



CORPORATE PARTNERSHIPS

2009 / 2010 OPPORTUNITIES



Chicago Bulls' fans are among the most loyal in professional sports. Through thick and thin, night in and night out, Bulls fans flock to the United Center to support their team. Last season, the Bulls were 2nd in the NBA in home attendance, averaging nearly 22,000 fans per game. In the last five years, the Bulls' home attendance has ranked among the top two teams in the NBA. By aligning your product with the Chicago Bulls, you reach a devoted fan base that recognizes your support.



CHICAGO BULLS FAN PROFILE



2008.09 NBA ATTENDANCE

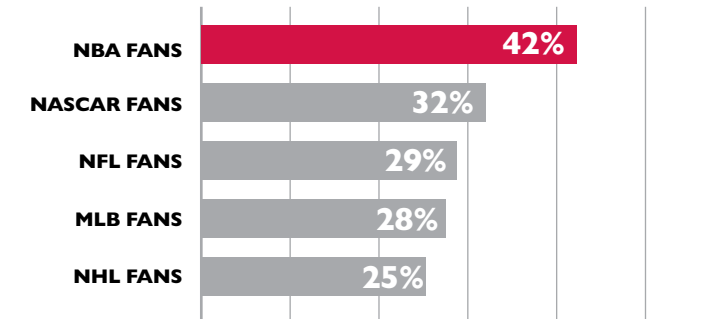
1. DETROIT PISTONS	21,877
2. CHICAGO BULLS	21,187
3. PORTLAND TRAILBLAZERS	20,524
4. CLEVELAND CAVALIERS	20,512
5. DALLAS MAVERICKS	20,042
6. UTAH JAZZ	19,903
7. NEW YORK KNICKS	19,288
8. LOS ANGELES LAKERS	18,997
9. GOLDEN STATE WARRIORS	18,943
10. TORONTO RAPTORS	18,773

National Basketball Association



NBA FANS AND SPONSOR LOYALTY

Percentage of fans that agree that a company who sponsors a sport/ event that they follow "makes you want to buy that company's product"



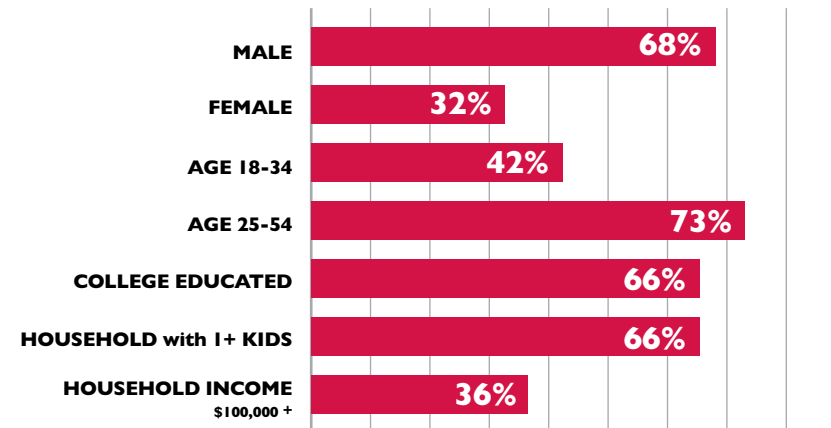
2008 ESPN Sports Poll Full Year

Percentage of fans that agree that say it is "definitely acceptable" for a company to sponsor a sports league



2008 ESPN Sports Poll Full Year

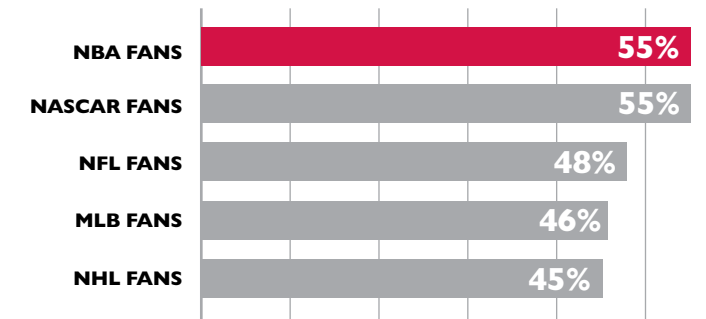
BULLS HOME GAME ATTENDEES



Scarborough Chicago 2009 Release 1



Percentage of fans that agree that a company who sponsors a sport/ event that they follow "makes you feel good about that company"



