

PARTNERSHIP OPPORTUNITIES





WE DELIVER YOUR MESSAGE



Place your brand in front of thousands of potential buyers through a partnership with the Indiana Pacers and Conseco Fieldhouse. Indianapolis is home to an avid event-attending public, and Conseco Fieldhouse is the "Center of it All" in Central Indiana. We put your image and your message right where you want it: in front of your customers.



PRIDE



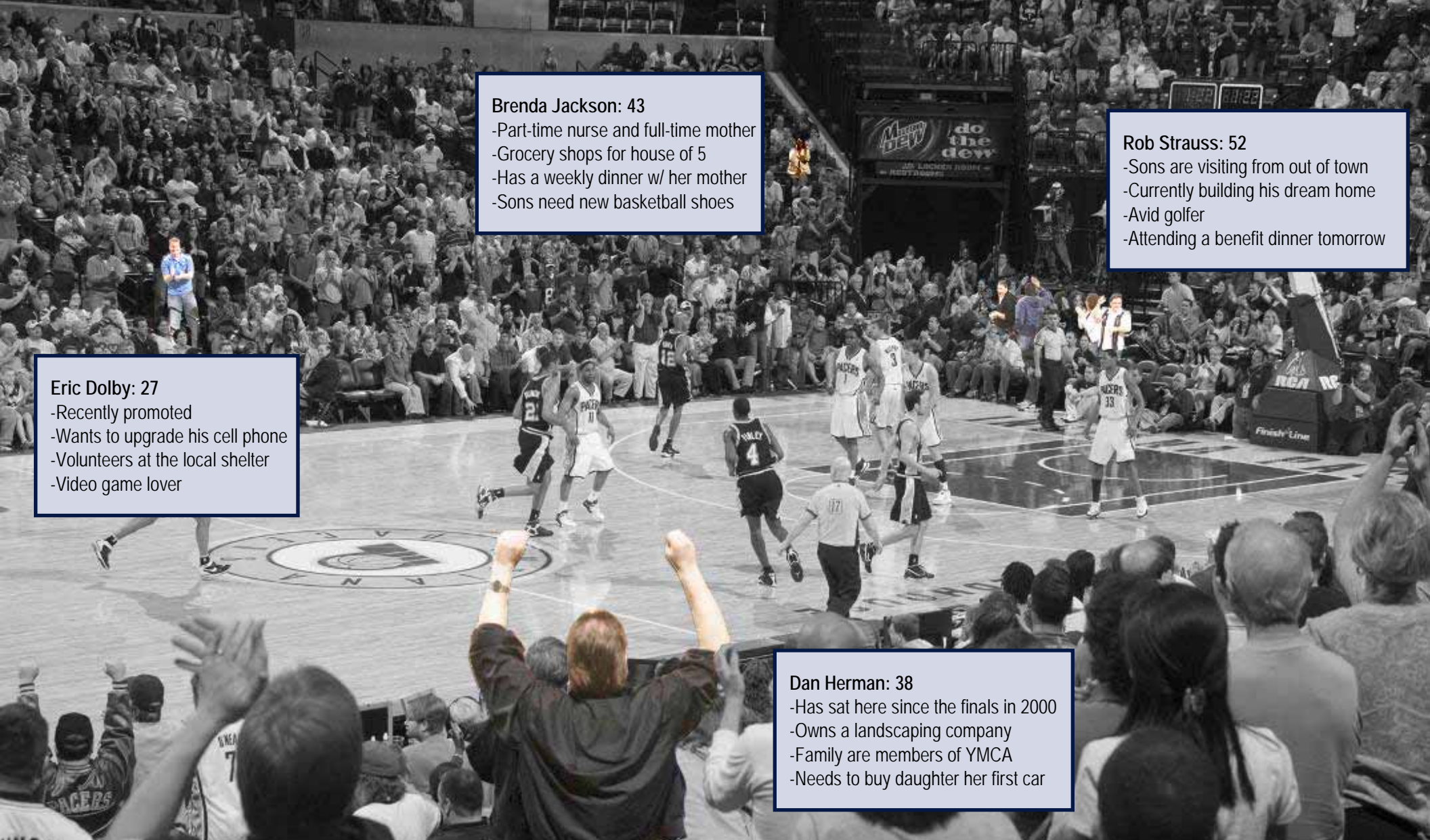
In 49 states it's just basketball, but this is Indiana. With the Pacers in their 5th decade as a franchise and Conseco Fieldhouse entering its 2nd decade of operation, opportunities to be involved with the rich tradition of Indiana are here, now. Under this roof lives the past, present, and future of Indiana basketball.



