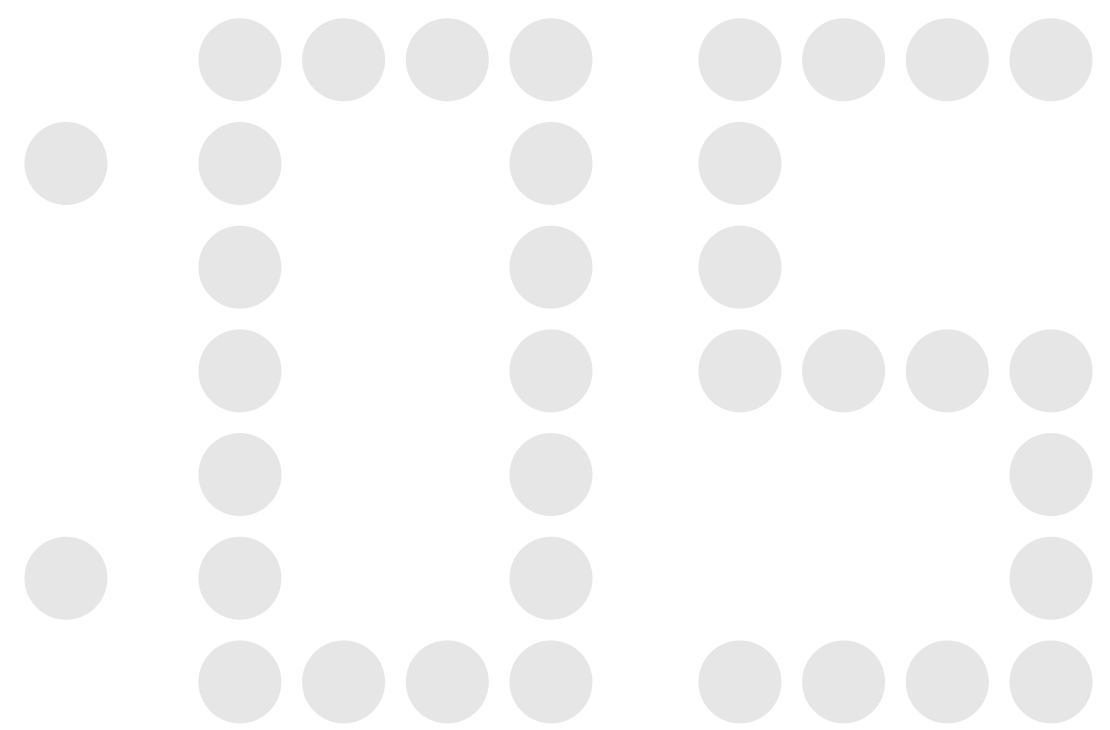
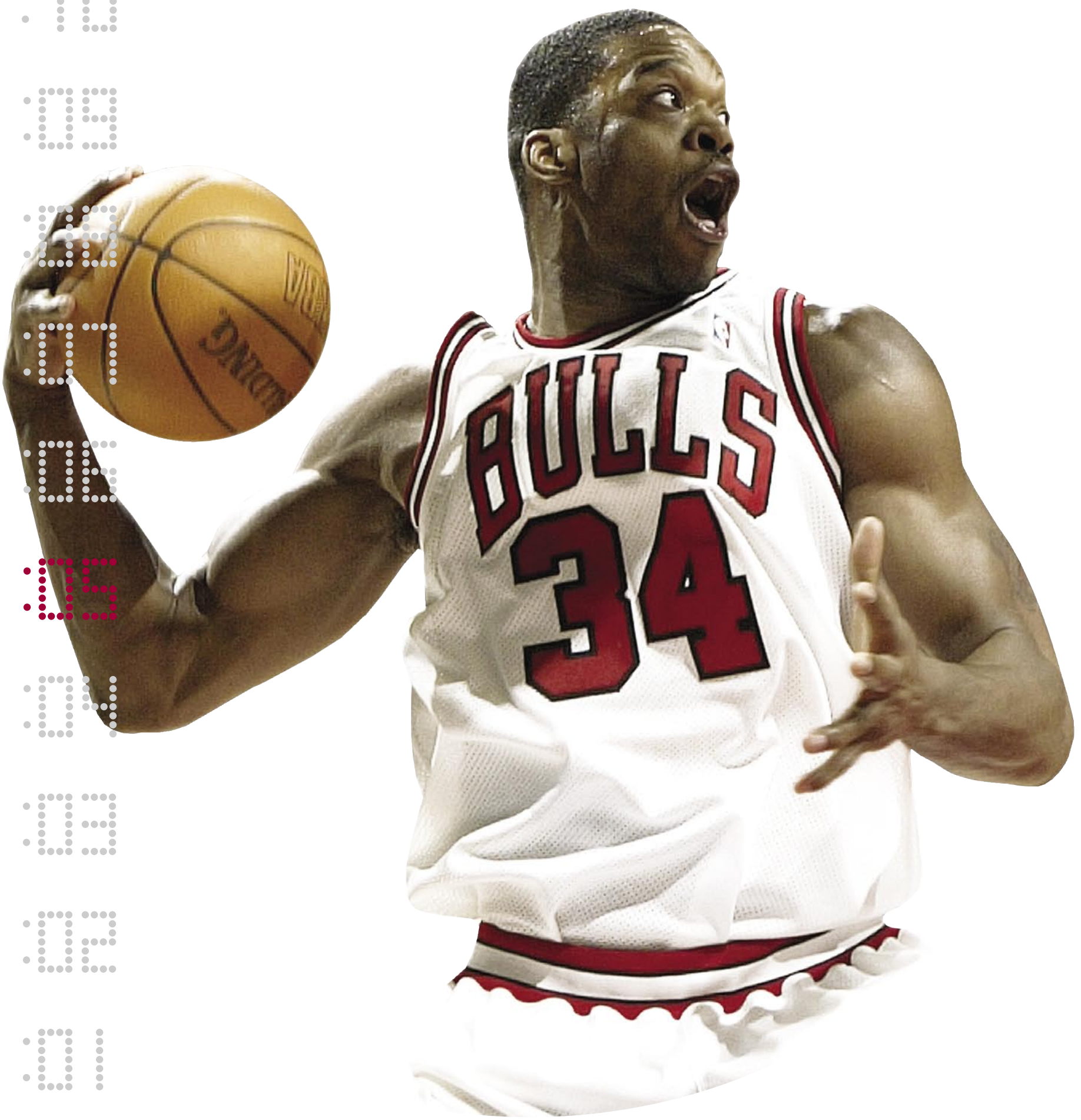