2008 ESPN Sports Poll Full Year

Percentage of fans that agree that say it is "definitely acceptable" for a company to sponsor a sports team



2008 ESPN Sports Poll Full Year



CHICAGO BULLS IN-STADIUM BRANDING

With nearly 22,000 fans at each Bulls home game and every game telecast on WGN-TV, Comcast SportsNet, WCIU-TV, ABC, ESPN or TNT, advertising signs at Bulls games offer high visibility exposure that will put your company's name in lights. You can't get any closer to the action than having your logo race around the 360° animated LED rings or your message scroll across the LED boards of the United Center's 200-Level, in front of a charged-up home crowd.



200-LEVEL LED BOARD

The Bulls have the latest in stadium advertising, the Bulls 200-Level LED board. The LED board is a 360° color matrix board with the ability to display high-definition graphics and feature full-motion animations on the 200-Level facade of the United Center at Bulls home games.

1. STATIC SIGN

These 15' x 2' spots are perfect for your company's logo. Your brand will be visible to the sellout crowd in attendance, and will also be captured in the background of press photographers' game action shots, for increased exposure in newspapers and magazines.

2. 100' TEXT MESSAGING

Get your corporate slogan or message seen by nearly 22,000 fans each game. These premium center-court spots are the ideal location to communicate with Bulls fans during the in-arena experience.

3. 360° ANIMATED MESSAGING

Bring your brand to life with high-impact motion graphics that wrap around the entire arena. Every seat in the house has a great view of your message when you utilize the 360° capabilities of the United Center's 200-Level LED Board.



BENCH CHAIR BOTTOMS

Your company logo will receive great television exposure on the Bulls chair bottoms as cameras zoom in to get a close-up of our players on the bench.



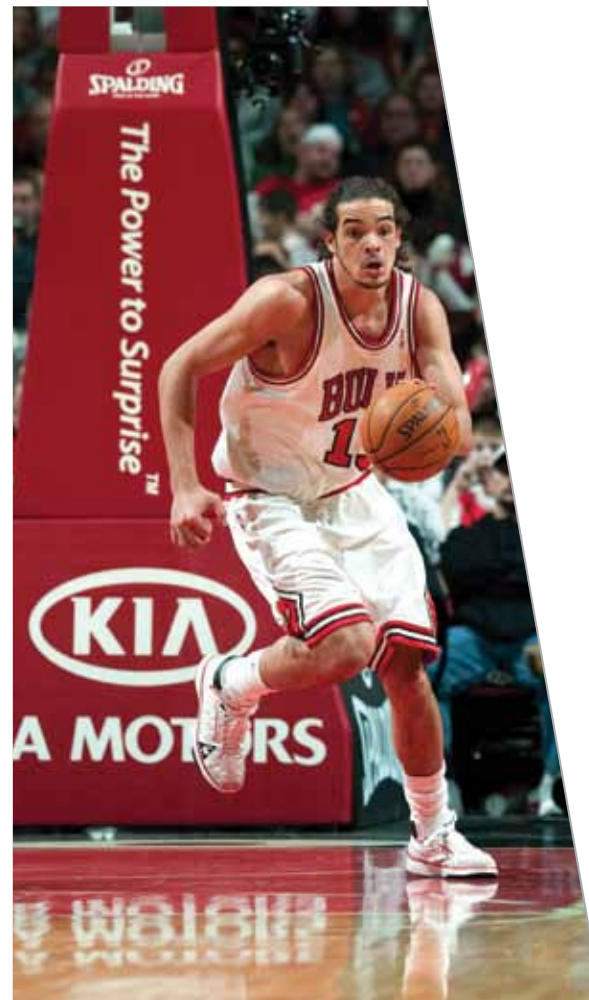
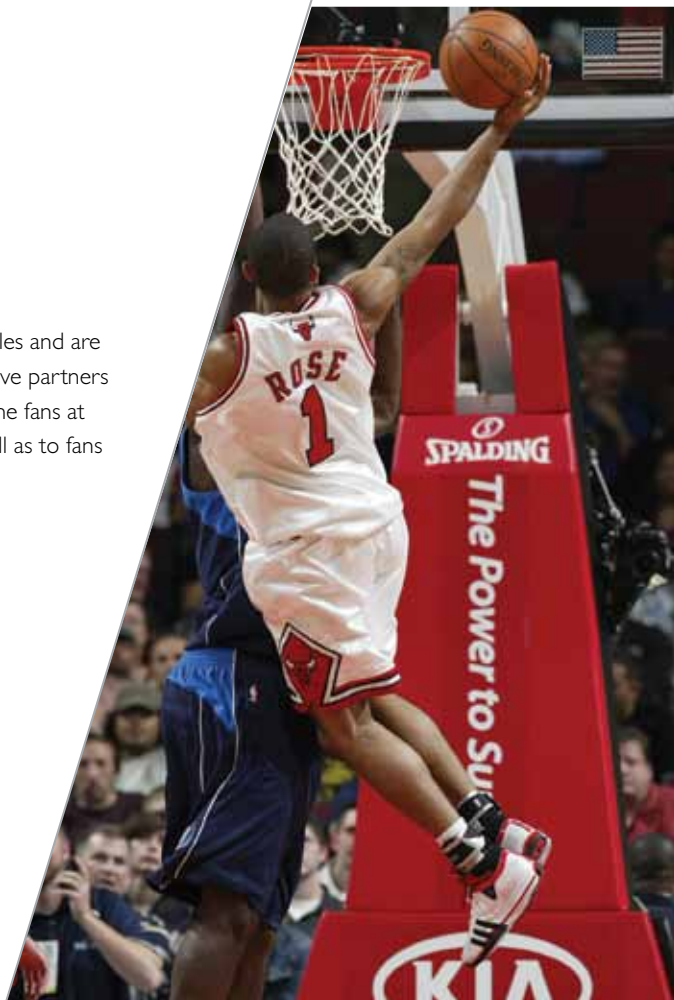
BASKET STANCHION

