



# *Corporate Partnership Overview*

# BUDWEISER EVENTS CENTER

7,200 seat multi-purpose arena located in Loveland, CO



- Home to the Colorado Eagles of the Central Hockey League and the Colorado ICE of the Indoor Football League
- Hosts family shows in any configuration, rodeos, diverse concert settings in various capacities, trade shows, and several dozen setups to accommodate just about any event.
- The facility hosts some of the top touring shows in the industry earning a top ten ranking in Venues Today Magazine
- Has become the focal point for sports and entertainment in Northern Colorado
- **Host to approximately 500,000+ guests at 140-150 events per year!**



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Budweiser Events Center – The Ranch



## THE RANCH

The Ranch is the official name of the Larimer County Fairgrounds and Events Complex



- 374,000 square-foot fairground complex
- The Budweiser Events Center is part of The Ranch
- Includes the Ranch-Way Feeds Indoor Arena, two livestock pavilions, the First National Bank Exhibition Building and the Thomas M. McKee Building
- The Budweiser Events Center and The Ranch has become the sports, entertainment and agricultural hub for one of the fastest growing areas in the country
- **Host to approximately 800,000 guests at over 1,800 events per year!**



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# PAST EVENTS



Rod Stewart



Def Leppard



David Bowie



Oakridge Boys



Miranda Lambert



Cirque du Soleil



Willie Nelson



Disney on Ice



Monster Trucks



Carlos Mencia



PTBR



Lipizzaner Stallions



Larry the Cable Guy



Harlem Globetrotters



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## BUDWEISER EVENTS CENTER ATTENDANCE

<u>Type of Event</u>	<u>Est. # of Events</u>	<u>Est. Attendance Per</u>	<u>Est. Total Attendance</u>
<b>Colorado Eagles Hockey</b>	32	5,000	160,000
<b>Colorado Ice Indoor Football</b>	8	4,000	32,000
<b>Family Shows</b>	35	3,000	105,000
<b>Concerts</b> Varies by Concert	15	3,500	52,500
<b>Thrill Shows</b> <i>(Bull Riding, Ice Racing, Monster Trucks, etc.)</i>	15	3,000	52,500
<b>Conferences</b> <i>(Jehovah's Witnesses, Bixpo, The Group, etc.)</i>	25	4,000	100,000
<b>Miscellaneous</b> <i>(Playoff Games, Cheerleading, Lipizzaner Stallions, etc.)</i>	20	3,000	60,000
<b>Total</b>	<b>150</b>		<b>562,000</b>

## FACTS & FIGURES 2010 LARIMER COUNTY FAIR

- Overall attendance of over 90,000 patrons during the 5 day event – continues to grow each year
- 4-H exhibits had a record number of entries
- Second Annual Gnarly Barley Brew Festival tops 1,700 beer connoisseurs
- New exhibits assisted in attracting record crowds
- Concessions and Carnival up from 2009

## GENERAL DEMOGRAPHIC INFORMATION

- Budweiser Events Center and The Ranch attracts guests from approximately a 40 mile radius
  - Primarily from Fort Collins, Loveland, Greeley, Windsor, Cheyenne/Laramie (Wyoming), Longmont
  - Attracts guests from other areas outside of those listed above based on the event



