

# VENUE NAMING RIGHTS OLYMPIC SPORTS COMPLEX

The Olympic Sports Complex at Mt. Van Hoevenberg is located 7 miles South of Lake Placid on Rt. 73. The venue features one of the most challenging Combined Bobsled, Luge, and Skeleton Tracks in the world, 50 kilometers of cross-country ski trails, and the Olympic Biathlon and Cross Country Start/Finish Stadiums. In addition to hosting numerous World Cup competitions, the Olympic Sports Complex also offers recreational activities. Open to recreational skiers and snowshoers all winter long, the cross-country trails are used by mountain bikers in the non-snow months, and the Combined Track, built in 1999-2000 for the 2000 Inaugural Winter Goodwill Games, now offers visitors exhilarating rides in the winter season while the bobsled run used in both the 1932 and 1980 Winter Olympic Games offers visitors rides from the half-mile point in the summer season.



# VENUE NAMING RIGHTS

Olympic Sports Complex - (1 available)

Unrestricted rights fee: \$1,250,000.00

*(minimum term: 5 years at \$250,000.00/year)*

## BENEFITS

### **Title to venue** (e.g. – “Company” Sports 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

### **Title to passenger ride program** (summer & winter)

- Prominent location of corporate logo on passenger bobsleds
- Logo on drivers and brakemen’s uniforms
- Logo on helmets (driver, brakemen, and passengers)
- Opportunity for promotional offer to approx. 25,000 customers annually
- Opportunity to communicate offer to database of customers (approx. 10,000 HH)
- Corporate logo mention in any promotion, collateral and advertising

### **Signage** (specific to the Olympic Sports Complex)

#### Venue Signage

- Main Entrance Sign
- Welcome Sign on bridge
- Biathlon and Cross Country venue entrance signs
- Ticket office sign
- Main pedestrian directional sign
- Combined track entrance sign
- Venue Flag incorporating your company logo at main entrance

#### Sliding Tracks

- 3 in-ice logos (start, 2 curves on track of the combined track)
- Start signs (Start #1, #3, #4 of combined track & ½ mile Start of 1980 Track)
- Signs on four prominent curves (#4, #10, #17, and #19)
- Venue Flags incorporating your company logo on spectator deck

#### Cross Country Center

- Sign on main trail map
- Sign/advertisement in cross country lodge
- Venue Flags incorporating your company logo at entrance and in the cross country stadium

#### Biathlon Range

- Sign on firing line on biathlon stadium
- Venue Flags incorporating your company logo at entrance and in the biathlon stadium

**Added Value Signage** (at 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 boards signs)

Olympic Jumping Complex

Scoreboard – 1 sign

Whiteface

Weather Station – 1 location

Base Lodge – 1 location

Gore Mountain

Weather Station – 1 location

Base Lodge – 1 location

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

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

**Added Value Display & Sampling opportunities** (at 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

**Tickets & Hospitality**

Summer Bobsled Rides – 50 tickets

Winter Bobsled Rides – 50 tickets

Summer passports – 100 tickets

Winter passports – 100 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**

Four 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 Sports Complex)

Supporting sponsor of any FIBT World Cup Bobsled & Skeleton Events (typically an annual stop on the World Cup tour with live television coverage to Europe and taped delayed domestic cable broadcast)

### Signage:

Corporate name/signage on track in TV camera view:

4 locations: 1 at start 1 at finish, 2 on course

Corporate name/signage on venue in spectator view locations:

4 locations: 1 at start, 1 at finish, 2 on venue

Corporate name/signage in awards area

1 location

Corporate name/logo listed on sponsor board

4 locations throughout the venue

Corporate name/logo on unilateral interview board at finish area mix zone

### Promotional Exposure:

Name/logo recognition as a presenting sponsor through all promotional material (posters, print, radio or TV advertisements, press releases, result stationery, protocol books)

One full-page color advertisement in event program (5,000 distribution)

Active hyperlink on the FIBT World Cup page on the [orda.org](http://orda.org) website

Banner ad on the FIBT World Cup page on the [orda.org](http://orda.org) website

Corporate sampling/merchandising opportunities during World Cup event

### VIP Hospitality:

12 VIP Packages each day of the FIBT World Cup

To include:

Venue admission

VIP parking

Hospitality area access

Invitations to receptions

VIP premium gift item

World Cup event program

### Tickets:

400 general admission tickets any of the FIBT World Cup (100/event)

(all or a portion of these tickets can be used by your company for clients, employees or promotions or donated on your behalf to a local youth group)