

FAYETTEVILLE FLIGHT BASKETBALL

CORPORATE PARTNERSHIP
PACKAGE



AMERICAN BASKETBALL ASSOCIATION

2011 – 2012 SEASON

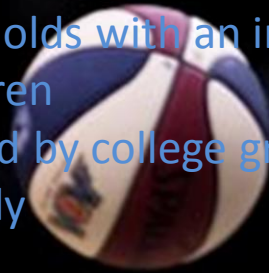
FAN DEMOGRAPHICS

Come join the Fayetteville Flight as we enter the Crown Arena and take on what the American Basketball Association has to offer!

With 72 teams competing in the ABA, and still growing; there is great opportunities for companies to partner along and market their products to thousands of fans throughout this Flight season!!

Check these facts out:

- 59% of our fans are male and 41% are female
- 78% of our fans are children
- 37% are between the age of 21 and 55 years old
- 48% of our fans are from households with an income over \$60,000.
- 83% have households with children
- 62% are from households headed by college graduates
- 76% Access the Internet Regularly



ARENA PROMOTIONS

GET YOUR MARKETING ON WITH GAME TIME ARENA PROMOTIONS AND GAIN VALUABLE EXPOSURE TO YOUR COMPANY AS YOU SPONSOR AN EVENT!!

PUBLIC ADDRESS ANNOUNCEMENTS

Get your company heard by thousands of fans at each Fayetteville Flight home game. The public address announcement will also give your company a chance to be seen by these Flight fans as we bring excitement to the Fayetteville area. Along with your announcement, your company logo will be placed on the arena's board, giving you excellent exposure.

COST TO A CORPORATE PARTNER - \$2, 500.

GAME TIME FEATURES

With many stoppages such as 3d light, media timeouts and team time outs, there are several ways to your company can get mentioned. The ABA's in game features are a great way to get a company thrust into the spotlight many times throughout flight games. Please see our Game Features pages for a listing of games features and price ranges.

GET INTO THE ACTION

Make an big impact by attaching your companies logo and name to an in game contest. An in game contest rewards a fan during a stoppage in play in front of thousands of flight fans.

Please see our "get into the action "in game promotions" page for a listing of those events.

COST TO A CORPORATE PARTNER - \$2,500.



ARENA PROMOTIONS

POST GAME AWARDS

Thousands of fans will be glued to their seats and enjoying the atmosphere as the Flight take on teams throughout their conference and league. At games end the fans will be focused as the Flight players are awarded for their outstanding play. Post season awards make for a great season long promotional opportunity. Some of the awards include: Shot of the Day, Player of the Game, Defensive Player of the Game, etc.

COST TO A CORPORATE PARTNER - \$2,000

ON FLOOR CONTESTS

Get your company involved in an on the floor contest which are held during our game stoppages. With your company heading a floor contest you will generate recognition beneficial to your marketing strategy. Your company staff will be invited in the Promotion as they are supported by a public address announcement. See back page for our listing of events.

COST TO CORPORATE PARTNER - 5 Contest - \$1,500
10 Contest - \$3,000

FLIGHT GIVEAWAYS NIGHTS

What's more exciting than to see your company's name and logo on our fans as they proudly wear them and promote your business and its products? All giveaway items will have your logo, along with the Flight's logo. Some giveaways include: T-shirts, Hats, Posters, Thundersticks, Seat Cushions, Mini –basketballs, Rally Towels, etc.

COST TO CORPORATE PARTNER - \$2,000 PLUS COST OF PRODUCTION
(Includes 40 lower level tickets to that night's game)



FLIGHT'S GAME FEATURES:

Look at some of our Game Features:

COST TO CORPORATE PARTNER - \$3,500

- 3D Light
- Time Out
- Media Time Out
- Substitutions
- Tipoff
- Starting Line-up
- Break in Play

* Include one PA announcement and one 2x8 banner displayed at the kid's zone.

COST TO CORPORATE PARTNER - \$2,500

- Officials
- Injury Report
- Player of the Game

COST TO CORPORATE PARTNER - \$2,000

- Overtime
- Busting the Clock



Penalties:

COST TO CORPORATE PARTNER - \$3,000

- Technical Foul
- Traveling
- Lane Violation
- Charging
- Back Court Violation
- Goaltending
- Delay of Game
- Double Dribble
- Player Ejection
- Blocking Foul

LIST OF ON COURT CONTEST :

COST TO CORPORATE PARTNER - 5 Contest - \$1,500

10 Contest - \$3,000

- Half Court Shot
- Musical Chairs
- Tire Race
- Dress and Dunk
- T-Shirt Toss
- Free throw Shootout
- Flight Fiasco
- Batter up!!!!
- Lay up Relay Race
- Over the head shot contest



EXAMPLE OF IN GAME PROMOTIONS:

COST TO CORPORATE PARTNERS - \$3,000

- ABA Trivia
- Flight Fan of the Game
- Dance for Your Flight Prize
- Best Move of the Game
- Best Seat in the House
- Birthdays
- Next Game
- Post Game Interview
- What's New
- Groups
- Student Athlete Recognition
- Leader Board
- T-shirt Launch
- The Flight Wave
- #1 Flight Fan of the Game
- Fayetteville Flight Notes



ON COURT APPAREL

Be apart of the team as they take to the floor and compete with other ABA teams while your logo is displayed on Flight apparel. This brings a lot of exposure to you and your company during a Fayetteville Flight game.

SHOOTER SHIRT PATCH

Have your company name displayed to fans arriving at the game as the Flight take to the court in their Flight pre game warm-ups. The Flight will dawn their gear during the 10 minute warm up and on the road to seen by fans and also viewed on televised games.

Cost to Corporate partner - \$3,500 (Includes two (2) lower level tickets.

Shorts Badge

Gain great exposure in 2011-2012 with your logo owning the court during Flight games!!! A "3x5" patch will be located on the player's Right pant leg leaving it viewable for all fans and media to see.

Cost to Corporate Partner - \$3,500 (Includes two (2) lower level tickets.



FLIGHT MEDIA 2011-2012

THE FIGHT BOARD

The "Flight Board" is an excellent way to reach thousands of fans During the game!!! Imagine seeing you company's logo appearing Across the marquee 20 to 25 times during a Flight game!!

Cost to a corporate partner - \$1,250

Fayetteville Flight Official ABA Website (www.fayettevilleflight.org)

Have your company link a logo placed on the Flight's Official Website Where the fans and future fans go to find out more about our Players and happenings!!

Cost to Corporate Partners - \$500.00



MARKETING PRODUCTS SHOW

Display your company's products as soon as they come through the door. Provided will be a 8foot table and two chairs in the main entrance way to the game.

Cost to Corporate Partner - \$500 per game/table

Note: The same price for a Company displaying vans, rv's, campers, cars, etc.

The Year of the Flight 2011 – 2012 Game Programs and Schedules

AD SIZE	(W X H)	RATE
¼ COLOR	3.75" X 4.5"	\$1,000
½ COLOR	3.75" X 9.25"	\$1,500
½ H COLOR	7.5" X 4.5"	\$1,500
FULL COLOR	7.5" X 9.25"	\$2,500
DBL COLOR	15" X 9.25"	\$3,000*
SCHEDULES		\$3,000*