PASSION



Join us as we ignite the passion of the community of central Indiana. The many avid customers who set foot in Conseco Fieldhouse not only support and watch their favorite team, their favorite artist, their favorite show, but also support our partners which makes this an ideal environment to showcase your brand.



Brenda Jackson: 43
 -Part-time nurse and full-time mother
 -Grocery shops for house of 5
 -Has a weekly dinner w/ her mother
 -Sons need new basketball shoes

Rob Strauss: 52
 -Sons are visiting from out of town
 -Currently building his dream home
 -Avid golfer
 -Attending a benefit dinner tomorrow

Eric Dolby: 27
 -Recently promoted
 -Wants to upgrade his cell phone
 -Volunteers at the local shelter
 -Video game lover

Dan Herman: 38
 -Has sat here since the finals in 2000
 -Owns a landscaping company
 -Family are members of YMCA
 -Needs to buy daughter her first car

YOUR POTENTIAL CUSTOMER



We have who you want to reach. With the variety of people and shows at Conseco Fieldhouse and the customization of your partnership, we can help you find and influence exactly who you want.

- Average age: 18-55
- 41 median age
- 55% have children
- 57% Male 43% Female
- 42% have undergrad degree or higher
- \$70,929 median income

*Scarborough Research



MARKETING PARTNERSHIP



Pacers Sports & Entertainment will create a custom program designed to address your specific marketing objectives. We can use any or all of our resources to help: your image, branding, product awareness, promotion to drive sales, product exposure, entertainment for clients, and enhance your company's community image.

Budweiser The Great American Lager *Budweiser*

INDIANA PACERS

BUD LIGHT

WELCOME PACER FANS

NBA

JANUARY	FEBRUARY	MARCH	APRIL
02 • MEM	01 • HOU	02 • MIL	02 • BOS
04 • ATL	02 • ORL	05 • HOU	04 • MIL
06 • LAL	05 • SAN	06 • SAN	06 • MIL
08 • UTA	06 • NYK	08 • CLE	08 • ATL
09 • PHX	09 • POR	11 • SEA	11 • PHI
12 • SAC	12 • BOS	14 • DAL	12 • CHA
13 • GSW	13 • DET	15 • ORL	14 • WAS
16 • GSW	20 • CLE	17 • NYK	16 • NYK
19 • SAC	22 • NJN	19 • CHA	
21 • PHI	23 • NJN	21 • MIN	
23 • CHI	25 • TOR	22 • CHI	
24 • MIL	27 • CHI	25 • NO	
26 • MIA	29 • TOR	26 • NJN	
29 • DET		28 • NJN	
		31 • MIA	

• HOME
• AWAY

ACTIVATION



When you become an Official Partner of the Indiana Pacers, you may utilize the Pacers marks, name, and facility to take your partnership to the next level inside and outside the building. Use our marks and resources to enhance your promotions and advertising in central Indiana. Inside, use one of our numerous, one of a kind hospitality areas to entertain your employees, clients, and partners.



NAMING RIGHTS



Make part of our "House" yours. There are many opportunities to own a piece of the Fieldhouse and stand out. By branding an area of Conseco Fieldhouse, you can separate yourself and gain a unique association in the audience's mind related to your brand.



