



**CHICAGO BULLS**  
PARTNERSHIPS  
2010 /2011





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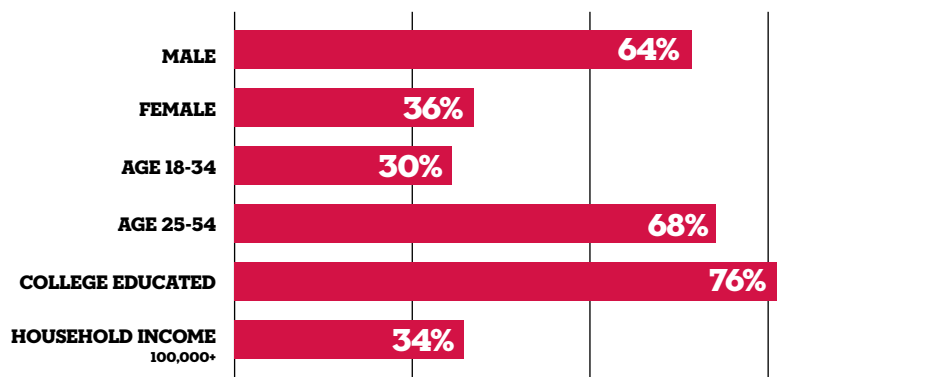
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## NBA ATTENDANCE 2009-10 SEASON

<b>1. CHICAGO BULLS</b>	<b>20,725</b>
2. CLEVELAND CAVALIERS	20,562
3. PORTLAND TRAIL BLAZERS	20,497
4. DALLAS MAVERICKS	19,994
5. NEW YORK KNICKS	19,501
6. UTAH JAZZ	19,378
7. LOS ANGELES LAKERS	18,997
8. DETROIT PISTONS	18,751
9. BOSTON CELTICS	18,169
10. SAN ANTONIO SPURS	18,089

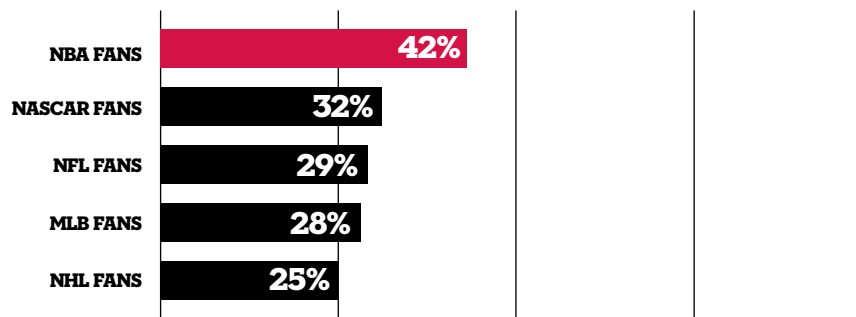
## BULLS' HOME GAME ATTENDEES



Scarborough 2010 Release |

## 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



1

2



## 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.





## 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.

COURTSIDE TELEVISION ADVERTISING

CHICAGO BULLS PARTNERSHIPS





## COURTSIDE ROTATIONAL SIGNS (ADTIME)

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. 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 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 matrix 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 air 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.

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\*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.

Sprite UNITED

at&t  
Your world. Delivered.

at&t  
Your world. Delivered.

at&t  
Your world. Delivered.

**COLDWELL  
BANKER**   
RESIDENTIAL BROKERAGE

IMPROVE YOUR REAL ESTATE

	<b>HAWKS</b>	<b>FOULS</b>	<b>verizon</b> wireless	<b>FOULS</b>	<b>BULLS</b>
36	0	0	11:54	0	36
T.O.L. +5	PERIOD 2	T.O.L. 5+			

SHARP UNITED

HEARTSCANOFCHICAGO.COM - YOUR HEART IS OUR PRIORITY - 312-587-1111



## 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!



### **SWINGIN' 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.



## 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, 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.

**BILL WENNINGTON** (COLOR COMMENTARY)

Bill is beginning his seventh 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.

