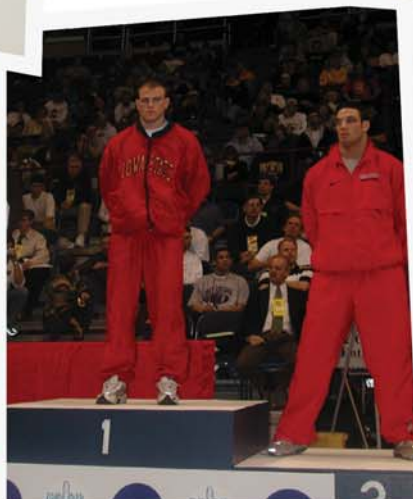
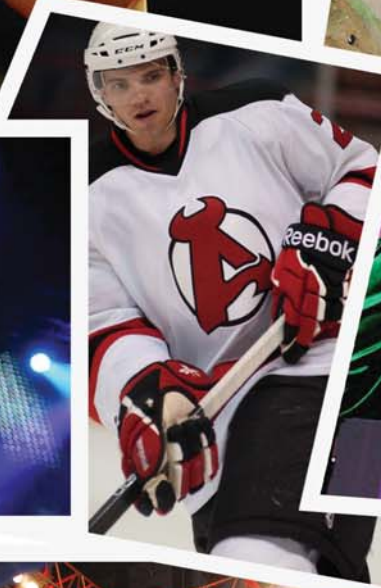
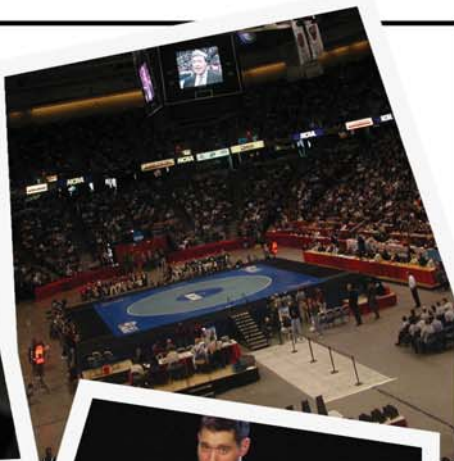


# TIMES UNION CENTER CORPORATE ADVERTISING OPPORTUNITIES

A nighttime photograph of the Times Union Center, a large, curved glass-fronted building. The building is illuminated from within, and the entrance area is brightly lit. A large, stylized logo for the Times Union Center is visible on the glass facade. The building is surrounded by a city street with people walking and a police car parked on the left. The sky is dark with some light streaks.



Located in Albany, NY, the Times Union Center is Upstate New York's premier sports and entertainment facility. Home to the Albany Devils of the American Hockey League (AHL) and the Siena Saints Division I Men's Basketball Team of the Metro Atlantic Athletic Conference (MAAC), the Times Union Center hosts a variety of events ranging from concerts to family shows to sporting events.

With 17,500 seats, the arena has had the privilege of hosting concerts such as the Rolling Stones, Hannah Montana, Cher, U2, Fleetwood Mac, The Eagles, Justin Bieber, Billy Joel, Elton John and more! We pride ourselves on having something for everyone. From the kids to the sports fan, the Times Union Center welcomes an average of 600,000 patrons annually to events like Trans-Siberian Orchestra, Disney On Ice, Monster Trucks, Home Show, Auto Show and Ringling Brothers & Barnum and Bailey Circus.

Averaging nearly 140 events a year, the arena has had the pleasure of hosting some of the most historical events in NCAA history and we look forward to continuing our partnership with the NCAA. In 2001 the NCAA Division I Men's Ice Hockey Frozen Four sold out the arena and Boston College was crowned NCAA Champions for the first time in the school's history. In 2002 Cael Sanderson completed his NCAA career undefeated by winning his weight class at the NCAA Division I Wrestling Championships in Albany, NY, and in 2003 Syracuse University won the NCAA Division I Men's Basketball East Regionals in front of a sold out crowd at the Times Union Center. 2010 brought record breaking crowds out to the MAAC tournament when we eclipsed the all-time MAAC attendance record by drawing 53,000 + fans.