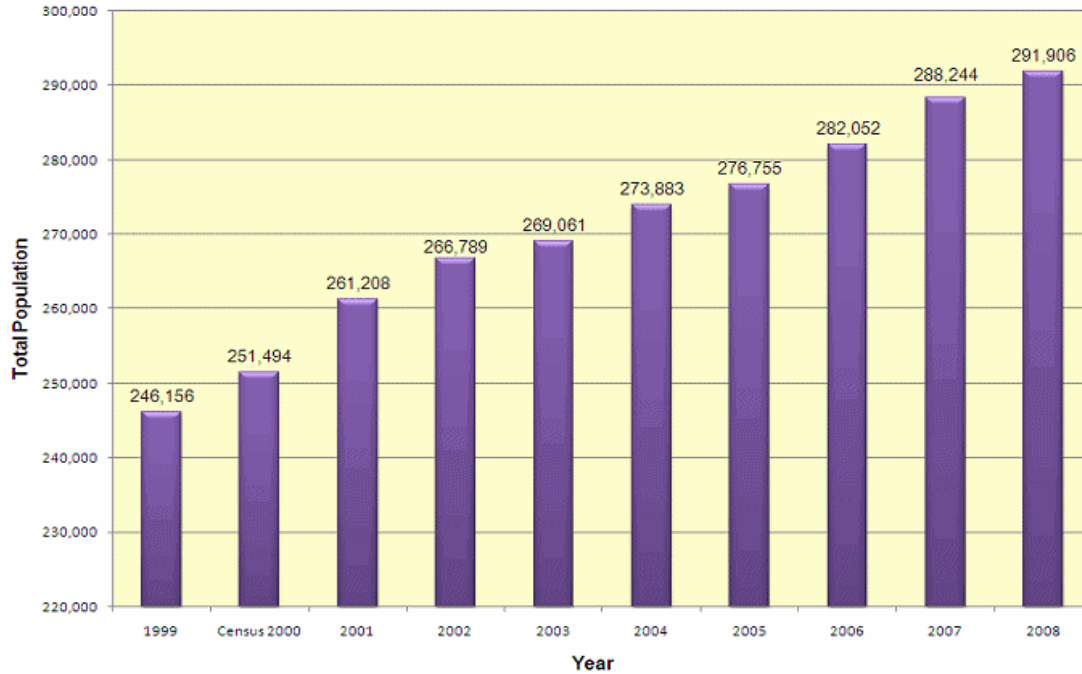
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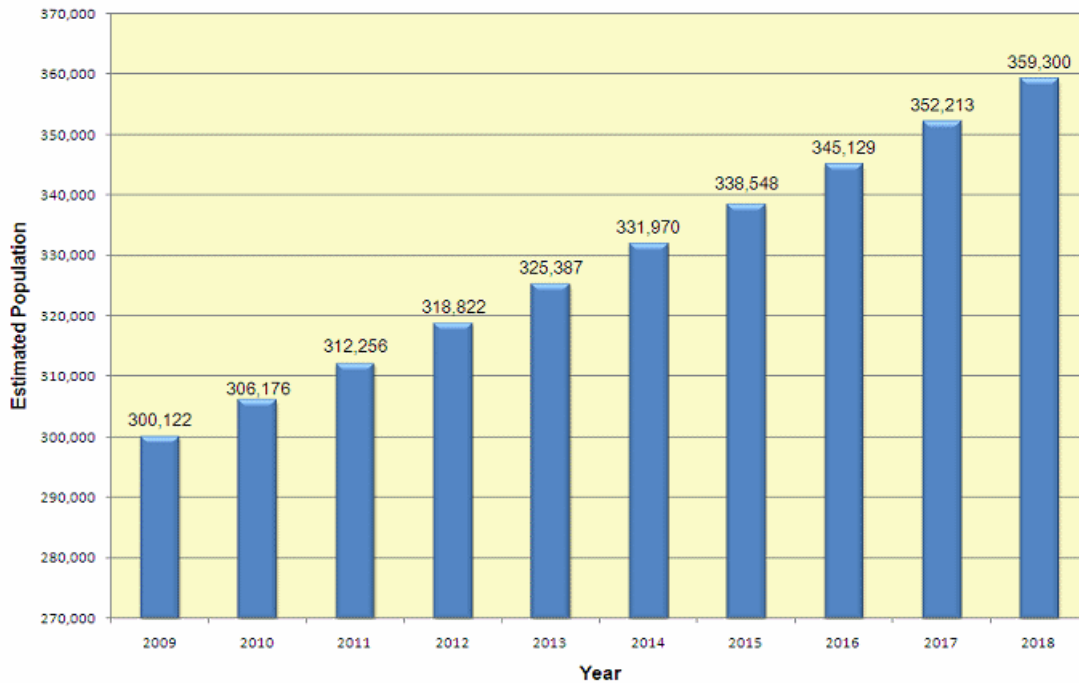


# LARIMER COUNTY, COLORADO DEMOGRAPHICS

*Population of Larimer County  
1999-2008*



*Estimated Population Growth in Larimer County  
2009-2018*



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## LARIMER COUNTY, COLORADO DEMOGRAPHICS cont.

