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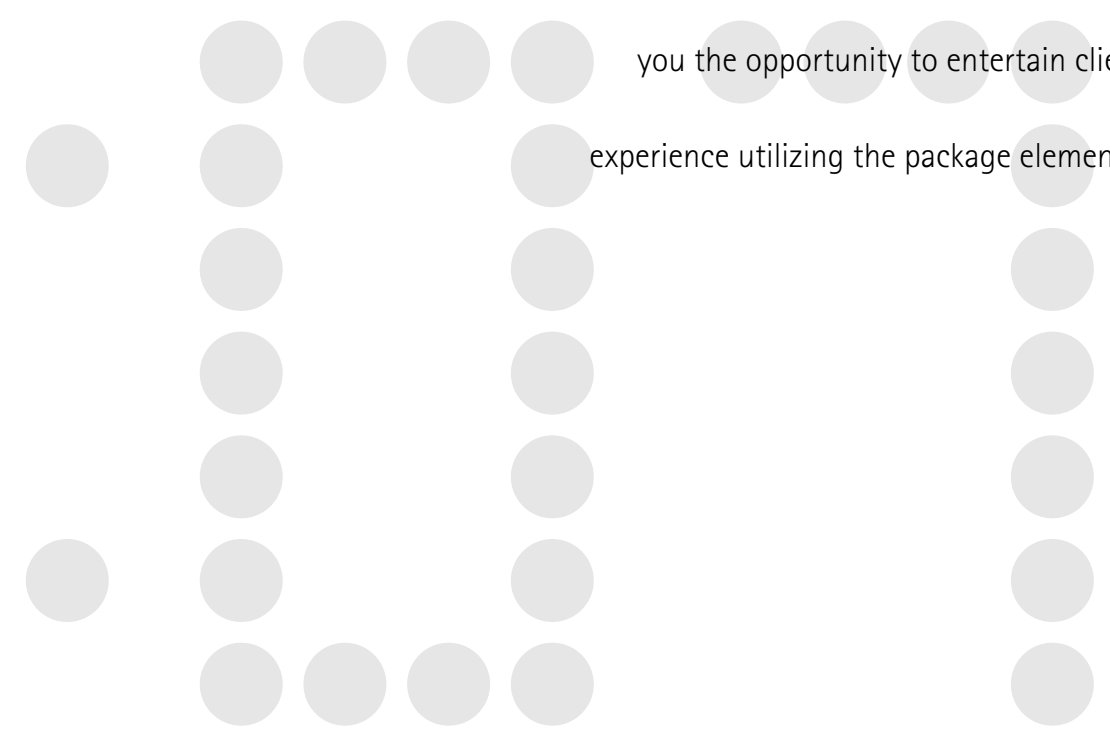


PROMOTIONAL NIGHTS



Exciting promotions and family entertainment come to mind when fans think about attending a Chicago Bulls home game at the United Center.

Promotional nights spotlight your partnership with the Bulls and gives you the opportunity to entertain clients, giving them a unique experience utilizing the package elements outlined in this section.



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Promotional Night Items

The sponsorship fee for a Chicago Bulls promotional night ranges from \$52,500 to \$60,000, and the Bulls provide the items! Here are some examples of promotional items we have given away. We're open to your ideas, and we are only limited by our creativity.

Promotional Night Package

Television Drop-Ins *

Ten announcer-read drop-ins will be aired promoting your company's night during Bulls television broadcasts.

Radio Drop-Ins*

Ten announcer-read drop-ins will be aired promoting your company's night during Bulls radio broadcasts.

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United Center Suite

Your company will receive the right to entertain up to 18 guests in a lower level United Center suite on your company's night. Included are tickets, food, beverages and parking passes.

Tickets/Pre-Game Meal

Complimentary 100 Level tickets and a pre-game meal for 50 representatives.

Publications**

A mention in Bulls publications as the official and exclusive sponsor of your company's night. Circulation includes: program, magazine, yearbook, media guide, pocket schedule, calendar and ticket ledger.

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Outdoor Marquee Recognition

Your night will be promoted on the United Center's two outdoor matrix boards starting three weeks prior to the event.

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Court of Dreams

Want to offer clients, friends or employees a truly unique experience? With Court of Dreams, your group of 30 can play a basketball game on the United Center floor in a practice jersey provided by the Bulls. Your teams will even be coached by former or current Bulls players, coaches or broadcasters. After your game, enjoy an unbelievable buffet in the United Center banquet room, followed by 100 level tickets for you and your guests to that night's Bulls game. The court and hoops are ours, but the jersey and the memories are yours to keep.

Honorary First Ball and Ballperson

A company representative will present the honorary game ball and a child can be a ballperson on your company's night.

P.A./Scoreboard Announcements

4 P.A./scoreboard announcements will be aired at Bulls games prior to your company's night.

Premium Items

Your company will receive 100 of the items given away on your company's night.

Mascot Appearance

A complimentary appearance by Benny the Bull at a time and location to be selected by your company (subject to availability).

Press Releases

A press release prepared by the Bulls announcing your company's night will be sent to media outlets throughout Illinois.

Concourse Presence

Your company will receive the right to promote its products or services on the United Center concourse on the promotional night. This may include a company mascot, a sampling table, a coupon giveaway or informational handouts. All items are subject to the prior approval of the Chicago Bulls.

**Television and radio drop-in commercials are subject to the individual station's exclusive advertising agreements.*

***Publication mentions are subject to the print deadlines of each publication.*

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