The NBA has approved signage placement on the basket stanchions providing unparalleled branding opportunities in these highly-visible locations.



POLE PADS

Pole pads are located on both basket poles and are visible for most broadcasts. These signs give partners great in-arena and media exposures to the fans at the United Center for Bulls games as well as to fans watching on television.



TUNNEL BANNERS

Tunnel banners are located in the four corners of the court for all Bulls home games. These signs give marketers in-arena visibility to 22,000 fans in attendance as well as great media exposure from game coverage on television and in print.



BASELINE SIGNS

The Bulls baseline signs are located on the southwest corner of the court and are highly visible for all local Bulls broadcasts.



COURTSIDE TELEVISION ADVERTISING

Place your brand where it's sure to be seen: IN THE GAME. By purchasing space on the Courtside Rotational Signs, your message will be in the middle of the action. The exposure doesn't stop there. Advertisers will also receive local and national exposure through game highlights shown on television.



COURTSIDE ROTATIONAL SIGNS* (ADTIME)

The Adtime rotational sign system is located along the bench side sideline and on the baselines near both benches. These signs are visible for most Bulls broadcasts.

ADTIME GAME PLANS

- **11-Game Plan**
- **15-Game Plan**
- **23-Game Plan**
- **Full-Season Plan**

All plans run in consecutive games

TELEVISION EXPOSURE

Your message will receive approximately three minutes of on-camera television visibility during in-game action, and far more in the arena.





PROMOTIONAL PROGRAMS

Exciting promotions and family entertainment are synonymous with Chicago Bulls home games at the United Center. Promotional giveaway programs spotlight your partnership with the Bulls, co-brand your business with the Bulls, and gives you the opportunity to entertain clients, giving them a unique experience and quality time with key customers.

PROMOTIONAL NIGHT ITEMS

Get your brand in the hands of 10,000 Bulls fans by sponsoring a promotional night giveaway item. Our high-impact premium items have fans lining up at the doors hours before the game begins! Your company will also receive 100 of the items given away on your company's night.



POWERFUL PROMOTIONAL SUPPORT FOR SPONSORS

Not only will your company have a presence with the promotional night giveaway items, but your brand will be heavily promoted across all Bulls' marketing assets in the weeks leading up to your night. A giveaway promotions package includes the following:

1. Outdoor Marquee Recognition

Your night will be promoted on the United Center's two outdoor marquee boards starting three weeks prior to the event.

2. Television Drop-Ins*

Ten announcer-read drop-ins will be aired promoting your company's night during Bulls television broadcasts.