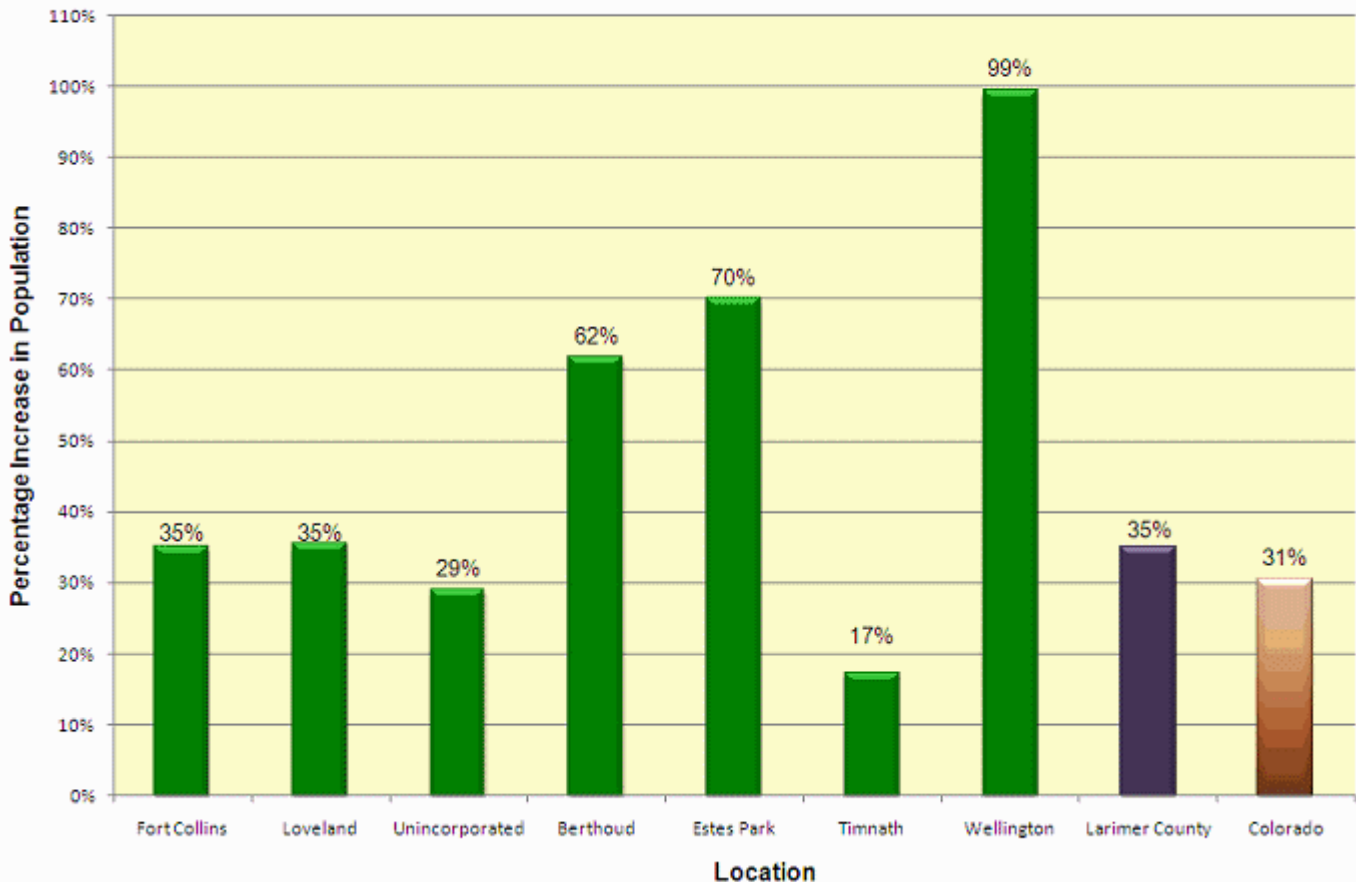
From 1990 to 2000, Larimer County's population grew at a faster rate (35.1%) than that of Colorado (30.6%). Relative to the other nine most populated Colorado counties, the increase was most similar to Adams, Arapahoe, Boulder, El Paso and Weld counties. Denver, Jefferson, and Pueblo counties had much smaller increases than Larimer County (15% to 20%). Larimer County continued to rank as the seventh most populous county in Colorado, according to the 2000 Census.

