PARTNERSHIP OPPORTUNITIES at the GENE POLISSENICENTER
UNPARALLELED PARTNERSHIP OPPORTUNITIES

All partnership opportunities are completely customized to the needs of each company’s marketing and advertising goals. If you’re feeling creative or want to do something a little more unique, give us a call! The opportunities are endless with our creative sponsorship team.

FEATURED SIGNAGE OPPORTUNITIES

DASHER BOARDS
Dasher board signage lines the perimeter of the ice, putting your company in the middle of the action and providing maximum exposure during all home games. Your company’s dasher board signage will be viewed live by thousands of fans at the arena and on television broadcasts, news highlights, and print media coverage by viewers at home.

EXIT HEADER SIGNAGE
Our exit header signage features permanent signs available inside the seating bowl of the arena. Exit headers offer companies exposure not only as the fans take their seats, but visibility from fans sitting across the venue facing the sign as well.

CONCOURSE AND STAIRWELL SIGNAGE
Have your company’s logo/message directly in the main concourse! Concourse signage spaces include areas near entrances, concession stands, restrooms, stairwells, or in our exclusive Club Lounge. Concourse signage offers your permanent sign visibility in all high traffic areas within the arena during all events throughout the year.

BACKLIT SIGNAGE
Backlit signage will display your company’s message dramatically in lights. Opportunities for this type of permanent signage exist throughout the venue, and are visible for all events.

FEATURED MEDIA OPPORTUNITIES

TELEVISION & RADIO BROADCAST ADVERTISING
Advertise your business in all home and away in-game broadcast productions. All RIT hockey games are both televised live on Time Warner Cable, as well as on RIT’s official radio station (WITR, 89.7 FM)

Television and radio advertisements include:
• 30 second commercial spots.
• In-game features.
• Opening and closing billboards.

BANNER ADVERTISEMENTS AND WEB LINKS
Put your company in front of the eyes of thousands of ticket purchasers and web users with banner ads and web links. Our online ad spaces display prominently on the home page, making your business just a click away.

MOBILE APP ADVERTISEMENTS
Display your company digitally through the Gene Polisseni Center mobile app! In house fans and those who couldn’t make it to the game will be utilizing the app for game info, score updates, and more...putting your company logo in the heart of the information.
**FEATURED PRINT OPPORTUNITIES**

**GAME DAY PROGRAM**
The gameday program is a fan favorite! This keepsake features advertisements, statistics, player photos, action photographs, player profiles, and articles. By advertising in our program, your business can be part of a long-lasting souvenir for thousands of fans per year.

**POCKET SCHEDULES**
Pocket schedules are the best way to keep current with the RIT men’s and women’s hockey schedules! Thousands of pocket schedules are distributed throughout the community each year, and contain a full season schedule for each team, venue information, ticket info, promotional events, and major sponsor advertising. This is a great way to get your company’s message in front of hockey fans throughout the Rochester community.

**FEATURED PROMOTIONAL NIGHTS AND GIVEAWAYS**

**GIVEAWAYS AND PROMOTIONAL NIGHTS**
Be a part of the pregame action and have your business message and products in the hands of thousands of fans. Sponsoring a giveaway item gets your message on a keepsake that the fan will hold on to longer after the clock runs out.

**IN-GAME PROMOTIONS**
Be a part of our in-game entertainment! In-game promotions allow your company a chance to be featured during timeouts and intermissions in one of our in-house games and contests!

**SAMPLING AND CONCOURSE DISPLAYS**
Sampling and concourse displays allows your business the chance to get brochures, product samples, and other marketing collateral in the hands of our fans through distribution at the doors as they enter. Turn our fans into your customers!

**IN HOUSE P.A. ANNOUNCEMENTS**
In-house P.A. system announcements allow you to get your message read by our announcer during each home game. Your company logo will be visible on the video board to thousands of fans as they hear a detailed announcement about your business.

**FEATURED TICKETING ADVERTISING OPPORTUNITIES**

**BACK OF TICKETS**
Put your company logo, coupon or message directly on the back of our tickets. Each fan needs a ticket to get into the game, which means each fan will have your advertisement in their hands.

**LOYALTY BENEFITS**
Be a part of our brand new fan loyalty program. Loyalty program sponsorships include the ability to offer a product or service at a discounted rate to our fans. Weekly emails go out to the fans with your special offer, which drives traffic to your business.

---

**QUICK SHOT**

- Opening fall 2014.
- 112,400 square foot facility.
- 35 hockey events annually.
- Hockey capacity: 4,300.
- Concert capacity: 5,980
With 14 NCAA tournament appearances, nine appearances at the “Frozen Four,” and two National Championships, the RIT Hockey Program has been a tradition of excellence that has bred success throughout the last 50 years. RIT hockey has been one of the leading unifying forces of students, faculty, staff, alumni, and the Rochester community, and continues to remain one of the leading entertainment entities on campus.

Ritter Arena, one of the original pieces of architecture of the campus, has been the home to the men’s and women’s hockey teams since 1968. Ritter’s electrified atmosphere is what sets it apart: from the energy of the pep band and the wild student section to the heart that the team shows on the ice, the venue has an undeniable energy that has created a buzz and level of excitement on campus and within the Rochester community. People want to be a part of it; they want to be there. However, with only 2100 seats, the games sell out quickly, and fans are often turned away due to the limited seating capacity.

In 2014, this tradition of excellence will be moved to a brand-new, multifunctional arena on campus with double the seating capacity. Gene Polisseni, a prominent businessman and avid sports fan, set the new arena in motion with a generous $4.5 million dollar donation. Since that donation, ground broke during RIT’s 2012 homecoming weekend, and construction of the venue has been underway with an opening date set for fall 2014. The Gene Polisseni Center will meet the needs of the nationally-recognized men and women’s hockey programs—and the fans. With double the seating capacity, luxury suites, and a variety of dining options, the Polisseni Center will not only allow MORE fans to experience RIT hockey, but will also enhance the overall fan experience. The Gene Polisseni Center is committed to providing an atmosphere that echoes the experience of Ritter Arena with new enhancements that are sure to excite and entertain.

FOR MORE INFORMATION

JORDAN STEFFAN
Assistant Director, Sales and Marketing
585-475-3980
jordan.steffan@rit.edu