

ADVERTISEMENT PACKAGES

Sponsors will receive the following items with their Packages:

FIELD BANNER ADVERTISING

Field Banner - Cost \$1,500 (Strategically placed throughout the Stadium)
20 available at \$1,500 each

Your company banner will be placed strategically throughout the stadium at each Knights home game. Seen by thousands of fans throughout the season and frequently seen in media coverage of the games.

- 3 Adult Season Tickets for all 8 games (value \$240)
- 1 Season Parking Pass (value \$36)
- 1 Game Day Announcements (value \$75)



(Banners are 3 ft. x 8 ft.)

SCOREBOARD ADVERTISEMENT

1. **Scoreboard Banner** - Cost \$4,000 (Upper)
1 available at \$4,000

When watching a game, where else do fans look most often during a game? At the scoreboard! This sponsorship gives you the opportunity to have your banner hung on the stadium scoreboard during every home game.

- 5 Season Sponsor Passes for 8 games (value \$750)
- 2 Season VIP Parking Pass (value \$90)
- 2 Game Day Announcements (value \$150)
- 4 Sacramento Knights T-Shirts (value \$60)

2. **Scoreboard Banner** - Cost \$2,000 (Middle)
1 available at \$2,000

- 3 Season Sponsor Passes for 8 games (value \$525)
- 1 Season VIP Parking Pass (value \$45)
- 1 Game Day Announcements (value \$75)
- 4 Sacramento Knights T-Shirts (value \$60)



3. **Scoreboard Banner** - Cost \$1,000 (Lower)
1 available at \$1,000

- 2 Season Sponsor Passes for 8 games (value \$350)
- 1 Season Parking Pass (value \$36)
- 1 Game Day Announcements (value \$75)

DASHER BOARD ADVERTISING

1. **Dasher Board** - Cost \$3,500 (Press Box Side of the Stadium)(Center Field)
[6 available at \\$3,500 each](#)

Your company dasher board will be placed strategically throughout the stadium at each Knights home game. Seen by thousands of fans throughout the season and frequently seen in media coverage of the games.

- 4 Adult Season Tickets for all 8 games (value \$320)
- 2 Season Parking Passes (value \$72)
- 3 Game Day Announcements (value \$225)
- 4 Sacramento Knights T-Shirts (value \$60)



Dasher Boards are 3 ft. x 10 ft.

2. **Dasher Board** - Cost \$3,000 (Press Box Side of the Stadium)(Side Areas)
[10 available at \\$3,000 each](#)

- 3 Adult Season Tickets to all 8 games (value \$240)
- 2 Season Parking Passes (value \$72)
- 2 Game Day Announcements (value \$150)
- 3 Sacramento Knights T-Shirts (value \$45)

3. **Dasher Board** - Cost \$ 2,000 (Center of Field – Opposite Press Box)
[6 available at \\$2,000 each](#)

- 2 Adult Season Tickets for all 8 games (value \$160)
- 1 Season Parking Pass (value \$36)
- 2 Game Day Announcements (value \$150)

GOAL END ADVERTISEMENT

1. **Dasher Board** - Cost \$2,000 (Next to the Goals)
[4 available at \\$2,000](#)

This location offers maximum exposure to the sponsor as in all sporting events the goal area beside the goals in a soccer match is the most visible to the fans, television and newspapers, photos, and Internet captions.

- 3 Adult Season Tickets for all 8 games (value \$240)
- 2 Season VIP Parking Pass (value \$90)
- 2 Game Day Announcements (value \$150)
- 4 Sacramento Knights T-Shirts (value \$60)

2. **Dasher Board** - Cost \$1,000 (Concession Side)(Track Area)
[10 available at \\$1,000](#)

This location offers maximum exposure to the sponsor as in all sporting events the goal area in a soccer match is the most visible to the fans, television and newspapers photo's, and internet captions.