NAMING RIGHTS



Each branded area of the Fieldhouse brings with it a unique demographic and audience. A sample of current naming rights opportunities include:

- Balcony Level Partner
- Players' Practice Court
- Courtside Locker Room Club
- Concession/Vending Locations



PERMANENT SIGNAGE



Showcase your brand in Consecro Fieldhouse year round. Permanent signage will expose your brand to everyone who visits. Enhance your awareness with the many unique and highly visible locations throughout Consecro Fieldhouse.

-Lower Bowl Signage
-Directional Signage

-Concourse Wall Painting
-Scoreboard Signage

-Branded Concessions
-etc.



GAMEDAY SIGNAGE

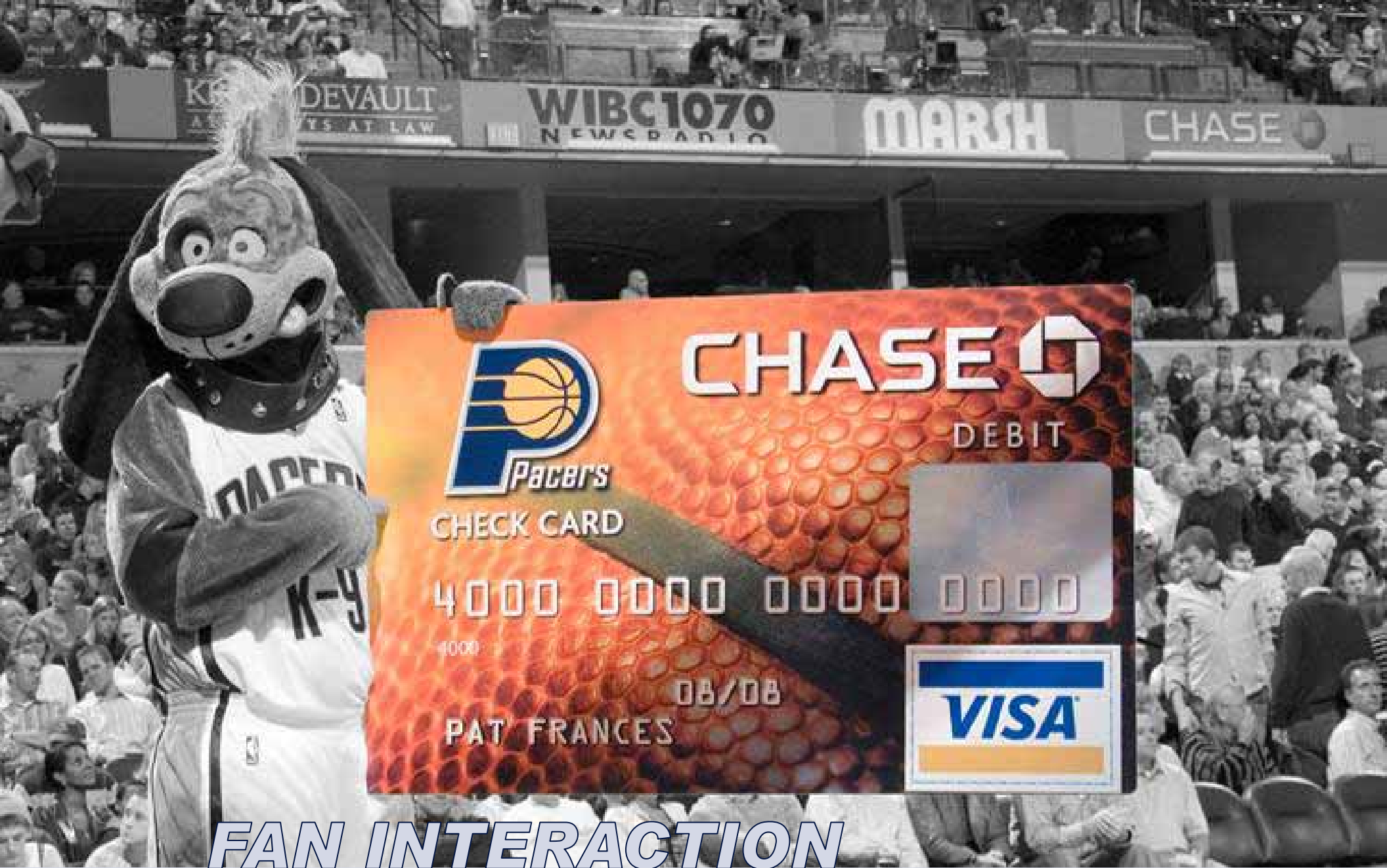


Include your brand in the game experience. Put your brand close to the action where fans and television viewers will be exposed to your message.

- Courtside Rotational
- Concourse Kiosks

- Pole Pads
- Chair Backs

- Bench Exposure
- etc.



FAN INTERACTION



Add to the excitement and be a part of the game experience by utilizing sponsored in-game and game night opportunities, or let us help you enhance your promotion outside the building.

- On-Court Timeouts
- Video Timeouts
- Parachute Drops
- P.A. Announcements
- Branded Give Away
- College Nights
- Player Appearances
- Autographed Merchandise




DELIVER YOUR MEDIA MESSAGE



Send your brand's message to thousands of fans outside of Consecro Fieldhouse with our media. The Consecro Pacers Radio Network can help you reach an affluent and involved audience and help support your partnership with the Pacers. All games are broadcast on ESPN Radio's 1070AM The Fan by Mark Boyle and former Pacers Coach Bobby "Slick" Leonard. Available media in:

- Pregame
- Postgame Show
- In Game
- Dick's Overtime Call In-Show
- Weekly Coach's Q&A Show

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*As shown \$27,445. Manufacturer's Suggested Retail Price. Tax, title, license, dealer fees, and optional equipment extra.



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by "The New Guys!"

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PACERS.COM

