

CORPORATE PARTNERSHIP  
**OPPORTUNITIES**

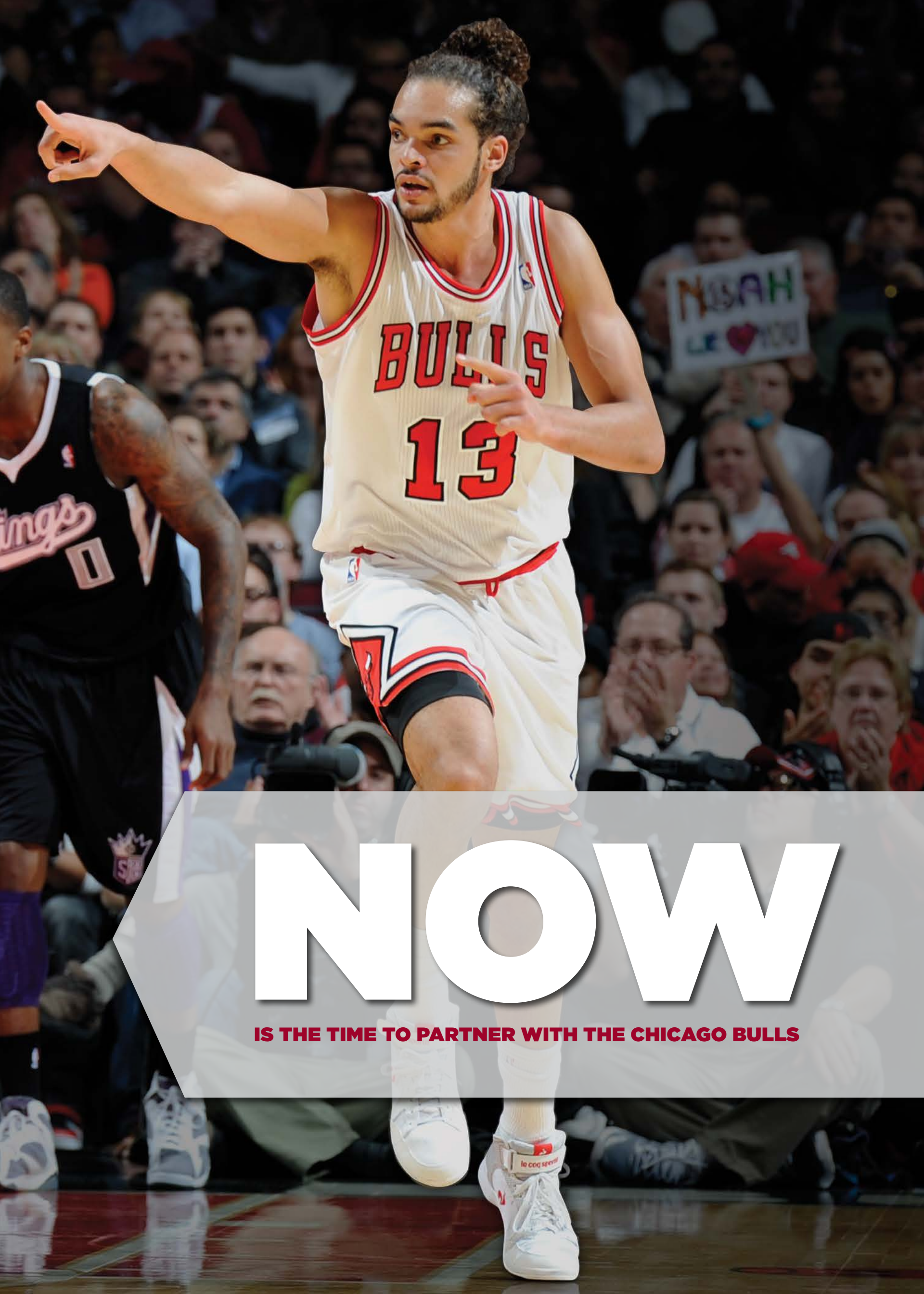
# 157-73

Chicago Bulls record best in the NBA 2 of the last 3 seasons

# NO. 1

In attendance among all NBA teams





# NOW

**IS THE TIME TO PARTNER WITH THE CHICAGO BULLS**



# DELIVERING VALUE

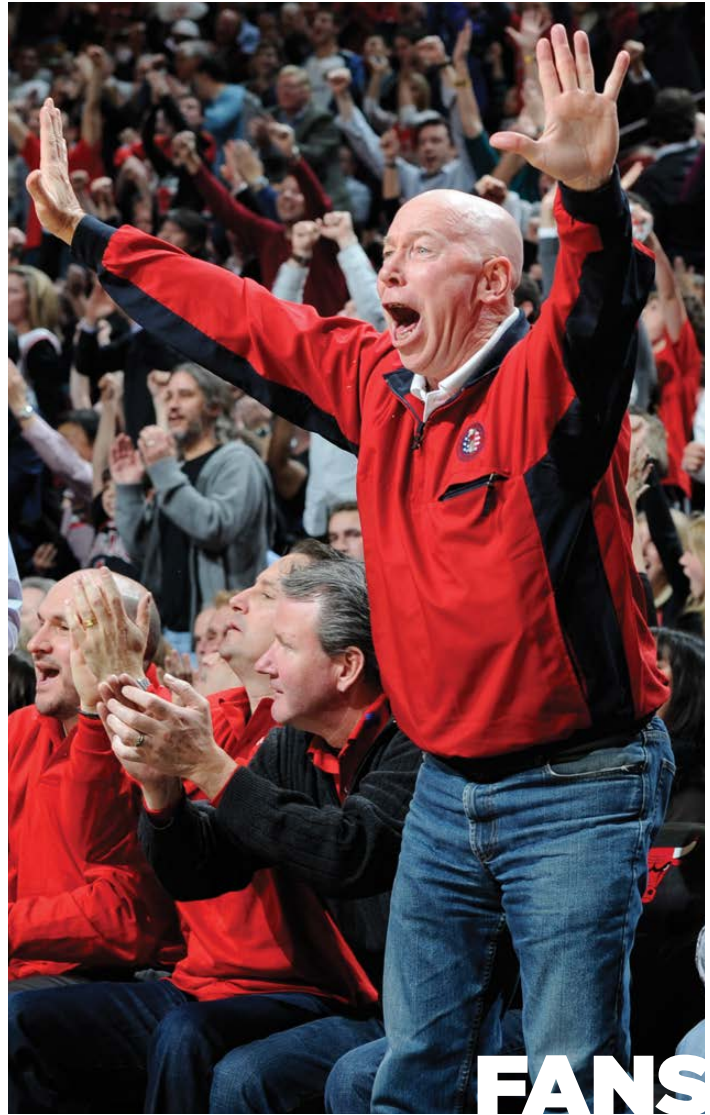
The Chicago Bulls are committed to understanding our partners' businesses so that we can leverage our unique strengths to deliver value.





# PARTNERS

**RANGE OF PARTNERS WHO KEEP COMING BACK**



# FANS

**QUALITY AND BREADTH OF OUR FANS**



# ASSETS

**MARKETING ASSETS FOCUSED ON MEETING YOUR BUSINESS OBJECTIVES**



# RESPONSIBILITY

**RESPONSIBILITY TO HELP CHICAGOLAND THRIVE**





**WORKING TO MEET  
OUR PARTNERS' NEEDS**

**90%**

Our sponsorship renewal rate  
consistently exceeds ninety percent





**MCDONALD'S**

The Chicago Bulls marketing staff, ownership, coaches and players have been unquestionably the most professional and caring sponsorship team we work with! Our association with the Bulls organization is unmatched by others and I highly recommend the Chicago Bulls as a partner for sponsorship.

