

# COMPUWARE ARENA & PLYMOUTH WHALERS

## Plymouth Whalers: The History

Since joining the Ontario Hockey League (OHL) in 1990, the Plymouth Whalers have been one of the most successful teams in the OHL. Each season the Whalers are consistently among the top teams in the league. In fact, the 2007 Whalers won the OHL Championship. The Whalers have already established a proud tradition of excellence. In our short history the Whalers have had 90 players drafted by National Hockey League teams, including 10 first round selections.

## Demographic Profile

Located in the heart of the state's fastest growing residential and office market (just off M-14 close to major highways I-96 and I-275), Compuware Arena is among the most action-packed sport and entertainment facilities in the entire state of Michigan. During the last decade we have seen tremendous population growth in our community, multiple school expansions and new sub-divisions being built all around us. Compuware Arena is in the geographic center of one of the preeminent growth areas in all of Michigan. Take a drive through any of the following communities and you'll see the signs of active and continued growth: Brighton, Canton, Farmington, Livonia, Northville, Novi, Plymouth, South Lyon and Wixom. Our core customer profile is married, professional, college educated, 38 years old with an annual family income in excess of \$80,000. On any given night a diverse number of business professionals, families and life-long Whaler fans can be found having a great time at Compuware Arena.

## Compuware Arena

Compuware Arena is a state-of-the-art ice sports facility that features both Olympic and NHL size rinks. Compuware Arena is the home of the Plymouth Whalers (34 regular season home games plus preseason and playoffs), Detroit Ignition Major Indoor Soccer League Team (15 regular season home games plus preseason and playoffs), Compuware Arena Drive-In Theatre, Detroit Catholic Central Hockey Team (12-14 home games), Compuware AAA hockey program, Plymouth Figure Skating Club, Michigan High School Hockey Championships, plus dozens of regional and national figure skating competitions, youth hockey tournaments, High School graduation commencements, concerts, and other special events. Compuware Arena is also the host to Ginopolis on the Ice, an award winning Greek Style restaurant with seating for 250 plus two private banquet rooms for corporate and family gatherings. Close to one million people will travel through Compuware Arena each year. Because of this vast exposure, Compuware Arena and the Plymouth Whalers offer area businesses the perfect opportunity to reach an attractive clientele through a variety of advertising possibilities.

## Helping You Achieve Your Objectives

To help you in your evaluation of partnering with the Plymouth Whalers and Compuware Arena the following rate card will provide you with general descriptions, rates and specifications for in-arena, internet, and interactive partnership opportunities with our company. We would enjoy the opportunity to partner with you, assist in your organization's growth, reach new customers, and enhance awareness of your products and services. We are committed to providing all of our guests and corporate partners with a great experience at a fair price every time you interact with us. We welcome the opportunity to customize an advertising plan for your organization to help you attain all of your marketing needs and goals.

For more information, please call our sales staff at 734-453-8400

# ARENA SPONSORSHIP

## ICE LEVEL SIGNAGE

**RINKBOARDS:** Rinkboards advertising is one of the most cost-effective means of conveying your message to thousands of fans that view the game.

DESCRIPTION	SIZE	1 YEAR CONTRACT
NHL (single)	2.5' x 12'	\$6,000
NHL (pair)	2.5' x 12'	\$10,000
Olympic (single)	2.5' x 12'	\$1,500
Olympic (pair)	2.5' x 12'	\$2,500

**OLYMPIA MACHINE:** One of the more unique promotional opportunities available, this "moving" advertisement features the logo and the colors of the sponsor displayed on the Olympia machine which grooms the ice before, during and after Whalers games.

DESCRIPTION	SIZE	1 YEAR CONTRACT
Olympia Machine	Custom	\$10,000

**SUITE AND PRESS BOX LEVEL SIGNAGE:** Compuware Arena has four high-visibility, premium center ice corporate suites as well as a "press box row" that garners immeasurable views from curious arena guests.

DESCRIPTION	SIZE	1 YEAR CONTRACT
NHL Suite	2.5' x 8'	\$2,500
NHL Press Box	2.5' x 8'	\$2,500

**IN-ICE ADVERTISING:** The ice surface is where all the action takes place, and your company can be a main focal point of every event that takes place on the ice surfaces. In-ice advertising ("On-Ice" logos) are among the highest recall items among our fan base.

DESCRIPTION	SIZE	1 YEAR CONTRACT
NHL (pair)	Custom	\$10,000
Olympic (pair)	Custom	\$2,500

**PLAYERS BENCH, PENALTY BOX, NETTING AND TUNNEL ENTRANCE ADVERTISING:** Your advertisement is placed in "hot-spots" such as behind the players' bench, directly behind the players in the penalty box or player entrance/exit locations that garner plenty of attention during our high-impact OHL hockey contests.

