



Item: 4.5. c.

AT SAN JOSE

September 2, 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.

Two changes to the existing plan are as follows: 1. Add two brand name/ trade name signs above the remodeled north entrance concession stand. 2. Add Citrix Suites branding to penthouse and concourse suites, walls, information desks, directional signs and suites line signage.

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 LED ad panel 2½’X12’ above Zamboni vomitory
- 3 back lit ad panels 2’X4’6” above arena level vomitories
- 1 LED ad panel 2’X4’6” above arena level vomitory 128

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.
- Information desk (2)
- In suite identification (22)
- Suite identification (22)

Exterior

- Restaurant entry at Santa Clara St.
- Store front at Sharks Store on Santa Clara St.
- LED marquee – 18' X 19'
- Suite line entrance sign (2)

Penthouse Level

- Suite holder identification per November 26, 2003 Arena Authority memo.
- Wall identification (2)
- In suite identification (44)
- Suite identification (44)
- Information desk (2)
- Directional sign (8)

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

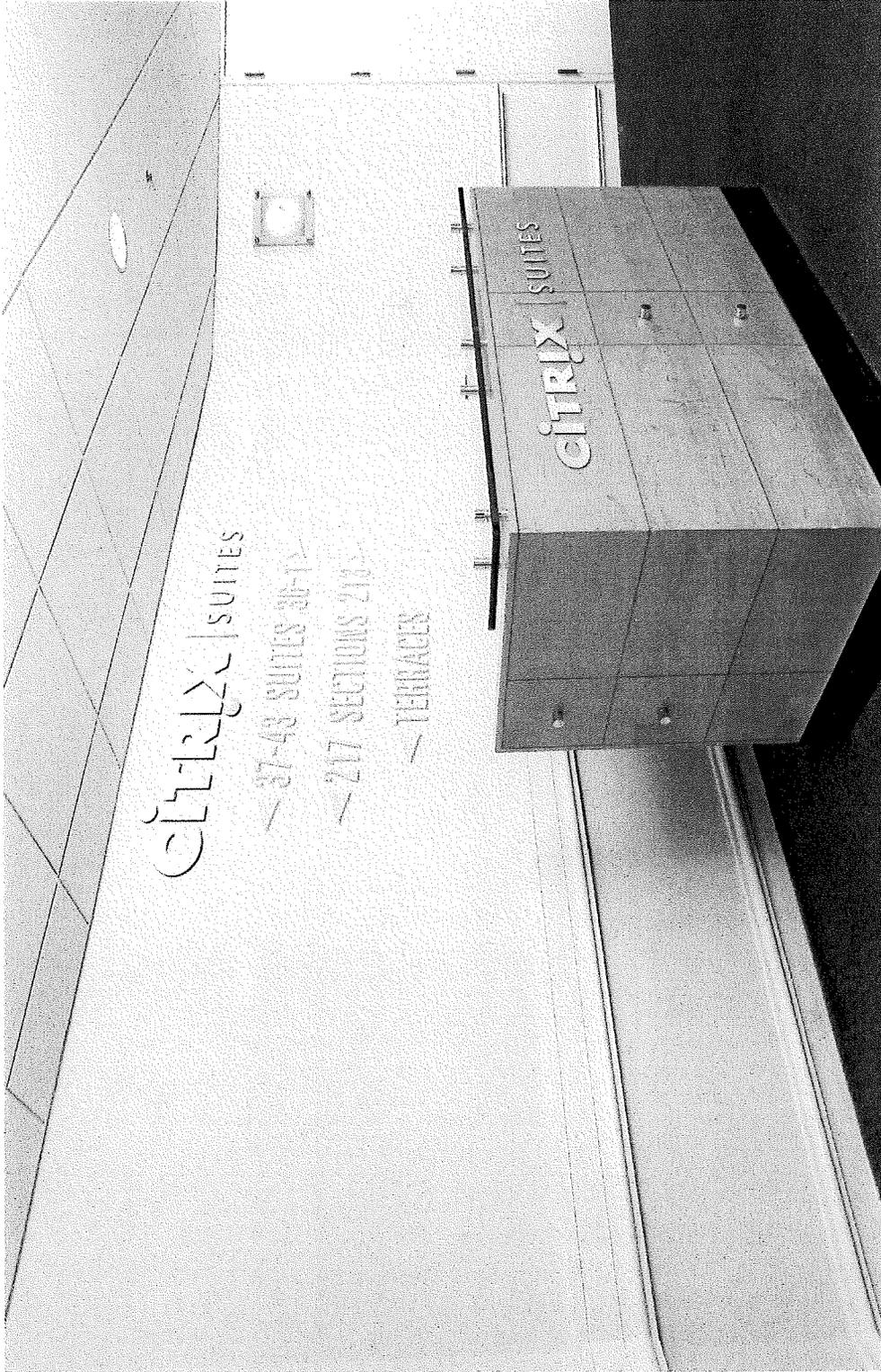
- “ARA Serves You Right” at all alcoholic beverage points of sales (all levels)
- Product identification on beverage dispensers, menu boards, warming cabinets, glasses, etc.
- Sharks logo banner at entrance
- Advertising on admission and parking tickets/passes
- Handout items i.e., pocket schedules,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