The Times Union Center has been honored to be named in the Top 10 Venues in the world 5 times. We have won 11 Prime Site Awards and been named SMG Building of the Year 3 times. We firmly believe that you should make Times Union Center part of your Marketing/Advertising plan. It simply makes good sense! Aside from the conventional mediums you may be using, the Times Union Center opens up a new world of opportunities for your company. **THERE IS ONLY ONE TIMES UNION CENTER AND YOUR COMPANY SHOULD BE A PART OF IT!**

# CATCH THEM BEFORE THEY



With a sign measuring 6'x 22', passersby can't help but see your ad! Located above the main entrance of the Times Union Center parking garage, this location looks down on the on and off ramp to the Empire State Plaza. The Department of Transportation reported an average of 55,000 cars per day travel these ramps to enter and exit the State Capitol.

Advertising on our outdoor marquee gives you the right to place commercial advertising on one (1) of the backlit ad panel positions on the marquee. Your sign faces the 1-787 access ramp to the Empire State Plaza but can also be seen from street level on South Pearl Street. Illuminated 24 hours per day, 365 days per year your company's name will be in lights all year round! The marquee also has the ability to display your message digitally! Messages run every 4-6 minutes, and are displayed at approximately 8' tall x 20' wide.



# COME IN THE BUILDING!



Our front atrium is home to two (2) 46" x 68" backlit signs. Living in the most occupied area on the exterior of the facility, the front atrium houses the escalators up to our doors, and is not only traveled on event nights, but on a daily basis by those people who utilize the walkway to the Empire State Plaza.



Our entrance and exit signs are the best place to be to get everyones attention as they are walking in the building, and to be the last thing they see when they leave!  
Entrance signs are 3'x8' and back lit.  
Exit signs are 3' x 10' and also backlit.



# IN ARENA AND



Your company will have the ability to display a backlit sign in all three (3) restroom quads, Each quad has only one 3' x 3' sign so your company won't be lost with other advertisers.



Restroom directional signs located on the concourse are pointed to more times than we can count! Patrons looking for directions utilize these signs at every event. Your company has the opportunity to display up to six (6) directional signs on the concourse of the arena!



You can't miss our showcase signs! Visible from every seat in the arena, you will have the opportunity to display your message in the inner bowl of the arena on a either a 2 1/2' x 10' or 3' x 15' backlit sign.



# CONCOURSE EXPOSURE



There are a variety of concourse dioramas available to your organization. The standard sign hangs above the concession stands in the most high traffic areas of the arena. These are either 3' x 5' or 3' x 10', and are both backlit. Our Superdioramas are displayed at eye level on the concourse and like the standard dioramas are backlit. You have your choice between a 3'x15' or 2.5' x 10'.



Our Floor Access signs hang above the entrances to the floor on both sides of the arena. All four signs are 48" x 14", double-sided and backlit.

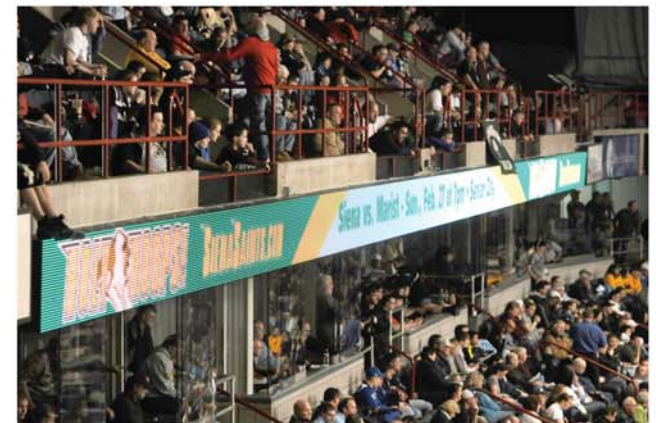
Some of the largest advertising in the building are the wall banners that hang on the concourse. Banners can be placed anywhere there is open space and as big as we can accommodate! Our walls are your canvas!