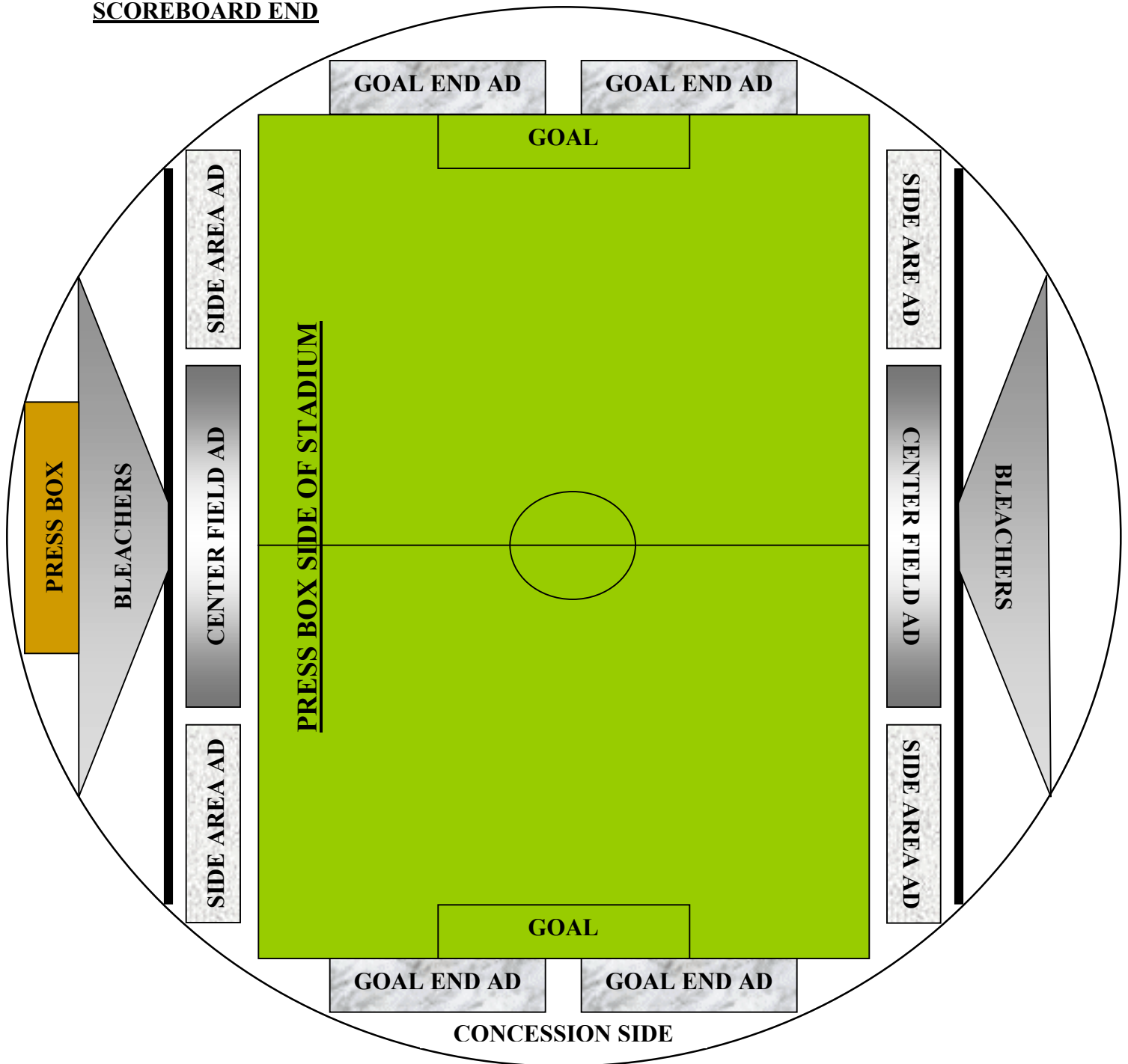
- 2 Adult Season Tickets for all 8 games (value \$160)
- 2 Season VIP Parking Pass (value \$90)
- 1 Game Day Announcements (value \$75)
- 2 Sacramento Knights T-Shirts (value \$30)

3. **Dasher Board** - Cost \$500 (Back End of the Stadium)(Track Area)
[10 available at \\$500 each](#)

- 1 Adult Season Ticket for all 8 games (value \$80)
- 1 Season Parking Pass (value \$36)

STADIUM LAYOUT

SCOREBOARD END



OFFICIAL SPONSORSHIP PACKAGES

OFFICIAL TEAM UNIFORM SPONSORSHIP

These added benefits are perfect rewards for your employees, or as special promotion by your business offering you additional marketing opportunities.

1. **Team Jersey** - Cost \$20,000 (Front of Jersey)
[1 available at \\$20,000](#)



This marquis level sponsorship is the highest profile opportunity for a business. At this level, the sponsoring business gains primary exposure on the players' uniforms. Each uniform carries a large display of the sponsor's logo on the front of the jersey. This traditional soccer opportunity closely identifies the sponsor with the team and gives the sponsor maximum exposure. The uniforms are worn at all games and many player appearances, clinics and various community events.