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concierge desk and wall



concierge desk •



south penthouse entry •

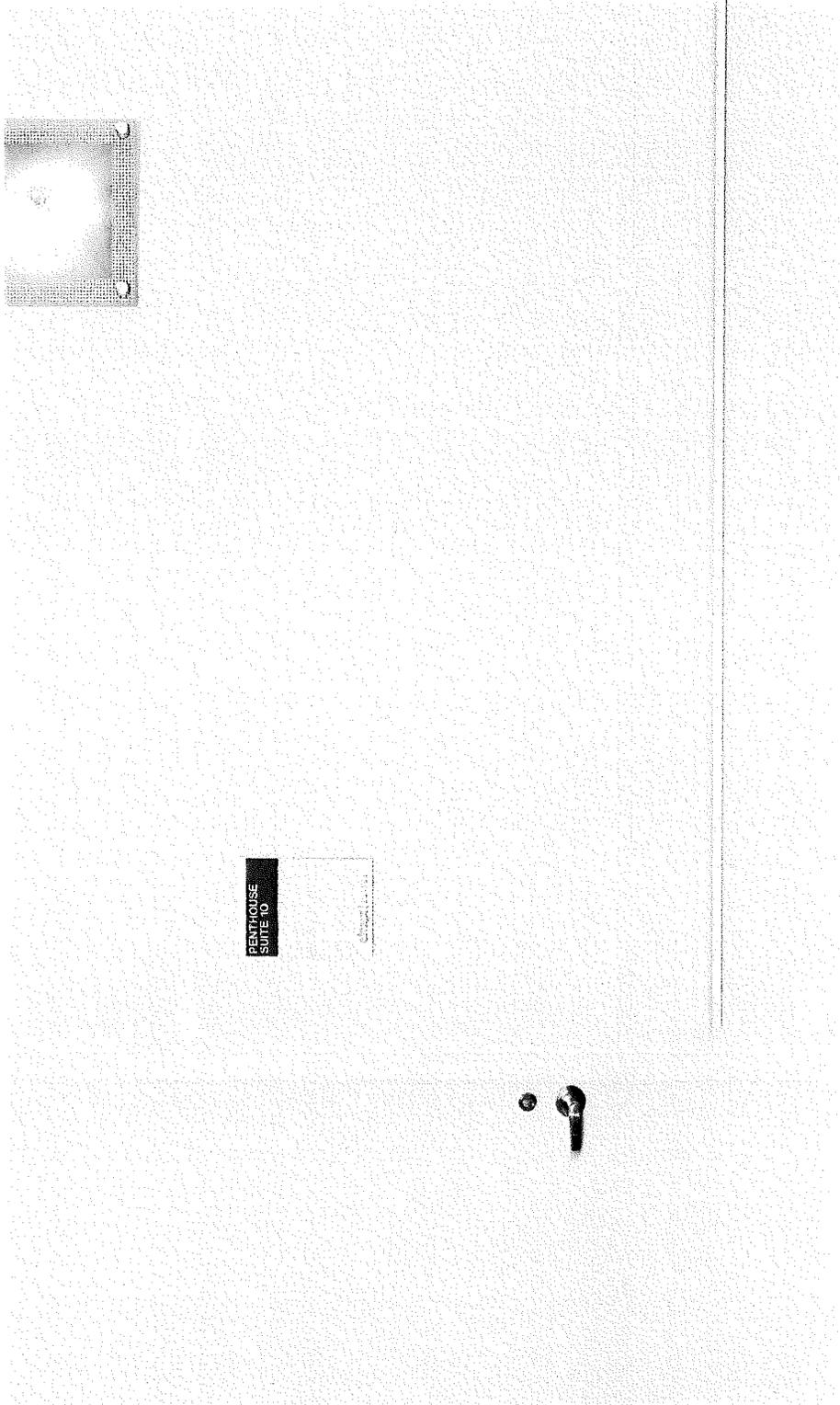
33K'

