



Dear Friends & Supporters,

Jenna Communications is excited to share a great sponsorship opportunity with you. The Sports Cave is looking for sponsors for its highly publicized signing series which features Philadelphia sports celebrities like the Sixers’ Lou Williams, Phillies closing pitcher Brad Lidge, and Flyers Right Winger Max Talbot. These signing events have drawn huge crowds of Philadelphia sports fans, who are widely known as the most passionate fans of any city. These events not only attract zealous fans, but also news outlets like 6ABC, NBC10 FOX29, MYPHL, and Philadelphia blog sources including Philly Chit Chat and Philly Mag.

The Sports Cave is a family owned and operated retail store located on the first floor of the Shops at Liberty Place in Center City, Philadelphia which are frequented by more than 25,000 people every day (See Appendix A). The store originated from the obvious need for a place where Philadelphia sports fans could purchase collectables and souvenirs from their favorite sport teams. The store offers a variety of items for the office and household including authentic sports merchandise, vintage posters, books, custom framing, player signings and appraisals of memorabilia. Customers love the wide variety of gift items, great pricing and the convenient location. The Sports Cave also has a website where customers can view merchandise, buy memorabilia online, preorder tickets to events, and see promotions.

Visit the [Sport’s Cave Website](#).

Exhibition	Price	Impressions
<b>Banners in Rotunda</b> <b>Banner at 16<sup>th</sup> &amp; St. Entrance</b> <b>Entrance Signs</b>	<b>\$750 per week</b> <b>\$400 per week</b> <b>\$675 per week</b>	<b>25K Unique Visitors / 125K per week</b> <b>10-17K Daily Unique Visitors; Varies</b> <b>12-19K Daily Unique Visitors; Varies</b>
<b>Display in Rotunda</b>	<b>\$2,200 per day</b>	<b>125,000 Weekly Unique Visitors</b>
<b>Display 16<sup>th</sup> &amp; Chestnut St. Entrance</b>	<b>\$1,600 per day</b>	<b>105,000 Weekly Unique Visitors</b>
<b>Display Windows</b> <b>Display Windows</b>	<b>\$750 per month</b> <b>\$650 per month</b>	<b>Lower Level Patrons</b> <b>Upper Level Patrons</b>
<b>Table Tents</b>	<b>\$1,500 per month</b>	<b>80,000 Monthly Visitors; Varies</b>
<b>Enter to Win Box w/ Signage</b>	<b>\$750 per week</b>	<b>Varies</b>

## Sponsorship Packages:

### “Grand Slam Package” starting at \$7,500:

- Rotunda at the Shops at Liberty for the week (25,000 people daily).
- 30 tickets to the sports athlete signing to give away in a promotion (valued at \$75-90 per ticket).
- FB/Twitter promotion (reach 20,000)
- Email Blast (11,000 subscribers)
- Blog promotion on PhillyChitChat.com (135,000 monthly impressions)
- Signage in the Rotunda for 7 days.



Brad Lidge signs autographs for Phillies fans.

### “Home Run Package” starting at \$5,000:

- Rotunda at the Shops at Liberty for three days (25,000 people daily).
- 10 tickets to the sports athlete signing to give away in a promotion (valued at \$75-90 per ticket).
- FB/Twitter promotion (reach 20,000)
- Email Blast (11,000 subscribers)
- Blog promotion on PhillyChitChat.com (135,000 monthly impressions)
- Signage in the Rotunda for 7 days.



Flyers fans line up to meet Max Talbot.

### “Double Play Package” starting at \$1,500:

- Rotunda at the Shops at Liberty for one day or the day of the event
- 5 tickets to the sports athlete signing to give away in a promotion (valued at \$75-90 per ticket).
- FB/Twitter promotion (reach 20,000)
- Email Blast (11,000 subscribers)
- Blog promotion on PhillyChitChat.com (135,000 monthly impressions)
- Signage in the Rotunda for 7 days



Sixers point guard Lou Williams signs photos.

### Please Select ONE:

- “Grand Slam Package” \_\_\_\_\_
- “Home Run Package” \_\_\_\_\_
- “Double Play Package” \_\_\_\_\_



Phillies legend Larry Bowa signs a baseball.