From 2000 – 2008, Larimer County's population grew by approximately 16%. This increase can be attributed to domestic migration (22,284 more residents having arrived than left between 2000 and 2008), natural change (15,866 more births than deaths between 2000 and 2008) and international migration (4,554 more residents having arrived than left between 2000 and 2008) [U.S. Census Bureau\*]. Colorado's Department of Local Affairs Demography Office estimates that the annual population will increase each year by approximately 2% through 2018.

*\*U.S. Census Bureau population estimates are different from DOLA population estimates due to different estimates methodologies. U.S. Census Bureau's 2008 population estimate for Larimer County was 292,825 compared to a DOLA population estimate of 294,570.*

### Change in Population for Colorado, Larimer County & Communities - 1990 to 2000:

**Percentage Increase in Population**  
Colorado, Larimer County & Communities  
1990 to 2000 (Census)



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## **BRANDING AND SPONSORSHIP OPPORTUNITIES**

### **LUXURY SUITE LEVEL NAMING RIGHTS**

The Luxury Suite Level is the most prestigious seating at The Budweiser Events Center for companies throughout Larimer County. Located on the Suite Level are 24 Luxury Suites of various sizes ranging from 10 seats to 30 seats, including an Executive Restaurant that can seat up to 150 people.

***As the Official Naming Rights Sponsor of the Luxury Suite Level, YOUR COMPANY will receive:***

- *Logo identification on all luxury suite tickets*
- *Logo identification placed near the main concourse elevator & stairwells leading to suite level*
- *Logo identification to be placed at each of the two main entrances on the suite level & on all directional signs leading to the suite level*
- *Plaques in suites with company name and logo- (24) suites*
- *Company name and tagline/special offer featured in all Suite Owner Emails*
  - *Approx. 150 total emails per year/ 5550 total viewers*
- *Collateral and/or special offer inserted in all suite owner ticket packets*
  - *Approx. 20,000 offers distributed*
- *Literature distribution - on mutually agreed upon dates, Sponsor will have the opportunity to place flyers, brochures, etc. in each suite*
  - *Enter-to-Win opportunities, special promotions for business partners of the BEC*
- *Title sponsorship of at least one VIP Luxury Suite Owners Appreciation Night event each year*
- *Logo on suite menu*



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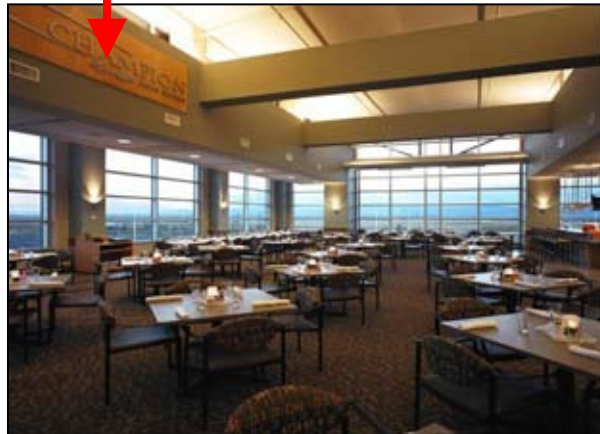
## EXECUTIVE RESTAURANT NAMING RIGHTS

The YOUR COMPANY Restaurant is the ultimate experience in entertainment and luxury at the Budweiser Events Center. The YOUR COMPANY Restaurant has the look and feel of a high-end urban restaurant featuring an upscale menu. Our concept of continuous seating enables members to make reservations and be seated before and during events. The YOUR COMPANY Restaurant is sure to rival the best in Northern Colorado!

The YOUR COMPANY Restaurant is the perfect atmosphere to wine and dine loyal clients or to say thank you to hardworking employees. Relax at our bar or bring the family down and let your children pick an entrée off our special kid's menu.

