

**MARKETING SAMPLES TO GUIDE YOU AS YOU CREATE YOUR
SPORTS BUSINESS PROGRAM MARKETING MATERIALS**

SBP

MARKETING SAMPLES



#MARKETING

INTRODUCTION

“Corporate partnerships (sponsorships) provide a very important and consistent revenue stream for organizations, teams, venues and collegiate athletic programs. As the sponsorship industry grows and continues to mature, we need to take time to educate our next generation of leaders with real life situations. Learning through experience is the ultimate education in the sports and entertainment industry. It's great to see SCC take an active role in that cause.”

- Adrian Staiti, Senior Director Advertising Sales, Comcast-Spectacor (Philadelphia Flyers / Philadelphia 76ers)

The information detailed in the context of the Teacher’s Guide will walk you through the basic steps necessary to build the foundation for your school’s Sports Business Program. The material provided in this supplemental guide is intended to illustrate specific examples that support those concepts.

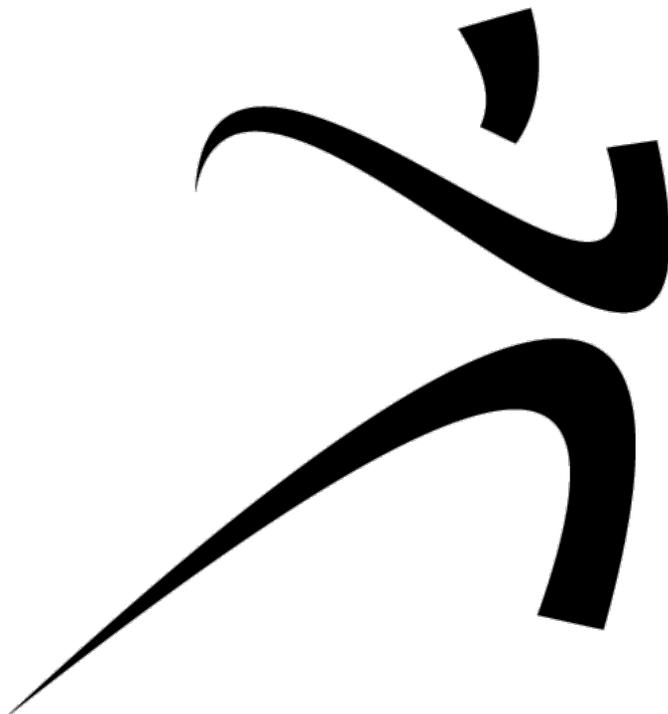
The team samples in this documentation should be used in conjunction with the corresponding training modules. The samples will provide general guidance for your class in developing sales and collateral material.

Additional resources available for download online with your subscription:

- Classroom activities
- Forms and templates
- Teacher tip sheets
- Sports Marketing Promotions Ideas
- Recommendations From Industry Experts

Good luck with your new program and be sure to share all your successes with your new community!

MARKETING SAMPLES



How to Create a Marketing Plan



The basic element of any successful marketing campaign is to **convince the public that the product being promoted is a commodity that they either want or need**. The following marketing strategies are designed to provide an institution with a marketing plan for promoting women's college basketball as a valuable commodity.

Major Objectives of a Basketball Marketing Plan

- To educate the general public about the institution's basketball team.
- To create awareness within the institution and the community of the sport.
- To promote the sport as a valuable commodity to be sought by the consumer.
- To increase attendance at basketball games.

Elements of a Successful Marketing Plan

Situation analysis. Identify key issues, key opportunities, key shareholders and any important trends.

Competitive analysis. Identify any competition, such as another major event that will also be of interest to the target audience.

Goals. Identify attendance and awareness level goals.

Identification of target markets. Identify groups of individuals to whom the championship could be successfully promoted. Common target markets might include:

- University's sports fans
- Season ticket holders (current and previous ticket holders)
- Individual game ticket purchasers (current and previous ticket purchasers)
- Booster club/athletic fund contributors (both current and non-current/non-active members)
- Local and regional sports groups and clubs
- Community service groups
- Corporations and businesses
- Senior citizen centers
- Youth groups
- Local area chambers of commerce

Strategies to Reach Goals

Identify strategies for reaching goals and budgets for implementing those strategies. These strategies should include the development of:

- A media relations plan
- An advertising campaign plan
- A grassroots-marketing plan
- A promotions plan
- A campus and community communications plan

See the entire plan at:

http://www1.ncaa.org/eprise/main/Public/mlp/promotions_special_events/pe_web/resource/mktg_plan

University of Portland Pilots Marketing Plan Outline

I.Executive Summary

II.Situational Analysis

a.Corporate Philosophy/description of company

i.Corporate goals and objectives

ii.General company history

iii.Organizational chart

b.Analysis of product

i.Identify products sold

ii.Product trends

c.Industry Analysis

i.Category and company sales trends

1.Sales/profits analysis

2.Sales by sport

ii.Consumer behavior trends

1.Demographic trends

2.Geographic trends

3.Social/consumer trends

4.Technological trends

5.Media viewing trends

d.Pricing

i.Relative to Conference

ii.Cost structure

iii.Pricing strengths and weaknesses

e.Distribution

i.Type and geography

ii.Penetration

f.Competitive Analysis

III.SWOT Analysis

a.Core Competencies

b.Key Factors to Success

IV.Target Market

a.Target Market definition

i.Demographic segmentation

ii.Product usage segmentation

iii.Psycholgraphic/lifestyle segmentation

b.Awareness

c.Attitude

d.Trial

e.Retrial

Marketing Plan:

I.Target Market and Marketing Objectives

II.Sales Objectives

III.Positioning

IV.Marketing Strategies

V.Communication Goals

VI.Branding

VII.Pricing

VIII.Distribution

IX.Personal Selling/Service

X.Promotion/Events

XI.Advertising Message

XII.Advertising Media

XIII.Merchandising

XIV.Publicity

XV.Marketing Budget and Calendar

XVI.Execution

XVII.Evaluation





CSU Announces Basketball Marketing Plan

Fort Collins, Colo. – Colorado State University Director of Athletics Mark Driscoll today announced an ambitious, aggressive marketing campaign aimed at increasing season ticket sales in both men’s and women’s basketball.

“It is critical to the continued growth of both programs on a national scale that we increase our season ticket base,” said Driscoll. “Both programs have achieved national prominence. In order for our basketball programs to grow, we must continue to increase the awareness and support of our fans locally and throughout the region.”

Driscoll said the plan is being implemented immediately and he is optimistic it will pay immediate dividends.

“Both the men’s and women’s team play outstanding home schedules and a game at the Pepsi Center,” he said. “The schedule is attractive to the Ram basketball fan and challenging for our programs on the court. Fans will have a chance to see teams such as Colorado and Purdue face the men’s team, and Colorado and Notre Dame play against the women’s team. When you add the Mountain West Conference opponents, both teams face a formidable challenge this season that will be entertaining for the fans.”



