



## Corporate Partnership Inventory

### **SIGNAGE**

#### **On-Ice Logos**

This form of advertising puts your company where all eyes are focused – literally right in the middle of the action. Not only do you gain exposure during Rush home games, but also during youth games, tournaments, and practices.

#### **Premier Signage**

Brand New Backlit Signage located where everyone is watching for in-game action or fun on ice competitions/contests. This signage package is visible for all 32 Rush home games as well as other events hosted by the Rushmore Plaza Civic Center Ice Arena. Ask your Rush representative for details.

#### **Arena Premier Window Signage**

New opportunity for your company to have one of the largest signs that makes one of the biggest impacts in the New Ice Arena.

#### **Dasher Boards**

Dasher boards are the most traditional form of hockey advertising. Placing your company name and logo on a 3' x 8' advertisement provides a great opportunity to gain additional exposure. Game photos will regularly appear in all of the local newspapers with our dasher boards in the background. Additional exposure is also gained with any televised presence the team will have in the area including broadcast games and highlight reels for local sports recaps.

#### **Home Team Bench**

This signage is sure to attract attention as fans focus in on the home team bench. Your logo will be seen in the middle of the action each night. Additional exposure is gained through local newspaper coverage as well as any television presence the team will have in the region.

#### **Visiting Team Bench**

This signage is sure to attract attention as fans focus in on the visiting team bench. Your logo will be seen in the middle of the action each night. Additional exposure is gained through newspaper coverage as well as any television presence the team receives in the area.

#### **Penalty Box**

This signage will attract attention of fans as they focus on the penalty box. Your logo will be seen in the middle of the action each night. Additional exposure is gained through newspaper coverage, television presence in the area and any video spoofs produced by the team which will be played on the giant video board.

### **Directional Signage**

No fan can miss your sign when walking to his/her seats. Permanent Signage located inside the Arena providing direction for all. Signage appears at eye level while entering the Rushmore Plaza Civic Center Ice Arena and is impossible to miss.

### **Zamboni**

During each intermission and after the game, the Zamboni will come out to clean the ice with your logo plastered on all sides. This unique form of advertising brings a creative aspect to your brand that will benefit any company. The Zamboni will resurface the ice three times per home game.

### **ProAd Digital Rink Ribbon**

Timed custom digital display of company logo throughout hockey games across ALL 500 Feet of 2' high digital ribbon! Your signage will be visible during every Rush home game as well as other events scheduled in the Rushmore Plaza Civic Center Ice Arena.

### **Blimps**

Your company will receive sponsorship on a promotional blimp during the season. As a sponsor of the blimp, you will be able to provide artwork to adorn the sides of the blimp as well as the opportunity to drop valuable coupons during the pre-game and intermission breaks.

### **Portal – Arena Entrance Signs**

Portal Banners will be located in the Concourse at the bottom of the stairs leading to each section in the Rushmore Plaza Civic Center Ice Arena. The banners will be visible not only during Rush home games but also during the various events throughout the year that are hosted inside the Rushmore Plaza Civic Center Ice Arena.

### **Vomitory Signs**

Vomitory Signs are backlit signs located at the top of each stairwell in the Rushmore Plaza Civic Center Ice Arena. These signs are visible not only for Rush home games but for all other events held inside the Ice Arena.

### **Helmet Logos**

Have your company logo be a permanent part of the Rapid City Rush uniforms.

### **Jersey Patches**

Have your company logo be a permanent part of the Rapid City Rush uniform.

### **Hockey Pant Patch**

Have your company logo be a permanent part of the Rapid City Rush uniform.

### **Glass Wrap**

The glass wrap or rink wrap is a see-thru border that wraps around the entire length of the rink. Your company's name and logo will be featured on this wrap and will surely be a part of the action each night.

### **Hallway Banner**

Advertising is all about repetitive exposure. Hallway banners are a cost effective way to get your logo in front of the fans again and again. As permanent signage, it will be up for not only all Rush home games, but any other event at the Ice Arena during the year of your sponsorship.

### **Red and Blue lines**

Get your company's logo at the center of all the action. Red and blue line sponsorships are available and are great for any company who wants to be noticed.

### **Goal Posts**

The goal posts are the center of attention when the Rush is on the attack. All eyes are centered on the puck and where it is in relation to where your company's name will be. A valued spot to be located as a lot of press pictures and action shots are taken facing the goal.

