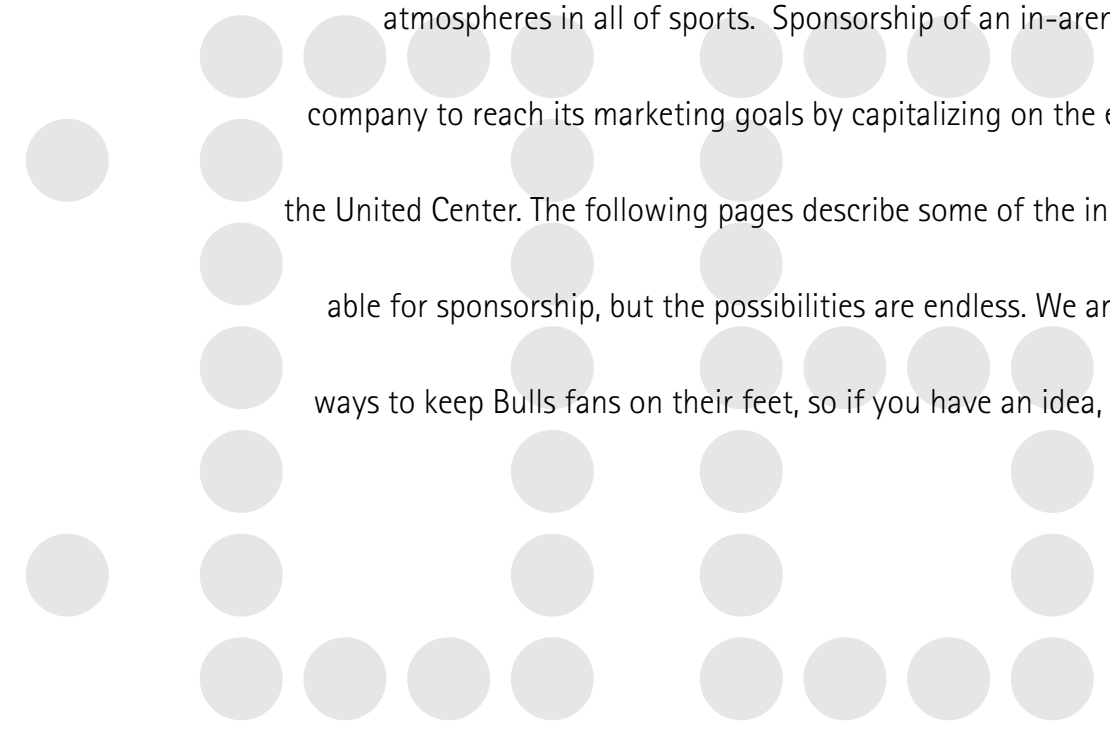


IN-ARENA PROMOTIONS



A Chicago Bulls game at the United Center is widely considered one of the top in-game atmospheres in all of sports. Sponsorship of an in-arena promotion allows your company to reach its marketing goals by capitalizing on the energy and excitement at the United Center. The following pages describe some of the in-arena promotions available for sponsorship, but the possibilities are endless. We are always looking for new ways to keep Bulls fans on their feet, so if you have an idea, we would love to hear it!