**Ron Lofton**

*Former President, McDonalds Owners of Chicago & Northwest Indiana*

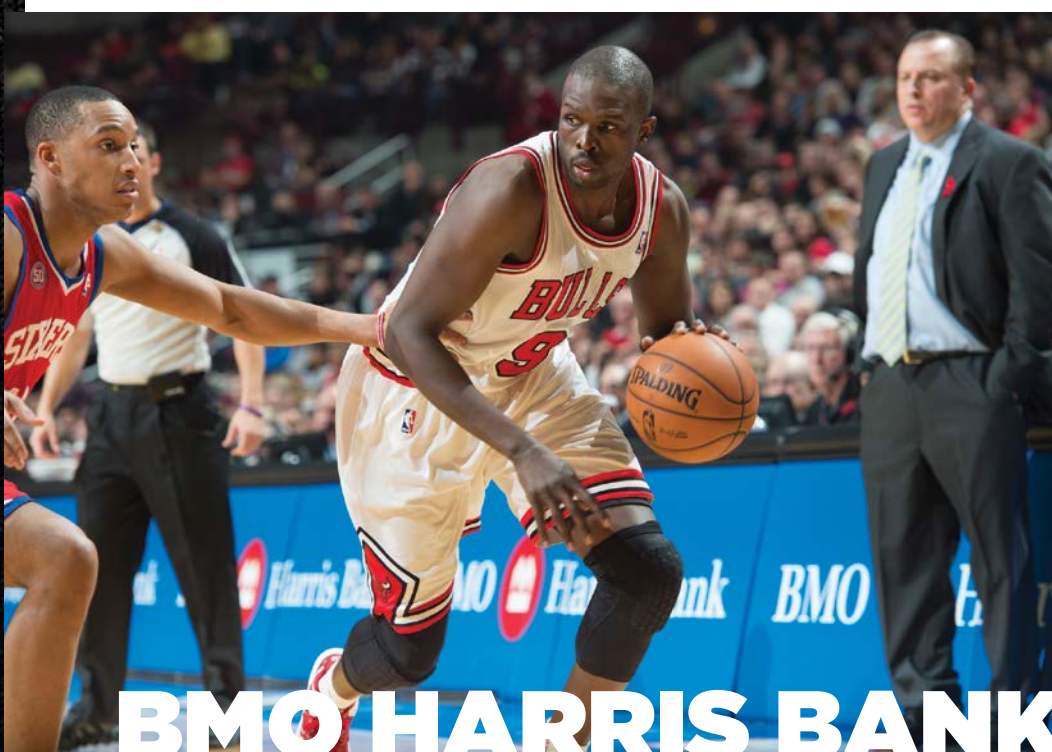


**DUNKIN' DONUTS**

I am very proud to say that Dunkin' Donuts and the Bulls have created a Chicago icon in the Donut Race. It is one of the most popular events at the game. It does my heart good to hear all the cheering and involvement from the fans. But as the saying goes, 'It's not creative if it does not sell'. The Donut Race is a great traffic driver to our stores. It allows us to offer value to Bulls fans and gain additional goodwill with our customers. Along with the free product fans win, most buy additional items, which make it a win-win for all.

**Kathy Nowicki**

*Field Marketing Manager, Dunkin' Donuts*



**BMO HARRIS BANK**

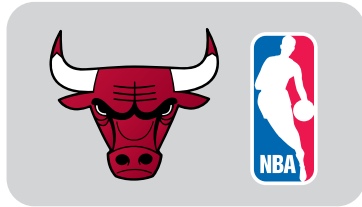
BMO Harris Bank has enjoyed a positive and productive relationship with the Chicago Bulls. The BMO Harris Club is totally sold out and exceeds our expectations in service and personalized attention. The team, from office staff to coaches and the players themselves is always looking for ways to partner and exceed our expectations. I highly recommend the Bulls as a partner for a sponsor looking to build a lasting, strong and exciting client experience coupled with a high level of exposure and recognition.

**Justine Fedak**

*Senior Vice President and Head of Brand, Advertising and Sponsorships for BMO Financial Group, North America*

*Investing in*

# RAPID GROWTH



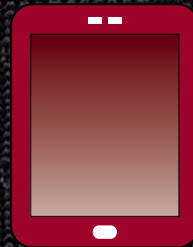
# 760 MILLION

NBA Fans Worldwide, with 650 million outside of North America





# PROFILE *Digital*



*Pinterest*

 *Instagram*

Google+

**tumblr.**



# 105 MILLION

NBA Followers on social media (#1 league for Facebook and Twitter)



# Quality of our FANBASE

**3,000,000**  
ACTIVE FANS

Fans watching, attending or listening to a Bulls game in the past 12 months  
(Scarborough 2012)

**22,000+**  
FANS PER GAME

Highest average attendance in NBA  
(National Basketball Association)

**THIRD LARGEST**  
SOCIAL MEDIA

Combining Facebook and Twitter, the Bulls have the third largest fan following on social media in the NBA

**\$82K**  
MEDIAN INCOME

With median home value ranking #1 across Chicago sports teams  
(Scarborough 2012)