3. Radio Advertising

Your company will receive 20 rotating :30 second pre-recorded announcements and 10 :10 second live announcements during the Bulls' Radio Broadcast in the weeks leading up to your company's giveaway night.

4. Mascot Appearance

A complimentary appearance by Benny the Bull at a time and location selected by your company (subject to availability).

5. Publications**

Your company will receive a mention in Bulls publications as the official and exclusive sponsor of your company's night. Publications include: program, magazine, yearbook, media guide, pocket schedule and calendar.

6. Press Releases

A press release prepared by the Bulls announcing your company's night will be sent to media outlets throughout Illinois.

7. Honorary Game Ball Presenter & Ballperson

A company representative will present the honorary game ball and a child can be a ballperson on your company's night.

8. United Center Suite

Your company will receive the right to entertain up to 18 guests in a lower level United Center suite on your company's night. Included are tickets, food, beverages and parking passes.

9. P.A./Scoreboard Announcements

Four P.A./Scoreboard announcements will be aired at Bulls games prior to your company's night.

10. Game Tickets & Pregame Meal

You will also receive complimentary 100 Level tickets and a pre-game meal for 50 representatives.

11. Scoreboard Recognition

Your company's night will be promoted on the main scoreboard during pre-game and the first quarter of the game.

** Television drop-in commercials are subject to the individual station's exclusive advertising agreements.*

*** Publication mentions are subject to the print deadlines of each publication.*

IN-ARENA PROGRAMS

Give your clients and employees a Bulls game night they will never forget. Book one of our in-arena programs and your company can play hoops on the United Center floor or tap into the mind of a former Bulls player or coach.

1. Court of Dreams

Want to offer clients, friends or employees a truly unique experience? With Court of Dreams, your group of 25 can play a basketball game on the United Center floor in a practice jersey provided by the Bulls. Your teams will even be coached by former Bulls players, coaches or broadcasters. After your game, enjoy an unbelievable buffet in the United Center banquet room, followed by 100 level tickets for you and your guests to that night's Bulls game. The court and hoops are ours, but the jersey and the memories are yours to keep.



2. Chalk Talk

Receive key insight on the game night's match up from a Bulls celebrity (former player, assistant coach, broadcaster). After the Chalk Talk session, you and your guests will enjoy the game in style in one of our Penthouse suites.



IN-ARENA PROMOTIONS

Chicago Bulls' games at the United Center are widely considered one of the top in-game atmospheres in all of sports. Awe-inspiring entertainment acts, crowd-pleasing contests and fun scoreboard features all help deliver your message to more than 20,000 captivated fans. Bulls' in-arena promotions allow your company to reach its marketing goals by capitalizing on the energy and excitement at the always sold-out United Center.



UNITED CENTER SCOREBOARD

The state-of-the-art scoreboard at the United Center offers advertisers a great opportunity to prominently display their name and logo with the sponsorship of an interactive scoreboard or on-court feature. The eight-sided scoreboard can display 360° LED advertising on both upper and lower rings, which adds even more excitement to the game action through entertaining promotions.

Scoreboard & On-Court Promotions

- Melon Cam
- Kids On-Court Race
- Bucket Boys
- Matadors
- Acrobatic Squad
- BreakaBulls
- BullsKidz
- Fan of the Game
- Sing for Your Supper
- Dance for Your Supper
- Fan-O-Meter
- Spin & Win
- Quick Change
- Player of the Game/Month
- Jump Back Jukebox
- Attendance Quiz
- Look-A-Likes
- Wig Out
- Fan Limbo
- Pop-Up Video
- Dance Fever
- Trivia Quiz
- Seat Upgrade
- Spirit Cards
- FanFoto



THE MATADORS

Known for their entertaining dance routines, comedic senses of humor, thunderous crowd chants and die-hard love for the Chicago Bulls, these 12 men have earned their seats in Bulls' history.



BULLSKIDZ

Entering their 7th season, the BullsKidz, made up of 16 talented boys and girls, heat up the court with their upbeat and high energy dance routines. They are energy in a small package!



SWINGING SENIORS

The Singin' Seniors are a group of energetic, enthusiastic senior citizens who are part of the Elite 50+ group at the Lincoln Park Savings Bank in Chicago, IL. The Singin' Seniors bring great excitement to the crowd whenever they perform.