**CHUCK SWIRSKY** (PLAY-BY-PLAY)

Chuck Swirsky is beginning his third 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.



## BULLS' RADIO SPONSORSHIP ELEMENTS

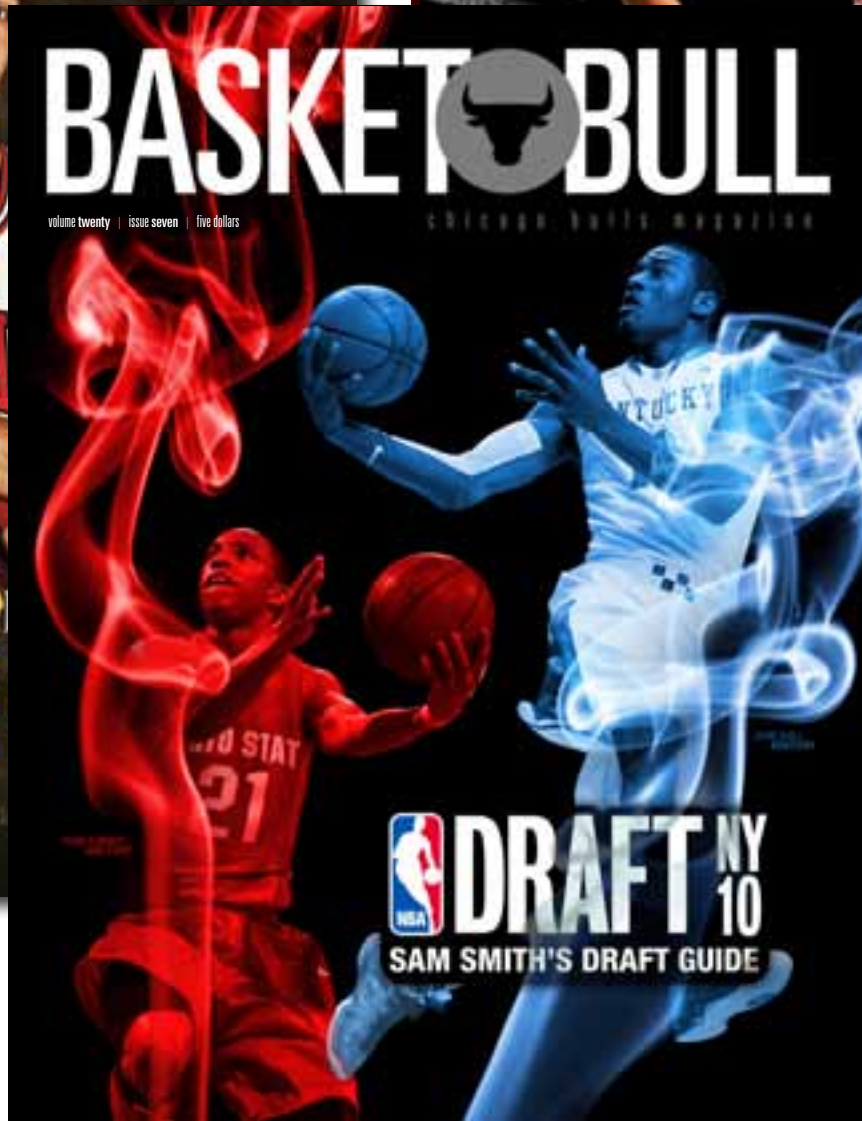