**11 YRS.**  
AVG. STH TENURE

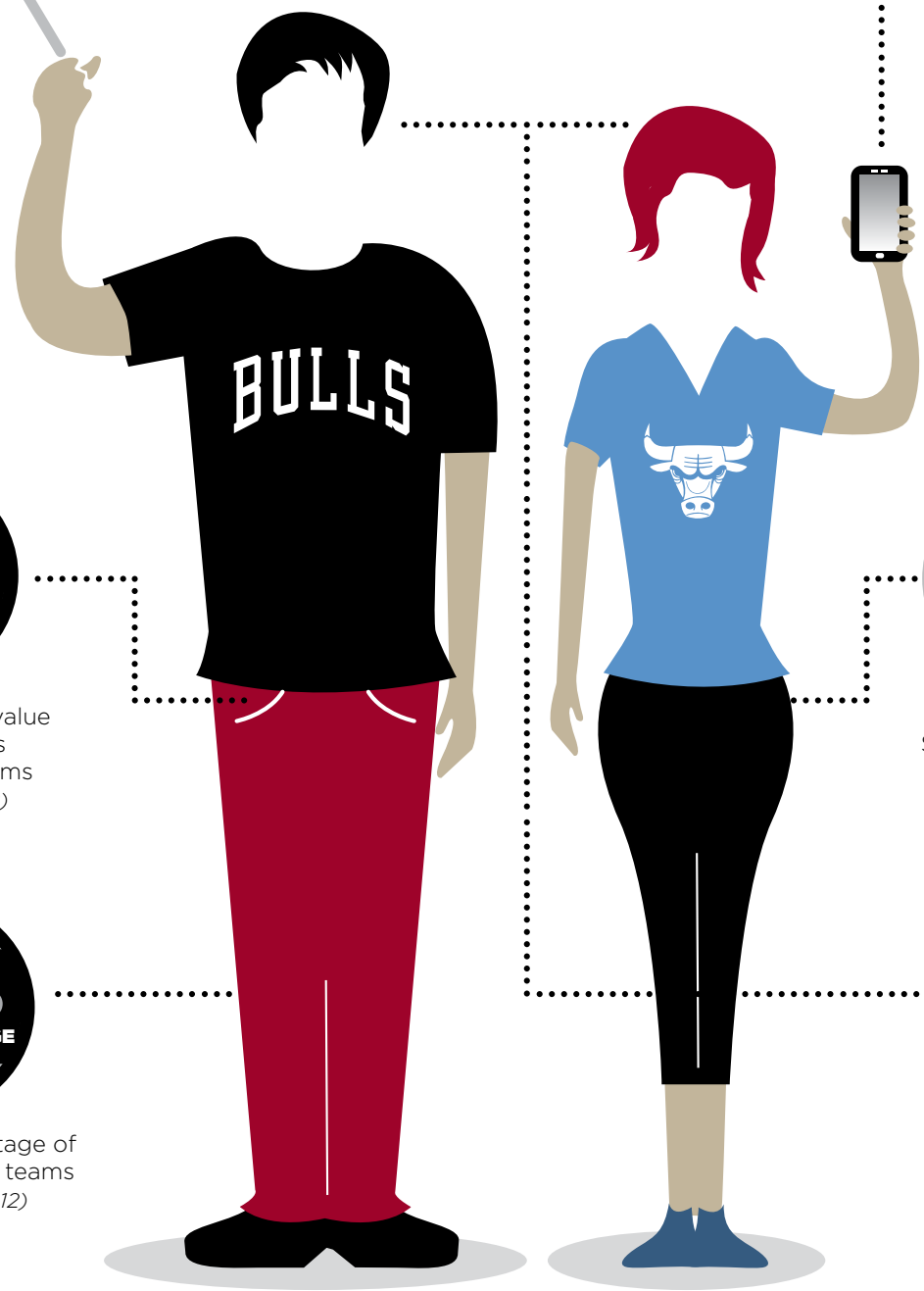
With 20% of the Season Ticket Holder base having their seats for 20+ years

**46%**  
18-24 AGE RANGE

Highest fan percentage of the Chicago sports teams  
(Scarborough 2012)

**48%**  
COLLEGE EDUCATED

#1 in category across Chicago sports teams  
(Scarborough 2012)



*Your kind of*

# SPORTS TOWN



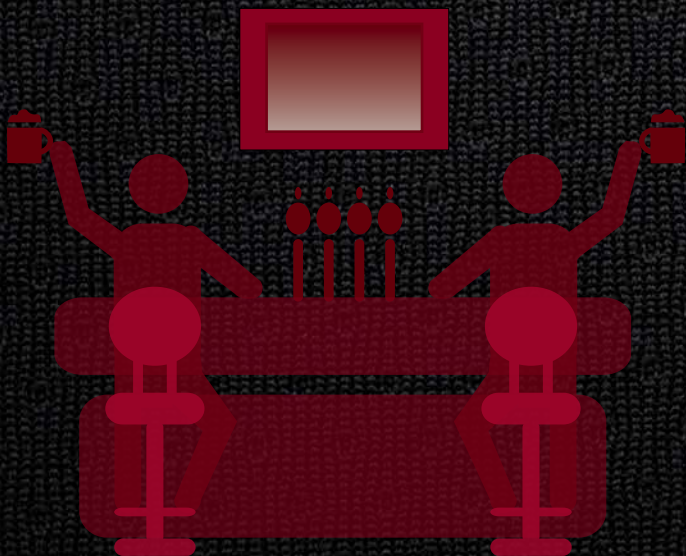
# 8 MILLION

Tickets purchased per year by Chicagoans to sporting events



# SECOND

most sports bars in the United States



# THIRD

largest media market in the U.S.





