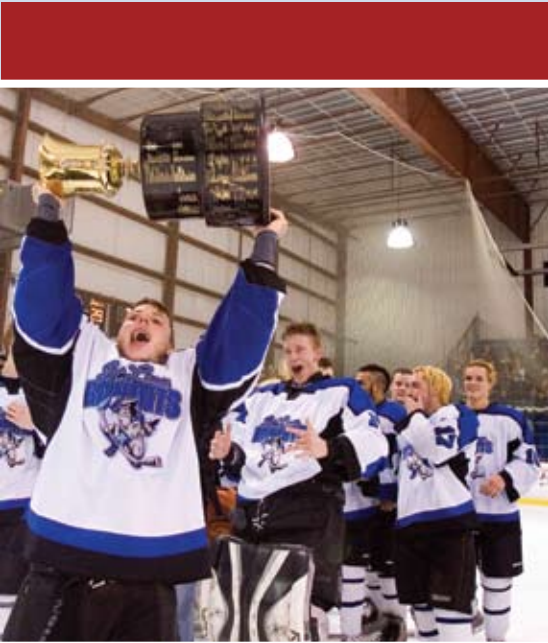


SEPTEMBER 17-21, 2008
SCHWAN SUPER RINK
BLAINE, MINNESOTA



ADVERTISING
& MARKETING
GUIDE



Sponsorship Opportunities

Title Sponsor

Have your company's name tied to everything and anything that is NAHL Showcase and NAHL Future Prospects Tournament! As the events' title sponsor, the NAHL Showcase and NAHL Future Prospects Tournament will carry your company's name and logo wherever it goes, from print to Web to on-site signage. Your company's logo will be incorporated into the official NAHL Showcase and NAHL Future Prospects Tournament logos, and you'll enjoy 4-color, full-page back cover positioning in the NAHL Showcase program, as well as top-fold banners on all pages of NAHL.com, NAHLShowcase.com and NAHLFutureProspects.com. Dasher boards are another effective way to maximize your company's exposure, and you'll be right on top of all the action with a board (32" high x 8' wide) in all eight rinks for the entire event at or near center ice facing the Showcase crowds. Opportunities are also wide open for interactive events with the thousands of Showcase players, parents, fans and scouts at the Super Rink during the five-day gala, bringing you face-to-face with a brand-loyal audience. Your company will also have naming rights to the NAHL All-Showcase Team and the NAHL Showcase MVP award, as well as the NAHL All-Future Prospects Team and the NAHL Future Prospects MVP award.

Investment: \$10,000*

Ticket Backs

Get your company's message across loud and clear to the anticipated Showcase crowd of over 7,000, including players, parents, fans, team personnel, scouts and media who are required to wear and carry their tickets/passes throughout the entire event. Short and sweet, your ticket back advertisement will receive undivided attention and action. Your ticket back sponsorship also includes a full-page ad insertion in the NAHL Showcase program, as well as a banner link on all pages of NAHL.com, NAHLShowcase.com and NAHLFutureProspects.com.

Investment: \$5,000

* production costs apply

By The Numbers

78 teams
from across the country!

1,900+
participating players!

200+
players from Minnesota!

7,000+
in overall attendance!

200+
college and NHL scouts!

Interested?

Contact: Brian McDonough
Director of Marketing and Communications

phone: 612.929.2171
e-mail: bmcdonough@nahl.com

Ticket Lanyards

Anything but a pain in the neck, ticket/pass lanyards are an affordable, creative way to blast your brand/ Web site to the anticipated Showcase crowd of over 7,000, including players, parents, fans, team personnel, scouts and media. Your ticket/pass lanyard sponsorship also includes a half-page ad insertion in the NAHL Showcase program, as well as a banner link on all pages of NAHL.com, NAHLShowcase.com and NAHLFutureProspects.com.

Investment: \$2,000*

Dasher Boards

Nothing smells of hockey quite like a dasher board, one of the most traditional and effective forms of sponsorship on ice. At 32" high x 8' wide, your company will receive prime exposure with a board in all eight rinks for the entire event at or near center ice facing the Showcase crowds. Your dasher board sponsorship also includes a half-page ad insertion in the NAHL Showcase program, as well as a banner link on all pages of NAHL.com, NAHLShowcase.com and NAHLFutureProspects.com.

Investment: \$1,000*

Exhibit Booth

Nothing beats developing relationships with a captive, hands-on audience. Display your company's product or service personally in the upper level of the Super Rink - the highest traffic area in the entire facility - with a 9 foot table for the entire five days of the event. Your exhibit booth sponsorship also includes a half-page ad insertion in the NAHL Showcase program, as well as a banner link on all pages of NAHL.com, NAHLShowcase.com and NAHLFutureProspects.com.

