



PNE OPPORTUNITIES FORM

Hyatt Regency Dallas—300 Reunion Boulevard—Dallas, Texas 75207
 Landmark Ballroom—Saturday, February 5, 2011—2:00pm to 6:00pm
 Vendor Booths | Branding | Business Development | Marketing | Networking

1. Please provide the requested company information requested below.

Company:

Website:

Contact Person:

Title:

Phone:

Email:

2. Check the box most reflective of your interest; customized packages available upon request.

<input type="checkbox"/> <p style="text-align: center;">Title-\$150,000 *Primary Marketing Benefits*</p> <ul style="list-style-type: none"> -24 x 8 display area; first choice of booth location -Naming Rights: NFL Calendar of Events, Super Bowl Game Program, Super Bowl Websites and all marketing collateral -First Right of Refusal as Title Sponsor the following year -Customized advertising campaign leveraging all PNE assets -Two-minute visual marketing spot on PNE Video Loop -Logo and hotlink on event website and all marketing collateral -Fifteen minutes to address all PNE attendees -Fifteen minutes to speak during live PNE Radio Broadcast -One hour "group-pitch" meeting with ten (10) targeted players 25 PNE Invitations & The Following Weekend Benefits -10 Super Bowl Game Tickets; 10 PNE Dinner Invitations -10 Super Bowl Game Programs; 10 PNE Gift Bags -10 Player of Year Awards Tickets; six Sporting Clays Tickets -1 Super Bowl Helmet and one Super Bowl Football -5 Hotel Rooms; Hyatt Regency Dallas <p style="text-align: center;">--only one opportunity available--</p>	<input type="checkbox"/> <p style="text-align: center;">Presenting-\$75,000 *Primary Marketing Benefits*</p> <ul style="list-style-type: none"> -16 x 8 display area; location prioritized by commitment date -Presented By mention: PNE Invitations & Program Brochure -Presented By mention on mass mailings to active & retired players -First Right of Refusal as Presenting Sponsor the following year -Customized advertising campaign leveraging limited PNE assets -One-minute visual marketing spot on PNE Video Loop -Logo and hotlink on event website and all marketing collateral -Seven minutes to address all PNE attendees -Seven minutes to speak during live PNE Radio Broadcast -Thirty minute "group pitch" meeting with five targeted (5) players 10 PNE Invitations & The Following Weekend Benefits -6 Super Bowl Game Tickets; 6 PNE Dinner Invitations -6 Super Bowl Game Programs; 6 PNE Gift Bags -6 Player of Year Awards Tickets; six Sporting Clays Tickets -1 Super Bowl Helmet or 1 Super Bowl Football -3 Hotel Rooms; Hyatt Regency Dallas <p style="text-align: center;">--up to three opportunities available--</p>
<input type="checkbox"/> <p style="text-align: center;">Official-\$12,500 *Primary Marketing Benefits*</p> <ul style="list-style-type: none"> -8 x 8 display area; location prioritized by commitment date -Reference: PNE Invitations & Event Program -Reference: mass mailings to active & retired players -Fifteen second logo exposure on PNE Video Loop -Reference on event website; selected marketing collateral exposure -Promotional mention during PNE -Three minutes to speak during live PNE Radio Broadcast 8 PNE Invitations & The Following Weekend Benefits -Two Super Bowl Game Tickets; 2 PNE Dinner Invitations -4 Super Bowl Game Programs; 4 PNE Gift Bags -1 Super Bowl Mini-Helmet -1 Hotel Room; Hyatt Regency Dallas <p style="text-align: center;">--up to 10 opportunities available--</p>	<input type="checkbox"/> <p style="text-align: center;">Associate-\$2,750 *Primary Marketing Benefits*</p> <ul style="list-style-type: none"> - 6 x 6 display area; location assigned by Troupe21 -Reference: PNE Invitation & Program -Reference: mass mailings to active & retired players -Five second logo exposure on PNE Video Loop -Reference on event website; limited marketing collateral exposure -Promotional mention during PNE -Company mentioned during live PNE Radio Broadcast 4 PNE Invitations & The Following Weekend Benefits -2 Super Bowl Game Programs; 1 PNE Gift Bags -1 PNE branded keepsake -Opportunity to purchase PNE Dinner Invitations -Hyatt Regency Dallas or Crown Plaza West End purchase option <p style="text-align: center;">--up to 50 opportunities available--</p>
<input type="checkbox"/> <p style="text-align: center;">Advertising Sponsor-\$5,000 Co-Developed & Customized Marketing Internet, Radio, Television, Print, Onsite --up to twenty (20) opportunities available--</p>	<input type="checkbox"/> <p style="text-align: center;">Awards Sponsor-\$5,000 2010 Entrepreneurship, Employment, Philanthropy Active and Former Player Recipients --up to 10 opportunities available--</p>
<input type="checkbox"/> <p style="text-align: center;">Premium Sponsor-Value To Be Determined Apparel, Food, Beverage, Advertising, Travel, Etc. Any Product or Service that Adds Value to the Event --up to 10 opportunities available--</p>	<input type="checkbox"/> <p style="text-align: center;">Corporate Introduction-\$1,000 Entry into Raffle for Two Super Bowl Game Tickets Four PNE Invitations --up to 200 opportunities available--</p>

3. Please fax this form to 888 298-1113 or scan and email to guy.troupe@nflalumni.com.