The nine-point marketing plan includes:

- Production of more than 10,000 season ticket flyers; distribution of the flyers began at the football game between the Rams and Miami;
- A direct-mail campaign to more than 15,000 fans, alumni members, and donors along the Front Range providing season ticket information and how to order by telephone, through the mail, or online at CSURAMS.com;
- A telemarketing campaign following on the heels of the direct mailing to potential ticket buyers;
- An advertising campaign including billboards, local cable television advertising, radio promotions, newspapers in the area, and online at CSURAMS.com. Advertising will promote season ticket sales, and once the season begins, upcoming events;
- Colorado State’s men’s and women’s teams will host a basketball “Open House” Saturday morning, Oct. 25. Fans can meet coaches and student-athletes from both respective teams, watch a brief practice, and have the chance to pick out and purchase season tickets during the activities. More open house details will be announced shortly
- Moby Midnight Madness, targeting CSU students and support during the 2003-04 season. The event will feature the men’s and women’s teams, at 12 midnight, Friday, Oct. 17. The Rams can officially begin practice at 12:01 a.m.;
- Contacting local students enrolled in the Poudre School District;
- Inviting area service clubs to purchase season tickets;
- A direct letter campaign involving Greater Ram Club board members to interested fans soliciting season ticket sales.

Additionally, Driscoll said, more than 30,000 schedule cards and 1,500 posters will be distributed in the local area by the department’s marketing and promotions office.

Driscoll said the athletics department has also put together a promotional campaign for various games during the respective men’s and women’s season, which will be announced throughout the year.

Texas A&M Athletics Mission Statement



“Texas A&M Athletics is committed to Building Champions through academic achievement, athletic excellence and national recognition of our student-athletes, teams and programs. We provide our student-athletes with all the necessary tools for them to be Champions in their sport and life. The integrity of our program is rooted in the tradition and spirit of Texas A&M to bring honor and distinction to our University.”

Virginia Tech “Hokie Club” Mission Statement



“The Virginia Tech Athletic Fund, Inc. (VTAF) is charged with the responsibility of all athletic fundraising at Virginia Tech in support of athletic scholarships, capital improvements, and programmatic needs of the Athletics Department.”

UNLV Volleyball Mission Statement



“The goal of the UNLV Volleyball program is to help young women achieve their academic, athletic and personal potential during their tenure at UNLV. The challenges of being a full-time student-athlete at UNLV, help mold young Rebels into future leaders. Learning how to respond to these challenges helps develop the character and independence of the student-athlete. Following their playing days with UNLV volleyball, student-athletes emerge as healthy, independent and pro-active leaders in the community.”

University of Kansas Athletics Mission Statement



"Kansas Athletics is inextricably linked to The University of Kansas as we both share a single unifying goal: Unparalleled Excellence.

In the classroom, in our athletic competition and within our community of collegiate sports, Kansas Athletics will be a national leader - never a follower - in setting the highest standards for competitive excellence, ethical behavior and fiscal integrity.

We will create a stimulating, multi-cultural environment that nurtures the human potential, the mental well-being and spirit of every student-athlete and athletics staff member, while enhancing the University of Kansas' commitment to disciplined inquiry, intellectual diversity and uncompromising integrity."

Oklahoma Sooners Mission Statement



"The mission of the University of Oklahoma Department of Athletics is to inspire champions today and prepare leaders for tomorrow by providing an excellent environment to enable student-athletes to achieve their highest academic, athletic and personal aspirations."

Welcome to the ECHL.com Network

MANAGE YOUR OWN TEAM

ECHL Team Sites | ECHL.com | ECHL Partners

IDAHO STEELHEADS.COM

KELLY CLIP | ECHL | STEELHEADS

HOME | TICKETS | SCHEDULE | ROSTER | NEWS | COMMUNITY | STATS | STORE | MULTIMEDIA | KIDS | LINKS | CONTACT

Kids Corner

Coloring Pages

Click on any of the below images to print off and color.

Purchase STEELHEADS TICKETS online

Upcoming Events

Qwest

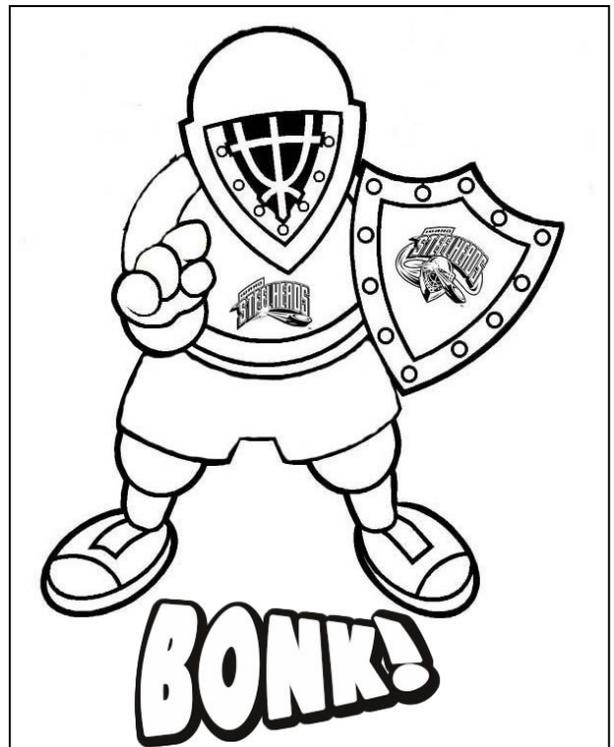
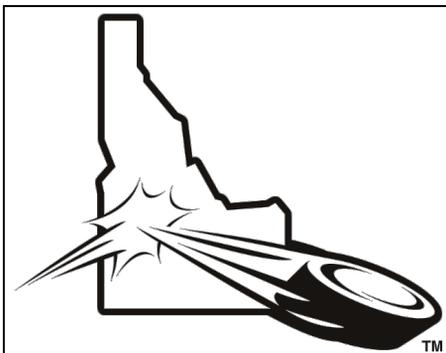
Micron

More than \$750,000 in scholarships!

www.idahosteelheads.com
site design | us/diaka

<http://www.idahosteelheads.com/kids/>

8/13/2006





HAPPY BIRTHDAY!
FROM THE BLAZERS

Brad #50 Dave #3 Paul Patten #24
 Steve Manning #1 Steve #11
 David Anderson #1 Steve Ken Zach Radtke #50

Ryan Guettler



Kenny Bartram



Bucky Lasek



Aug.
18-21



dew
Action Sports
TOUR

The Pro Tour of Action Sports.



