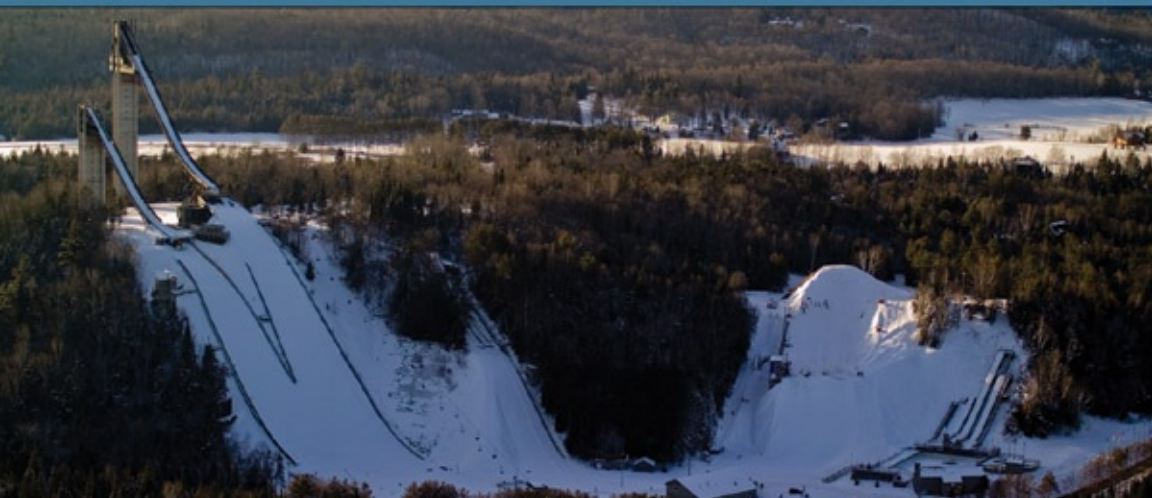


VENUE NAMING RIGHTS OLYMPIC JUMPING COMPLEX

Located two miles south of the heart of Lake Placid, the Olympic Jumping Complex includes Nordic ski jumping, cross-country skiing, and freestyle aerials facilities. The Nordic Jumping complex features the towering 90-meter and 120-meter jumps, and has hosted events that include the USSA Gold Cup in 1998, the 2000 Inaugural Winter Goodwill Games, and numerous national and international competitions. With two kilometers of cross-country ski trails, the site can also accommodate Nordic Combined events. Additionally, the trails have been used for sprint races in the Goodwill Games and in other local events. The Olympic Jumping Complex includes winter freestyle facilities, and its summer jumps, pool, and trampoline complex is the foremost water ramp training facility in North America. The facility has hosted freestyle aerial events for the 1998 USSA Gold Cup, the 2000 Goodwill Games, and numerous years of World Cup competitions.



VENUE NAMING RIGHTS

Olympic Jumping Complex - (1 available)

Unrestricted rights fee: \$750,000.00

(minimum term: 5 years at \$150,000.00/year)

BENEFITS

Title to venue (e.g. – “Company” Jumping Complex)

- Incorporate corporate logo and “look” into venue name and logo
- Venue name on staff uniforms
- Corporate logo mention in any promotion, collateral and advertising
- Corporate recognition in national and international media

Signage (specific to the Olympic Jumping Complex)

Venue Signage

- Main Entrance Sign
- Welcome Sign on bridge
- Ticket office sign
- Main pedestrian directional sign
- Venue Flag incorporating your company logo at main entrance

Freestyle Aerial Pool

- Venue Logo on each of the 3 kickers
- Venue logo & “look” around trampoline deck and pool fence
- Venue logo & “look” on back of spectator bleachers
- Venue Flag incorporating your company logo around the pool and along in-run

Ski Jumps (15k, 48k, 90k, & 120k hills)

- Sign on or near take-offs
- Venue logo & “look” on back of spectator bleachers
- Venue Flag incorporating your company logo around the out-run

Base Lodge

- Sign inside base lodge

Added Value Signage (other ORDA venues)

Olympic Center

- Main Street Message Center
- 1980 Rink – Herb Brook Arena (2 dasher boards and 2 mezzanine signs)
- 1932 Rink – Jack Shea Arena (2 dasher boards and 1 mezzanine sign)
- USA Rink - (2 dasher board signs)

Olympic Sports Complex

Sliding Tracks

- Signs on two prominent curves (#4, #10, #17, or #19)

Added Value Signage (other ORDA venues) *cont.*

Olympic Sports Complex *cont.*

Cross Country Center

Sign on main trail map

Biathlon Range

Sign on firing line on biathlon stadium

Whiteface and Gore Mountain

Weather Station – 1 location each mountain

Base Lodge – 1 location each mountain

Display & Sampling opportunities (specific to the Olympic Jumping Complex) –

Your company may sample or display up to four times per year at the Complex

Added Value Display & Sampling opportunities (other ORDA venues)

Your company may sample or display up to two times per year at Whiteface and Gore Mountain at a mutually agreed event or date

Customized Promotional overlays

Our professional account managers will work with your company to develop customized promotional overlays to accommodate your particular business interests and assist with guaranteeing a return on your investment.

Tickets & Hospitality

Summer Bobsled Rides – 25 tickets

Winter Bobsled Rides – 25 tickets

Summer Passports – 50 tickets

Winter Passports – 50 tickets

Cross Country Day Passes – 50 tickets

Whiteface & Gore 1-day ski passes – 50 tickets

ORDA controlled events – 25 transferable passes

(Summer Ski Jump, Wet 'n Wild Wednesday, Soaring Saturday, Saturday Night Ice Shows, Whiteface Oktoberfest, Flaming Leaves Festival, World Cup Bobsled, Skeleton, or Luge, New Year's Ski Jump, World Cup Freestyle Aerials Competition)

Use of Vacation Rental Property

Two 2-night stays in ORDA's vacation rental property [currently a 3 bedroom, 3 bath condominium on the grounds of the Lake Placid Club Resort, complete with golf privileges and Crowne Plaza amenities (health club, pool, private beach access on Mirror Lake)]

Use of Facilities

Your company has access to host business meetings or corporate outings at any of our facilities two times per year.

Event Sponsorship (specific to the Olympic Jumping Complex)

Title sponsor to the Summer Jumping Series

(Wet 'n Wild Wednesday and Soaring Saturday – 7 weeks)

To include:

Company logo incorporated into event logo

14 - 60 second radio spots on Radio Lake Placid (105.5).

14 - 60 second radio spots Y 106.3

Full page color advertisement in the event program

Company ID on all collateral (posters, sandwich boards, fliers, etc.)

Company ID in all advertising as title sponsor

Company ID in all press releases as title sponsor

Company ID on event web pages with active hyperlink

A banner ad & active hyperlink on Whitefacelakeplacid.com for the summer season

On-site banner exposure during your event days (up to 4 locations)

Company ID on signage in ski jump outrun for summer season (June 1-Oct. 15)

Company ID on signage at the aerial pool for summer season (June 1-Oct. 15)

20 complimentary tickets to each event day (7 weeks – 140/event)

8 VIP passes allowing access to VIP areas for event days

Live promotions over PA system during event

Logo placement in the Lake Placid News advertisements for seven weeks