# CORPORATE SOCIAL RESPONSIBILITY

As part of the community for more than 47 years, the Chicago Bulls have a responsibility and a desire to provide necessary resources to families and children in need. The Bulls organization works through our team charity, Chicago Bulls Charities, and our Community Relations Department to actively support organizations that are focused on youth education, health and wellness, and violence prevention.





# YOUTH EDUCATION



# HEALTH AND WELLNESS



# VIOLENCE PREVENTION



# SPONSORSHIP OPPORTUNITIES

We are constantly expanding our marketing assets to provide value and to supplement our more traditional assets in high demand by our partners. But the REAL POWER comes when each package is customized to meet our sponsors' needs.





# BULLS IN-ARENA SIGNAGE



# PROMOTIONS



# INTERACTIVE



# VIP EXPERIENCE OPPORTUNITIES



# MEDIA & ADVERTISING



# BULLS ENTERTAINMENT NETWORK



# UNITED CENTER SIGNAGE



# IN-ARENA SIGNAGE



By exposing your brand to 20,000+ fans per game (~500,000 unique fans per season) and millions of others watching on TV, in-arena signage provides a powerful opportunity to increase your presence and promote awareness among fans. In-arena signage gives sponsors the flexibility to use more national or targeted campaigns in an array of locations, sizes and formats.





**200-LEVEL LED BOARDS**



**TUNNEL BANNERS**



**COURTSIDE TV VISIBLE LED SIGNAGE**



# IN-ARENA PROMOTIONS

In-stadium promotions provide sponsors with targeted, entertainment-rich interaction with fans, an added touch point to increase brand visibility and drive preference.

## **Promotional Night Giveaway Benefits:**

- **United Center Marquee**
- **TV and Radio Drop-ins**
- **Benny the Bull Appearance**
- **Print Publication Promotion**
- **Press Release**
- **Honorary Game Ball Presenter & Ballperson**
- **United Center Suite**
- **PA and Scoreboard Announcements**
- **Game tickets & Pregame Meal**
- **Scoreboard Recognition**





**PREMIUM PROMOTIONAL ITEM EXAMPLES**



**UNITED CENTER SUITE**



**GAME BALL PRESENTER OPPORTUNITY**



# INTERACTIVE

A sponsor's presence on a Chicago Bulls interactive channel allows them to reach some of the most desirable fans in visually captivating and targeted ways.



# BULLS.COM

Ranking in the top 3 among NBA Team web sites.  
Generate more than 5 million monthly page views.



**AVENUES OF EXPOSURE:** Facebook, Twitter, Google +

## BULLS TV PREGAME LIVE

Live on Bulls.com prior to every home game, a web-streaming simulcast of the Bulls radio pregame show.



**AVENUES OF EXPOSURE:** Facebook, Twitter, Google + Plus, Instagram, Bulls Mobile Alerts, MyBulls E-Newsletter



## BULLS TV V.O.D.

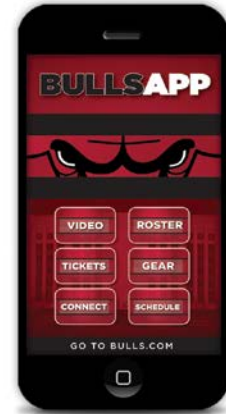
Emmy-nominated in-house production team creating 500+ original on demand videos annually.



**AVENUES OF EXPOSURE:**  
Bulls.com, Twitter, Instagram

## BULLS MOBILE APPS

Coming in the 2013-14 season, this comprehensive app for smartphones will give Bulls fans one-touch access to everything from merchandise to video streams.



**AVENUES OF EXPOSURE:**  
Facebook, Twitter, Google+, Bulls.com, Bulls Mobile Alerts, Bulls TV Pre-Roll Ads

## SOCIAL MEDIA ACTIVATION

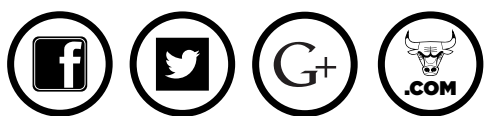
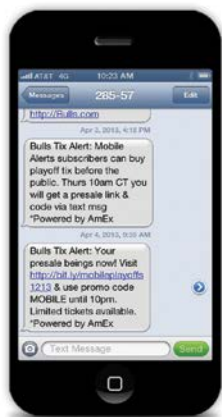


**AVENUES OF EXPOSURE:** Bulls.com, Facebook



## BULLS MOBILE ALERTS

Bulls fans can customize mobile alert options including game scores, player stats, breaking news, broadcast reminders, even close game & overtime alerts.



