (\$1,750).

WALL BOARD (\$1000)

- Also available is one 8x30 wall board which with its large size dominates the rink: (\$8,000).

HANGING BANNER (\$1,500)

SCORE BOARD ADVERTISING (VARIES)

ICE LOGOS (PRICE VARIES ON SIZE/LOCATION)

GLASS WRAP (\$6,500)

TICKET BOOTH ADVERTISING (\$800)

PROGRAM ADVERTISING

(FULL PAGE AD - \$880, ½ PAGE AD - \$600, ¼ PAGE AD - \$400)

POCKET SCHEDULE ADVERTISING

(FULL PANEL - \$950, HALF PANEL - \$600)

HELMET ADVERTISING (\$2,100)

JERSEY ADVERTISING (\$2,000)

BOBCAT BUS ADVERTISING (VARIES)

RADIO/INTERNET ADVERTISING (VARIES)

TICKET BACK SPONSOR (\$1,500/10,000 TICKETS)

BLIMP ADVERTISING (\$1,500/10 GAMES)

SKATE WITH THE BOBCATS SPONSOR (\$2,500)

SCHOOL PROGRAM SPONSOR (\$2,500)

PLAYER OF THE GAME AUTOGRAPH ZONE (\$30/GAME)

POWER PLAY (\$1,500)

PENALTY KILL (\$1,500)

SEASON TICKET HOLDER OF THE GAME

(\$1,500 AND PROVIDE PRIZE)

FIRST BOBCAT GOAL OF THE GAME ROW GIVEAWAY

(\$1,000 AND PRIZES)

TEAM POSTER (\$1,000)

GROUP NIGHTS (VARIES)

MILITARY NIGHT OUT

(\$1,000 24 TICKETS FOR 6 GAMES FOR MILITARY PERSONNEL)

KIDS NIGHT OUT

(\$1,000 24 TICKETS FOR 6 GAMES FOR VARIOUS GROUPS TO BE CHOSEN BY SPONSOR)

ADOPT A BOBCAT (\$750)

LOBBY WINDOW SIGNAGE (\$1,500)

CURLING WINDOW SIGNAGE (\$750)

COACHES SHOW PRESENTER (\$1,500/15 SHOWS)

SHOWROOM DISPLAY (WITH OR WITHOUT FOOD AND DRINK-VARIES)

CONCESSION STAND SIGNAGE (VARIES)

POPCORN BAG INSERTS (APPROX. 12,000 BAGS / \$1,500)

GAME INTERMISSIONS (\$150/GAME MINIMUM 10 GAMES)

SPONSOR APPRECIATION GAME NIGHT SPONSOR

(ACCESS TO ALL SPONSORS / \$3,000 PLUS FOOD)

LOBBY BOOTH (\$250/GAME)

WARM UP ADVERTISEMENT (\$1,500)

ENTRYWAY SIDEWALK DISPLAY (\$250/GAME)

THREE STARS OF THE GAME (\$1,500)

FAN OF THE NIGHT (\$1,200)

OFFICIAL PUCK DELIVERY (\$1,200)

DIRTIEST CAR OF THE NIGHT (\$1,000)

NATIONAL ANTHEM PRESENTER (\$1,200)

SCHEDULE CARDS (\$300)

PENALTY BOX BEER GARDEN (\$2,500)

MAIN BEER GARDENS (\$2,500)

CORNER BEER GARDEN (\$1,500)

SEAT SECTION NAMING RIGHTS (VARIES)

PENALTY BOX (\$2,000)

INSIDE THE DEN TV BACKDROP (\$2,500)

TUNNEL SPONSORSHIP, SCRATCH SPONSORSHIP, ON-ICE PROMOTIONS AND MORE!

Discuss these opportunities with the Bobcat Hockey Staff!

PRODUCTION

Basic fee of \$180 per signage item excluding large signage items



BOBCAT PARTIES

DUFFY'S LOCKER ROOM SECTION PIZZA PARTY

FEATURING

- **BRONZE RESERVED TICKETS FOR GROUPS OF 25 OR GREATER**
- **1/4 PIZZA PER PERSON**
- **TWO BEVERAGE (BEER OR SODA) COUPONS**

RETAIL VALUE - \$25/PERSON

LOCKER ROOM SECTION PRICE - ONLY \$16/PERSON

KIDS HIGH SCHOOL/UNDER - ONLY \$10 (1/4 PIZZA AND A SODA)

- *Ask about our transportation options*
- *Ask about discounts for group tickets of 10 or more*
- *Ask about Scrratch Birthday Parties*

BOBCAT HOCKEY

FAMILY FUN PACKS

INCLUDES:

- 4 BRONZE TICKETS**
- 4 DRINK VOUCHERS**
- 4 FOOD VOUCHERS**

BOBCAT HOCKEY-IT'S ADDICTIVE CALL 222-3300