Rose Quarter Portland



PORTLAND PILOTS

SEPTEMBER 14-16
NIKE INVITATIONAL
CLIVE CHARLES SOCCER COMPLEX

Friday September 14

Women vs. Kansas @7:00pm

Sunday September 16

Women vs. Yale @1:00pm

*>> Free Sack Packs to the first 250
kids, Courtesy of Turf's Soccer*

Tickets: \$9/\$7/\$5

Call 503.224.4400 or visit ticketmaster.com

portlandpilots.com



SPONSORSHIP SAMPLES





ADVERTISING/SPONSORSHIPS

Signage Opportunities

- Dasher boards
- Turf Squares/On-Field Logos
- Back of End zone
- Riptide pre-game & post-game parties
- Banners
- Down Markers
- 25-Second Clock
- Bench Area
- Inflatable blimps

Limitless Opportunities

- Game Situation Sponsorships
- Interactive Fan Participation Contest at the Event
- Kiosks for Information and Distribution of Wares or Services
- Pre-Game, Post-Game, Half-time Sponsor
- Player Appearances/Cheerleader Appearances
- In-store Promotions Traffic Driving
- Autograph Cards
- Ball Boys
- Chalk Talk
- Cheerleader Calendar & Posters
- Coaches Apparel/Flag Football Game
- Honorary Captains
- Tailgating
- Players Tunnel
- Player Intros
- MVP/IRONMAN of the game & season
- Fan of the Game
- TV/Radio Broadcast

Web Opportunities

- Full Page/Section Sponsorship
- Animated Banner Advertising
- Static Banner Advertising
- Page Element Sponsorship
- Logo Based Link
- Text Link

Other Opportunities

- Electronic Messages
- Game Day Program
- Uniform Patches
- Helmet Labeling
- Media Guide and Game Notes
- Cheerleader Sponsorship
- Mascot Sponsorship
- Team Logo on Promotional Items
- Player, Mascot and Cheerleader Appearances
- Rules of the Game
- Staff Shirts

For more information on how your business can team up with the Riptide, contact us at



Corporate Sponsorship Opportunities: Advertising Inventory



1. DASHBOARD



Reach fans locally, regionally, nationally, as well as internationally with dashboards, the most powerful advertising position in hockey. Sold in pairs the dashboards are positioned at opposite sides of the rink to maximize your exposure. You will receive one pair of dashboards located in pre-selected positions. Camera-side dashboards receive over 200 camera exposures per game. After the game take advantage of additional exposure through local, regional and national highlights.

2. IN-ICE ADVERTISING



In-ice advertising is one of the most powerful television properties in hockey. Your logo becomes part of the game action. Located in four premium positions within the center blue lines, partners have the opportunity to showcase their corporate logos to both in-house and television audiences. There is repeated in-arena exposure to over 600,000 affluent fans throughout the regular season and you receive on average approximately 250 camera exposures every game. Additional exposure is also captured on still photos used in Penguins promotional materials and publications as well as local newspapers.

3. THE POWER RING



The power ring is 300 feet of rotating Dorna signage spanning the east and west sides of Mellon Arena. The large expansive size allows for incredible branding opportunity with creative flexibility. The StatBoards, located on the press box facade, are electronic matrix boards which can deliver your message along with updated stats all through the game.

4. EXIT/ENTRY SIGNAGE



You'll literally surround fans at Mellon Arena with your message. Exit/Entry signage is sold in sets that circle one seating level of the arena bowl. Whether you make each sign the same or creatively use them to vary your message, you're sure to make a lasting impression.

5. AUXILLARY SCOREBOARDS



Located on the balcony facades in the north and south end of the Mellon Arena are the auxiliary scoreboards. The auxiliary scoreboards are flanked by backlit signs. The backlit signs are sold in pairs at opposite ends of the arena. Signs are in place for every Mellon Arena event.



LPGA State Farm Classic On Course Advertising / Rate Card



Volunteer Sponsorship and Entitlement

Make an impact on more than 1,000 volunteers at the LPGA State Farm Classic. Sponsor logo embroidered on the sleeve of more than 1,500 golf shirts worn by the volunteers during tournament week. This entitlement includes custom signage placed outside volunteer village and the opportunity to include premiums and/or printed material in the 2006 volunteer apparel packages. This sponsorship includes sponsorship listing on the outdoor contributor board as well as two \$375 LRS Golden Rail memberships. **Package price \$10,000. NEW IN 2006!**

Jumbo Leaderboard

The only permanent year-round leaderboard on the course! Our Jumbo Leaderboard is TV-visible and stands eight feet above the ground along #18 fairway. It features space for both the Classic header and the advertiser's message. This advertising package includes one \$375 LRS Golden Rail membership. **Package Price \$6,000 +production charges**

Standard Bearer Advertising

Advertising message appears on standard headers all four days of championship play. Full golf course coverage. This advertising includes one \$375 LRS Golden Rail Membership. **Package Price \$6,000 + production charges.**

Standard Bearer T-Shirt Sponsor

Corporate identification on all standard bearers as they walk with each group of professionals during tournament play. The standards give the player's scores in relation to par and offer this sponsor high visibility. This advertising package includes one \$375 LRS Golden Rail membership. **Package price \$7,500. NEW IN 2006!**

Practice Range Sponsorship

Signage with advertiser's logo or message and player's names placed along the Practice Range located adjacent to the LRS Golden Rail Pavilion, 18th Green Skyboxes and the Practice Green. This advertising package includes three All Season Badges w/parking. **Package Price \$5,000 +production charges.**

Practice Green Sponsorship

Three split rail fences define the entrances to the Practice Green displaying the advertiser's message. Logoed pin flags are placed in pin cups surrounding the green. The practice green is located in the heaviest tournament foot traffic. This advertising includes two All Season Badges w/parking. **Package Price \$3,500 +production charges**

Contributor Board/Calligraphy Score Board

Advertising signage placed on permanent two-sided structure in the hub of tournament activity. This advertising includes two All Season Badges w/Parking

- Calligraphy scoreboard side \$3,000 +production charges
- Contributor Side \$2,000 +production
- Both Sides \$4,500 +production

Course Map Sponsor

Two course maps, strategically located in high traffic areas assisting spectators to navigate the course. The sponsoring company's name/logo be prominently displayed atop each of these signs. This advertising includes two All Season Badges w/parking. **Package price \$3,500 +production charges. NEW IN 2006!**

Cart Sponsorship

Visibility package! Your corporate identification prominently affixed to our fleet of golf carts used by tournament and LPGA officials during advance week and tournament week. Full golf course coverage. This advertising includes four All Season Badges w/parking. **Package price \$5,000 +production charges. NEW IN 2006!**

Pairings Sheet Stand Sponsor

Located at three distribution locations throughout the golf course, this highly visible advertising opportunity allows for custom-designed corporate identification at all pairings sheet distribution points. This advertising includes two All Season Badges w/parking. **Package price \$3,000 +production charges. NEW IN 2006!**

Fairway Crossing Sign

Corporate identification placed on all signage throughout the course identifying safe areas for spectators to cross fairways. This advertising includes two All Season Badges w/parking. **Package price \$5,000 +production charges. NEW IN 2006!**

"Quiet Please" Marshal Paddles

200 "Quiet Please" Marshal paddles utilized throughout the golf course on all tees, greens, gallery crosswalks and 18th green hospitality areas asking our galleries to be "Quiet Please" with the reverse side available for advertiser's message. This advertising includes two All Season Badges w/parking. **Package Price \$3,500 +production charges**

Beverage Barrels

Your company's name and/or logo will appear on beverage barrels located inside the ropes at each tee, practice range, and practice green. Affordable, high impact, TV-visible advertising includes 4 All Season Badges or one \$375 LRS Golden Rail membership. **Package Price \$7,500 +production charges. NEW IN 2006!**

Status Boards

TV-visible signage with full view by 18th green skyboxes, bleachers, sitting and standing gallery. Player's names and scores by day and for the tournament are posted as the threesome approaches the green. 9th Green provides visibility for bleachers and standing gallery. Package includes one Small Business Package of 10 anyday tickets and a patron listing in the Daily Spectator Guide. Purchase both boards and receive a LRS Golden Rail membership.

