

ADVERTISING OPPORTUNITIES CONTRACT

Connecting your business with our customers

FACILITIES:

- Suburban Ice - East Lansing
- Suburban Ice - Farmington Hills
- Suburban Ice - Macomb
- Novi Ice Arena
- Onyx - Rochester Ice Arena

ADVERTISING OPPORTUNITIES

- Dasher Boards
- Washrooms
- In-Ice Advertising
- Banners, Displays & Poster Signage
- Olympia Machines
- Arena Websites
- Backlit Signs
- Locker Rooms / Other
- Footprints (Stair Steps)

SPONSORSHIP AGREEMENT

Between (advertiser) _____
and (SSG company) _____
This Agreement is entered into by _____
(advertiser) _____ (date) _____
(signature) _____

Purchase Price and Method of Payment:

Terms: _____

Advertiser: _____

Name: _____

Title: _____

Address: _____

City/State/Zip: _____

e-Mail: _____

Phone: _____

SSG Associate: _____

Name: _____

Title: _____

Address: _____

City/State/Zip: _____

e-Mail: _____

Phone: _____



YOUR OPPORTUNITIES

Suburban Sports Group owned and managed properties provide dozens of practical, high-profile, impactful opportunities to connect your business with Suburban customers. Additional discounts may apply to multi year agreements.*

DASHER BOARDS**

One of the most cost-effective and high profile means of conveying your message to thousands of guests who watch and play the game: two dashers (sold in pairs). 32" x 120".

1-Year Agreement: \$1,500

IN-ICE ADVERTISING**

Be a main focal point of every event that takes place on the ice with these large format in-ice logo advertisements. Sold in pairs, your logo will "pop" in these high-recall, high attention getting in-ice locations.

1-Year Agreement: \$5,000

OLYMPIA MACHINES

This moving advertisement is the most unique and highest profile advertising space available in ice arenas today.

Minimum 2-Year Agreement: \$10,000.



BACKLIT SIGNS

Currently available in our Suburban Ice-Farmington Hills facility, our backlit signage provides your company with 4' x 8' signage to reinforce your message in high-profile backlit signage.

1-Year Agreement: \$1,750.

FOOTPRINTS (STAIR STEPS)

Utilize high-profile steps to share your message in a fun, creative and unique means that really captures "foot" traffic in our arenas.

1-Year Agreement: \$250 (10 steps)

WASHROOMS

A creative way to make certain your message reaches potential customers with these 8.5" x 11" washroom signs, strategically located to ensure they are viewed by highly focused facility patrons.

1-Year Agreement: \$150

BANNER, DISPLAYS AND POSTER SIGNAGE

Have a custom banner made and hung in an arena to promote special products, program or announcements for your business.

Arena Banners 4' x 12': \$250 Per Year

Main Lobby Banners 2' x 4': \$750 Per Year

18" x 24" Poster Display (w/ 4 pockets) 2' x 4': \$750 Per Year

Posters 36" x 48" (w/ Frame): \$500 Per Year

Call for extra-large format banner pricing

ARENA WEBSITES

Be placed on any of our corporate or arena websites including michiganhockeyonline.com, suburbanhockey.com or suburbansportsgroup.com and potentially connect with over 25,000 unique visitors each month:

Home Page Banner Ad (Side) 728 x 90: \$600 Per Year

Home Page Banner Ad (Bottom) 468 x 60: \$600 Per Year

Sub-Page Banner Link (Best Available) 234 x 60: \$275 Per Year

*Costs include production and installation of signage and annual updates (with multi-year partnerships).

**Additional discounts applicable for multiple rinks/facilities.



LOCKER ROOMS

Locker room signage rights include an 18" x 24" sign on the locker room door, 24" x 24" sign in the locker room and a listing and logo by the main offices (where locker room keys are distributed).

1-Year Agreement: \$500

CONNECT YOUR BRAND WITH OUR CUSTOMERS

For additional unique and high-profile advertising opportunities to connect your products, services or brand with our customers we have limited inventory including: rink naming rights, special event sponsorship opportunities and team sponsorships. To discuss how some of these opportunities can fit your objectives please contact:

Rob Murphy, Director of Sales and Marketing
248-479-1137 or rmurphy@suburbanice.com

Rachel Sutton, Sales and Marketing Coordinator
248-479-1145 or rsutton@suburbanice.com

If you would like to discuss how Suburban Sports Communications' leading industry niche publications Michigan Hockey and Michigan Lacrosse can connect you to tens of thousands of potential customers in Michigan and beyond please contact:

Lucia Zuzga, Advertising Manager
248-479-1134  or lucia@suburbanice.com



Lauren Kovacs, Advertising Sales Coordinator
248-479-1135  or lkovacs@suburbanice.com

We would be delighted to discuss a partnership that will enable you to connect with the over 3 million visitors that the Suburban Sports Group team has the privilege of serving each year. Thanks for your interest in partnering with the Suburban Sports Group.