***As the Official Naming Rights Sponsor of the Executive Club Restaurant, YOUR COMPANY will receive:***

- *YOUR COMPANY signage in/outside of restaurant*
  - *Up to (5) signs with logo identification- located at main entrance, inside near bar, above restaurant, etc.*
- *Literature distribution - on mutually agreed upon dates, sponsor will have the opportunity to place flyers, brochures, etc. in restaurant*
- *Title sponsorship of at least one VIP Luxury Suite holders hospitality event each year*
- *Signature Menu Item*
  - *Based on release date of new menu*
- *Mentioned by name in all marketing materials where Executive Club Restaurant is mentioned*
  - *Press releases, marketing and suite collateral, email blasts, etc.*
  - *Also promoted to all Premium Partners (Suite & Club Seat Owners)*
- *Table tents or Coasters with YOUR COMPANY logo*
  - *Collateral provided by sponsor*
- *Option to include bill stuffers in all check books for all guests*



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## CLUB SEAT SECTION NAMING RIGHTS

The YOUR COMPANY Club Seat Section is host to close to 800 Club Seat Owners at the BEC. The Club Seat Section is the preferred seating area and has padded seating, in-seat wait service and owners have the first right of refusal to purchase seats in these sections. Owners receive pre-sale notifications for events, discount offers at select sponsor locations, invites to Appreciation Functions and one-on-one service.

***As the Official Naming Rights Sponsor of the Club Seat Section, YOUR COMPANY will receive:***

- *Company name featured on railings lining all club seat sections- Q, R, S & T*
- *Company name and tagline/special offer featured in all Club Seat Owner Emails*
  - *Approx. 275 total emails per year/ 71,500 total viewers*
- *Collateral and/or special offer inserted in all Club Seat Owner ticket packets*
  - *Approx. 2000 offers distributed*
- *Option to include collateral in club seat section cup holders for select events*
- *(4) Club Seats*
  - *Includes season tickets for Colorado Eagles games*
  - *Tickets to be purchased separately*
- *Company logo featured on Premium Parking Passes*
- *Company name/logo featured in "Primo News"- newsletter emailed every month to suite and club seat owners*
- *Email blast to club seat owners welcoming and thanking YOUR COMPANY for their participation and support*
- *Group discounted ticket opportunities for YOUR COMPANY employees and customers*
- *Collateral and giveaways in cup holders during select events*
- *Host to (1) Club Seat Owner Appreciation Function per year*



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## **ADDITIONAL SIGNAGE & BRANDING OPPORTUNITIES**

### **Budweiser Events Center**

#### ***Main Entrance Display- SOLD***

- *Approximately 20' x 20' Space in main entrance of Budweiser Events Center*
- *Space may be used for vehicle display, trade show booth, etc*
  - *Collateral display and staff interaction at select events*

#### ***Arena Billboard Sign- SOLD***

- *Largest sign inside arena*
- *Above, located underneath Press Box*
- *Approximately 49' x 3'*
- *Most prominent location in arena and visible at every BEC event*

#### ***Floor Decals- SOLD***

- *Located at entrances of each section*
- *(19) total signs approximately 2' x 3' in size*

#### ***Fascia Signage***

- *Located in arena and visible at every event*
- *Back-lit for maximum impact*
- *10' x 3' in size*

#### ***Condiment Station Signage***

- *(5) Condiment Stations around main concourse*
- *Visible at all BEC events*
- *Signage may include up to (2) of the following*
  - *Approximately 3' x 3' sign in center on wall*
  - *Sticker decal on front facing counter edge*
  - *Advertisements in napkin holders*
- *Collateral/special offers at all condiment stations*

#### ***Time & Temperature Signage***

- *(2) Signs located on sides of time/temp*
- *Located near southeast corner of arena and visible at every BEC event*

#### ***LED Video Message Board***

- *Located inside main arena*
- *Visible at all Budweiser Events Center events (approx. 150 annual)*
- *5' x 14' full color, all digital message board*
- *Ability to change advertisement as needed*

#### ***Ticket Backs- SOLD***

- *Approximately 1.5" x 1.5" ad on back of all BEC ticket stock*
- *Run of approximately 300,000 tickets*