Penthouse Level 4

- ▶ Suites 1-6
- ◀ Suites 7-43
- ◀ Elevators South
- ◀ Restrooms
- ◀ Elevators North
- ▶ Broadcasting

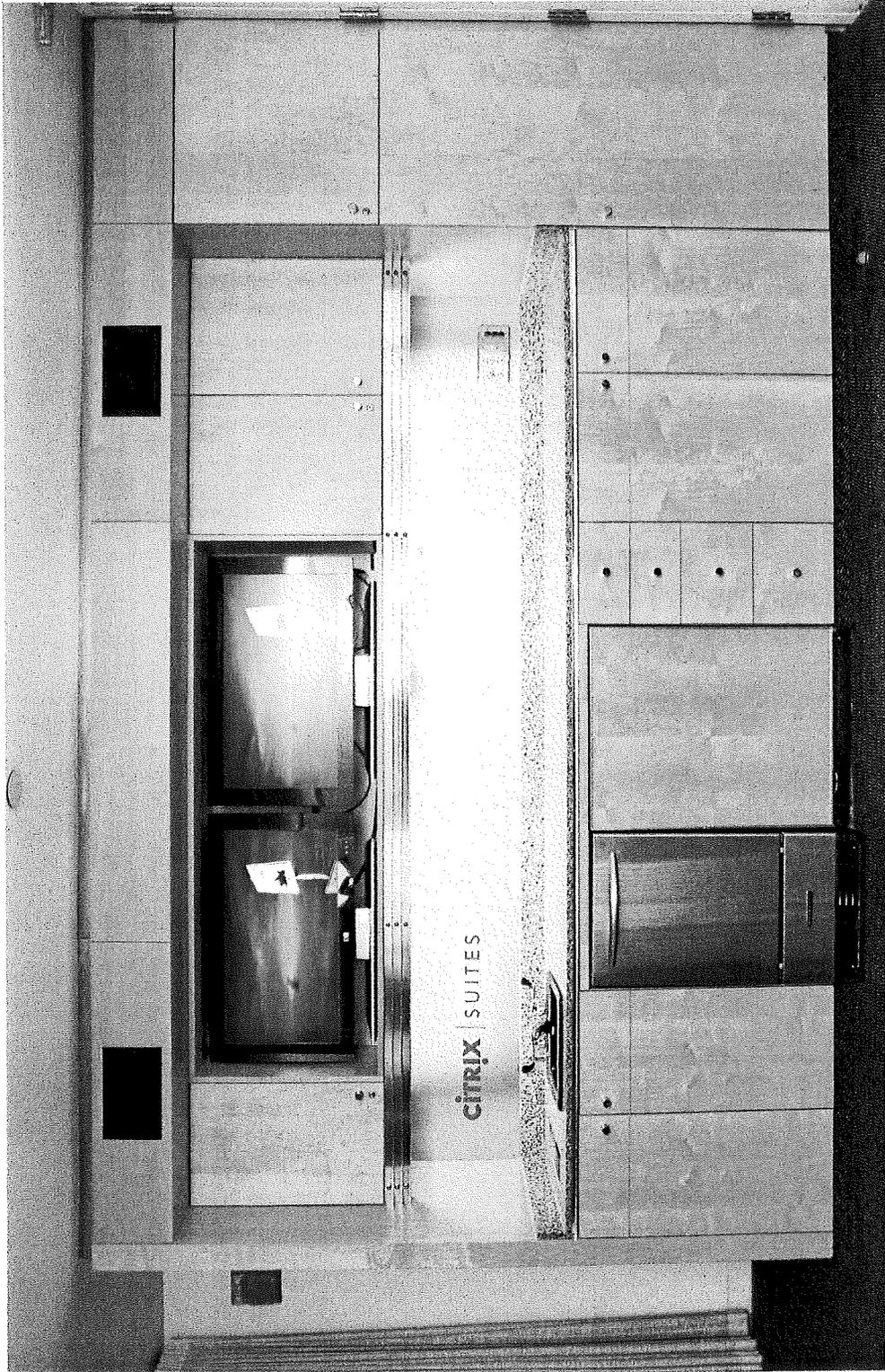
citrix | suites

33K



penthouse suite id *

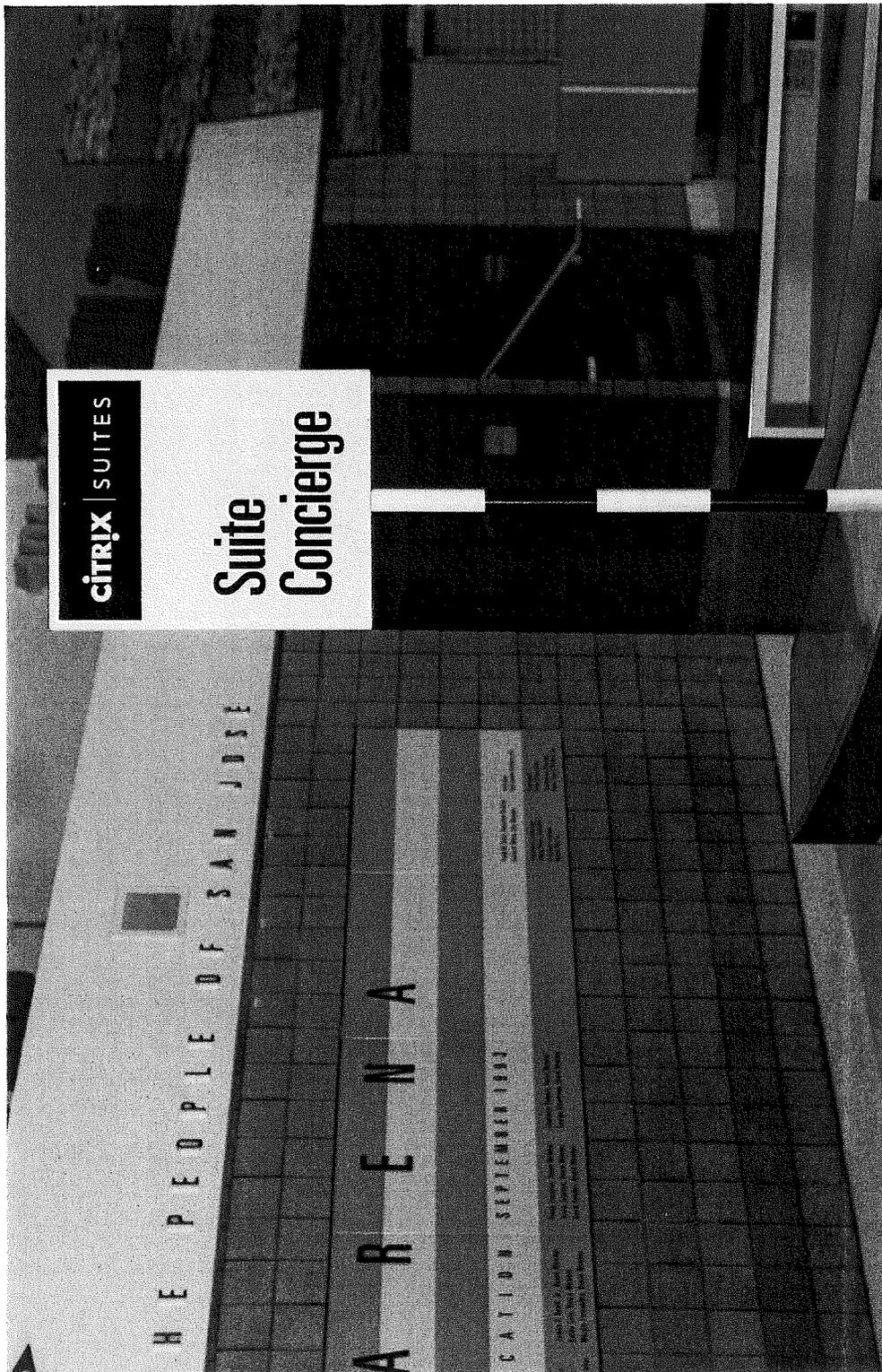
33K



suite interior •



exterior pedestal •



interior pedestal -



ATTACHMENT 8
TO
MANAGEMENT AGREEMENT: ARENA ADVERTISING

Definition

The term "advertising" shall include any graphic device that incorporates a registered trademark or trade name. The area of an advertising sign or device shall be the largest rectangle that encompasses all copy (both advertising and non-advertising), television monitor(s), background, and frame of such sign or device, not including suspension pendants or support posts.

Excluded from this definition of advertising shall be:

1. Safety, directional and informational signage of the type and extent shown on the construction documents prepared by the Office of Michael Manwaring and dated July 4, 1990 as revised and approved by SJ and Manager.
2. Decorative graphics of the type and extent shown on the construction documents prepared by the Office of Michael Manwaring and dated July 4, 1990 as revised and approved by SJ and Manager.
3. Decorative and commemorative art as may be incorporated into the project by SJ and/or the Fine Arts Commission.
4. Announcements displayed on the reader board or other electronic boards within the Arena of Arena events.
5. Temporary presentations of advertising or promotional materials displayed or distributed within the Arena, except in areas specifically prohibited from being used for such purposes, but in any event conforming to the Advertising Plan and Applicable Standard.
