



SOUTHEAST EVENT CENTRE

NAMING RIGHTS				
Sponsorship Opportunity	Annual Rate	Production One Time Cost	Contract Term	Misc. Notes
Venue	\$100,000.00	Custom	Lifetime	SOLD
Bowl	\$50,000.00	Custom	Lifetime	SOLD
Atrium	\$50,000.00	\$9,900.00	30 Years	SOLD
Media Mezzanine Front	\$35,000.00	Custom	5 Years	SOLD
Multi-Purpose Rooms	\$5,000.00	Custom	5 Years	SOLD
Hall/Gymnasium	\$50,000.00	\$4,125.00	5 Years	SOLD
Concessions Main 200 Level	\$35,000.00	\$8,800.00	5 Years	SOLD
Club/Premium Zone	\$25,000.00	\$1,595.00	5 Years	SOLD
Walking Track	\$25,000.00	\$4,125.00	5 Years	\$1,000 annually available.
Ice Level Suite/Naming Rights	\$15,000.00	Custom	5 Years	SOLD
Zamboni	\$10,000.00	\$5,038.00	5 Years	SOLD
Skate Shop	\$12,500.00	\$3,200.00	5 Years	SOLD
Retail Store	\$10,000.00	Custom	5 Years	SOLD
Indoor Play Structure	\$10,000.00	Custom	5 years	SOLD
App8 in Club and Suites	\$3,000.00	Approx. \$600.00	5 years	SOLD
Static signage next to JumboTron	\$6,000	Approx. \$1350 + tax	5 years	Main Arena Bowl year-round visibility on a 5' x 8' sign.
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Arena Bowl Bulkhead	\$20,000.00	Custom	5 years	Premier huge Arena Bowl year-round visibility
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Top of Boards bumper	\$15,000.00	\$5,000.00	5 years	SOLD
RBC Sky Suite	\$15,000.00	\$3,000.00	5 years	SOLD
Sky Suite West	\$15,000.00	\$3,000.00	5 years	Branding of Scouts' Suite
Atrium lounge area	\$15,000.00	Custom	5 years	SOLD
Volunteer Program	\$15,000.00	Custom	5 years	Brand our "SEC Legacy Volunteer Team"
Section 116	\$6,500.00	Custom	5 years	SOLD

Parking Lot 1 (3 Poles)	\$5,000.00	\$4,242.00 + tax	6 Years	SOLD SOLD SOLD
Parking Lot 2 (3 Poles)	\$5,000.00	\$4,242.00 + tax	6 Years	
Parking Lot 3 (3 Poles)	\$5,000.00	\$4,242.00 + tax	6 Years	
Parking Lot 4 (2 Poles)	\$4,000.00	\$2,828.00 + tax	6 Years	Banners on each Pole/dual sided – 1 st yr. Production cost only Visibility to all – even passers by
Parking Lot 5 (2 Poles)	\$4,000.00	\$2,828.00 + tax	6 Years	Banners on each Pole/dual sided – 1 st yr. Production cost only Visibility to all – even passers by
Dressing Room 1 - Smaller in size	\$3,500.00	Custom	5 Years	Logo in & out and wayfinding signage
Dressing Room 2 – Eastman Selects	\$5,000.00	Custom	5 years	SOLD
Dressing Room 3	\$5,000.00	Custom	5 Years	Logo in & out and wayfinding signage
Dressing Room 4	\$5,000.00	Custom	5 Years	SOLD
Dressing Room 5	\$5,000.00	Custom	5 Years	Logo in & out and wayfinding signage
Officials Room 1	\$3,000.00	Custom	5 years	Logo in & out and wayfinding signage
Officials Room 2	\$3,000.00	Custom	5 years	Logo in & out and wayfinding signage
Dressing Room 6	\$5,000.00	Custom	5 Years	Logo in & out and wayfinding signage
Dressing Room 7 (Visitor/Larger)	\$7,500.00	Custom	5 Years	Logo in & out and wayfinding signage
Dressing Room 8 (b/t TG & Main)	\$3,000.00	Custom	5 Years	Logo in & out and wayfinding signage
Gymnasium Change Room 1	\$3,500.00	Custom	5 years	Logo in & out and wayfinding signage
Gymnasium Change Room 2	\$3,500.00	Custom	5 years	Logo in & out and wayfinding signage

ON ICE SPONSORSHIP/ADVERTISEMENTS

Sponsorship Opportunity	Annual Rate	Production One Time Cost	Contract Term	Misc. Notes
Rink/Dasher Boards	\$5,000.00	\$453.12	5 Years	SOLD OUT
Corner Squares (behind red line)	\$3,750.00	\$453.12	5 Years	
Blue & Red Lines (all 6 in arena)	\$3,500.00	\$400.00	5 Years	
Under Ice Behind Goal Line 1	\$5,000.00	\$575.00	5 Years	
Under Ice Behind Goal Line 1	\$5,000.00	\$575.00	5 Years	
Under Ice Behind Goal Line 1	\$5,000.00	\$575.00	5 Years	
Under Ice Behind Goal Line 1	\$5,000.00	\$575.00	5 Years	
Under Ice Behind Goal Line 1	\$5,000.00	\$575.00	5 Years	
Under Ice Blue Line 1	\$6,000.00	\$749.00	5 Years	
Under Ice Blue Line 2	\$6,000.00	\$749.00	5 Years	
Under Ice Blue Line 3	\$6,000.00	\$749.00	5 Years	
Under Ice Blue Line 4	\$6,000.00	\$749.00	5 Years	
Behind Home Benches	\$3,000.00	Custom	5 Years	
Visitors Benches	\$2,500.00	Custom	5 Years	
Behind Penalty Box/Timekeeper	\$2,500.00	Custom	5 Years	
Primary Ice Sponsor (2 per Arena)	\$15,000.00	Custom	5 Years	

DIGITAL OPPORTUNITIES

Sponsorship Opportunity	Annual Rate	Production	Contract Term	Misc. Notes
Full Visibility (Total: 30 spots)	\$3,000.00	Custom	Ongoing	10 sec Ad – Once every 5 minutes on 42 screens throughout the building.

MISC. OPPORTUNITIES

Sponsorship Opportunity	Annual Rate	Production One Time Cost	Contract Term	Misc. Notes
Stairs – P1 (5 flights)	\$7,500.00	\$2,660 + tax	5 Years	Visibility on each stair.
Stairs – P2 (6 flights)	\$6,500.00	\$3,220 + tax	5 Years	Visibility on each stair.
Stairs – P3 (6 flights)	\$7,500.00	\$3,220 + tax	5 Years	SOLD
Stairs – Club Section (4 flights)	\$6,500.00	\$1,960 + tax	5 Years	SOLD
Zamboni Entrance	\$4,500.00	Custom	5 Years	SOLD
Arena Bowl Entrance – Main Level	\$4,500.00	Custom	5 Years	SOLD
Elevator Wraps – 7 doors	\$8,000.00	\$2,000.00	5 Years	Visibility in bowl AND Atrium.
Section 109 – Sign	\$5,000.00	\$600.00	5 years	SOLD
Section 108 – Sign	\$5,000.00	\$600.00	5 years	SOLD
GYM/HALL ADVERTISING				
Sponsorship Opportunity	Annual Rate	Production One Time Cost	Contract Term	Misc. Notes
Score Clocks	\$5,000.00	Custom	5 Years	SOLD
T.G. SMITH ARENA				
Sponsorship Opportunity	Annual Rate	Production One Time Cost	Contract Term	Misc. Notes
Rink Wall Sign Advertisements	\$1,350.00	\$400.00	5 Years	8x4 Boards