TEAM PHOTO

Fans line up to get their picture taken with the team and receive a card to access the photo online. Your message will be on the display, the cards and online as the title sponsor.



OUT-OF-ARENA PROMOTIONS

The Chicago Bulls' logo is one of the most recognizable trademarks in the world. Developing a specially-designed retail promotion, sweepstakes or out-of-arena promotion utilizing the Bulls' name and logo can help increase traffic, generate sales and capture loyal Bulls' fans as your customers.

BENNY THE BULL

Benny the Bull has been entertaining Bulls fans for years. From his high-flying dunks to just plain having fun with the fans, Benny is a major source of entertainment at all Bulls home games.



BENNY'S BULL RIDE

"Benny's Bull Ride" serves as a mobile dressing room for Benny the Bull and a beautiful rolling billboard for the Bulls and its sponsor. Benny makes nearly 200 appearances in the Chicagoland area per year, covering 9,000 miles of space, providing tremendous out-of-arena exposure to the sponsor of "Benny's Bull Ride."

A sponsorship of "Benny's Bull Ride" includes 3 on-site Benny the Bull appearances for your company throughout the year.



MIDWAY MOVING TRUCKS

Midway Moving and Storage Company has leveraged their designation as the "Official Moving Company of the Chicago Bulls" into enormous growth and name recognition over the last several years.



All Chicago Bulls game action can be heard on ESPN 1000 AM. Legendary NBA broadcaster Chuck Swirsky handles the play-by-play duties for all Bulls games, partnering with former Bulls' player Bill Wennington. Bulls partners can capitalize on all the excitement of Bulls Radio Broadcasts and activate their Bulls partnership by sponsoring live-action Bulls Radio.



BULLS RADIO PLAY-BY-PLAY

BULLS RADIO ANNOUNCERS



Chuck Swirsky (Play-by-play)

Chuck Swirsky is beginning his second season as the voice of the Chicago Bulls. He joined the Bulls by way of the Toronto Raptors where he most recently served as the team's television play-by-play announcer for seven seasons. Prior to that, he called the action for the Raptors radio broadcasts for three seasons. Swirsky brings more than 20 years of broadcasting experience to the airwaves including stints with University of Michigan basketball and DePaul University. He also served as sports director for WJR-AM in Detroit. Prior to these accomplishments, Swirsky rose to prominence while serving as the sports director for WGN-AM in Chicago from 1982 to 1994. He was the host of the Chicago Bears Radio Network for 10 years and held similar responsibilities for the Chicago Cubs Radio Network for 12 seasons. He was also the Bulls public address announcer from 1980 to 1983.



Bill Wennington (Color commentary)

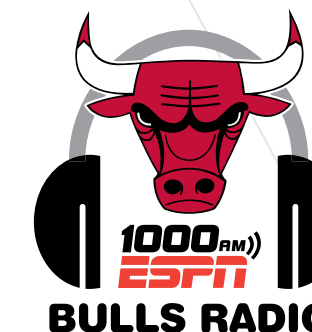
Bill is beginning his sixth season as radio color commentator for all Bulls games broadcasts. Bill was a sideline reporter for FOX SportsNet Chicago during the 2002-03 season. A 13-year veteran of the NBA, Bill spent six seasons with the Bulls (1993-94 through 1998-99) including three World Championships. A native of Montreal, Canada, Bill was also a member of the 1984 and 1992 Canadian Olympic Teams, and was recently inducted into the Canadian Basketball Hall of Fame.

AVAILABLE BULLS' RADIO SPONSORSHIP ELEMENTS

Bulls' Radio play-by-play is "appointment radio," providing an active listening environment for your message. Maximize the impact of your investment by minimizing audience tune out. Many Bulls Radio listeners tune in while driving, creating a captive listening environment.

PREGAME, IN-GAME AND POSTGAME MESSAGES

- :30 second advertising messages
- Promotional drop-ins
- Sponsorship billboards
- Custom sponsorships and features
- Broadcaster and player endorsements



EMOTIONAL APPEAL

Bulls' Radio listeners have an emotional bond with the Bulls and our broadcasters, and this enables marketers to leverage that emotional appeal creating a connection with your product or service.

OPTIMAL ADVERTISING ENVIRONMENT

Live-action radio broadcasts of Bulls basketball – entertaining, exclusive, and impactful!