Suburban Sports Group:
Connecting Your Brand with Our Customers!

Advertising Opportunities

Connecting Your Business
with Our Customers



Suburban
Sports
Group

Experience. Commitment.
Passion. Excellence. Results.

www.suburbansportsgroup.com

CORE PURPOSE - To enrich the lives of people through sport and recreation.

CORE VALUES - Customer Satisfaction • Integrity • Professionalism • Respect

Company Overview

SUBURBAN SPORTS GROUP

Experience
Commitment
Passion
Excellence
Results



Based in suburban Detroit, Suburban Sports Group owns, operates and manages full-service sports and entertainment facilities. Headquartered in Farmington Hills, MI, the Suburban Sports Group also creates world-class training, education, periodicals and programming for ice sports through Suburban Sports Communications and Suburban Hockey Schools. Suburban Sports Group's team members are passionate about delivering excellence to our customers, business and community partners through the following integrated business teams:

Suburban Arena Management

Founded in 1997, Suburban Arena Management (SAM) provides operational, consulting, developmental, management and programming expertise to the owners of Sports Facilities.

Services provided by SAM include feasibility analysis, strategic planning, financial analysis, contract negotiation, client representation, programming, personnel training and multi-media sports marketing. The company's wealth of experience and hands on approach ensures the client proven strategies and solutions to their specific needs.

Our Customers

Suburban Sports Group facilities will enjoy hosting over 3 million visits to our facilities this year. Our facilities' robust traffic patterns include challenging over 4,000 participants to "Get Better" by attending one or more Suburban Hockey Schools camps/clinics each year. In addition, over 3,000 youth hockey players will call one of our arenas home to their hockey club and over 3,200 men and women will stay in shape and have a blast in a myriad of Suburban-led adult hockey leagues. Finally, our tournament and special events division, Titan Sports, will host over 4,000 players of all ages and skill levels to tournaments in Suburban Sports Group owned or managed arenas during the 2009-2010 season.



As you may be aware, hockey playing families have a large number of characteristics that make them attractive to advertisers including*:

- 78% of hockey households have incomes of over \$50,000 per year.
- 72% of hockey households commute to hockey in a mini-van, van or sport utility vehicle.
- 92% of hockey households eat out during the week; 32% eat out three or more times per week.
- 68.3% of hockey households travel with their team, including hotel stay.
- 53% of hockey players take nutritional supplements.

*Source: Market Research Associates and American Hockey Magazine

Our Facilities



Corporate Office
23995 Freeway Park Drive
Farmington Hills, MI 48335
(248) 478-1600



Novi Ice Arena
42400 Arena Drive
Novi, MI 48375
(248) 347-1010



Onyx-Rochester Ice Arena
52999 Dequindre Rd.
Rochester, MI 48307
(248) 801-6699



Suburban Ice East Lansing
2810 Hannah Blvd.
East Lansing, MI 48823
(517) 336-4272



Suburban Ice Farmington Hills
23996 Freeway Park Drive
Farmington Hills, MI 48335
(248) 888-1400



Suburban Ice Macomb
54755 Broughton Road
Macomb, MI 48042
(586) 992-8600

Strategic Alliances

Suburban Sports Group has a significant number of strategic alliances that provide us with relationships and partners that share a common goal of growing the game of hockey and recreational ice sports. Among these key partners are:



- USA Hockey
- S.T.A.R. (Serving The American Rinks)
- Michigan Amateur Hockey Association
- United States Figure Skating Association
- Ice Skating Institute
- Detroit Red Wings
- Olympia Entertainment, Inc.
- Central Collegiate Hockey Association
- RBK Hockey
- Michigan Hockey (a Suburban-owned property)
- Michigan Lacrosse (a Suburban-owned property)
- The Hockey News
- The Observer & Eccentric Newspapers
- Perani's Hockey World
- Summit Sports
- B & R Sports
- CCM
- FSN Detroit

23995 Freeway Park Drive
Farmington Hills, MI 48335