6. Within the club and restaurant, but not in areas visible from the concourse.

Exterior Advertising

With the exception of advertising expressly associated with the naming of the Arena building, all exterior advertising shall be prohibited, whether free-standing or affixed to the Arena Building. Announcements of future events at the Arena within areas designated for same shall be permitted. Reader Board, or other Facilities, unless approved by SJ and consistent with the Management Agreement.

Building Name

Advertising associated with naming of the Arena shall be handled pursuant to Section 6.03 of the Management Agreement.

Interior Advertising

It is the intention of the parties that except for advertising within the Concourse which shall be governed by special provisions as set forth below, Manager shall be permitted to display or present advertising within the Arena consistent with an advertising plan developed by Manager and presented from time to time to the City for approval which approval shall be reasonably and promptly given. Said advertising plan shall be approved at least once every two (2) years and shall contain the locations/areas within the Arena where advertising is intended to be displayed and the manner and visual appearance of presentation. Manager and SJ acknowledge

1. SJ's continuing strong public interest in the visual appearance of the Arena and established public policy to require advertising within the Arena comply with the Applicable Standard and be compatible with the design aesthetics of the Arena, and
2. Manager's' legitimate expectations to develop and promote advertising within the Arena that is consistent with the applicable policies contained in this Attachment and in the Management Agreement.

Said advertising plan shall address such items as:

- (1) The scoreboards;
- (2) Hockey dasher boards;
- (3) The balcony fascia;
- (4) Team benches;
- (5) Scorers tables and penalty boxes;
- (6) Video systems;
- (7) User/location of banners;
- (8) Sky box level sound walls;
- (9) Sale and promotion of merchandise associated with events at the Arena;

- (10) Location of temporary advertising; and
- (11) Proprietary signs regarding name of club.

Advertising within the Concourse

1. Advertising of products not associated with events at the Arena within the Concourse shall be limited to 32 pendant signs with two faces each. Each face shall measure no more than 48 square feet.
2. Signs identifying concession franchises on concession stand fascias and back walls. Fascia signage shall not be larger in area than the product of one-half the fascia height times the length of the front edge of the counter.
3. Frames around television monitors. Television monitors shall be confined to the pendant concourse signs and to the fascia or back wall of concession stands.
4. Signs on portable stands.
5. Proprietary signage necessary to identify the owner or operator of devices such as telephones and automatic teller machines.
6. From time to time, Manager may submit requests to the City for its approval for alternative standards and systems to be used in the Concourse.