- 18th Green \$3,000 +production
- 9th Green \$2,500 +production
- 9 & 18 combo package \$5,000 +production

Tee Sign Advertising

Double-faced signage placed on each tee. Displayed throughout tournament week. Each hole sponsorship includes two anyday tickets. **Package Price \$750**

Greenside Banner

4' X 11' Banner placed directly behind the practice green with a direct view from the Clubhouse. One full week of exposure in the heart of tournament activity with view from #1 tee, practice range, clubhouse and LRS Golden Rail Pavilion. Advertising includes one Small Business Package of 10 anyday tickets and a patron listing in the Daily Spectator Guide. **Package Price \$2,750 +production charges**

Tournament Hangtag

Sponsor's logo on all hangtags distributed at Tournament. All general attendance gallery are required to wear hangtag at all times while on course. Must provide camera-ready artwork. **Package Price \$3,500**

Advance Ticket Advertising

Sponsor's message/coupon on all advance tickets sold. Sponsor has the opportunity to serve as advance ticket outlet. Must provide camera-ready artwork. **Package Price - \$3,500**

Parking Hangtag Advertising

Sponsor's message on all parking hangtags. Must provide camera-ready artwork. **Package Price - \$3,500**

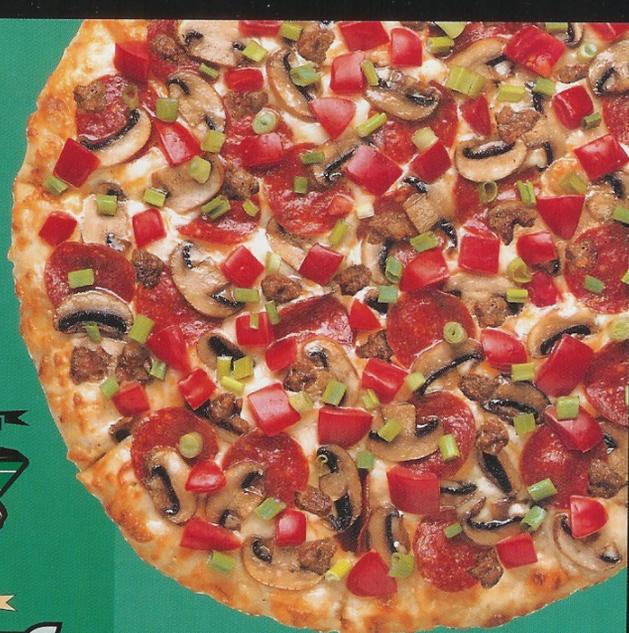
Charlotte Sting Promotion and Giveaway Schedule

The Sting have many exciting promotions and giveaways scheduled for the season. Check out the list below to find out everything that's happening. You won't want to miss any of the fun!



Be sure to visit the Fan Fest on the Coliseum concourse at every Sting game!

DATE	TIME	OPPONENT	PROMOTIONS AND GIVEAWAYS
Saturday, May 21	6 p.m.	Washington Mystics	<p>Opening Night</p> <ul style="list-style-type: none"> •First 5,000 fans receive Opening Night T-shirts •Schedule Magnet giveaway <p>•Presented by BET</p> <ul style="list-style-type: none"> •Media partner WPEG
Thursday, May 26	7 p.m.	Phoenix Mercury	<ul style="list-style-type: none"> •First 2,500 fans receive Sting caps and sweatbands <p>•Presented by Lowe's Home Improvement</p>
Saturday, May 28	6 p.m.	Los Angeles Sparks	<p>Beach Blast</p> <ul style="list-style-type: none"> •First 2,500 fans receive Sting koozies <p>•Presented by FedEx</p> <ul style="list-style-type: none"> •Media Partner WLNK
Sunday, June 12	4 p.m.	Seattle Storm	<p>Family Fun Sunday</p> <ul style="list-style-type: none"> •First 2,500 fans receive Sting team posters <p>•Presented by Charlotte Metro Credit Union</p> <ul style="list-style-type: none"> •Media Partner Radio Disney
Saturday, June 25	6 p.m.	New York Liberty	<p>Women In Sports</p> <ul style="list-style-type: none"> •First 2,500 fans receive Team jerseys •Special Superwoman exhibit featuring photos of some of the world's best female athletes <p>•Presented by Wachovia</p> <ul style="list-style-type: none"> •Media Partner WIBT
Sunday, July 17	4 p.m.	Houston Comets	<p>Family Fun Sunday</p> <ul style="list-style-type: none"> •First 2,500 fans receive Team shorts •Romeo to perform post-game concert <p>•Presented by Head & Shoulders</p> <ul style="list-style-type: none"> •Media Partner Radio Disney

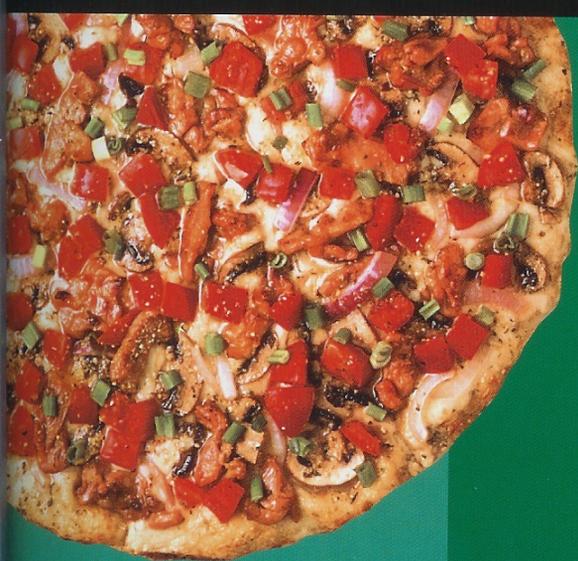


SABERCATS

King Arthur's Supreme®

Italian Garlic Supreme™

HOW DO YOU FEED A 50 YARD INDOOR WAR?



Gourmet Veggie™

Chicken & Garlic Gourmet™

Round Table
PIZZA

VISIT ONE OF OUR 160 LOCATIONS IN THE GREATER BAY AREA!



Durham Bulls Athletic Park Signage Opportunities



Dugout Tops

Measuring 6' x 80' each, the Dugout Tops are the largest and most unique signage opportunity at the Durham Bulls Athletic Park. Highly visible from the seating bowl and the luxury suites, these bold signs are also visible during televised events.



Field Level Multi-Vision Sign (8' x 20')

Gain great season-long exposure with a prominent Multi-vision Sign. These 8' X 20' field level signs have long been a favorite with Bulls sponsors because of their size and location.



Exit Tunnel Signs

Exit tunnel signs are a great way to put a sponsor name and logo in front of fans as they leave the seating bowl. Measuring 4' X 6' these eye-catching signs provide ample space to highlight everything your company has to offer.



Wool E's Playground

Sponsorship of the Playground presents the opportunity for Sponsor to gain great ballpark presence and additional seating bowl signage. Custom signage is an option in addition to the existing signs on the top of the Playground. Playground sponsorship also includes the option to distribute Sponsor toy samples or coupons on designated nights throughout the season.



Top of the Park

Dominant signage giving the appearance of ownership in Durham Bulls Athletic Park.