BULLS PRINT ADVERTISING

Chicago Bulls' publications provide in-depth looks at the Bulls team, the organization and the NBA. They also provide an effective way for marketers to promote their products and services to Bulls fans, season ticket holders and corporate partners. Whether you are in the United Center or at a magazine stand in the Chicagoland area, you are sure to find that Bulls' publications are popular keepsakes for fans of all ages.



BULLPEN GAME PROGRAM

Bullpen is sold at every Bulls home game. Your ad will appear in all regular and post-season editions. This is where Bulls fans turn to get the latest news and feature stories about the Bulls.

CLOSING DATE: 09/18/2009



BASKETBULL MAGAZINE

BasketBull is mailed to all season ticket holders, suite holders and corporate partners ten times annually. Have you heard the latest inside information about the Bulls? Check out BasketBull.



BULLS CALENDAR

The Chicago Bulls calendar is a perennial fan favorite, given away at three Bulls home exhibition games each season. Perfect for home or office use, the Chicago Bulls calendar will keep fans informed of game dates, times and opponents, promotions, and where the games are telecast or broadcast. Advertising space is available adjacent to each month, and advertisers will receive 1,000 calendars for their own use.

CLOSING DATE: 08/28/2009



BULLS YEARBOOK

This valuable keepsake is sold at every Bulls home game and at magazine stands throughout the Chicagoland area. This publication is the definitive resource of the Bulls season.

CLOSING DATE: 11/06/2009



POCKET SCHEDULE

Chicago Bulls pocket schedules are distributed throughout Chicagoland. They include valuable information such as upcoming promotions, broadcast schedules and ticket information. Advertising space is available on the back panel of the pocket schedules.

CLOSING DATE: 08/14/2009



BULLS DIGITAL MEDIA

Bulls.com has become a popular place for Bulls' fans to get all of the stats, breaking news and information about their team that they could ever desire. Statistics, schedules and player features, as well as audio and video highlights of every Bulls game, help make Bulls.com one of the top 5 NBA team sites month after month.



BULLS.COM

Your partnership or promotion with the Bulls will be exposed to millions of Bulls and basketball fans around the world who check-in daily to get up-to-date news, highlights, scores, statistics, scheduling and ticketing information on the Chicago Bulls.

Bulls.com, located at NBA.com, one of the top 1% of visited world-wide Internet sites, receives an average of nearly one million visits and 2.4 million page views per month. Bulls.com is the perfect stop for Bulls fans to retrieve a fact, statistic, score, or unique story about the team. It's also a great way to build an association or run a promotion with the Chicago Bulls.



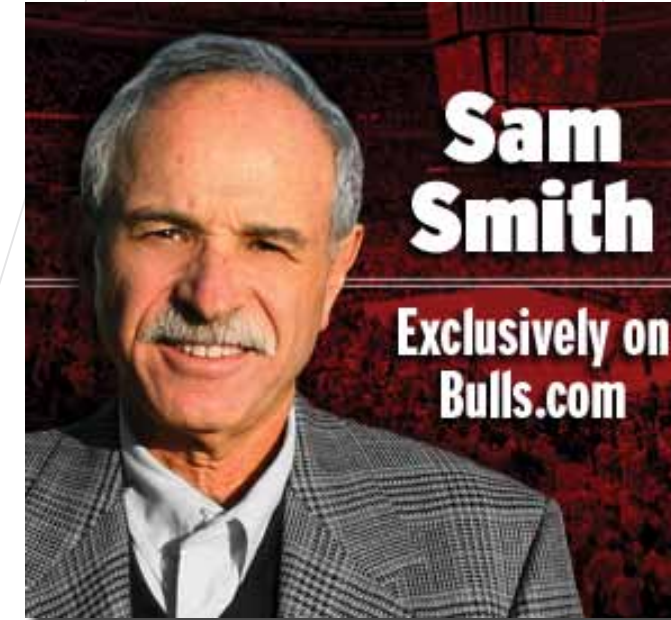
MYBULLS E-NEWSLETTER

Reach more than 60,000 opt-in subscribers through editorial-style articles in mybulls, the official e-newsletter of the Bulls. Content includes press releases as late-breaking news is announced, informative game notes for every Bulls game, exclusive Q&A with players and coaches, special ticket offers, and much more.