DESCRIPTION	SIZE	1 YEAR CONTRACT
Glass Wraps	1' x 4'	\$200
Bench Signs	2' x 12'	\$2,000
Tunnel Home	3' x 6'	\$2,500
Tunnel Visitor	3' x 6'	\$2,500
Zamboni Entr.	8' x 12'	\$4,000
Fan Safe Nets	"Huge"	\$10,000



**FOOTPRINTS (STAIR STEPS):** Utilize these high profile steps to share your message in a fun, creative and unique means that really captures "foot and eye traffic." Our NHL arena has 23 separate aisles, which include 12 footprint steps per aisle to place custom made footprint advertising "billboards."

DESCRIPTION	SIZE	1 YEAR CONTRACT
Footprint Program	4.5" x 58"	\$500 per flight

**WASHROOMS/LOCKER ROOMS:** Let's face it, when you "have to go, you have to go" and what better place to get your message out to those highly motivated and focused customers than the wash and locker rooms of Compuware Arena. In addition, our locker rooms in the NHL and Olympic arenas are host to thousands of athletes of all ages throughout the year and provide a great place to reinforce your organization's brand-building message.

DESCRIPTION	SIZE	1 YEAR CONTRACT
Locker Room	Custom	\$1,000 p/room
NHL Washrooms	8.5" x 11"	\$50 p/sign
Ginopolis Washrooms	8.5" x 11"	\$50 p/sign

## ARENA BOWL & CONCOURSE SIGNAGE

**BACKLIT SIGNS:** (see image to right)

DESCRIPTION	SIZE	1 YEAR CONTRACT
Backlit signs	4' x 12'	\$6,000

**BANNER ADS, POSTER BOARDS AND MATRIX BOARDS:** Signs are located in the main entrance, Olympic viewing area, as well as the NHL arena.

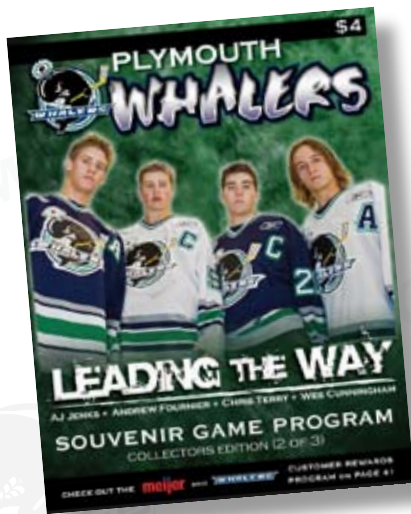
DESCRIPTION	SIZE	1 YEAR CONTRACT
NHL Arena Banners	4' x 12'	\$2,000
Main Lobby Posters	2' x 4'	\$1,000
Main Lobby Custom Display	22" x 28"	\$1,500
NHL Arena Posters	3' x 5'	\$2,000
NHL Arena Matrix Boards	6 screens p/gm	\$1,000

**MAIN SCORE BOARD:** A focal point of all hockey games played at Compuware Arena. It displays the scores, penalties, and the remaining time.

DESCRIPTION	SIZE	1 YEAR CONTRACT
Main Score Board - Upper	Custom	\$10,000
Main Score Board - Lower	Custom	\$10,000
Main Score Board - Side	Custom	\$10,000

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# PRINT MEDIA & INTERACTIVE SPONSORSHIP

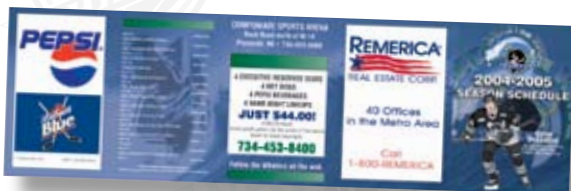


**PLYMOUTH WHALERS GAME NIGHT PROGRAM:** Advertise in the very popular Plymouth Whalers game program, sold at 34 regular season home games as well as during playoffs.

DESCRIPTION	SIZE	1 YEAR CONTRACT
Front Cover	2.5" square	\$2,500
Back Cover	8.5" x 11"	\$2,500
Inside Back Cover	8.5" x 11"	\$2,000
Inside Front Cover	8.5" x 11"	\$2,000
Full Page	8.5" x 11"	\$1,500
Half Page	8.5" x 5.5"	\$1,000

**PLYMOUTH WHALERS GAME NIGHT LINE-UP INSERT (WHALERS TONIGHT):** Provided to all CIS seat holders, game program purchasers and sold at all games this publication has a distribution of 1,000 per game. A custom color insert featuring the latest highlights from Whale Tales, Team Statistics and League Leaders is a big hit with fans.