Rochester Skeeters of the IBA Sports Marketing Partnership Proposal

*Prepared Especially for:
The Management Team at Gander Mountain*

I. Tickets and Hospitality

A. Four (4) End Zone Season Tickets @ \$220 each	\$880.00
B. Two (2) Coach's Club Memberships @ \$100 each	\$200.00
Total Tickets and Hospitality	<u>\$1,080.00</u>

II. Advertising

A. Half Page Program Ad @ \$1,500 (Featuring Give-away every game)	\$1,500.00
B. P.A. Announcements: Two (2) P.A.'s at each of the 17 home games.	\$1,700.00
Total Advertising	<u>\$3,200.00</u>

III. Promotion

A. Gander Mountain Night Opportunity to provide couponing Gander Mountain Half-Time Show (Waders vs. Blaze Orange 3-on-3 Basketball)	\$3,000.00
Total Promotion Value	<u>\$3,000.00</u>

Total Value:	\$7,280.00
<i>Your Discount:</i>	<i>(2,280.00)</i>

PACKAGE PRICE: **\$5,000.00**



ADVERTISING PACKAGE PRICING

DIAMOND (\$15,000) *(Savings of \$4,000)*

Major signage (big board) or two ice logos
Game night sponsor with social including food & beverages
Full page program ad
8 gold season tickets
Game/radio/internet PA's

** Does not include production*

PLATINUM (\$10,000) *(Savings of \$3,000)*

Large signage
Game night sponsor with social including food & beverages
Radio advertisement
Full page program ad
4 gold season tickets

** Does not include production*

GOLD (\$7,000) *(Savings of \$2,000)*

1 dasher board with production
Radio advertisement
Game night sponsor with social including food & beverages
Full page program ad
4 gold season tickets

SILVER (\$5,000) *(Savings of \$1,200)*

1 dasher board with production
Game night sponsor with social including food & beverages
Half page program ad
4 silver season tickets

BRONZE (\$3,000) *(Savings of \$800)*

1 wall board with production
1 game night sponsor *(without food/drink/private room)*
4 bronze season tickets



BOBCAT HOCKEY A LA CARTE ADVERTISING

DASHER BOARD SIGNAGE (\$2,200)

SEAT FLYERS (\$150/GAME) Min. 3 games

GAME NIGHT SPONSOR (\$1,250)

- A social room is available with food & beverages for a corporate party before and during the game. (total cost: \$1,900).

WALL BOARD (\$1,100)

HANGING BANNER (\$1,600)

SCOREBOARD ADVERTISING (VARIES)

ICE LOGOS (PRICE VARIES ON SIZE/LOCATION)

GLASS WRAP (\$7,200)

TICKET BOOTH SPONSORSHIP (\$500)

PROGRAM ADVERTISEMENTS
(FULL PAGE AD - \$950, 1/2 PAGE AD - \$700, 1/4 PAGE AD - \$300)

POCKET SCHEDULE PANELS
(FULL PANEL - \$950, HALF PANEL - \$700)

HELMET LOGOS (\$2,100)

JERSEY ADVERTISING (\$2,100)

WARM UP JERSEY PRESENTER (\$1,000)

BOBCAT BUS SPONSORSHIP (VARIES)

RADIO / INTERNET ADVERTISING (VARIES, SEE ATTACHED SHEET)

TICKET BACK SPONSOR (\$1,500/10,000 TICKETS)

BLIMP SIGNAGE (\$1,500/15 GAMES)

SKATE WITH THE BOBCATS SPONSOR (\$1,000)

SCHOOL PROGRAM SPONSOR (\$2,000)

PLAYER OF THE GAME AUTOGRAPH ZONE (\$1,000)

POWER PLAY (\$1,300)

PENALTY KILL (\$1,500)

SEASON TICKET HOLDER OF THE GAME
(\$1,000 AND PROVIDE PRIZE)

1ST BOBCAT GOAL OF THE GAME ROW GIVEAWAY
(\$1,000 AND PRIZES)

TEAM POSTER (\$1,000)

LIVE TV BROADCAST (\$2,000/GAME)

WASHINGTON ST. SIGNAGE (\$10,000)

STEP RISERS (END OF RINK - \$1,500/END, SECTION RISERS - \$800/SET)

VIDEO MONITORS (\$1,200/MONTH: RINK ONE AND TWO)

MILITARY NIGHT OUT

(\$1,350 24 TICKETS FOR 6 GAMES FOR MILITARY PERSONNEL)

KIDS NIGHT OUT

(\$1,200 24 TICKETS FOR 6 GAMES FOR VARIOUS GROUPS TO BE CHOSEN BY SPONSOR)

ADOPT A BOBCAT (\$750)

LOBBY WINDOW SIGNAGE (\$1,500)

CURLING WINDOW SIGNAGE (\$750)

COACHES SHOW PRESENTER (\$1,500/30 SHOWS)

TV TIMEOUTS (\$150/GAME; MINIMUM 5 GAMES)

CONCESSION STAND SIGNAGE (VARIES)

POPCORN BAG INSERTS (APPROX. 12,000 BAGS / \$1,000)

GAME INTERMISSIONS (\$150/GAME MINIMUM 10 GAMES)

SPONSOR APPRECIATION GAME NIGHT SPONSOR
(ACCESS TO ALL SPONSORS / \$1,000 PLUS FOOD)

LOBBY BOOTH (\$250/GAME)

PARKING LOT LIGHT POSTS (VARIES)

ENTRYWAY SIDEWALK DISPLAY (\$250/GAME)

THREE STARS OF THE GAME (\$1,500)

FAN OF THE NIGHT (\$1,200)

OFFICIAL PUCK DELIVERY (\$1,200)

DIRTIEST CAR OF THE NIGHT (\$1,000)

NATIONAL ANTHEM PRESENTER (\$1,000)

PENALTY BOX BEER GARDEN (\$2,500)

MAIN BEER GARDENS (\$2,500)

CORNER BEER GARDEN (\$2,500)

SEAT SECTION NAMING RIGHTS (VARIES)

PENALTY BOX (\$2,000)

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TUNNEL SPONSORSHIP, SCRATCH SPONSORSHIP, ON-ICE PROMOTIONS AND MORE CUSTOM SOLUTIONS

Discuss these opportunities with the Bobcat Hockey Staff!

PROGRAM INSERT PAGES (\$1,000)

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TICKET SALES SAMPLES





Nothing says "I Love You" like a Mariners 16-Game Plan.



16-Game Ticket Plans

- Big savings over single-game prices
- Guaranteed seat locations
- Opportunity to purchase postseason tickets

This Valentine's Day, give something special to that special someone: A Mariners 16-Game Plan. Choose from seven different plans that include every American League opponent plus exciting Interleague match-ups. Get a guaranteed seat location for the Yankees, A's, Red Sox, Angels, Astros and more. With a 16-Game Plan, you save off the regular, single-game price and get special priority on postseason home game tickets. For details, visit a Mariners Team Store. Why give a dozen roses when you can give 16 games at Safeco Field?