BULLS SWEEPSTAKES

The Bulls team up with a few of its corporate partners, namely Kia Motors, United Airlines, Dick's Sporting Goods and Verizon Wireless to offer Bulls fans unbelievable prizes. In turn, each of the sponsors receive unbelievable exposure.



SAM SMITH

In October 2008 the Chicago Bulls announced that prominent and longtime Chicago sports journalist Sam Smith will be doing all his future writing and continuing his popular NBA column exclusively on the team's web site, Bulls.com. Smith covered the Bulls and the NBA for the Chicago Tribune for 25 years. He is the author of the best selling *The Jordan Rules*, which was top ten on the New York Times Bestseller List for three months. Throughout his career, Smith has been a basketball columnist for MSNBC Sports, ESPN.com, ESPN The Magazine, SportingNews.com and HoopsHype.com.



BULLS BLOG

Introduced during the 2008/09 season, the Bulls Blog (located at <http://blogs.bulls.com>) has been the host of Sam Smith's post-game analyses, live chats, and Drew Gooden's player blog. Since its inception in October 2008, The Bulls Blog has generated nearly one million page views and generated over 5,000 comments from fans.



MOBILE

Partner with the Bulls by leveraging the BULLS (28557) text messaging short code to extend your marketing campaigns to fans' mobile devices. Text message campaigns can be activated for any time duration and promoted during the game, on TV & Radio broadcast, online, and through traditional marketing channels.



SOCIAL MEDIA & THE NEW BULLS.COM

Through social networking web sites Facebook and Twitter the Bulls directly reach over 130,000 Bulls fans on a daily basis. This season the Bulls will debut their own Chicago Bulls online fan community which will allow fans a world-wide "social" gathering place to contribute their own videos, photos, blogs, and interact with each other under the Bulls online umbrella. This interactive experience will be integrated with a newly designed Bulls.com that will feature more video content than ever before.



COMMUNITY OUTREACH

In 1987, the Chicago Bulls created CharitaBulls®, a non-profit charity organization. It is a vehicle through which the Bulls can say thank you and give something back to the Chicagoland community. Since its inception, CharitaBulls® has contributed tens of millions of dollars to local organizations. Today, reaching out to the community remains a priority for the Chicago Bulls, and joining us in this effort can illustrate to your customers how your business is a corporation with a conscience.



DONATIONS FOR STATISTICS

During the entire Bulls season, as the Bulls score, rebound, and assist, CharitaBulls, and ultimately, local charities, are the big winners.

BENEFITS

Television & Radio Drop-ins*

Each sponsor will receive five television drop-ins and five radio drop-ins during Bulls' television broadcasts promoting your charitable donation.

On-Court Check Presentation

A check presentation featuring a representative of your company will occur at a Bulls home game.

P.A./Scoreboard Announcements

Each sponsor will receive one pre-game public address/ scoreboard announcement and a minimum of two in-game scoreboard announcements per Bulls home game promoting your charitable donation.

**Television drop-in commercials are subject to the individual station's exclusive advertising agreements.*

DONATIONS

• Points	\$1	• Assists	\$5	• Free Throws	\$10
• Steals	\$5	• Blocks	\$25	• Slam Dunks	\$50
• Rebounds	\$5	• 3-Pointers	\$50		



BULLS CHARITY PROGRAMS

Each year the Bulls attempt to give back to the community by performing community service, raising funds for charities and putting on events in the Chicago area. You can get involved by sponsoring any of the following events:

- FestaBulls Dinner and Auction
- Bulls Food Drives
- Bulls Art Contest
- Bulls Fan Club
- Bulls Tip-Off Luncheon
- Charity Ticket Sections
- Chicago Bulls 50/50 Raffle
- Chicago Bulls Charity Golf Event



Food Drive



FestaBulls Dinner & Auction

READ TO ACHIEVE

Read To Achieve is an NBA league-wide initiative that combats the crucial illiteracy problem currently facing our nation. The program's main goal is to inspire literacy by encouraging families and adults to read regularly with young children. Using a variety of tactics, we aim to develop solid reading habits and provide healthy reading materials for young readers in our area. Sponsors of Read To Achieve receive exposure in-arena and anywhere else the program goes.