### **Red Carpet**

Each game night the Rush uses up to three red carpets for opening ceremonies and intermission events. Gain your company exposure by sponsoring the red carpet!

### **Will Call Window**

Last year over 1,000 fans visited the Rush Will Call Window per night. First impressions go a long way – so be the first company the fan sees as they pick up their tickets at the Rush Will Call Window.

### **Radio**

Did you know that radio advertisements will reach most customers within two hours of their largest purchase of the day? Get your company on the radio for all 64 Rush regular season home and away games. The Rush radio broadcast is streamed through the Internet, as well as our game feed, and is broadcast on the Rush Flagship station 100.3 The FOX.

### **Intermission Events**

Be a part of the fun during intermissions and leave fans with a lasting impression of your company. Customized intermission contests and games are available to help your company gain maximum exposure at each Rush home game.

## **Booth**

Want to get a personalized opportunity to connect with 5,119 fans? Game night sponsor booths are available for you to set up your own interactive booth, name trap, and promote your company while fans mingle in the concourse. A concourse booth is a great addition to any marketing plan or title night sponsorship with the Rush.

## **PRINT**

### **Full-Page Program Advertisement**

Full-page advertisements in the official Rush Program are available. These full-color ads will be complemented with team and league information, feature articles, color photos, statistics, player bios and much more. The Program will be available for sale at every home game.

### **Half and Quarter Page Program Advertisement**

Advertisements are available in the official Rush Program. These full-color ads will be complemented with team and league information, feature articles, color photos, statistics, player bios and much more. The Program will be available for sale at every home game.

### **Magnetic Schedule**

This item is one of the most requested give-away items, displaying the Rush home and road schedule. Fans display these on refrigerators and office cabinets, gaining immeasurable exposure.

### **Pocket Schedule**

Your company will have a full panel or half panel to advertise in the team pocket schedules. The Central Hockey League will announce the schedule mid-Summer, with the team then printing 40,000 schedules to distribute throughout western South Dakota, eastern Wyoming and the Nebraska panhandle.

### **Season Tickets**

Have your company logo and slogan featured on the front and backside of all season tickets distributed in season ticket books to all season ticket holders in early October.

### **Website Title Sponsorship**

Your company will be the title sponsor of the Official Rapid City Rush website, [www.RapidCityRush.com](http://www.RapidCityRush.com). As the title sponsor, your company will receive logo recognition on every page of the Rush website.

### **Website – Homepage Banner**

Your company will receive an advertisement banner on the homepage of the Official Rapid City Rush website, [www.RapidCityRush.com](http://www.RapidCityRush.com). The banner will be linked to your company website if applicable.

### **Website – Partners Page**

As a partner of the Rapid City Rush, your company will be featured on the Partners Page of the Official Rapid City Rush website, [www.RapidCityRush.com](http://www.RapidCityRush.com). This listing will include your company logo, contact information, and a link to your company website if applicable.

### **Website Poll Sponsorship**

Your company will receive sponsorship of the Fan Poll on the homepage of the Official Rapid City Rush website, [www.RapidCityRush.com](http://www.RapidCityRush.com). At times, you may even get to the opportunity to provide an online poll question (permission must be granted by Rush management).

### **Autograph Books**

Every fan will need an autograph book for autographs of their favorite players. As the sponsor of the autograph book, your company logo will be displayed on each book.

### **Team Picture**

As the sponsor, your company logo will be seen on every team picture. These pictures will be distributed at two select home games during the regular season.

### **Player Pictures**

As the sponsor of Player Pictures, your company logo will be seen on individual player pictures. These pictures will feature Rapid City Rush player action shots with your company logo that will be available for sale in the Rush Team Store.

## **GROUP & GAME NIGHT SPONSORSHIP**

### **Game Night Sponsor**

Your company will receive a game night sponsorship to include:

- 10 tickets to the sponsored game night
- Concourse kiosk to distribute information to 5,000 fans attending the game
- Exclusive game night sponsorship PA announcement and video board graphics (minimum 2 per game)
- Opportunity to pass out a pre-determined giveaway item to fans upon exit (additional cost)
- Opportunity for company representative to drop the ceremonial first puck
- Your company name/logo included in all marketing promotions such as newsprint, radio, TV and billboards

### **Group Night at a Game**

Your company will receive tickets to a game of your choice to give to employees, valued customers, family and friends. In addition, you will receive a PA announcement and video board recognition during the game.

