



AT SAN JOSE

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January 28, 2010

Chris Morrisey
San Jose Arena Authority
525 W. Santa Clara Street
San Jose, CA 95113

Dear Chris:

In accordance with the requirements of the San Jose Arena Management Agreement, we hereby submit our current advertising plan relating to advertising in and around HP Pavilion.

Please be advised that the advertising plan is consistently being reviewed and there is potential to submit changes in the near future.

Sincerely,

Jim Goddard
Executive Vice President and
General Manager

JG:rg
Attachment

cc: Don Gralnek

Advertising, Trade Marks and Trade Names

Paid Advertising

Concourse Level

- 16 –two sided back list pendant mounted ad signs in the concourse –each panel 4’X12’
- 8 single faced exterior illuminated ad panels above exits –each panel 16’X16’
- 8 single faced exterior illuminated ad panels above concessions stands – each panel approximately 16’X16’
- 32 back lit signs, each measuring 4’X8’ affixed to gray brick areas adjacent to food and beverage service carts per November 26, 2003 Arena Authority memo. (Future)

Seating Area

- Four sided center hung large screen video scoreboard
 - Video screen 212.16” X 287.04”
 - Upper ring 6’ X 145’
 - Middle ring 4’ X 134’
 - Lower ring 3’ X 82’
 - HP Signs 53.4” X 290.54”
- Hockey dashers –36 ad panels 2’ 6”X12’ each
- Balcony fascia Fascia 3’ X 928’
- Scorers table and penalty box
- Team benches
- Ice resurfacing machines
- Ads in the ice according to NHL rules
- 1 lit ad panel 2’X5’ above Sharks vomitory Sharks Locker Room 56” X 33”
- 1 rotating ad panel 2½’X12’ above Zamboni vomitory
- 4 back lit ad panels 2’X4’6” above arena level vomitories
- VOM 103 48” X 28”

Advertising, Trade Marks and Trade Names

Trade Marks and Trade Names

City approval is sought only for the locations (and not the design or graphics) of the following trade marks and trade names.

Arena Level

- Sharks logo at Sharks dressing room entrance in the arena level corridor and vomitory
- SVSE and related trademarks behind the reception desk in the administrative office

Club Level

- Store front at Sharks Store inside southeast entry
- Club entrances at southeast and northwest entries
- Above Club bars and Club vomitories in Club

Concourse Level

- One (1) automated teller machine inside each entrance
- One (1) automated teller machine outside next to Tickets South
- Merchandise associated with events at the Arena
 - Four (4) permanent merchandise locations –concourse level
 - Four (4) semi-permanent merchandise locations –concourse level
 - Two (2) auxiliary merchandise locations –(penthouse level)
 - Portable auxiliary merchandise locations –(concerts and some other events)
- Brand name/trade name above concession locations per Agreement to Enter and including concession area enhancements as outlined in November 26, 2003 Arena Authority memo.

Exterior

- Restaurant entry at Santa Clara St.
- Store front at Sharks Store on Santa Clara St.
- LED marquee – 18' X 19'

Penthouse Level

- Suite holder identification per November 26, 2003 Arena Authority memo.

Advertising, Trade Marks and Trade Names

Seating Area

- Championship banners
- Retired uniform numbers of players
- Broadcast company/station identification
- Event related banners
 - -Banners
 - -Banners suspended from structure
 - -Other locations

Various Areas

- "ARA Serves You Right" at all alcoholic beverage points of sales (all levels)
- Product identification on beverage dispensers, menu boards, warming cabinets, glasses, etc.
- Sharks logo banner at entrance
- Advertising on admission and parking tickets/passes
- Handout items i.e., pocket schedules, posters, etc.
- Manufacturer identification on food service equipment, restroom dispensers, etc.

Advertising, Trade Marks and Trade Names

City/Arena Name Locations:

- Prominently displayed under the ice per Agreement to Enter requirements.
- Prominently displayed on the basketball floor per agreement to Enter requirements.
- Prominently displayed on the scoreboard per Agreement to Enter requirements.
- Southeast entrance facing Santa Clara.
- Northwest entrance facing Julian.
- Roof