### AVENUES OF EXPOSURE:

Facebook, Twitter, Google +, Bulls.com

## MYBULLS

An e-newsletter distributed to approximately 90,000 subscribers every game day.



### AVENUES OF EXPOSURE:

Bulls.com, Bulls TV

## BULLS.COM FEATURE PAGE



**AVENUES OF EXPOSURE:** Bulls.com, Twitter, Facebook





# SOCIAL MEDIA







**FACEBOOK**

**8.8 MILLION**

“Likes” ranks second in the NBA, second in team sports in North America



**TWITTER**

**20,000+ TWEETS**

The most active on Twitter of the top five most popular teams



**INSTAGRAM**

**312,000**


Followers ranks second among all NBA teams



**PINTEREST**

**TOP 2**

Most followed NBA team



# VIP EXPERIENCE OPPORTUNITIES



## **COURT OF DREAMS**

You and your group of 25 can play a basketball game on the famed United Center floor. Your teams will even be coached by Bulls alumni, coaches or broadcasters. After your game, enjoy dinner in the United Center banquet room, followed by 100 level tickets for you and your guests to that night's Bulls game.

## **PREGAME CHALK TALK**

Receive key insight on the game night's match up from a Bulls celebrity. After the Chalk Talk session, you and your guests will enjoy the game in a Penthouse suite.



Bill Wennington looks on as employees of Anheuser-Busch square off in a Court of Dreams VIP Experience.



# MEDIA

ESPN Radio 1000 is the exclusive radio home for every Bulls regular season and playoff game. Fans tune in for live sports talk and play by play from the voice of Bulls radio, Chuck Swirsky, together with color analyst and three-time NBA champion, Bill Wennington. The pair, along with pre/half/post game host Steve Kashul, continues to deliver their unique brand of entertainment to complement the excitement of the on-court action.

## **OPPORTUNITIES:**

- Radio Remotes
- :30 advertising spots
- Live Reads
- Promotional Drop-ins
- Sponsored Billboards
- Custom features
- Broadcaster and player endorsements







# BULLS ENTERTAINMENT NETWORK

You've seen them captivate the crowd at halftime and during breaks in the action - now you can associate your brand with that excitement. The Bulls Entertainment Network (BEN) generates a buzz among fans that can benefit all sponsors.



CORPORATE PARTNERSHIPS **OPPORTUNITIES** • ENTERTAINMENT NETWORK



*The Bull, The Myth*  
**THE LEGEND**

There's no question he's the most recognizable and beloved mascot in Chicago. Benny the Bull has been entertaining Bulls fans for years, whether it's draining half-court shots, showing off his dance moves, leading organized cheers, or playfully engaging with kids and adults alike. Benny is the consummate entertainer, both in the United Center and out in the community, and provides a unique opportunity for sponsors to communicate with fans.