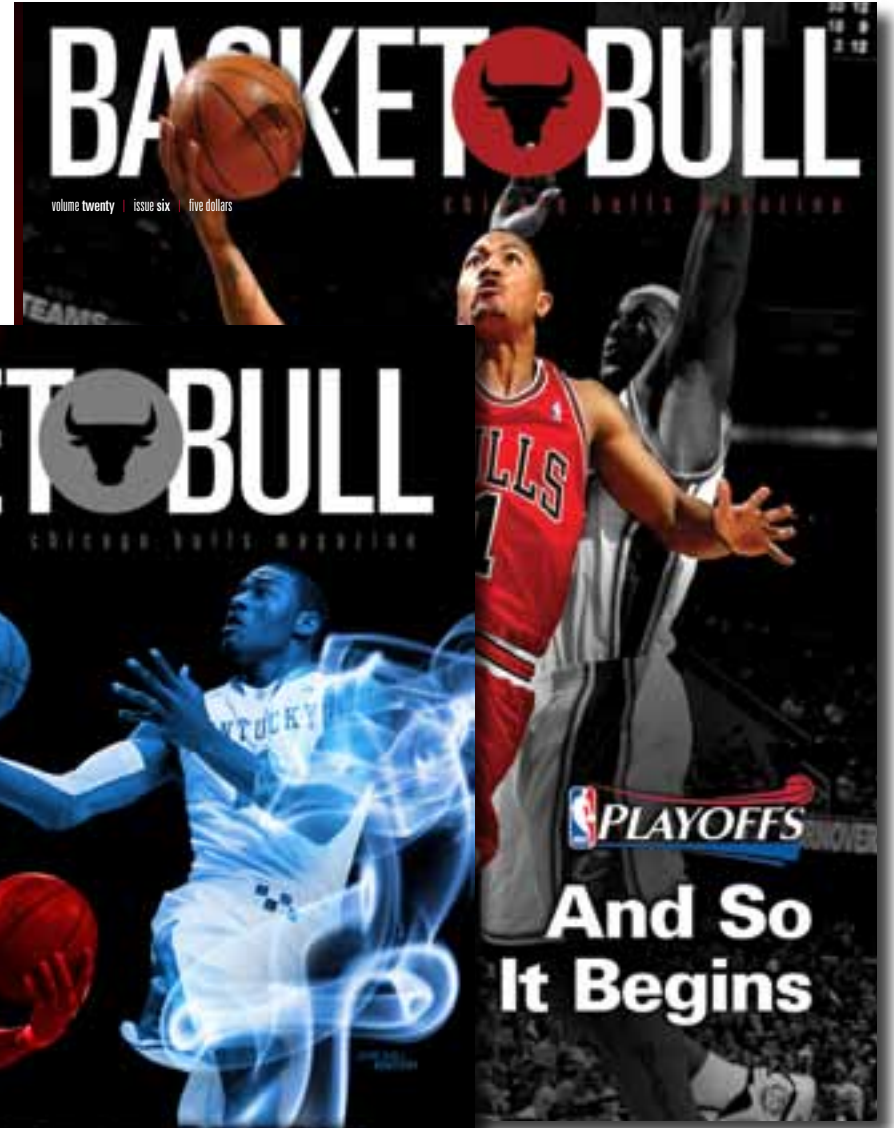
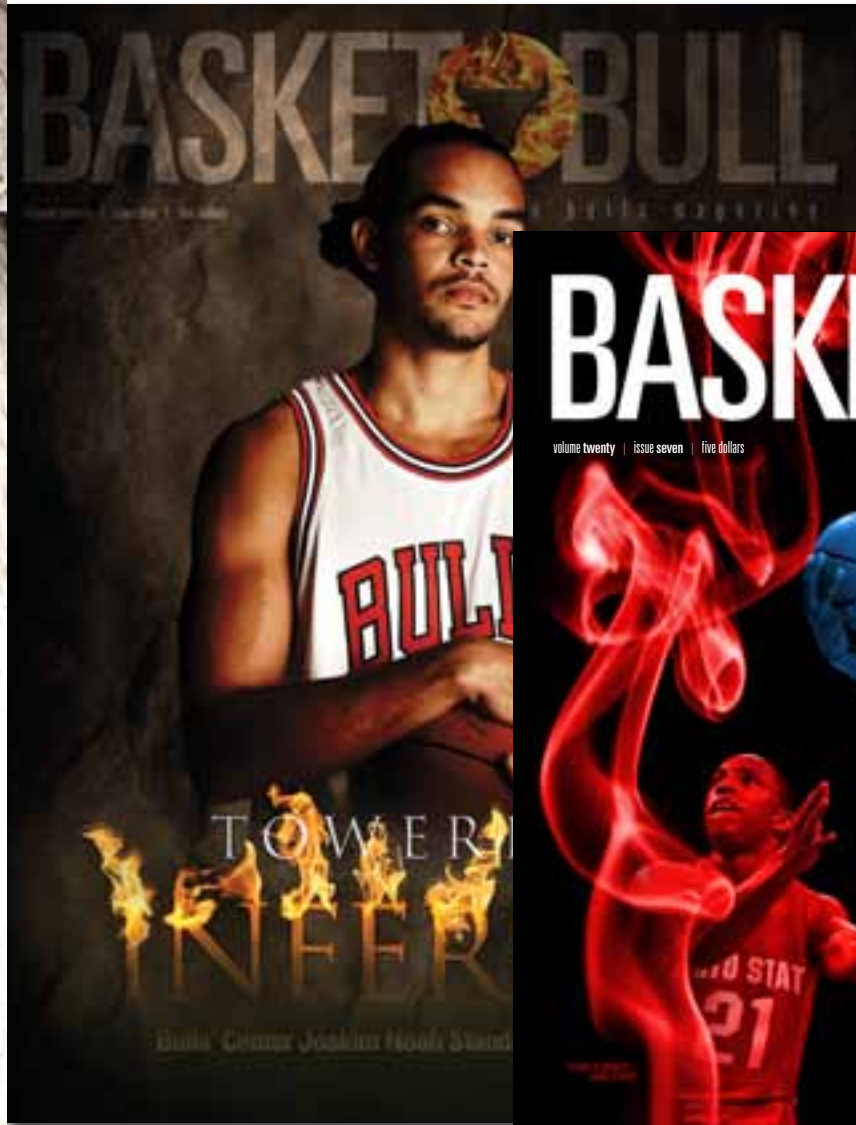
Bulls' Radio play-by-play is "appointment radio," providing an active listening environment for your message. Maximize the impact of your investment by minimizing audience tune out. Many Bulls Radio listeners tune in while driving, creating a captive listening environment.

