



The United Center is one of the premier sports and entertainment facilities in the Midwest. Hosting a wide range of events that target every demographic, permanent signage opportunities put your company's name in lights and expose your company to nearly 3 million visitors each year.

**UNITED CENTER
OPPORTUNITIES**



300-LEVEL LED BOARD

The United Center operates one of the most attractive sports marketing and advertising properties in its 300 Level LED Board. The board offers our partners great flexibility by offering "static" locations, animated 840' messaging and rotating 125' static messaging, which are displayed at all Bulls and Blackhawks home games, along with other United Center events depending on the particular requirements of each event.



05

01

Static Sign (17' x 2')

One sign: **\$60,000**

02

840' Messaging

1 minute for all Bulls and Blackhawks home games: **\$200,000**

30 seconds for all Bulls and Blackhawks home games: **\$125,000**

Bulls "Value Added" Packages

840' Messaging

United Center partners will be bonused 840' messaging on the 300 Level LED Board, at no charge, under the following criteria:

- One minute of messaging will be bonused to every partner that purchases \$75,000 or more of United Center concourse sign inventory.
- 30 seconds of messaging will be bonused to every partner that purchases between \$175,000 and \$274,999 of United Center inventory.
- One minute of messaging will be bonused to every partner that purchases \$275,000 or more of United Center inventory.

03

125' Text Messaging

United Center partners will be bonused text messages on two 125' messaging areas on the 300 Level LED Board, at no charge, under the following criteria:

- Purchasing between \$25,000-69,999 of United Center inventory will earn one minute of 125' advertising on each of the two areas.
- Purchasing between \$70,000-149,999 of United Center inventory will earn two minutes of 125' advertising on each of the two areas.
- Purchasing more than \$150,000 of United Center inventory will earn three minutes of 125' advertising on each of the two areas.

04

Scoreboard Signs

This brand-new, state of the art scoreboard ranks among the largest and most advanced in the NBA or NHL. With its digital messaging capability on both upper and lower rings, it provides the perfect complement to our 200 and 300 level LED rings. Additionally, the scoreboard provides the flexibility to have up to four different brand logos with the purchase of four signs (two upper and two lower).

Upper: 16' x 3' Lower: 12' 6" x 3'
Four Signs: **\$250,000**

05

Bulls "Value Added" Package

840' Messaging

With the purchase of four scoreboard signs, the United Center will deliver 30 seconds of 840' messaging.

Outdoor Marquee 17'6" x 2'6"

The two United Center marquee signs welcome fans to the United Center 24 hours a day, 365 days a year.

Two Signs: **\$125,000**

:01



:02



:03



:04



Concourse Signs

Concourse signs are displayed during each and every event at the United Center. The home of the Bulls and Blackhawks also hosts such events as the circus, ice shows, major concert events, college basketball games and much more. With more than 30 million guests since its 1994 debut, we plan on welcoming over three million visitors to approximately 175 events planned for the United Center each year.

:01

Extra Large (18' x 12'): **\$36,500**

:02

300-Level Large (27' x 6'): **\$25,000**

Large (12' x 9'): **\$24,500**

:03

Medium (9' x 6') **\$18,500**

:04

Small (5'3" x 3'7"): **\$12,250**

:01

Volume Discounts

Purchase 4-7 signs: **10% discount**

Purchase 8 or more signs: **20% discount**

300-Level LED Bonus

One minute of 840' messaging on the 300-Level LED board will be bonused to every partner that purchases \$75,000 or more in United Center concourse sign inventory