CORPORATE PARTNERSHIPS OPPORTUNITIES • ENTERTAINMENT NETWORK



BENNY AND THE ELEVATORS

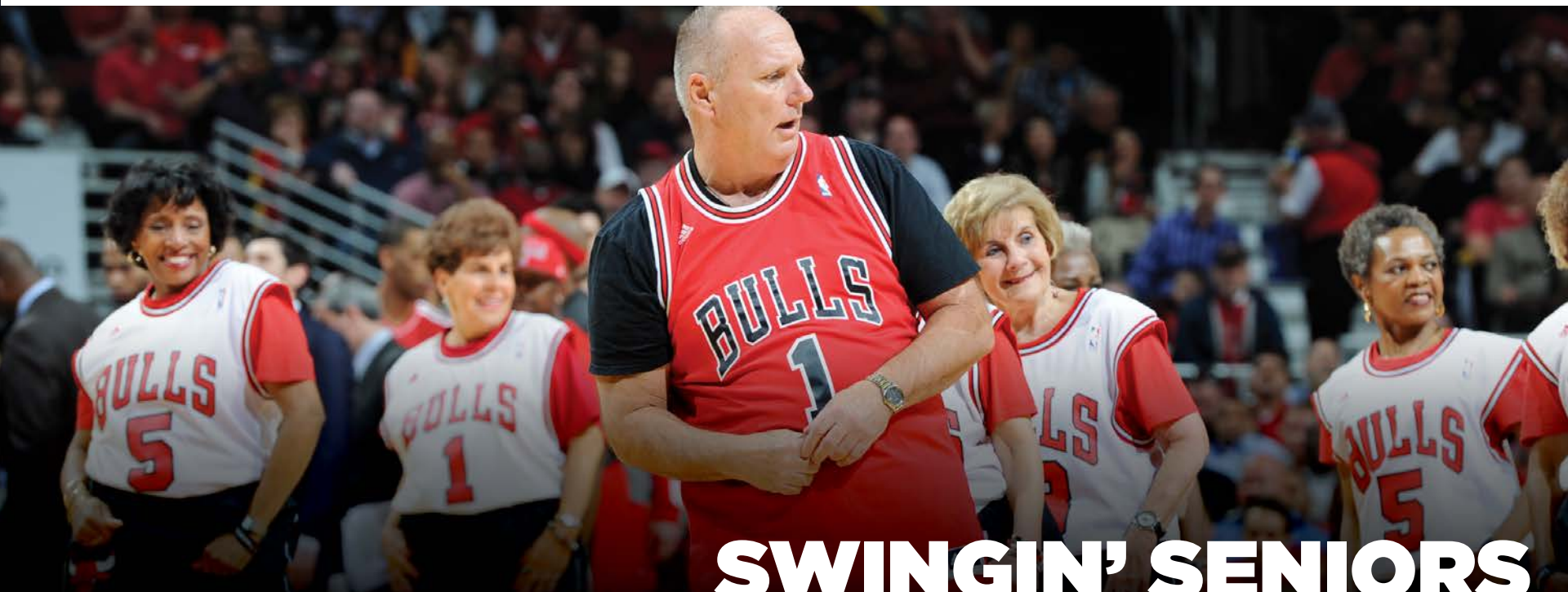


STAMPEDE DRUM LINE





**BULLSKIDZ**



**SWINGIN' SENIORS**



**LUVABULLS**



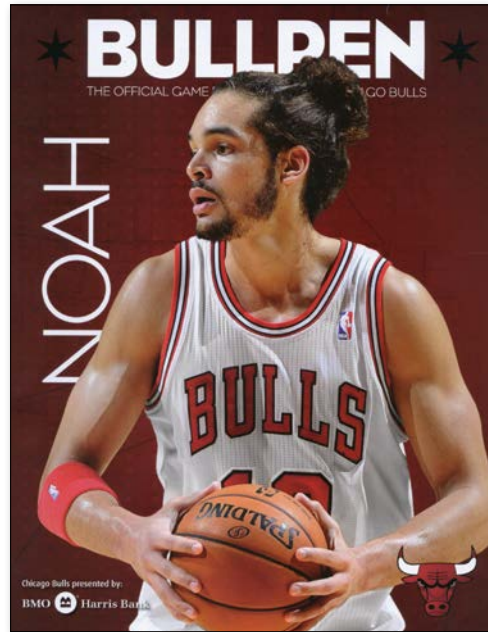
# PRINT ADVERTISING

The Chicago Bulls extensive print portfolio provides advertising opportunities to sponsors looking to reach season ticket holders, executive suite holders, corporate partners and our avid fan base.