SeattleMariners.com

Available at Mariners Team Stores

Store locations:

Safeco Field
Downtown Seattle (4th & Stewart)

Bellevue Square
Southcenter Mall

Alderwood Mall
Bellis Fair Mall

Capital Mall
Northtown Mall

BLAZERS APPLAUD SMALL BUSINESS WITH NEW CUSTOMIZED PACKAGES



45 of the top 65 Portland metro area businesses are using a Blazers/Rose Garden Entertainment package. Now your business can too! New affordable small business packages open the door for smaller companies to take advantage of the same business tools that large corporations are using. You'll find all this and more on the Exclusive Preferred Level in the Rose Garden Arena helping you:

- BUILD STRONG RELATIONSHIPS**
- GENERATE NEW BUSINESS**
- RETAIN KEY CLIENTS / REWARD CUSTOMERS**
- NETWORK WITH PORTLAND'S BUSINESS LEADERS**
- STAY AHEAD OF THE COMPETITION**

Small Business Package Includes:

- Private access to the Exclusive Preferred Level (includes fine restaurants and pre-game happy hour specials)
- In-seat food and beverage service during the game
- Two theatre style seats to seven top Blazers games
- One complimentary dinner for two at Legends restaurant on the Preferred Level

**To find out how we can grow your business please call
503-797-9600 or log onto blazers.com.**

PORTLAND'S CORNERSTONE OF ENTERTAINMENT



GO FIRST CLASS - GET PREFERRED TREATMENT!

Blazers Preferred Seat Holders enjoy unique and special opportunities to entertain key clients, prospects, employees, family and friends on the Rose Garden's private Preferred Level, the place to be for Portland's business community.



We deliver an *unsurpassed* mix of benefits and amenities to every Blazers Preferred Seat Holder:

• BEST SEATS IN THE HOUSE

Enjoy excellent sight lines for NBA basketball and other exciting Rose Garden events.

• V.I.P. EVENT ACCESS

Priority ticket access ensures you the option to purchase tickets for other Rose Garden sporting events, concerts and family shows. No more waiting in ticket lines or dialing for that next hot ticket!

• HELP IS ALWAYS AVAILABLE

Our Preferred Services team is available to personally assist with special needs from event planning to ticket dining inquiries.

• COVERED CLOSE PARKING

With the purchase of four seats, delight in direct access from the arena's attached Garden Garage.

• FIRST RIGHTS TO PLAYOFF TICKETS

Preferred Seat Holders receive first rights on all Blazers home playoff games.

• THEATRE STYLE COMFORT

Theatre-style seats provide extra width and back support.

• IN-SEAT SERVICE

Running late? Take advantage of luxurious in-seat food and beverage service - a wide array of options delivered right to your seat!

• OUTSTANDING CUISINE

From the sumptuous buffet in Legends restaurant to the Players Sports Lounge, your tastebuds reap serious dividends from our delectable food and beverage line-up.

• INSIDE INFO

Get the scoop on the Blazers and the NBA with a complimentary *Rip City Magazine* subscription and annual copy of the official Blazers Media Guide.

• INCREASE YOUR BUSINESS BASE

Utilize the Preferred Seating experience as a valuable client development tool.

• TAX DEDUCTIBLE

Opportunities are also available to achieve immeasurable goodwill and valuable tax deductions through Preferred ticket donations to your designated charity.



The Rose Garden is accessible to people with disabilities. For Accessible Seating, call 503.231.8000/TDD 503.231.1101

TAKE ADVANTAGE OF SPECIAL 2001 SEASON OFFERS. FOR PREFERRED TICKETS, CONTACT BLAZERS TICKET SALES (503) 797.9600.



SYRACUSE
S

CARRIER DOME

EXECUTIVE CLUB SEATING

THE SYRACUSE UNIVERSITY ATHLETIC DEPARTMENT INTRODUCES PREMIER SEATING IN THE CARRIER DOME.

THIS IS YOUR OPPORTUNITY TO SECURE A SEAT IN THE EXECUTIVE CLUB SECTION FOR ALL FOOTBALL AND MEN'S BASKETBALL HOME GAMES.

ONLY 70 OF THESE SELECT SEATS ARE AVAILABLE, SO RESERVE YOUR SEATS TODAY!

YOUR EXECUTIVE CLUB SEAT INCLUDES...

- ONE FOOTBALL & MEN'S BASKETBALL SEASON TICKET (SECTION 207-208)
- COMPLIMENTARY BUFFET AND BEVERAGES (SOFT DRINKS AND BEER)
- WAIT SERVICE
- CASH BAR FOR PREMIUM ALCOHOLIC BEVERAGES

YOUR DONATION OF

\$6,000 PER YEAR

PROVIDES ACCESS TO PREFERRED PARKING
A PORTION OF THIS DONATION IS TAX DEDUCTIBLE.



USF

Canned Food Drive

WOMEN'S SOCCER



Sunday, Sept. 10 @ 1 PM



VS.



At USF Soccer Stadium

**Bring two canned goods to the game and
receive a special discounted rate of only
\$3 dollars per ticket!**

(Regular \$7)

1-800-GoBulls | www.GoUSFBulls.com



CARDINALS SEASON TICKETS CAN HELP YOUR BUSINESS!

Arizona Cardinals season tickets not only provide ultimate access to live NFL football here in the Valley, but they are also a valuable tool when used by businesses to increase their bottom line and strengthen employee relations.

Consider the following as examples of how Cardinals season tickets can help these departments within your business:

Sales Department

- Entertain a potential client at a game. There's no better place to find the comfort and amenities you prefer than on the Loge Level!
- Offer tickets to a new client as a "Thank You" for their business.
- Reaffirm or strengthen a relationship with a loyal client that has recently soured.
- Offer tickets as an incentive to salespeople within your company who:
 - Achieve the most sales for any given day, week or month.
 - Make the most sales calls.
 - Retains the most business within a given period of time.
- Reward administrative personnel or assistants who often provide the valuable "behind-the-scenes" work necessary for a sales department to be successful.
- Offer tickets as a form of "pick-me-up" to salespeople that have faced a great deal of adversity of late.

Human Resources Department

- Help recruit a potential employee to Arizona by offering them tickets to the local NFL game.
- Welcome a new employee on his/her first week with tickets to a game.
- Celebrate an employee's birthday with tickets to a game.
- Include tickets to a game with company drawings, raffles, or other contests for employees.
- Offer tickets to non-paid interns or other volunteers of the company as a "Thank You" for their hard-work.
- Use tickets to reward the efforts put forth by part-time employees or other ancillary help.

Business Development Department

- Use tickets as part of an event celebrating your current clients.
- Offer tickets as an incentive to businesses you work with for referring potential clients your way.

- Give tickets to employees that bring in potential clients for new business development.
- Use tickets when entertaining current clients to encourage them to increase their business with you.

Marketing Department

- Use tickets for a drawing, attracting potential customers to your place of business or to your web site.
- Offer free tickets to people to entice them to participate in a focus group.

Customer Service Department

- Surprise an angry customer with a complaint with complimentary Cardinals tickets.
- Reward employees who face customer complaints and diffuse them accordingly with tickets to a Cardinals game.
- Reward employees with Cardinals tickets who do more than asked, who go above and beyond the call of duty to satisfy a customer complaint.
- Offer tickets as a “Thank You” to a customer who offers good suggestions for your business.

Accounting Department

- Reward those customers or vendors who consistently pay their bills on time.
- Offer tickets to the accounting department as a “Thank You” for their hard work during the year-end closing of the books.
- Reward employees who uncover missing items or errors which result in balancing or savings.

