

BRANDING

Showcase your brand at Agganis Arena

SPONSORSHIP, SIGNAGE, AND CUSTOMIZED MULTIMEDIA PACKAGES

Agganis Arena will be happy to customize sponsorship packages to meet your company's needs and objectives. What's more, as a corporate partner, you will play a vital role in developing Boston University's John Hancock Student Village, joining dozens of other leading companies serving the Greater Boston area.

You are also eligible for event space rental discounts in the arena for your corporate functions, including dinners in the elegantly appointed Francis D. Burke Club Room and skating party holiday celebrations.

SCOREBOARD

Agganis Arena's four-sided, ultramodern, center-hung video scoreboard is activated one hour prior to each game and remains on until the last guest exits the seating bowl. Clearly visible from every seat in the Arena, the scoreboard is the focal point for Arena fans as they constantly reference the board for replays, contests, and interactive messaging throughout the game.

Agganis Arena scoreboard sponsorship opportunities include:

- A four-sided LED video screen (8' x 14') providing game/event action and information, with video animation/-graphics packages available for sponsors with guaranteed pre-game to end-of-game exposure.
- Full-size backlit fixed signage panels (3' x 14') are available individually or in pairs.
- LED video screen signage panels (5'x14') are available individually.

LED VIDEO RIBBON

State-of-the art LED video ribbon provides Agganis Arena's seating bowl with 400 feet of high impact, full-color signage. Sponsorship exposure on the LED Ribbon ensures maximum visibility for your company during sporting and other events. Sponsorships are available based on timed exposure from pre- to post-event and can be integrated into the Arena's video scoreboard.

IN-ICE SIGNAGE

Located in 4 positions around the center ice circle, in-ice signage is available individually and provides a premier branding opportunity for sponsors. Your brand/logo is not only visible to all Arena Guests during a game, but is also seen by viewers of local and national television broadcasts.

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ZAMBONIS

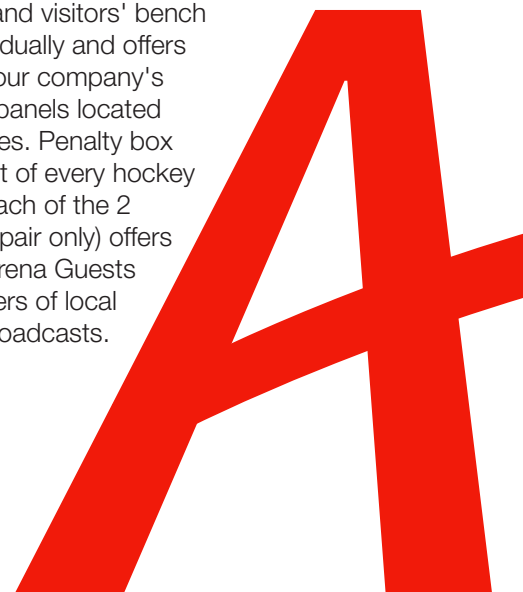
The Arena's two Zambonis appear on the ice after pre-game warm-ups and between each period break. Each Zamboni is available individually and provides a highly visible and exclusive display of your message/logo throughout the hockey season.

DASHBOARD PANELS

Dashboard panels (30" x 10') are available individually and can make your company's brand/logo part of the action on the panels surrounding the ice surface. Dashboard panels are in full view of all Arena Guests and are also seen by viewers of local and national television broadcasts.

BENCH AND PENALTY BOX SIGNAGE

Ice hockey team bench and visitors' bench signage is available individually and offers premium placement of your company's brand/logo on the glass panels located behind both team benches. Penalty box locations are a focal point of every hockey game. Signage behind each of the 2 penalty boxes (sold as a pair only) offers excellent placement to Arena Guests and is also seen by viewers of local and national television broadcasts.



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VOMITORY ENTRANCE SIGNAGE

Located directly above the Northeast, Southeast and Northwest on-ice entrances, vomitory signs provide an exclusive opportunity to display your logo/brand and are visible to all Arena Guests. Vomitory entrance signs are also seen by viewers of local and national television broadcasts.

TEAM ENTRANCE SIGNAGE

Located directly above the home and visitor team entrances to the ice surface or basketball court, team entrance signs provide an exclusive opportunity to display your logo/brand and are visible to all Arena Guests. Team entrance signs are also seen by viewers of local and national television broadcasts.

CONCOURSE SIGNAGE

These fully backlit sign panels (3' x 4') are located around the East and West Concourse near the concession stands and rest rooms of Agganis Arena. The sign panels remain in place and lit for all Arena events, offering year-round recognition. Panels are available individually or in pairs.

CONCOURSE BANNERS

Full-color concourse banners displaying product branding or your company logo encircle the entire concourse. The banners are displayed year-round during all events and are available individually or in pairs.

PASSENGER ELEVATORS

Fixed signage panels (2' x 3') are available on all public and VIP elevators. Perfect opportunity to reach Arena Guests during all events on a year-round basis – sold individually or in pairs.

GAME PRESENTING SPONSORSHIPS & CORPORATE NIGHTS

Agganis Arena will host a variety of sporting events, concerts, and family shows, many of which are available for event underwriting and promotional tie-ins. These event sponsorships provide unique promotional access to Arena Guests who will see, hear, and interact with your message and product. The Arena Lobby and high-traffic Concourse locations are available for freestanding kiosks and displays. Event sponsorships are ideal for entertaining clients, prospects and business associates; special hospitality areas for pre- or post-event receptions are available.

SOUVENIR SPONSORSHIP

A unique opportunity to be part of the Arena's co-branded souvenir program that includes items such as hockey pucks, t-shirts, coffee mugs, key rings, and winter hats. Souvenirs are distributed free of charge to thousands of Arena Guests each year.

POCKET SCHEDULES

A powerful punch in a small package, Terrier Hockey and Basketball pocket schedules are distributed free of charge to thousands of Arena Guests each season.

POSTER SCHEDULES

Your company's brand or logo will appear on the Arena's schedule posters for Terrier Hockey and Basketball. Schedule posters are distributed free of charge to Arena Guests, including students, fans, and the Boston University community. Your logo will appear on posters throughout the year in residence halls, dining halls, offices, and local retail establishments.

GAME PROGRAMS

What better way to reach Arena Guests than by placing your company's message in Terrier hockey and basketball game programs? Game programs are used by fans as a year-round reference guide and are a great way to promote your product.

TICKET ENVELOPES

Your company's brand, coupon, or unique message will appear on the ticket envelopes used for all mailings and ticket distribution from the Arena Box Office.

SEASON TICKET BACK SPONSORSHIPS

Season ticket back sponsorships allow you to promote your company's product or service on the back of thousands of tickets distributed each season for Terrier Hockey or Basketball.

TERRIER RADIO BROADCAST SPONSORSHIPS

Radio broadcast sponsorships allow you to promote your company's product or service each season for Terrier Hockey.

