

2009 - 2010 ADVERTISING PROMOTIONS



Virginia Tech Hockey

\$10,000 Blue-Line Slapshot Contest Sponsor Package **\$550**

- Full season contest with **high** visibility and **major** exposure
- In coordination with WROV 96.3 (All radio spots include company name)
- **Concept:** One contestant selected by WROV for each Home game will have one shot at making a shot from the Blue Line through a custom-made Goal template

Dasher Board Package **\$500**

- Custom-designed Dasher Board displayed at **ALL** Ice Rink events:
 - ALL Home Virginia Tech Hockey games
 - ALL Home Radford University Hockey games
 - ALL Public Skating Events (Approx. 50 events)
 - Civic Center Auditorium concerts and performances

Title Sponsor GameDay Package **\$300**

- 1/2 Page Ad in Season Program
- **5** Season Tickets w/ Choice of VIP Seating
- Goal End Display Banner/Signage (Sponsor-provided)
- **5** In-Game PA Announcements (Minimum)
- Exclusive Promotional Booth/Display in Lobby / Ticketing Area
- Exclusive Intermission Sponsor
- Exclusive Meet & Greet w/ Team (Autographs / Photo Ops)
- Company Logo on Official Hokie Hockey Website (www.HokieHockey.com)

Hokie Hockey Fan Package **\$225**

- 1/2 Page Ad in Season Program
- **4** Season Tickets w/ Choice of VIP Seating
- **3** In-Game Public Address Announcements per game (x 11 games)
- 2008-2009 ACC Championship Team Photo signed by MVP's
- Official Hokie Hockey Puck
- Company Logo on Official Hokie Hockey Website (www.HokieHockey.com)

Home Game Event Packages

In-Game Events (Priced per Home Game)

- Virginia Tech Starting Lineup Sponsor **\$25/Game**
- Virginia Tech Power Play Sponsor **\$30/Game**
- Virginia Tech Penalty Kill Sponsor **\$30/Game**

Intermission Events (2 Intermissions Per Game)

- "1st Puck Out of Play" Promotion Full Season Sponsor **\$175**
- Big Wheel Race Sponsor (During 2 MAJOR Home Games) **\$200**
- Ice Bowling (During 3-4 Home Games) **\$200**
- Sumo Suit Slide & Shoot Contest (During 3-4 Home Games) **\$225**

Zamboni Banner Package

- Full Season (11 Games) **\$250**
- 1/2 Season (6 games) **\$200**