## **Group of the Night**

Your company will be the official sponsor of Groups that attend the Rapid City Rush home games. Included in the sponsorship is one PA announcement and video board recognition during each home game in which 'groups' are in attendance.

## **AUDIO ADVERTISEMENTS**

### **PA Announcements**

Your company will receive a PA Announcement each home game informing 5,000 fans of your products and services. Your logo will be shown on the video board while the announcement is being made. The announcement can be altered throughout the season to change your message.

### **Video Commercials**

Your company will receive a 30-second video advertisement during every home game that will play during the first and second intermissions. This commercial can be altered throughout the season to change your message.

## **APPEARANCES**

### **Player Appearances**

Your company will have the opportunity to host player appearances throughout the season. During the appearances players will be available to sign autographs and participate in other activities.

### **Mascot Appearances**

Your company will receive appearances by the Rapid City Rush Team Mascot Nugget at your place of business or a location of your choice. This is a great way to bring Rush fans directly to your door. Build relationships and expand your brand recognition through the entertainment value of the Rapid City Rush mascot.

### **Rushettes Appearances**

Draw attraction to your company with an appearance by the Rapid City Rush Rushettes Dance Team. During the appearances Rushettes will be available to sign autographs and participate in other activities. This is a great way to bring fans directly to your door.

## **PROMOTIONS & SPONSORSHIP**

Rapid City Rush will customize a promotion designed to increase traffic for your company and generate an increase in name recognition. For a promotion of any size, do not hesitate to call to set up an appointment to discuss your potential options.

## **Mascot**

The mascot is always a fan favorite. The mascot attends games, team functions, and special appearances throughout the year. This fully-costumed mascot will feature your logo on its uniform so that your brand may be associated with this excitement and fun. Your company logo will be fully visible at each home game and also visible on the mascot page of the Official Rapid City Rush website, [www.RapidCityRush.com](http://www.RapidCityRush.com).

## **Chuck-a-Puck**

The most popular intermission activity is Chuck-a-Puck. Wouldn't it be great to watch fans toss these pucks on the ice and try to land on the target displaying your company name and logo? As the premier sponsor of Chuck-a-Puck, your company name and logo will be displayed on one side of the foam pucks used for the Chuck-a-Puck contest. Pucks are purchased during each home game and thrown onto the ice during the second intermission for a chance to win prizes provided by the Chuck-a-Puck sponsor(s).

## **Exclusive Sponsor of the Power Play**

Your company will be the exclusive sponsor of the power play. This popular fan-interactive item is announced at every home game in which the Rapid City Rush go on the power play. You will receive opening PA announcements and video board recognition for each power play and closing PA announcements and video board recognition for each successful power play.

## **Exclusive Sponsor of the Penalty Kill**

Your company will be the exclusive sponsor of the penalty kill. This popular fan-interactive item is announced at every home game in which the Rapid City Rush go on the penalty kill. You will receive opening PA announcements and video board recognition for each penalty kill and closing PA announcements and video board recognition for each successful penalty kill.

## **Puck-Out-Of-Play**

Your company will be the exclusive sponsor of the Puck-Out-Of-Play. With this sponsorship your company will receive a PA announcement and video board recognition for every Puck-Out-Of-Play during home games.

## **Off Sides Sponsor**

Your company will be the official sponsor of Off Sides during all Rush home games. Included in the sponsorship is a PA announcement and video board recognition for every Off Sides call during a home game.

## **Overtime Sponsor**

Your company will be the official sponsor of each overtime home game. Included in the sponsorship, is a PA announcement at the beginning and conclusion of the overtime period. If the Rush win during the overtime period, your company will have the opportunity to distribute or giveaway a promotional offer or prize to select fans.

### **Shootout Sponsor**

Your company will be the official sponsor of each home shootout the Rapid City Rush are involved in. Included in the sponsorship is opening and closing PA announcements as well as the opportunity to giveaway a promotional offer or prize to select fans.

### **Instant Replay**

Your company will be the official sponsor of instant replay. Any time an instant replay is shown during the game your logo will be shown on the video board.

### **Three Stars of the Game**

At the end of every home game, the three stars of the game will be chosen. The promotion will be shown on the video board along with your logo and accompanying PA announcement.

### **Official Sponsor of the Rapid City Rush Miners Club**

This official sponsorship includes any and all activities performed by and run through the Rapid City Rush Kids Club. In addition to your logo on all Kids Club material including the membership card, newsletter, sign-up materials, t-shirts, and other special items, you will receive PA and scoreboard recognition as the official sponsor. This is the perfect way to build relationships with entire families and bring business directly to your door.