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- Ticket stock used for all BEC events purchased at the Box Office, ticket outlets including the Eagles Box Office, Fort Fun in Fort Collins and Woody's Newsstand in Greeley and tickets purchased through the phone line
  - Exception is Eagles season tickets
- First right of refusal for next ticket stock run
- Option to rotate up to (3) ads within run of 300,000
- Option to include additional coupons in ticket packets for select events at the BEC

#### **Cup Holder Decals**

- 3" x 3" decals with company logo on 1500 cup holders in arena
- Visible at every BEC event

#### **Infovision Kiosk**

- Located in main entrance next to Box Office windows
- Visible at all Budweiser Events Center events
- 1' x 2' Sign
- 9" x 3.95" Brochure Holder- option to display collateral, menu, special offers

#### **Additional Signage & Branding Opportunities**

- Jumbotron/Scoreboard Rollers & Corner Swipes
- Concourse Signs
- Restroom Signage
- Print-at-Home Ticket advertisement
- Step Stickers
- Box Office Naming Rights
- Guest Services Naming Rights
- Concourse Displays
- Window Decals

#### **BEC Website/Online Advertising Opportunities- [www.BECLive.com](http://www.BECLive.com):**

##### **Presenting Sponsor of Budweiser Events Center Website**

- Approximately 520,000-780,000 Visits Per Year
- Includes logo and link on top portion of BEC website on each page- most prominent location on website
- Includes box ad on right portion of website- may rotate between pages
  - May include special offer for BEC guests, logo and link
  - Option to rotate offer on quarterly basis

##### **Presenting Sponsor of Budweiser Events Center Calendar of Events Page**

- Most-visited page on website
- Logo, link and tagline located at the top of the BEC Calendar of Events Page
- Includes large ad at right of calendar
  - Cross-promotional offers for BEC guests
  - Option to rotate offer on a quarterly basis

##### **BEC Website Ad**

- Box ad on BEC website
- Static ad on page- may rotate between pages



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- May include logo, link, special offer

**Presenting Sponsor of the Cyber Club Email Blasts**

- Approximately 50,000 members in Cyber Club
- Approximately 50+ emails sent per year
- Ad, logo and link on Email Blasts- may rotate offer on quarterly basis
- Opportunity to include special offer on Cyber Club Sign-Up Page
  - Guests opt in to receive offer

**The Ranch Campus**

**Parking Lot Poles**

- Signage on (75) parking lot poles throughout select lots
- Approximately 800,000 visitors per year on Ranch Campus- maximum exposure at all events
  - Budweiser Events Center: hosts all home games for the Colorado Eagles, Colorado Ice as well as multiple family shows, concerts, rodeos, etc.
  - Ranch-Way Feeds Indoor Arena: dirt arena which hosts Big Thunder Draft Horse Show, barrel racing, agricultural attractions, etc.
  - Thomas M. McKee 4H Youth & Community Building: company meetings, 4H youth and non-profit group functions, etc.
  - First National Bank Exhibition Hall: trade shows, conventions, corporate events, etc.

**Additional Signage & Branding Opportunities**

- Signage in Ranch-Way Feeds Indoor Arena & First National Bank Exhibition Hall
  - Concourse Signs, LED Board, Restroom Signage, Display Space, Collateral display
    - Based on availability

**EVENT SPONSORSHIP OPPORTUNITIES**

**Budweiser Events Center Event Sponsorships**

*(Advertising elements may vary based on event)*

**Thomas the Train & Friends: June 7, 2011: Approx. 7,500 in attendance (2 Shows)**  
*(Demographics: Young families, Kids ages 2-6, daycare/school/scout groups)*

**Alan Jackson: June 23, 2011: Approx. 4,500 in attendance**  
*(Demographics: Mid-Upper Income, Ages 35+, country music enthusiasts)*

**New Year's Eve Bull Riding: December 31, 2011: Approx. 4,500 in attendance**  
*(Demographics: Families, men, ag-based, 25-55)*

**Harlem Globetrotters: Winter, 2012: Approx. 3,500-4,000 in attendance**  
*(Demographics: Families, Scouts, Daycare/school groups)*