- 10 Adult Season Tickets for all 8 games (value \$800)
- A Full Page Ad in each game day program (value \$1,000)
- Your banner strategically placed at all Knights home games (value \$1,500)
- 5 Season Sponsor Passes to all home games (value \$750)
- 3 Season VIP Parking Passes (value \$135)
- 4 Game Day Announce (value \$500)
- 10 Sacramento Knights T-Shirts (value \$150)

2. **Team Jersey** - Cost \$6,500 (Back of Jersey above the Players Number)
\$4,500 (Back of Jersey below the Players Number)

[1 position available each at \\$6,500 or \\$4,500](#)

The back of the uniform provides extensive exposure for your business. With this spot your business name and/or logo will appear on the back of each player's uniform. This is a traditional opportunity in soccer that identifies your business with the team and gives maximum exposure. The uniforms are worn at all games and various player appearances, clinics, and community events.

[\\$6,500](#)

- 8 Adult Season Tickets for all 8 games (value \$600)
- A Half Page Ad in each game day program (value \$575)
- Your Banner strategically placed at all Knights home games (value \$1,500)
- 2 Season Sponsor Passes to all 8 games (value \$300)
- 3 Game Day Announcements (value \$225)
- 2 Season VIP Parking Passes (value \$90)
- 5 Sacramento Knights T-Shirts (value \$75)



\$4,500

- 5 Adult Season Tickets for all 8 games (value \$400)
- A Half Page Ad in each game day program (value \$575)
- Your Banner strategically placed at all Knights home games (value \$1,500)
- 1 Season Sponsor Passes to all 8 games (value \$150)
- 3 Game Day Announcements (value \$225)
- 1 Season VIP Parking Passes (value \$45)
- 3 Sacramento Knights T-Shirts (value \$45)



3. **Team Warm-Ups** - Cost \$6,500 (Back of Warm-Up Sweats)
1 available at \$6,500

The back of the team warm-up sponsorship provides extensive exposure for your business. With this package the sponsoring business name and/or logo will appear on the back of each player's warm-up sweats. This is a traditional opportunity in soccer that identifies the sponsor with the team and gives maximum exposure. The warm-up sweats are worn at all games and various player appearances, clinics, and community events.

In addition to the name/logo of the sponsor appearing on the Knights Warm-Ups, this sponsorship will include:

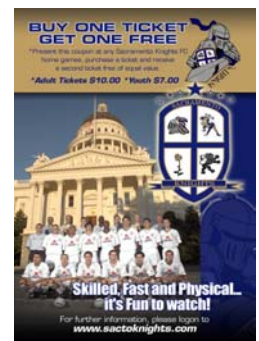
- 5 Adult Season Tickets for all 8 games (value \$600)
- A Half Page Ad in each game day program (value \$575)
- Your Banner strategically placed at all Knights home games (value \$1,500)
- 2 Season Sponsor Passes to all 8 games (value \$300)
- 3 Game Day Announcements (value \$225)
- 2 Season VIP Parking Passes (value \$90)
- 5 Sacramento Knights T-Shirts (value \$75)

OFFICIAL (BUY 1 TICKET GET 1 FREE) POST CARD SPONSORSHIP

BACK of 2 for 1 Postcard - Cost \$15,000 - **1 available at \$15,000**
10,000 will be printed and distributed throughout our ticket outlets locally

- Your company advertisement/logo on all 10,000 postcards
- 10 Adult Season Tickets for all 8 games (value \$800)
- 4 Season Sponsor Passes to all 8 games (value \$600)
- A Full Page Ad in each game day program (value \$1,000)
- Your Banner strategically placed at all Knights home games (value \$1,500)
- 4 Game Day Announcements (value \$500)
- 4 Season VIP Parking Passes (value \$180)
- 5 Sacramento Knights T-Shirts (value \$75)

Your Ad/Logo Here



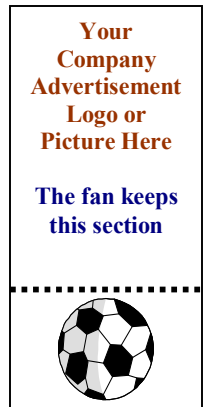
***Note:** This new marketing strategy was a huge success in the 2006 season. Your advertisement/logo will be placed on the back where the season schedule is located; this is considered a great placement for your *company's advertisement visibility.*

OFFICIAL BACK OF TICKET SPONSORSHIP

Back of Game Day Ticket - Cost \$5,000
1 each available at \$5,000

Over 35,000 home game tickets will be printed for the 2007 Knights home season. Your company name and logo or discount coupon will be featured on the back of every ticket!

- 5 Adult Season Tickets for all 8 games (value \$400)
- 1 Adult Season Sponsor Pass to all 8 games (value \$150)
- 3 Season Parking Pass (value \$108)
- 4 Game Day Announcement (value \$500)
- 6 Sacramento Knight T-Shirts (value \$90)



CUSTOM SPONSORSHIP PACKAGES ARE AVAILABLE