### PREGAME, IN-GAME AND POSTGAME MESSAGES

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

### BULLS' RADIO REMOTES

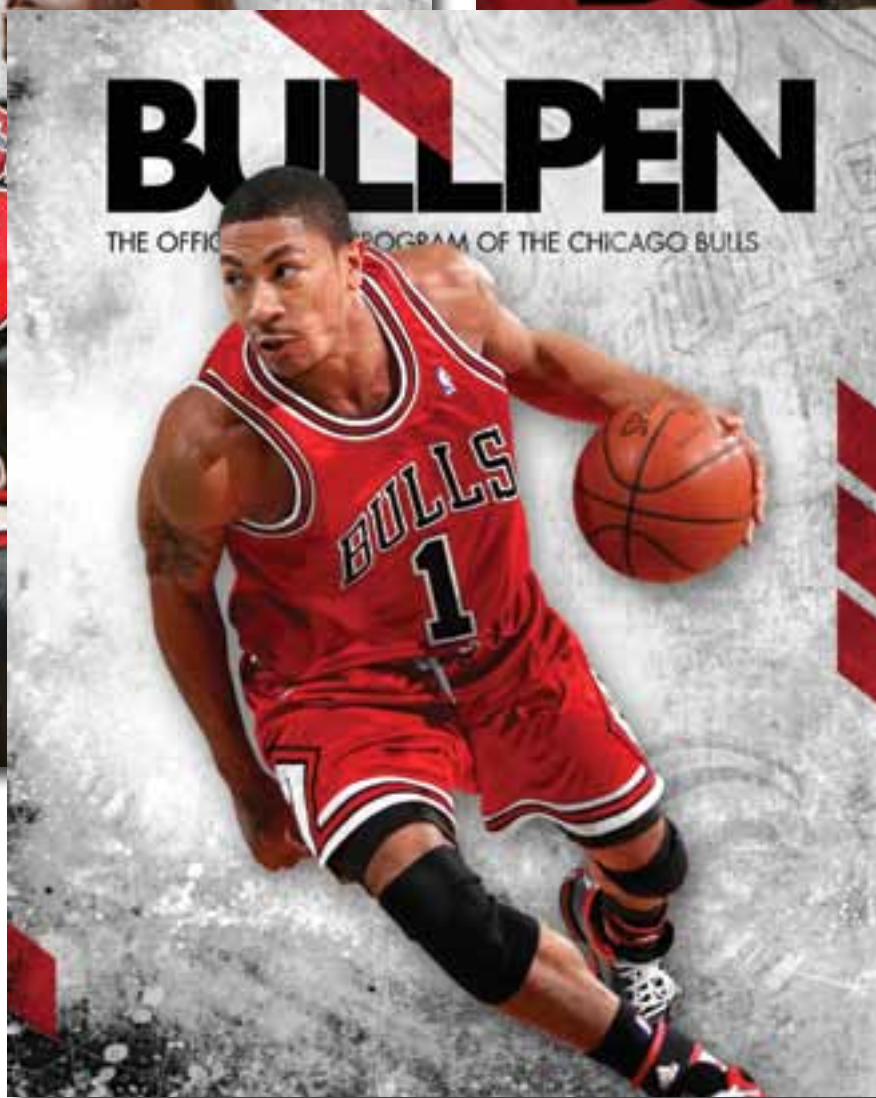
Attract Bulls' fans to your business by hosting a LIVE Radio Remote from your location. Bulls Radio personalities, Bulls legends and the Luvabulls can be on hand to entertain your customers. It is a unique experience and a great way to associate your business with the Bulls brand.



## BASKETBALL MAGAZINE

BasketBall 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 BasketBall.





## **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: 09/18/2010**

**2009 2010**  
**OFFICIAL CHICAGO BULLS CALENDAR**

CHICAGO BULLS PRESENTED BY  
**HARRIS**

**AND YOU THOUGHT CHECKING WAS EXCITING IN HOCKEY.**

Open a Bulls Checking Package\* and be entered automatically to win Bulls tickets, autographs and more. To sign up, go to [Harrisbank.com/bulls](http://Harrisbank.com/bulls), visit any Harris location or call 1-877-31-BULLS (28557).

**HARRIS**  
 WE'RE HERE TO HELP.

NO TRANSACTION OR PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR TRANSACTION WILL NOT INCREASE YOUR CHANCES OF WINNING. Sweepstakes begins on March 1, 2009 and will continue each month until terminated by Harris N.A. Prizes vary for each Sweepstakes. One prize per household. Sweepstakes open to legal U.S. residents 18 years of age or older who reside within a 75 mile radius of the United Center. Subject to full Official Rules. Go to [Harrisbank.com/bulls](http://Harrisbank.com/bulls) for Official Rules including rules, automatic entry restrictions, alternate means of entry, prizes and prize values. Void where prohibited. \*Account opening subject to approval. Personal checking accounts only. Automatic monthly recurring deposit required. Free check offer applies only to customers who open a new personal checking account by December 31, 2010. Offer can be withdrawn at any time without notice. Harris is a trade name used by Harris N.A. and its affiliates. Member FDIC.