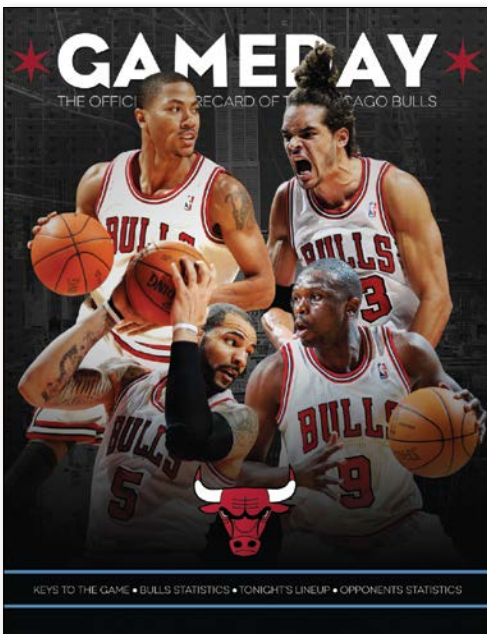




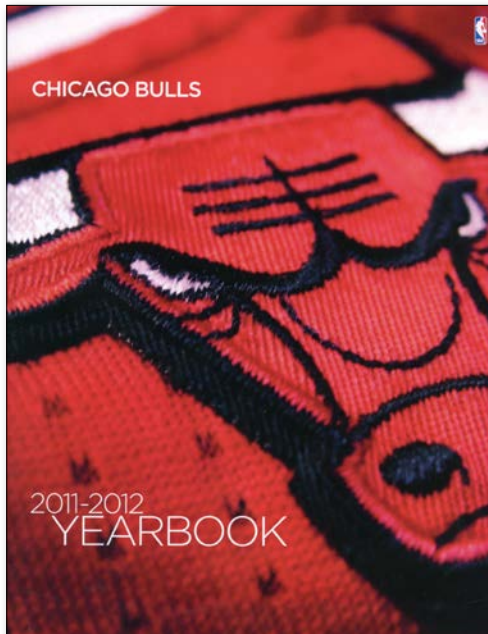
**BASKETBALL MAGAZINE**



**BULLPEN: THE OFFICIAL GAME PROGRAM**



**GAMEDAY PROGRAM INSERT**



**OFFICIAL BULLS YEARBOOK**



**POCKET SCHEDULE**



**OFFICIAL BULLS CALENDAR**



# UNITED CENTER SIGNAGE



United Center signage provides even greater exposure as it remains visible during Blackhawks games and many special events. Whether it's the state-of-the-art scoreboard that captivates fans' attention, 300-level LED boards that allow customized/animated text messaging to better express your message, or concourse signage viewed by thousands of fans throughout the game, United Center signage is a highly-sought opportunity.



**300-LEVEL LED BOARDS**



**SCOREBOARD SIGNS**



**CONCOURSE SIGNAGE**



**OUTDOOR MARQUEE SIGNAGE**





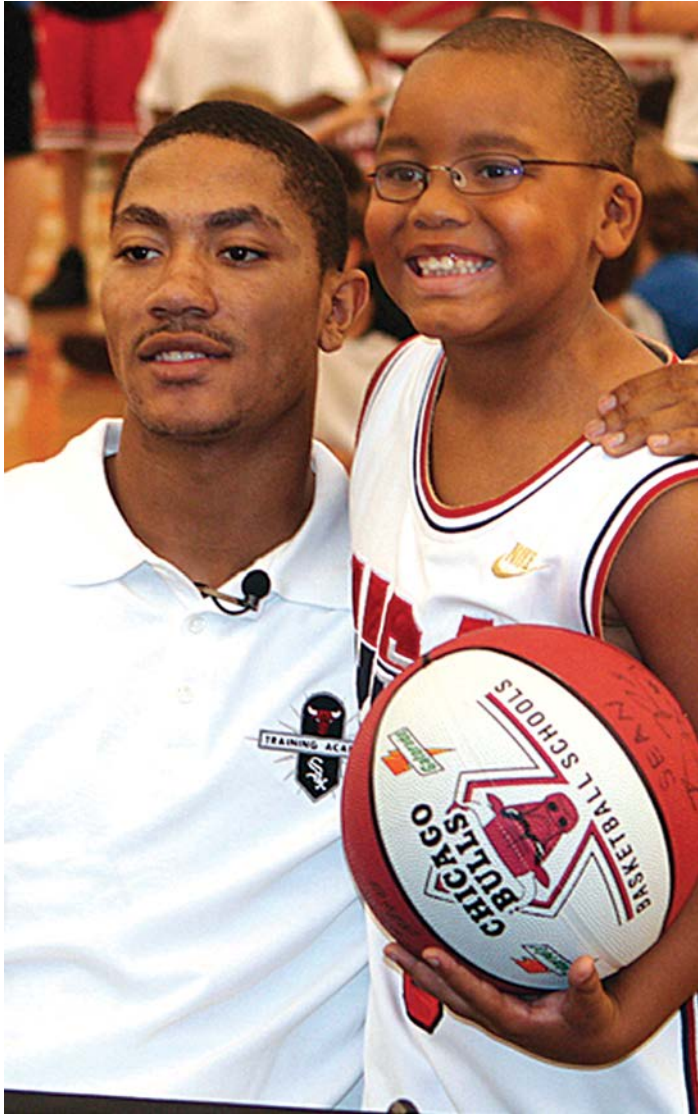
# BULLS/SOX ACADEMY



CORPORATE PARTNERSHIPS **OPPORTUNITIES** • BULLS/SOX ACADEMY

The Bulls/Sox Academy, located in the western suburb of Lisle, hosts nearly 300,000 visitors and 270 youth baseball and basketball camps each year.





**PLAYER APPEARANCES**



**EXPERT INSTRUCTION**



**BASKETBALL CAMPS**



**BASEBALL CAMPS**



# CONTACT

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