### **Birthday Board Sponsor**

Your company will be the official sponsor of the Birthday Board. This popular fan-interactive item is announced at every home game in which the Rapid City Rush has birthdays to announce. You will receive opening PA announcements and video board recognition with each Birthday Board.

### **Collision of the Game**

Your company will be the official sponsor of the biggest hit of the game. This popular fan-interactive item is announced at every home game for the Rapid City Rush. You will receive opening PA announcements and video board recognition with each Collision of the Game.

### **Starting Lineup**

Your company gets instant recognition tying yourself with the Announced Starting Lineup for every Rush Home Game.

### **Fan of the Game**

This fan-interactive event occurs at every Rush home game. Your company logo will have a presence on the video board for each fan that is chosen for every Rush home game.

### **Time Out**

The Time Out partnership includes company recognition for one of three 70-second timeouts at every Rush home game. This is a great opportunity to garner fan attention.

### **1<sup>st</sup> Period, 2<sup>nd</sup> Period, 3<sup>rd</sup> Period**

For every period (three periods in hockey) your company is introduced as the company that brings you the 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> period.

### **Out of Town Scoreboard**

During Rush home games your company logo is presented on the video board along with other CHL scores. These PA announcements are read by the Rush public address announcer.

### **Weather Reports**

A nightly weather report is presented on the video board with your company name bringing it to the Rush audience.

### **Zamboni Ride**

Sponsor the coveted Zamboni Ride and receive special recognition for your company during every Rush home game. One lucky child will be selected from the audience to ride the Zamboni during one of the intermissions.

### **Rushettes Sponsor**

A crowd favorite, your company will receive an abundance of recognition as the Official Sponsor of the Rushettes Dance Team. As a sponsor of the Rushettes, your company will receive a banner advertisement on the Rushettes page of the Official Rapid City Rush website, [www.RapidCityRush.com](http://www.RapidCityRush.com). In addition, you will receive PA announcements and video board recognition at each Rush home game as well as recognition on print materials and at Rushettes Appearances.

### **Minute of Madness**

Your company will be the official sponsor of the Minute of Madness. This popular fan-interactive item is announced at the start of the third period at every Rush home game. You will receive opening PA announcements and Pro Ad recognition.

### **Dance for Your Dinner**

Your company will be the official sponsor of the Dance for Your Dinner, an interactive item performed during all Rush home games. As the sponsor of the Dance For Your Dinner, your company logo will be represented on the video board during the entire promotion. The Dance for Your Dinner promotion is a fun promotion that directly involves the fans and will provide name recognition for your company with the loyal Rush fans.

### **Call of the Game**

Your company will be the official sponsor of Rush Trivia. This popular fan-interactive item is performed at every Rush home game. One lucky Rush fan is given the opportunity to ask a Rush player a question of their choice. Your company will receive PA announcements before and after the promotion as well as video board recognition.

**Rush Trivia Partner**

Your company will be the official sponsor of Rush Trivia. This fan favorite interactive item is conducted during each home game. Play is stopped for 70-seconds and a Rush fan is asked a question pertaining to Rapid City Rush. If the correct answer is given, the contestant is awarded a prize courtesy of your company. Your company will receive an opening and closing PA announcement and video board recognition.

**Kiss Cam**

Your company will be the official sponsor of the Kiss Cam, an interactive item performed during one of the intermissions of all Rush home games. As the sponsor of the Kiss Cam, your company logo will be represented on the video board during the entire Kiss Cam promotion. In addition, your company could sponsor a prize to the final couple featured on the Kiss Cam. The Kiss Cam is a fun promotion that directly involves the fans and will provide name recognition for your company with the loyal Rush fans.

**Rush Goal Partner**

Score for the Rush! Your company will be the official sponsor of this exciting promotion. You will receive premier signage placement inside the Rushmore Plaza Civic Center Ice Arena with your company name featured. Each time the Rush scores a goal a letter from your company name will be removed. If all the letters are removed from the banner, you can award all 5,000 fans with a prize. This is an exciting promotion that directly involves your company with the excitement of the game.

**Rush Win Partner**

The fans will be cheering for your company as much as they do the Rush. Your logo will be visible for every Rush home game and you will associate yourself with the success of the Rush. This promotion is ideal for attracting people to your business!