Information Systems

- Entertain the IT Department and their vendors for their diligence in maintaining the company’s network.
- Offer tickets as trade for service work on the network provided by an outside vendor.

Charity

- Offer unused tickets to charities – to those of your choice or through Cardinals Charities – so that others who are not able to go to games can enjoy the NFL experience. Remember, tax credit is given for such donations.



72 WAYS TO USE YOUR MUD HENS SEASON TICKETS

CLIENT ENTERTAINMENT

1. Invite a customer who hasn't done business with you recently
2. Take a loyal customer for his or her birthday
3. Take a potential customer and close the sale in the ballpark
4. Take a long-term customer to lunch to say "thanks"
5. Take one of your smaller accounts and try to enhance their business with you
6. Reward a customer who gave you a referral
7. Win back a customer who had a problem or a complaint with your company
8. Thank a customer who praised your company
9. Take someone who does business with the competitor
10. Thank a new customer for their business
11. Offer tickets to a customer for the holiday
12. Give to a customer who has been sick as a "Get Well Soon" present
13. Give to a customer who makes timely payments or pays in full

EMPLOYEE REWARDS

14. Improve communications with key co-workers
15. Help part-time workers feel more like part of the organization
16. Give tickets to the person who came in earliest
17. Have a drawing at work and give them to a lucky employee
18. Reward the employee who comes up with savings suggestions
19. Reward for being accident free inside the shop
20. Reward 100% attendance
21. Say "thanks" to a retiring officer or employee
22. Welcome a new employee to the company with tickets
23. Give them to your secretary or assistant on Secretary's Day
24. Give them to a manager whose department exceeded its goals
25. Give them to a frontline person who satisfied an angry customer
26. Put a smile on an employee's face that is stressed
27. Show your appreciation to a company intern
28. Send your co-worker/subordinates to a game together
29. Give to an employee who doesn't get commission to boost morale
30. Give tickets to an employee who left the latest last night
31. Give tickets to your payroll department
32. Give to an employee who has worked the most overtime
33. Reward the department that hits their quota for the week or month
34. Give tickets to an employee on his or her birthday
35. Give to an employee who has been sick as a "Get Well Soon" gift
36. Give them to your drivers for being on time
37. Give to a prospective employee who might be coming into town
38. Congratulate an employee who exceeded his or her duties
39. Applaud employees for hitting his/her yearly goal
40. Give to the employee who is always punctual



72 WAYS TO USE YOUR MUD HENS SEASON TICKETS

SALES INCENTIVES

41. Give to an employee who schedules the most appointments in house
42. Reward an employee for making the most appointments out of the office
43. Run a sales contest and reward the winner with tickets
44. Package them in with a product to promote sales
45. Give your tickets to the person making the most additional sales
46. Give to the employee who generates the most new business
47. Give to the employee who made the most sales calls during a particular day
48. Give tickets to an employee who makes the most cold calls in one day
49. Give to an employee who renews the most accounts

VENDOR RELATIONS

50. Reward suppliers and vendors who help you meet your deadline
51. Offer tickets for on time delivery
52. Offer your tickets to your accountant or lawyer who has done a great job
53. Offer your tickets to the service person from another company who has "taken care of you"
54. Offer your tickets to someone who always gives you great service
55. Give tickets to your office cleaning crew as a thank you
56. Give to potential vendors to enhance your business relationships
57. Use tickets for trade opportunities
58. Give them to your security officers
59. Give tickets to outside training service

NETWORKING

60. Boost your own career potential by networking (it's not what you know, it's who you know)
61. Offer them to someone who has given you helpful business advice
62. Enhance relationships with those in a position to recommend you or refer your business
63. Give to someone that you owe a favor
64. Give to members of a club that you might join or be in

PERSONAL

65. Thank your neighbor who takes care of your pets, gets your mail, etc.
66. Give them to your child's teacher as a thank you for their help
67. Give thanks to your family and friends by treating them to a game
68. Give tickets to a representative on your local school board or union for goodwill
69. Give to restaurants that you frequent with clients or family members
70. Offer tickets to your babysitters as a thank you
71. Give to your mechanic, landscaper, dentist, doctor, etc.
72. Use them yourself!



PUBLICITY SAMPLES



Patriots Reward Levels

Reward Levels

- 10 POINTS**
FREE the Bamboo Club Bistro \$15 gift card.
- 20 POINTS**
FREE Great Harvest Bread Co loaf of Honey Whole Wheat or Cookie
- 30 POINTS**
2 FREE 20 oz. Smoothie King Smoothies
- 40 POINTS**
2 FREE tickets to University Mall Theatres
- 50 POINTS**
FREE Crest Cleaners Discount Card with a dry cleaning value of \$140.
- 60 POINTS**
FREE Bowl of Noodles compliments of Noodles & Company
- 70 POINTS**
FREE New Mason Athletics logo T-shirt.
- 80 POINTS**
FREE Act II Salon Haircut & Shampoo
- 90 POINTS**
Two FREE tickets to the Center for the Arts (One per person)
- 100 POINTS**
Enter to win a 1 of 3 Mason golf bags.
- 110 POINTS**
Enter to win a 1 of 3 Official bench chairs.
- 120 POINTS**
CAA Men or Women's Basketball Championship (One room & two tickets paid. Raffle for winner).
- 130 POINTS**
Dinner for two with Coach Larranaga or Taneyhill (raffle for winner)

Going to Patriots games just got more REWARDING:

The Patriots Rewards program is an exclusive fan rewards program designed to thank you for your loyal support of the Patriots athletics program. The more games you attend, the more rewards you earn.

It's FREE

Just fill out the enrollment form in this brochure to receive your Rewards card immediately.

It's EASY

Swipe your Patriots Rewards card at any one of the Rewards kiosks located on the South and North entrances of the Patriot Center to record your attendance and earn points. It's that easy.

Points are earned by attending games:

- Games 1-3 10 Points each
- Games 4-6 15 Points each
- Games 7-9 20 Points each
- Games 10+ 25 Points each

Points can be compiled to get bigger prizes or more entries in the raffles.

Visit PatriotsRewards.com for more info.

GMU Patriots Rewards
4400 University Dr, MS 3A5
Fairfax, VA 22030
Phone (703) 993-3270
Fax (703) 993-4400

PATRIOTS REWARDS

Your Patriots Basketball
Frequent "Flyer" Program.



**FREE STUFF JUST
FOR ATTENDING GAMES.**



Wow! Pack KO's #1 Duke 78-74

Sendek's squad surging to the ACC finish line

The Wolfpack made believers out of an entire Fox national TV audience as well as 19,000 Wolfpack faithful Feb. 15 at the RBC



Center by beating perennial ACC bully Duke. Quoting coach Mike Kryzewski. P. 2

Pack Football Signs 18



Amato happy. See page 3.

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In Touch With the Wolfpack Family

From Lee Fowler, Director of Athletics

There are so many exciting things happening in our department—the men's basketball team having a tremendous season, the women's basketball team now making a great comeback effort to make the NAAs, our new softball program starting its first season, baseball starting again after a record-setting season last year, our unprecedented facilities construction program in full swing, and many others. And since Wolfpack athletics is part of such an exciting and dynamic environment, it's important to communicate with our Wolfpack family as much as possible. That is why I recently decided to do a monthly question and answer column in *The Wolfpacker*. We are also researching the possibility of doing an NC State Athletics television show that would complement our existing coaches' shows and feature all of our sports.