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## OUT-OF-ARENA PROMOTIONS

The Chicago Bulls' logo is one of the most recognizable trademarks in the world. Developing a specially-designed retail promotion, sweepstakes or out-of-arena promotion utilizing the Bulls' name and logo can help increase traffic, generate sales and capture loyal Bulls' fans as your customers.



01



02



03



04



05



06

01

**Pepsi Can Panels**

Pepsi not only quenched the thirst of Bulls fans, but it also helped them catch a Bulls game. Fans of the Bulls and Pepsi were able to secure half price tickets to selected Bulls home games by bringing their Pepsi can to the United Center box office or entering the special UPC code at Bulls.com.

02

**Miller Genuine Draft Freeway Billboard**

Miller brews up excitement in the Chicago area by featuring the Bulls logo on its billboards located on many of Chicago's expressways.

03

**Comcast On-Demand Freeway Billboard**

Comcast utilized the popularity of Bulls guard Ben Gordon as well as the Bulls logo in these billboards in order to make an emotional connection with the Chicago market.

04

**Midway Moving Trucks**

Midway Moving and Storage Company has leveraged their designation as the "Official Moving Company of the Chicago Bulls" into enormous growth and name recognition over the last several years.

05

**Benny the Bull**

Benny the Bull has been entertaining Bulls fans for years. From his high-flying dunks to just plain having fun with the fans, Benny is a major source of entertainment at all Bulls home games.

06

**"Benny's Bull Ride"**

"Benny's Bull Ride" serves as a mobile dressing room for Benny the Bull and a beautiful rolling billboard for the Bulls and its sponsor. Benny makes nearly 200 appearances in the Chicagoland area per year, covering 9,000 miles of space, providing tremendous out of arena exposure to the sponsor of "Benny's Bull Ride." Whether Benny is performing at a school, a festival in Grant Park, or a parade down Columbus Drive, "Benny's Bull Ride" will be there.

A sponsorship of "Benny's Bull Ride" includes 3 on-site Benny the Bull appearances for your company throughout the year.