BULLS/SOX TRAINING ACADEMY

Located in the western suburb of Lisle is the most sophisticated youth player development facility in America: The Chicago Bulls/Chicago White Sox Training Academy. With nearly 300,000 visitors and 270 youth baseball and basketball camps each year, the Academy delivers the very best that the Chicago Bulls and Chicago White Sox have to offer. A variety of partnership programs are available and are ideal for a grass-roots marketing campaign or a youth-targeted program.



LARGE GROUP NIGHTS

Reach a targeted audience as a presenting sponsor of one of our large group events at Bulls home games. Major events include:

- Bulls Cheer and Dance Classic
- Preps with Pros High School Basketball
- Chicago Bulls Job Fair



UNITED CENTER SIGNAGE

The United Center is one of the premier sports and entertainment facilities in the Midwest. Hosting a wide range of events that target every demographic, permanent signage opportunities put your company's name in lights and expose your company to nearly 3 million visitors each year.



300-LEVEL LED BOARD

The United Center operates one of the most attractive sports marketing and advertising properties in its 300 Level LED Board. The board offers our partners great flexibility by offering "static" locations, animated 840' messaging and rotating 125' static messaging, which are displayed at all Bulls and Blackhawks home games, along with other United Center events depending on the particular requirements of each event.

1. STATIC SIGN

These 15' x 2' spots are perfect for your company's logo. Your brand will be visible to not only the sellout crowd in attendance, but it will also be captured in the background of press photographers' game action shots, making it possible to appear in various newspapers and magazines.

2. 125' TEXT MESSAGING

Get your corporate slogan or message seen by more than 22,000 fans each game. These premium center-court spots are the ideal location to put your name in the background of all the game action.

3. 840' ANIMATED MESSAGING

Bring your brand to life with high-impact motion graphics that cover an impressive 840 feet in length. Every seat in the house has a great view of your message when you utilize the animated messaging capabilities of the United Center's 300-Level LED Board.

4. ALL-WORLD ADVERTISING

Receive an advertising message synchronized on all four LED rings (200 Level, 300 Level and both scoreboard rings) for all Bulls and Blackhawks home games to really make an impact on our fans.



CONCOURSE SIGNS

Concourse signs are displayed during each and every event at the United Center. The home of the Bulls and Blackhawks also hosts such events as the circus, ice shows, major concert events, college basketball games and much more. With more than 30 million guests since its 1994 debut, we plan on welcoming over three million visitors to approximately 200 events planned for the United Center each year.

- **XX-Large (12' x 25')**
- **Extra-Large (18' x 12')**
- **Large (12' x 9')**
- **Medium (9' x 6')**
- **Small (5'3" x 3'7")**



Extra-Large



Small

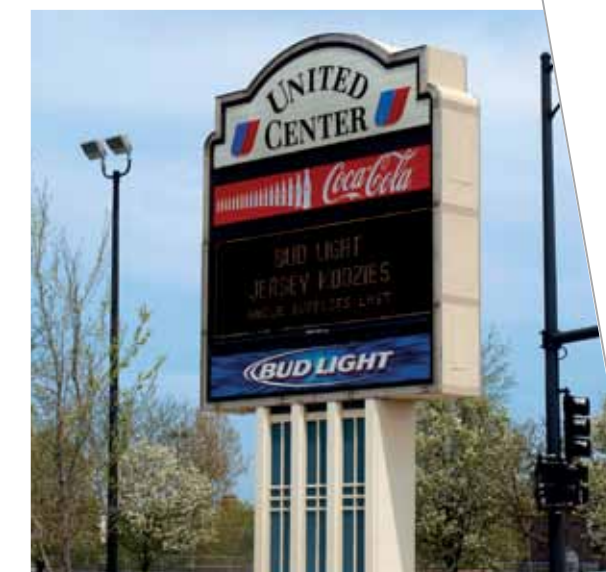


Large



UNITED CENTER SCOREBOARD

This state-of-the-art scoreboard ranks among the largest and most advanced in the NBA or NHL. With its digital messaging capability on both upper and lower rings, it provides the perfect complement to our 200 and 300 level LED rings. Additionally, the scoreboard provides the flexibility to have up to four different brand logos with the purchase of four signs (two upper and two lower).



UNITED CENTER MARQUEE

The two United Center marquee signs welcome fans to the United Center 24 hours a day, 365 days a year. Advertising space measures 17'6" x 2'6".



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