DESCRIPTION	SIZE	1 YEAR CONTRACT
Cover 1 & 2	2.5" x 4"	\$2,500

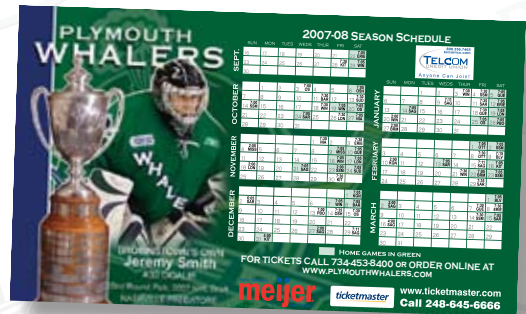


**OFFICIAL WHALERS POCKET SCHEDULE:** Plymouth Whalers season schedule (home and away) in a convenient pocket size. Distributed throughout Southeast Michigan in restaurants, service stations, professional buildings, pubs and entertainment complexes. Specifications: pocket schedule is 15" X 4" that folds flat into 2 1/2" X 4", featuring full color/full bleeds.

DESCRIPTION	SIZE	1 YEAR CONTRACT
Pocket Schedule Ad	2.5" x 4"	\$2,000 p/panel

**SEASON TICKET BOOKLET PROGRAM:** Reach our most passionate fans on an ongoing basis through these coveted season ticket booklets.

DESCRIPTION	SIZE	1 YEAR CONTRACT
Back of Tickets	1.5" x 5.5"	\$3,500
Inside Front Cover	6.5" x 5.5"	\$1,500
Inside Back Cover	6.5" x 5.5"	\$1,500
Back Cover	6.5" x 5.5"	\$1,500



**OFFICIAL WHALERS MAGNET SCHEDULE:** Plymouth Whalers Magnet Schedule is one of the most popular team promotions. Provided to all fans during our home opener, this keepsake will be found on refrigerators, walls and anything metal.

DESCRIPTION	SIZE	1 YEAR CONTRACT
Sponsor	Custom	\$3,000



**PLYMOUTHWHALERS.COM WEBSITE:** With over 270,000 unique visitors each year, the Plymouth Whalers website is our premier interactive communication and community building tool with a number of advertising options for you.

DESCRIPTION	SIZE	1 YEAR CONTRACT
Home Page Banner (Side)	130 x 72	\$1,500
Home Page Banner (Bottom)	340 x 72	\$2,000
Sub Page Link	130 x 72	\$750

**WHALE TALES E-NEWSLETTER SPONSORSHIP:** With over 2,500 subscribers (and growing fast) our weekly (in-season) e-Newsletter is a great way to share timely information with our most passionate fans.

DESCRIPTION	SIZE	1 YEAR CONTRACT
Sponsor	Custom	\$2,000

For more information, please call our sales staff at 734-453-8400

# GAME PROMOTIONS, CORPORATE NIGHTS and "ADOPT A SCHOOL" PROGRAM

## GAME PROMOTIONS

Literally turn the arena into your dream promotion. With crowds averaging over 3,300 fans you can reach a highly targeted and attractive market for a very modest investment. Be the official game night sponsor and/or sponsor various game time programs, tables, theme events, pre and post game activities, all incorporated with the team to increase your sales and marketing potential. Custom pricing is available depending on your budget and creativity.

### Game Day Sponsorship

- 50 Executive Reserved tickets
- One on ice intermission promotion
- Arena Kiosk/Table
- 4 PA Announcements
- 4 Matrix Board Announcements
- Game Night Program Insert

\$2,000 per game plus a minimum of 500 promotional items.

## CORPORATE NIGHTS

An ideal forum to mix business and pleasure includes a pre-game party adjacent to the Whalers hockey game. Showcase your company and demonstrate community support to a select number of customers and the entire Compuware Arena crowd.

### \$3,000 per night includes:

- 100 Tickets
- 100 Pizza Slices/100 Beverages
- Public Address Announcements
- Matrix Board Acknowledgments
- Game Night Insert
- Product/Coupon Giveaways

### \$2,000 per night includes:

- 50 Tickets
- 50 Pizza Slices/50 Beverages
- Public Address Announcements
- Matrix Board Acknowledgments
- Game Night Insert



## "ADOPT A SCHOOL"

The Plymouth Whalers Adopt A School program is a partnership amongst area businesses, local school boards and the Plymouth Whalers Hockey Club. Businesses "adopt a school" and invest in season tickets for that school. An opportunity exists for businesses to connect with students in a unique way. Adopted schools will use tickets as a reward for students achieving academic success or showing improvement.

### School Sponsorship \$3,000

#### Sponsorship Benefits

- Executive Reserved Season Flexi-tickets for your business.
- Inclusion in our "Adopt a School" partner lobby sign in the Compuware Arena Lobby.
- Website recognition on: [www.plymouthwhalers.com](http://www.plymouthwhalers.com)
- Half page ad in the Whalers game night program



For more information on our Adopt a School program, please contact our Group Ticket Sales / Community Relations Office at (734) 453-8400