**Rocky Mountain Face Off: February, 2012: Approx. 4,000 in attendance**  
*(Demographics: College kids, youth hockey groups, Mid-income)*

**Monster Truck Winter Nationals: February, 2012: Approx. 8,500 in attendance (2 Shows)**  
*(Demographics: Males ages 25-50, extreme sports/motorcross enthusiasts, etc)*



**Disney on Ice: March, 2012: Approx. 18,500 in attendance (Multiple Shows)**

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*(Demographics: Families with young children, Mid-income, School/Daycare/Scout groups)*

**\*\*Additional Event Sponsorship Opportunities Announced Throughout the Year**

- **Additional advertising and promotional elements available – proposals based on client interest and objectives**

**Advertising**

- Company logo in marketing campaign
  - TV, Radio, Print, Posters, Flyers, Email Blasts, Press Releases, etc
- Company logo featured on event tickets (Presenting Sponsor)
- Company mention on outside audio (Presenting Sponsor)
- Cross-promotional opportunities

**On-Site Promotion**

- Banners on concourse and inside arena
  - Right to have store be a distribution point for promotional offer for event
    - Enter-to-win boxes, Take your ticket to your business location to redeem offer, etc.
- PA Announcements throughout duration of event
- Option to host in-seat promotion or fan giveaway
- Display Space on concourse or outside main entrance
- Option to include collateral in cup holders, at Guest Services, in Luxury Suites, group ticket packets, on-the-out
  - Coupons, special offers, store-drivers
- Kid's Night Out Sponsor
- Pre-Post Party Host Location

**Hospitality**

- Tickets to event (Suite and Bowl)
- Invites to Sponsor Hospitality Functions
- Invites to Pre-Post Parties

**The Ranch Event Sponsorship Opportunities**

**Northern Colorado Bicycle Expo (Campus-Wide Event): June 18, 2011: Approx. 2,000+ in attendance**  
*(Demographics: Cycling/outdoors/health and wellness enthusiasts, mid-upper level income)*

**Mud Brigade (5K Race + Obstacle Course- Campus-Wide Event): September 10, 2011: Approx. 4,000+ in attendance**  
*(Demographics: Mid-upper income, fitness/health enthusiasts, 25-55 in age, families)*

**Big Thunder Draft Horse Show (Ranch-Way Feeds Indoor Arena): January, 2012: Approx. 3,500 in attendance (3 shows)**  
*(Demographics: Horse-lovers, ages 45+, rural/agricultural demographic)*

**Larimer County Fair, PRCA Rodeo & Gnarly Barley Brew Festival (Campus-Wide Event): August 5-9, 2011: Approx. 90,000 in attendance**  
*(Demographics: Families, middle income, 4H groups- community oriented event)*

**Official Main Stage Entertainment Sponsor**  
**Official Sponsor of the Gnarly Barley Brew Festival**  
**Presenting Sponsor of Splash Dogs**  
**Presenting Sponsor of the Bill Hames Carnival**



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### ***Presenting Sponsor of the Go Green/Sustainability Exhibit***

### ***Participating Sponsor of the Sponsor Hospitality Reception***

### ***Official Sponsor of the PRCA Rodeos- Presenting Sponsor of 4H Night***

#### ***Advertising***

- *Company name and logo featured in select marketing and advertising mediums*
  - *Marketing budget of approximately \$50,000*
- *Newspaper, Radio, TV, Posters (approximately 1000), press and media releases, etc*
- *Logo on Event Maps- stage location mention*
  - *Approximately 30,000 maps distributed on grounds and throughout NoCo area*
- *Logo/ link on Official Larimer County Fair & PRCA Rodeo website*
- *Parade Float Entry*

#### ***On-Site Promotion***

- *Banner(s) in prominent locations on grounds- General grounds and/or in Gnarly Barley*
- *Display space for duration of fair*
  - *Enter-to-win and promotional opportunities*
- *Opportunity to distribute collateral and/or other items*
  - *Vendor packets, event attendees, in seats at rodeos, with 4H ticket packets, etc.*
- *In-event promotional opportunities*
- *PA announcements on the fair wide outdoor sound system for duration of event*
  - *May draw attendees to display space*