## 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: 08/28/2010**

# NOVEMBER 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MIA CSN 5:00 1	2	MIL CSN 7:00 3	4	CLE TNT 7:00 5	6	CHA WGN- 7:00 7
8	Veterans Day (Observed)	DEN CSN 7:00 Harris Bank "Derrick Rose Shirt Off Our Back" 10	TOR WCIU 6:00 11	12	13	PHI CSN 7:00 14
15	16	SAC WGN 9:00 17	18	LAL TNT 9:30 19	20	DEN WGN 8:00 21
22	POR WGN 9:00 23	24	25	UTA WGN 9:30 26	27	28
29	MIL CSN 7:00 30	<b>FOR BULLS TICKETS:</b> <b>Bulls.com or 1-800-4NBA-TIX</b>				<b>HOME</b> <b>ROAD</b>

CSN+ WGN WGN- WCIU Comcast SportsNet Comcast SportsNet Plus WGN-TV Chicago WGN America WCIU-TV Chicago

Quantities are limited on all giveaways. Promotions are subject to change or cancellation. ★ PREMIUM GAME





## BULLS.COM

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.

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 receives approximately one million visits and three 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.



## BULLSTV

Making its debut at the onset of the 2009.10 season BullsTV is a broadcast-quality digital video network created by the Chicago Bulls in-house production team. Over 500 originally-produced video features appeared on Bulls.com and the Chicago Bulls smart phone apps last season. Programming includes game previews, recaps, locker room interviews, Sam Smith's weekly analysis, Special Access interviews with former Bulls players and celebrities, player and Luvabulls profiles, and more. BullsTV Live will debut this upcoming season, streaming live news conferences and special events on Bulls.com.



## SOCIAL MEDIA & BULLSCONNECT

Launched during the 2009-10 season, BullsConnect.com is the official online fan community of the Chicago Bulls. BullsConnect.com is a social network web site that allows fans to show their passion for the Bulls by creating profiles, writing blogs, chatting in fan forum message boards, uploading photos & videos and connecting with other fans. The BullsConnect platform is also used to allow fans to comment on articles on Bulls.com. New for the 2010-11 season BullsConnect will be tightly integrated with Facebook as well as the popular live fan chats on Bulls.com during all Bulls games.



## SAM SMITH

Since October 2008 prominent and longtime Chicago sports journalist Sam Smith has been writing exclusively for the Chicago Bulls team web site Bulls.com. Smith's weekly NBA columns and mailbags along with postgame analytical recaps are among the most popular features on 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.



## MYBULLS

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 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.







## TV COMPANION

Debuted during the 2009-10 season, the TV Companion is an interactive application that automatically appears at Bulls.com during every game. TV Companion features live stats, box scores, shot charts, play-by-play information, and a fan chat. TV Companion at Bulls.com was a popular online destination for fans during every telecast last season.



## DONATIONS FOR STATISTICS

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

### DONATIONS

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

## 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.



## 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

## 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.





## 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.





1

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## 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 the 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.

### CONCOURSE SIGN SIZES

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







## 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".



## CONTACT INFORMATION

**SCOTT SONNENBERG**

SENIOR DIRECTOR, CORPORATE PARTNERSHIPS

312.455.4187

ssonnenberg@bulls.com

**JOHN VIOLA**

SENIOR DIRECTOR, CORPORATE PARTNERSHIPS

312.455.4152

jviola@bulls.com

**CURTIS COOPER**

SENIOR ACCOUNT EXECUTIVE

312.455.4159

ccooper@bulls.com

**SUE FLANDO**

SENIOR ACCOUNT EXECUTIVE

312.455.4121

sflando@bulls.com

**BEN GUNNING**

ACCOUNT EXECUTIVE

312.455.4185

bgunning@bulls.com

**WHITNEY SMITH**

MANAGER OF CLIENT SERVICES

312.455.4136

whitneysmith@bulls.com

**MICHELE SOMERS**

COORDINATOR OF CLIENT SERVICES

312.455.4142

msomers@bulls.com

**ROBYN STAUROVSKY**

BROADCAST COORDINATOR

312.455.4127

rstaurovsky@bulls.com