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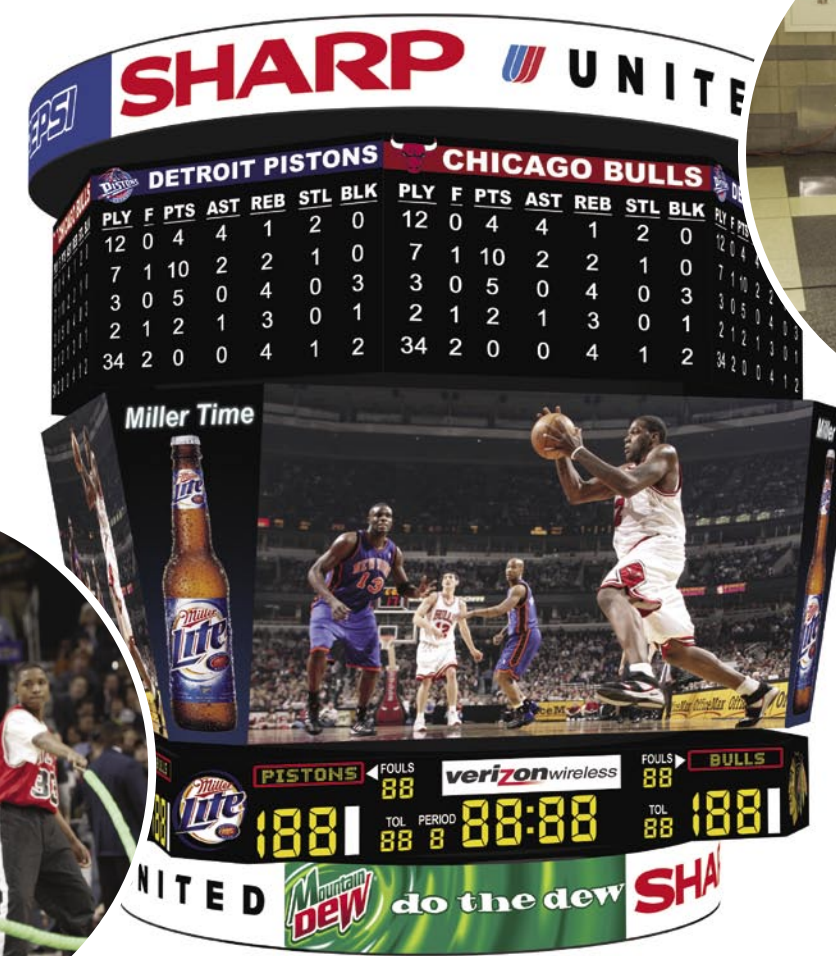
:04



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:01

The Matadors

Since the initial casting call in September of 2003, the Chicago Matadors have become a permanent fixture at the United Center. Known for their entertaining dance routines, comedic senses of humor, thunderous crowd chants and die-hard love for the Chicago Bulls, these 12 men have earned their seats in Bulls' history.

:02

The Breaka-Bulls

If you want electrifying entertainment, then you have to see the BreakaBulls as they spin, flip and break-dance across the United Center's hardwood. These youngsters amaze the crowd with their gravity-defying dance moves and endless energy.

:03

The Bucket Boys

Straight from the sidewalks of Michigan Avenue, The Bucket Boys get every fan's full attention with their percussion prowess. The Bucket Boys received accolades last season and were rewarded with an appearance with Hank Williams, Jr. in the opening montage of ABC's Monday Night Football.

:04

Kiss Cam

All eyes are on the scoreboard during this popular feature. Watch as United Center camera operators put unsuspecting couples on the spot and try to get them to pucker up!

:05

United Center Scoreboard

The main scoreboard at the United Center offers advertisers a great opportunity to prominently display their name and logo with the sponsorship of an interactive scoreboard or on-court feature. The eight-sided scoreboard can display 360° LED advertising on both upper and lower rings, which adds even more excitement to the game action through entertaining promotions designed to get your company's name in front of more than 20,000 captivated fans each game.

:06

Scoreboard and On-Court Promotions

- Concourse Bands and Entertainment
- High-Five Club
- Melon Cam
- Kids On Court Race
- Bucket Boys
- Luvabulls
- Matadors
- Acrobatic Squad
- BreakaBulls
- BullsKidz
- Sing for Your Supper
- Dance for Your Supper
- Fan-O-Meter
- Spin Et Win
- Quick Change
- InflataBulls Race
- GerBulls Race
- Jump Back Jukebox
- Celebrity Look-A-Likes
- Kiss Cam
- Wig Out
- Fan Limbo
- Pop-Up Video
- Dance Fever
- Trivia Quiz
- Halftime Highlights
- 50/50 Raffle
- Player of the Game/Month
- FanFoto

:07