



VENUE MARKETING SUPPORT

SUPPORT (online and website)

- Online and Website
 - Show announcement and presale offer distributed to:
 - Amalie Arena newsletter database
 - Database of Premium Seat Holders and Partners
 - Weekly inclusion in e-newsletter periodically throughout the duration of the on-sale.
 - Inclusion in email blasts to purchasers of events taking place between the announce and show date.
 - Inclusion on the Amalie Arena website from the announce date through the event date including:
 - Scrolling listing on Home Page
 - Individual event page
 - Upcoming event calendar
 - Featured videos on event page
 - Promotion on the Amalie Arena social media channels
 - Facebook, Twitter, Pinterest and Instagram

SUPPORT (in-arena)

- In Arena
 - Inclusion on upcoming event flyer with feature space available for special offers
 - Inclusion on upcoming event signage in venue elevators
 - TV spot aired on all public area TVs including ticket office, reception and throughout the concourse
 - TV spot aired on center-hung scoreboard in game at Lightning and Storm games and prior to select concerts and events
 - PA announcements at select Lightning and Storm home games
 - In-game promotion at Lightning and Storm home games with TV spot, ticket giveaway and ticket special offer announcement (if applicable)
 - Digital advertisement aired in house TV screens and digital video walls during Lightning and Storm games, as well as concerts and events
 - Digital advertisement projected on garage wall (located on the Ford Thunder Alley West Plaza) as guests ingress/egress venue events
 - Inclusion in LED rings located throughout the concourse, ticket office and in-bowl during Lightning and Storm games and prior to concerts and events
 - Marketing materials at Event Sales desk and Customer Service desk at Lightning and Storm home games, as well as concerts and events
 - Dasherboard at Lightning and Storm home games (inventory permitting)
 - Inclusion in venue advertisement in Lightning and Storm game programs
 - Radio spot played on arena on-hold phone system throughout the on-sale
 - Flyer distribution at select Lightning and Storm home games and off-site community events throughout the duration of the on-sale
 - Flyers distributed throughout high-traffic areas of the building including receptions, information centers, lounges, etc.

SUPPORT (advertising)

- Advertising
 - Inclusion in venue's weekly half page (color) ad in the TBT newspaper on select weeks throughout the on-sale
 - Ability to secure media buys and promotions using venue's contracts and existing discounted media rates
 - Included but not limited to MOR-TV that has a standing promotional package for select shows at \$25,000+
 - Ability to secure street teams for local grassroots promotions
 - Radio spots aired during select Lightning Broadcasts (inventory permitting)
 - TV spots and live drops aired during select Lightning Broadcasts on Sun Sports Channel (inventory permitting)
 - Press release distribution at the on-sale and at the week prior to show to local media databases and to local assignment desks
 - Can solicit the following on request:
 - Promotions and ticket contests with local TV and radio stations
 - Promotions and ticket contests with print outlets
 - Ticket promotions and email blasts through local media partners and sponsors
 - Radio promotions and trade schedule on outer market stations located in Lakeland, Sarasota, Punta Gorda and Fort Myers

SUPPORT (sales)

- Sales
 - Promotion through Group Sales Team to corporations, schools, scout, military, etc.
 - Flyer/poster distribution through building sponsors to their offices and retail locations
 - Flyer distribution at local events where sales staff are tabling