



CHIEFS

HOSPITALITY PACKAGES



SPORTS, TRAVEL, EVENTS & HOSPITALITY EXPERTS

MATCH DAY SPONSOR - TAKE YOUR BRAND PRIMETIME!

A Chiefs match sponsorship package can help your company reach a live TV audience of 1.5 million. Built around a week of intense promotional activity linking your brand directly with the Chiefs and the Investec Super Rugby Competition

Your match week will culminate with your brand being centre stage at a Super Rugby Chiefs match viewed nationally and globally.

The package will have your brand featured on stadium signage as well as on all Chiefs radio, print and Chiefs TV advertising for the game. We will also provide you with corporate hospitality to entertain clients and the opportunity to interact with or promote directly to our live crowd.

BRAND PROFILE & ASSOCIATION:

- Acknowledgement of you as an "Official Match Sponsor of the Chiefs".
- Two five metre signs (cost of creation and installation is the sponsor's responsibility).
- Your company name will be incorporated in all our radio advertising of the game.
- Your company name or logo will be included in all of our newspaper advertising for the game.
- Your brand will be included in any Chiefs' TV advertising promoting your sponsored match.
- Right to use the Chiefs' logo and imagery in your promotional activity.
- Banner advertising space on chiefs.co.nz in your match week, with a click through to your website.
- Your logo on the front page of the match programme for your game, as well as in the team centre-spread.
- Full page colour advert in the official match programme.

HOSPITALITY & TICKETS:

- Two hospitality tables in a lounge overlooking the field. Each is a table of ten with a full food and beverage package for guests. Larger scale hosting is available on request, or the tables can be exchanged for a bulk ticket provision.

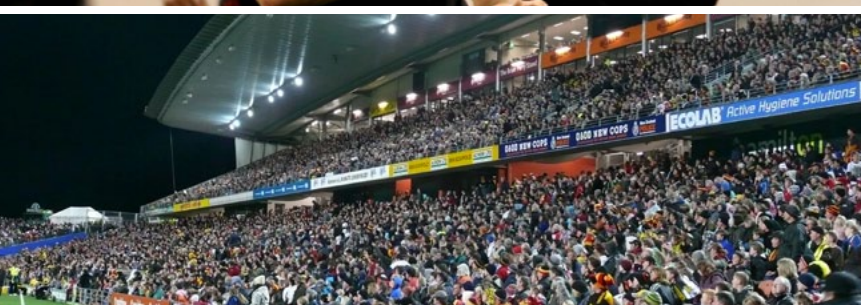
SEASON LONG BENEFITS:

- One of your signs can be displayed during all games for the entire season (if your game is later in the season, you will have the option of installing the sign from round 1).
- Six premium covered season memberships for the entire season.

PACKAGE PRICE

Chiefs vs. NZ Franchises: \$12,500 + GST

Chiefs vs. Overseas Franchises: \$11,000 + GST



2012 FIXTURES INVESTEC SUPER RUGBY

CHIEFS vs HIGHLANDERS	SAT 25 TH FEB	7:35PM
CHIEFS vs BLUES	FRI 2 ND MAR	7:35PM
CHIEFS vs BRUMBIES	FRI 16 TH MAR	7:35PM
CHIEFS vs WARATAHS	SAT 31 ST MAR	7:35PM
CHIEFS vs LIONS	SAT 5 TH MAY	7:35PM
CHIEFS vs BULLS	FRI 25 TH MAY	7:35PM
CHIEFS vs CRUSADERS	FRI 6 TH JUL	7:35PM

If you require any further information about these packages, please contact:
Mike Marsden, Chas Ferris or Simon Watson
P: 09 304 0355 E: info@experiencegroup.co.nz

*Subject to the terms & conditions as posted on our website. EG reserves the right to change packages due to sales or logistical restrictions.