



Advertising Opportunities - 2010-2011 Season
Access Some of the Most Favorable Demographic in Louisville





Facts and Figures - Inaugural Louisville Lightning Season

- Average attendance of over **1,000 spectators x 9 Games!**
- **Record attendance** of 1,547 spectators
- Total attendance of over 9,000 spectators
- Lightning e-newsletter with over 5,000 recipients
- Facebook page with over 3,000 interactive fans
- LouisvilleLightning.com receiving up to 1,000 hits daily
- Featured on local television news broadcasts such as WHAS 11, FOX 41, WAVE 3, and WLKY
- Featured in print and web publications such as The Courier Journal, The Voice Tribune, Louisville.com, Louisvillemojo.com, The Louisville Cardinal, The Turret, and El Dia En America
- PASL Eastern Division Runner-Up
- PASL Award Winners:
 - Scott Budnick - Coach of the Year
 - Safet Kovacevic - All-League First Team
 - Frank Peabody - Honorable Mention Goalkeeper
 - Adam Boyer - Honorable Mention Defender
 - John Kincheloe - All-League Second Team





Facts and Figures - Mockingbird Valley Sports Complex

- 1,500 visitors on any given Saturday (MVSC Youth Soccer)
- 4,000 visitors per week
- 100,000 visitors per year
- 5,000 players in our indoor leagues
- 5,000+ total unique visits on www.mockingbirdsoccer.net in two months
- 10,000+ total visits on www.mockingbirdsoccer.net in two months
- Over 500 Competitive Soccer Players in MVSC Select Program
- 34 Select Teams in 2009-2010 Season
- Louisville's Largest Select Program





Demographics Fact Sheet - Louisville Lightning/Mockingbird Valley Sports Complex

Sports Offered:

- Soccer
- Lacrosse
- Field Hockey
- Dodgeball

Leagues:

- Professional Arena Soccer League (PASL)
- Adult Recreational
- High School
- Youth Select and Recreational
- Lacrosse
- Field Hockey

Owners:

- Wayne Estopinal - The Estopinal Group
- Ted Nichols - McCormick Equipment

Heritage:

- 30 years in Louisville

Primary Demographic:

- Families with Children Under 13

Employment:

- 90% Employed Full-Time in Louisville and Surrounding Counties

Income:

- 90% have Household Incomes of \$65,000+ (30% Earn \$100,000+)



Advertising Opportunities -

Louisville Lightning/Mockingbird Valley Sports Complex

	Complex Advertising	Multi-Media Advertising	Lightning Game Day Program	Lightning Tickets/Parking	Additional Advertising
Title Advertising	-23'x11' Banner -8'x4' Primary Dasher on Each Playing Field	-Title Section of LL & MVSC Website's Home Pages	-Full Page Insert	-10 Season Tickets -4 VIP Parking Passes	-Front of Jersey -2 Game Sponsorship (Open and Closing Nights)
Platinum Advertising (Only 5 Available) \$5,000	-23'x11' Banner OR -Both Scoreboard Banners	-Logo on Platinum Banner of LL & MVSC Website's Home Pages	-Full Page Advertisement	-6 Season Tickets -2 VIP Parking Passes	-1 Game Sponsorship
Gold Advertising (Only 4 Available) \$3,000	-16'x4' Dasher on LL Match Field	-Logo on Side Banner of LL & MVSC Website's Home Pages	-Half Page Advertisement	-4 Season Tickets -1 VIP Parking Passes	
Silver Advertising \$2,500	-20'x6' Banner -8'x4' Dasher	-Logo on LL & MVSC Website's Home Pages and MVSC In-House Monitors			
Bronze Advertising \$1,500	-8'x4' Dasher on LL Match Field	-Logo Scrolling on LL's Website	-Fourth Page Advertisement	-2 Season Tickets -1 VIP Parking Passes	
Bird Advertising \$1,000	-8'x4' Dasher on MVSC Match Field/Kids Zone	-Logo on Sponsor Page of LL & MVSC Websites	-Logo on Sponsor Page		
Lightning Advertising \$500		-Logo on Sponsor Page of LL & MVSC Websites	-Logo on Sponsor Page	-2 Season Tickets	



Title Advertising

Complex Advertising:

- 23'x11' Banner on North Wall of Complex
- 8'x4' Dasher on Each Playing Field in Primary Spots

Multi-Media Advertising:

- Title Section of Louisville Lightning and Mockingbird Valley Sports Complex Websites on the Home Pages

Lightning Game Day Program:

- Full Page Advertisement

Lightning Tickets and Parking:

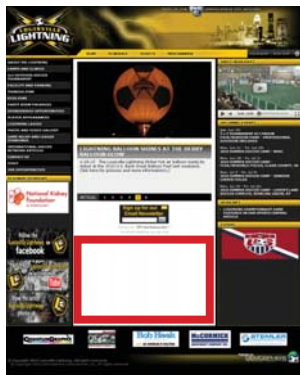
- 10 Season Tickets
- 4 VIP Parking Passes at Mockingbird Valley Sports Complex



Additional Advertising:



- Logo Featured on the Front of the Louisville Lightning's Official Game Jersey
- 2 In-Game Sponsorships (Open and Closing Nights)
 - Logo on All Print Advertising for Your Games
 - Featured Sponsor on Website and e-Newsletter for the Week Prior to Your Games
 - 1st and 3rd Quarter Break Promotional Opportunity
 - 4 PA Announcements (1 made each quarter)



Platinum Advertising

(Only 5 Available)

\$5,000

Complex Advertising:

- 23'x11' Banner on North Wall of Complex
- OR
- Both Scoreboard Banners on Lightning Match Field

Multi-Media Advertising:

- Logo on Platinum Banner of Louisville Lightning and Mockingbird Valley Sports Complex Websites on the Home Pages

Lightning Game Day Program:

- Full Page Advertisement

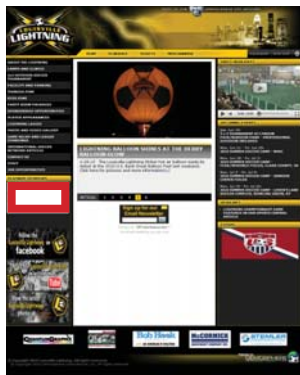
Lightning Tickets and Parking:

- 6 Season Tickets
- 2 VIP Parking Passes at Mockingbird Valley Sports Complex



Additional Advertising:

- 1 In-Game Sponsorships
 - Logo on All Print Advertising for Your Games
 - Featured Sponsor on Website and e-Newsletter for the Week Prior to Your Games
 - 1st and 3rd Quarter Break Promotional Opportunity
 - 4 PA Announcements (1 made each quarter)



Gold Advertising

(Only 4 Available)

\$3,000

Complex Advertising:

- 16'x4' Dasher on Lightning Match Field

Multi-Media Advertising:

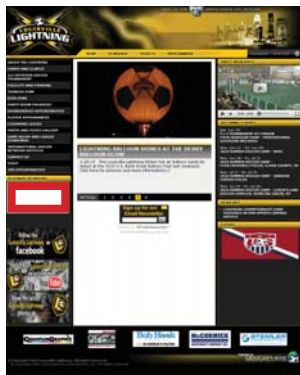
- Logo on Side Banner of Louisville Lightning and Mockingbird Valley Sports Complex Websites on the Home Pages

Lightning Game Day Program:

- Half Page Advertisement

Lightning Tickets and Parking:

- 4 Season Tickets
- 1 VIP Parking Passes at Mockingbird Valley Sports Complex



Silver Advertising

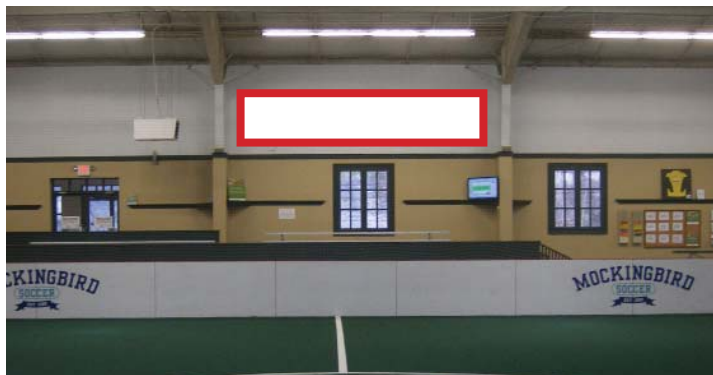
\$2,500

Complex Advertising:

- 20'x6' Banner on South Wall of Complex
- 8'x4' Dasher on Mockingbird Valley Sports Complex Match Field

Multi-Media Advertising:

- Logo on Louisville Lightning and Mockingbird Valley Sports Complex Websites on the Home Pages
- Logo on Mockingbird Valley Sports Complex's In-House Monitors



Bronze Advertising

\$1,500

Complex Advertising:

- 8'x4' Dasher on Lightning Match Field

Multi-Media Advertising:

- Logo on Scrolling on Louisville Lightning's Website on the Home Page

Lightning Game Day Program:

- Fourth Page Advertisement

Lightning Tickets and Parking:

- 2 Season Tickets
- 1 VIP Parking Passes at Mockingbird Valley Sports Complex



Bird Advertising

\$1,000

Complex Advertising:

- 8'x4' Dasher on Mockingbird Valley Sports Complex Match Field

Multi-Media Advertising:

- Logo on Sponsor Page of Louisville Lightning and Mockingbird Valley Sports Complex Websites

Lightning Game Day Program:

- Logo on Sponsor Page



Lightning Advertising

\$500

Multi-Media Advertising:

- Logo on Sponsor Page of Louisville Lightning and Mockingbird Valley Sports Complex Websites

Lightning Game Day Program:

- Logo on Sponsor Page

Lightning Tickets:

- 2 Season Tickets



A La Carte Advertising Opportunities - Louisville Lightning/Mockingbird Valley Sports Complex

Pocket Schedule and Poster Schedule:

\$2,000

\$1,000 for Existing Platinum Sponsors

- Your Logo Shown Prominently on All Pocket and Poster Schedules

Camp Sponsors:

\$2,000

\$1,000 for Existing Platinum Sponsors

- Your Logo on All Camp T-Shirts
- Your Logo Shown Prominently on Camp Brochures
- Your Logo and Website Link on Summer Camp Web Page
- Signage at All Camp Locations

Lightning Ladies Sponsor:

\$2,500

\$1,500 for Existing Platinum Sponsors

- Your Logo on Lightning Ladies' Warm-Up Suits
- Company Announced on Each Lightning Ladies PA Announcement During Games





With Our Unique Sponsorship Elements and Capabilities, We Can Customize a Program to Fit Any Budget and Marketing Plan!

Which Elements Fit the Best and Make the Most Sense in Your Budget and Marketing Plan?

Call Us to Discuss Making Your Opportunities Reality!

- **David Horne**
 - General Manager of Louisville Lightning
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 - E david.horne@louisvillelightning.com
- **Frank Peabody**
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www.mockingbirdsoccer.net



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