While we make every effort to communicate to our Wolfpackers and fans, it is impossible to cover every question or topic of interest. But Wolfpackers, now 18,000+ strong, and our 50,000+ season ticket holders (football and men's and women's

basketball combined) and legions of alumni and other fan groups are intensely interested in our program. And we're glad they care! Their loyalty and passion for NC State are as strong as that of any collegiate program in America (pls. see info. on page 3).

As our Wolfpack family continues to provide their great support by attending our games and contributing financially to the Wolfpack Club, we want them to know that our coaches and staff are making a dedicated effort to build a program of across-the-board excellence at NC State.

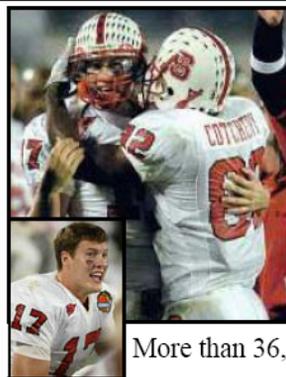
I thought I would share a sampling of the questions and answers from the new column (pls. see page. 4). Best wishes for success to all of our NC State teams entering their post-season tournaments and those just beginning their spring schedules.

Lu



Pack handles Kansas; face toughest schedule in '04

Rivers ends record career in 56-28 win; Heavyweights Miami, FSU, Ohio St. next



The NC State football squad, which completed the 2003 campaign with a win in the Mazda Tangerine Bowl, will play three home games next season against teams that finished in the top 10 of the coaches poll in 2003. The Wolfpack will play six games in Carter-Finley Stadium and will face East Carolina at Bank of America Stadium in Charlotte on Thanksgiving weekend.

More than 36,500 season tickets....see pg. 2



MEMBERSHIP PACKET

- #1. An invitation to a Nuggets Kids Club Night which includes a free ticket to a Denver Nuggets home game!
- #2. An exclusive Nuggets Kids Club Lunch Bag!
- #3. A Nuggets Kids Club Headband!
- #4. A Nuggets Kids Club Notebook and Pen!
- #5. A Nuggets Wallet!
- #6. Bi-weekly E-mail Updates!
- #7. An exclusive Nuggets Kids Club Membership ID Card, which gives you a 10% discount at Pepsi Center Trading Company!



MEMBERSHIP APPLICATION

WELCOME PACKET (New items each year)

- Kids Club Folder
- Kids Club Pennant
- Kids Club Pack of Pencils
- Kids Club Button
- Membership Card
- Kids Club Decal
- Kids Club Magnet Frame
- Atlanta Falcons Tattoos
- Welcome Letter from a Falcons Player

ATLANTA  FALCONS



presented by



BENEFITS & SPECIAL EVENTS

- 10% discount on first purchase with membership card at Falcons 365
- Special Offers from Chick-fil-A®
- \$10 gift certificate to Dick's Sporting Goods (Limited to first 1000 members to sign up.)
- Exclusive opportunities for members at training camp sessions
- Automatic Entry into a Drawing for Four (4) Pregame Sideline Passes and Tickets to a Falcons Home Game

REGISTRATION - One (1) application per member.

Member Name _____

Address _____

City _____

State _____

Zip Code _____

Phone Number _____

Date of Birth _____

E-Mail Address _____

Boy Girl

PAYMENT - Membership Cost \$10 per year.

Amount Enclosed: _____ Check Money Order

Or Charge to: VISA Mastercard American Express

Card Number _____

Exp. Date _____

Parent/Guardian Signature _____

Date _____

Mail this application and a check or money order payable to:

Atlanta Falcons Kids Club

4400 Falcon Parkway, Flowery Branch, GA. 30542

in association with:

EVERY SEASON STARTS AT



atlantafalcons.com



FOR IMMEDIATE RELEASE

**FLY FISHING TEAM USA TO TRAVEL TO SLOVAKIA FOR INTERNATIONAL
COMPETITION**

LOS ANGELES, California, Monday, August 9, 2004 - Fly Fishing Team USA, Inc. announced today that it will field a team to participate in the 24th Annual World Fly Fishing Championships and Conservation Symposium to be held this summer from August 30th to September 5th in Slovakia. Teams from 24 countries will be competing in the event.

This year's team from America is comprised of Norman Maktima from New Mexico, Keith Bean from Tennessee, Jeff Currier and Pete Erickson from Idaho, Jay Buchner and Sam Paul Mavrakis from Wyoming and Walter Ungermann from Massachusetts. The team will be led by Captain Ed Opler and Coach Jack Dennis, both whom reside in Wyoming.

Fly Fishing Team USA will be traveling High Tatras Mountain Range of Slovakia where you can find a secret trout fishing getaway that you can fish all by yourself in streams flowing under the gaze of fairy tale castles that stand sentry over you like the ancient Roman armies that used to inhabit this ancient land. These are among the wildest, most scenic trout streams in Europe, flowing under the shadows of the imposing peaks of the Tatras.

Slovakia is a small country in the heart of Europe bordered on three sides by the High Tatras Mountains and the Danube river in the south. The country has over 6 million inhabitants.

- more -

The Olympic style competition event will take place on the Váh, Bélla and Orava Rivers near the cities of Dolný Kubín, Liptovský Hrádok, Liptovský Mikuláš and Ružomberok. The Váh River has good conditions for fly fishing. The waters of the competition area are 25 to 35 yards wide and about 3 to 4 feet deep. The Váh River has a stone base, grass banks with groves of poplar trees and willows in its middle and upper sections. In the river are found brown, rainbow, brook trout, grayling, dace and carp.

The World Flyfishing Championship is an amateur competition sanctioned by F.I.P.S.-Mouche (Federation Internationale de Peche Sportive Mouche, the International Federation of Sport Flyfishing). Fly fishing enthusiasts from around the world compete in this catch and release tournament, which is hosted each year by one of the member countries. The United States last hosted the event in 1997 at Jackson Hole, Wyoming.

The World Fly Fishing Championship is held over a five-day period, beginning with two official practice days on non-competition stretches of the fishing venues. The actual competition consists of five fly fishing sessions, which are held over the following three days on the designated competition venues.

Fly Fishing Team USA is a non for profit, volunteer initiated organization. Their mission is to proudly represent America as ambassadors and participants at the annual World Fly Fishing Championships.

MEDIA CONTACT:

Ken Holder

Fly Fishing Team - USA, Inc.

Telephone: (805) 587-6878

Facsimile: (425) 969-7854

Email: info@flyfishingteamusa.com

Web: www.flyfishingteamusa.com

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Leaving an impression.

As an organization that survives on the loyalty and support of its community, the Chicago Bulls believe it is not only our duty to reach out to those in need around us, it is our strongest passion. Whatever challenges we face as a basketball team, no mission is greater than that of building a community.

Aside from winning games and entertaining our fans, we have a responsibility and a desire to actively contribute to the growth of our society. To do so, we aim each day to assist with the education and development of our youth, contribute to organizations that provide services to needy families and improve our city's struggling neighborhoods.

It is through these efforts that we are determined to leave a lifelong impression on the city of Chicago.

CharitaBulls
Leading the league in assists.