Investment: \$500

Banners

Hang your company's message high and proud with a banner facing the Showcase crowds in all eight rinks for the entire event. Your banner sponsorship also includes a half-page ad insertion in the NAHL Showcase program, as well as a banner link on all pages of NAHL.com, NAHLShowcase.com and NAHLFutureProspects.com.

Investment: \$500*

Program Ads

A must-read for all Showcase participants, parents, fans and scouts, the NAHL Showcase program is sure to be in the hands of everyone in attendance throughout the week. With rosters, schedules, feature stories and more, the program serves as the authoritative voice for the entire event. Your ad insertion also includes a banner link on all pages of nahlshowcase.com and nahlfutureprospects.com.

Full page: \$549

Half page: \$399

Quarter page: \$199



The North American Hockey League

The North American Hockey League, the only USA Hockey-sanctioned Tier II Junior A league boasting 19 teams from across the country, including the esteemed USA Hockey National Team Development Program, prides itself on the social maturity and skill development of student-athletes ages 16-20 with aspirations of advancing to collegiate and/or professional hockey. Last season alone, over 100 players with NAHL ties made commitments to NCAA institutions to further their athletic and academic careers, while 11 others with NAHL experience were selected in the 2008 NHL Entry Draft. Hundreds of NAHL alumni are making an impact on the ice in the collegiate ranks, while hundreds of others are playing professionally, including 2008 NHL Rookie of the Year Patrick Kane.

The NAHL Showcase

Celebrating its 6th Anniversary this fall, the NAHL Showcase has evolved into one of hockey's most prestigious and well-attended events of the entire season. For scouting purposes, the four-day event is a can't-miss for every NCAA program and NHL team as they get their first look at some of the best and brightest hockey talent North America has to offer.

The NAHL Future Prospects Tournament

From its modest beginnings four years ago, the NAHL Future Prospects Tournament has expanded to 58 teams this season. Boasting top players ages 14-16 from across North America with hundreds of junior, college and professional scouts gathered under one roof, the NAHL Future Prospect Tournament offers prime exposure at all levels.

The Super Rink

Located in the northern Minneapolis-St. Paul suburb of Blaine, Minnesota, the Schwan Super Rink is the largest ice arena of its kind in the world. The state-of-the-art facility, a \$21 million project totaling over 300,000 square feet, features eight sheets of ice under one roof. With all its varied amenities and services, the Schwan Super Rink is absolutely unique in the world of ice sport facilities.

Attendance

Traditionally, the NAHL Showcase has attracted over 5,000 people in overall attendance for the four-day event, including more than 200 college and professional scouts. With the expansion of the NAHL Future Prospects Tournament this year, that total is expected to exceed 7,000. In addition to the hundreds of Showcase players and staff members making their way to the Showcase - over 500 from NAHL teams; over 1,400 from Midget/Bantam teams - the event attracts families of the Showcase participants, as well as local players and families aspiring to play midget, junior and college hockey. And don't forget the hundreds of college, professional and junior scouts, media and other hockey industry personnel on hand to hobnob and do business while getting a look at hockey's next wave of young stars.

Audience Profile

With the majority of participants and spectators traveling from out of town, food and beverage, hotels and transportation are tops on the visitors' spending budget. A hockey-savvy audience, Showcase players, parents and coaches are also the purchasers of equipment, apparel and accessories to compliment their game on the ice. They are also keeping their eye out for the latest training and nutritional programs, as well as camps and clinics. And when their favorite team isn't chasing victory on the ice, the audience is hungry for entertainment away from the rink, whether it's a movie, bowling or sightseeing around the Twin Cities.

Media Coverage

In addition to the regular coverage it receives in individual NAHL team markets and on the league's official Web site (NAHL.com) and Showcase-specific sites (NAHLShowcase.com and NAHLFutureProspects.com), the media buzz surrounding the NAHL Showcase is revved up in and around the Twin Cities both leading up to and following the event. The NAHL's partnership with Let's Play Hockey Magazine, the No. 1 resource for hockey in Minnesota and beyond, guarantees effective distribution of all the latest and greatest Showcase news, including your company's message as a valued Showcase partner. The NAHL Showcase also flexes its media muscle through support from USA Hockey and Minnesota Hockey Magazine, local daily newspaper powerhouses in the Minneapolis-Star Tribune and St. Paul Pioneer-Press, and a number of TV, radio and Internet outlets in the Twin Cities and beyond.

TWIN CITIES AREA