#17 MIKE DUNLEAVY



THE OFFICIAL SITE OF THE INDIANA PACERS

HOME TEAM SCHEDULE TICKETS STORE ENTERTAINMENT FEATURES COMMUNITY KIDS FRANCHISE INFO



INTERNET



Pacers Hub POWERED BY KIA KIA MOTORS

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TICKETS

BIG SLAM CORNER

PACKAGES

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HEADLINES

ORTHOINDY 5-Star Rated Care!

BUD LIGHT

Always
Worth
It



Bud Light® Beer, St. Louis, MO



Create unique promotions and ads that highlight your brand with a link to your website alongside stats and stories our fans love to read. Our sites are the main source of information to our loyal, active fans making it a great tool to promote and drive web traffic to your site. Ad space, features such as "The Pacers Poll", and ownership of different areas of the site make it easy to find just the right element for your objectives.



PRINT



Our fans don't just get their knowledge of the game and the team from what happens on the court. They love to read about their team with behind-the-scenes information including facts, photos, biographical features, and more in our many print publications. Our GameTime magazine puts your message in the hands of every Pacers fan the minute they arrive at every game.



HOSPITALITY

There's no other place in town like Consecro Fieldhouse to motivate your employees, entertain clients, close that important business deal, or just enjoy the game.

- Season Tickets
- Practice Court Parties
- And More
- Full Season Suites
- Single Game Suite
- Legends presented by Bright House Networks
- Varsity Club presented by UPS





COMMUNITY



Serving the community is one of the goals of Pacers Sports & Entertainment. With a corporate partnership, you will enhance your company image in the community and with your employees. Pacers Sports & Entertainment will develop or match you with a highly visible program that accomplishes your key community initiatives.

Questions about partnership opportunities?

We'd be happy to help.

Click on an email below or call to contact us.



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