#### ***Rodeo Benefits***

- *Official Rodeo Clown/Specialty Act Sponsor*
  - *Promotional opportunity*
- *Official Kid's Night Out Sponsor*
  - *Provides tickets to underprivileged group to attend event*
  - *Recognition on digital LED board during performances*
- *Team & Chute Gate Sponsor*
- *Banners in Budweiser Events Center for the duration of the PRCA Rodeo performances*
- *Tickets to each of (3) PRCA Rodeo performances &(6) Tickets to Sponsor Reception*
- *Rodeo program advertisement*
- *Name and logo in rodeo program on sponsor page*
- *Option to distribute collateral on the out*
- *Collateral in group ticket packets*

#### ***\*\*Additional Event Sponsorship Opportunities Announced Throughout the Year***

- *Additional advertising and promotional elements available – proposals based on client interest and objectives*

### **HOSPITALITY OPTIONS IN BUDWEISER EVENTS CENTER**

#### ***Employee/Client Discount Ticket Program***

- *BEC events promoted through Your Company & discount opportunities for staff/clients*
- *Special "Pre-Sale" offer will be extended to Your Company's employees and clients for all events in which the Events Center email club can purchase tickets before public- discount code will be set up in system for all employees and customers.*

#### ***Club Seats***

- *Includes Personal Seat License*
- *Eagles season tickets purchased separately*



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- *Benefits include: Pre-sale notification, First Right of Refusal, Premium Seating Discount Club Card (includes Eagles Merchandise Discounts), Free Premium Parking Pass (w/4 seats), \$00 off Suite Rental, Invites to Appreciation Functions, Guaranteed Seat Location and Padded Seating at every event, In-Seat Beverage Service at Eagles Games, Priority Seating in Executive Club Restaurant*

### ***Suite Rentals***

- *Includes tickets*

### ***Restaurant Rental***

### ***Luxury Suite Ownership***

- *Per Year- Partial vs. Full Suite Ownership*
- *More information below*

### ***Luxury Suite at Budweiser Events Center***

A Luxury Suite at the Budweiser Events Center is Northern Colorado's premier destination to get a preferred sight-line view for every thrilling moment on the ice and field as well as on the stage. Within your suite, catered dining and wet bar beverage service will be available to you, while our suite services team stands ready to handle all details of planning social and business events for you at any time.

As a suite holder, you will also serve as an essential component in the development of Northern Colorado and the surrounding areas as a center for sports and entertainment, while having an invaluable asset you can use in hundreds of ways.

- Reward top performers in your company with tickets and suite privileges.
- Offer special evenings as incentives to your sales force.
- Entertain business associates, important clients or prospects.
- Arrange catered celebrations for a birthday, an anniversary, or a business achievement.



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- (10, 12, or 14) Tickets to all BEC events or Tenant/Sports events only (option to purchase up to 6 more)\*
  - Also includes 32+ Colorado Eagles games, and 9 Colorado Ice games.
  - Permanent padded theatre style seats
- Option to purchase suite tickets to all other ticketed events in arena at the Club Seat price\*
- (4) VIP Parking Passes
- Bar with 3 bar stools inside the suite
- Access to private Suite level restrooms
- Refrigerator, wet bar, buffet counter, coat rack and storage cabinetry
- TV- Cable
- Telephone
- Advance ticket notice and campus-wide offers, through fax & email blast
- In-Suite Food & Beverage service provided by Ovations (purchase separately)
- Company identification outside of your Suite.
- Preferred booking for reservations in Executive Club Restaurant
- Private Elevator to Suite Level
- In-Suite Attendant



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## Overview

- Association with one of the best venues in the United States, according to Venues Today Magazine.
- Opportunity to generate new and expanded business opportunities with existing clients and future customers in one of the fastest growing areas in Colorado.
- Ability for consistent branding, public relations, client entertainment, enhanced image and goodwill.
- Hospitality that provides vast opportunities to entertain existing and potential clients, employees and offer community outreach at a premier venue. The BEC and Ranch provides entertainment options unrivaled in Northern Colorado.
- Corporate brand awareness and brand recognition at a fraction of the cost of traditional print advertising.



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