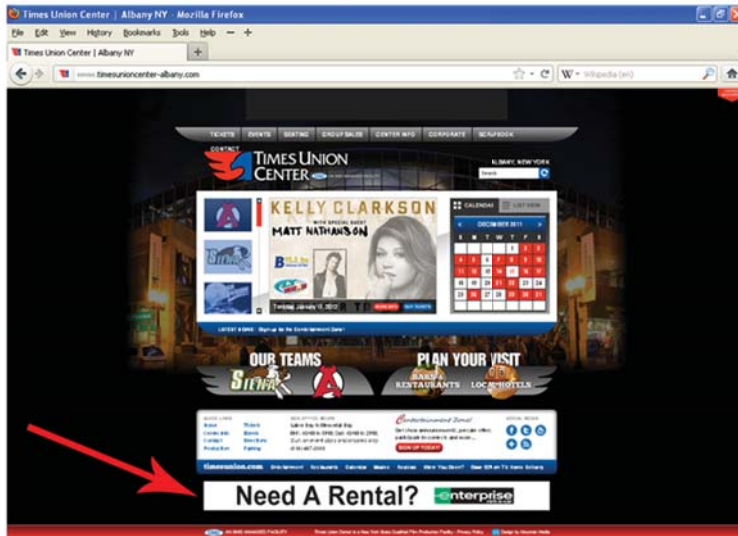
# VIDEO SCOREBOARD & LED'S



The newest members of the Times Union Center advertising family are the center hung video scoreboard and the LED Ribbon Boards that run the length of the arena, as well as around the base of the scoreboard. Your organization can run a :30 sec commercial prior to every event held at Times Union Center. The LED ribbon boards are 2' tall x 270' long, and are capable of running full video files. This is the most energizing and visible digital messaging. The messages on this board run in conjunction with the LED that runs along the base of the scoreboard. This is the best way to grab the attention of our captive audience!



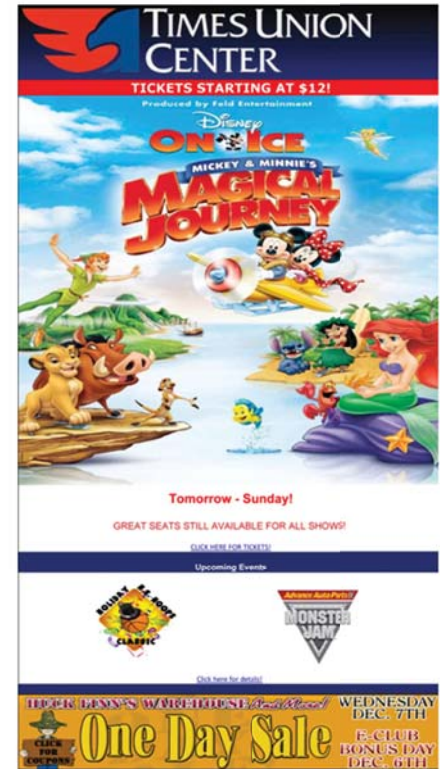
# DIGITAL MEDIA OPPORTUNITIES



[www.timesunioncenter-albany.com](http://www.timesunioncenter-albany.com) is the perfect place to put a web banner! With 145,000 visits on an average weekday, and 220,950 on a weekend, you have the ability to place a banner on the bottom of the website that links directly back to your website!

Our email database is one of our best assets. With 138,000 emails, all of which are opt-in, we have the ability to place sponsor banners at the bottom with a direct link to your website. By sending one (1) email per quarter, you will reach 560,000 people who want to read the emails we are sending!

With social networks at the forefront of communication, facebook and twitter are a key function in our daily business. We have over over 12,000 facebook fans, more than 2,000 twitter followers and we are open to discussing social network packages.



# EVENT SPONSORSHIPS

With the variety of events that are hosted at Times Union Center, what better way to get your name out there than to be tied to one or many of those events! We have two ways to help you make that happen:

1. Event Line Sponsorship - The Times Union Center receives over 900,000 call per year on our event line. Customers call this line for the latest event information and your company can sponsor this line! Customers will hear first, "Thank You For Calling the Times Union Center Event Line sponsored by XXX", which will then go into our upcoming events. Everything from company name to tag line can be the first thing a customer hears when they call!
2. Event Sponsorship - Annually the Times Union Center hosts a variety of sports, entertainment and family events that are available for sponsorship and promotional partnerships. Event sponsorships entitle the corporate sponsor unique promotional access to consumers who will see, hear, and interact with their message and product. Starting with the advance advertising campaign, and continuing until well after the event, the corporate sponsor will have multiple opportunities to reach the audience with repeated promotional exposure. Sponsorships are also ideal for corporate entertaining. Premium seating combined with hospitality areas for pre-event or intermission enjoyment is an effective way to entertain executives, clients and prospects. The Times Union Center staff is also prepared to respond to your special requests.





Thank you for considering the Times Union Center as an advertising partner. We look forward to building a relationship with you through one of the aforementioned opportunities. your company will also have access to tickets before they go on sale to the public and priority seats to all Times Union Center events.

If you need any additional information please feel free to contact the Times Union Center corporate sales department at 518-487-2000 at your convenience. Everything featured is based on availability, and we are happy to put together custom packages to meet your organizations needs.

