



A BRAND PARTNER RELATIONSHIP WITH

IRON GLOBE

ENTERTAINMENT COMPLEX

A Relationship With The Iron Globe Provides

Enhanced Brand Relevance

Community Involvement

Sales Channel Support

Major Account Management

Enhanced Social Media Presence

Tech-Driven CRM Integration



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Naming Rights List Pricing

- Naming Rights to the Iron Globe \$ 4,000,000 for 5 Years
- The Arts Pavilion & Iron Globe Central Park \$ 1,500,000 for 3 Years
- The Summer Concert Series (2 Series of 22/Yr) \$ 400,000 / Series: 2 Yrs
- The Independence & Memorial Day Fireworks \$ 100,000 (2 Events)
- 5-Wk Octoberfest Halloween, Hayrides, & Haunts \$ 150,000 (5 Weeks)
- 9-Wk Festival of Lights, Christmas, Santa Village and New Year's Eve / New Year's Day \$ 150,000 (9 Wks)
- Restaurant Row Naming Rights \$ 450,000/3Yrs/Restaurant
- The Iron Globe Drive-In \$ 150,000/Year
- The Iron Globe Skating Rink \$ 150,000/Year
- The Iron Globe VIP Hospitality Area \$ 150,000/Year



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Iron Globe Naming Rights Activation

Composite CPM ~ \$1.30

- Naming Rights to the Iron Globe —————→ \$ 4,000,000 for 5 Years
 - PR & Social Media Engagement as The Iron Globe is Built
 - Ongoing Tagging on all PR, Social Media, Collaborative Media
 - On-Site Activations, Signage, Interactive Brand & Ticketing Integration
 - On-Site Client Entertainment . . . Festivals, Tours, Concerts, M&Gs, VIP Events
 - Relevant Activation at Retail . . . Retailtainment, Gifts-with-Purchase, etc.
 - Omni-Channel Mobile Marketing & Geo-Fenced Push Messaging
 - Brand-Specific, Customized Marketing & Promotional Activations



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Arts Pavilion & Central Park Naming Rights Composite CPM ~ \$2.10

- The Arts Pavilion & Iron Globe Central Park → \$ 1,500,000 for 3 Years
 - PR & Social Media Engagement as The Iron Globe is Built
 - Ongoing Tagging on all PR, Social Media, Collaborative Media
 - On-Site Activations, Signage, Interactive Brand & Ticketing Integration
 - On-Site Client Entertainment . . . Festivals, Tours, Concerts, M&Gs, VIP Events
 - Relevant Activation at Retail . . . Retailtainment, Gifts-with-Purchase, etc.
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Summer Concert Series Naming Rights Composite CPM ~ \$1.30

- Naming Rights to a 23 Show/Yr Concert Series → \$450,000 for 2 Years
 - PR & Social Media Engagement as The Iron Globe is Built
 - Ongoing Tagging on all Concert-Related PR, Social Media, Collaborative Media
 - On-Site Concert Activations, Signage, Interactive Brand & Ticketing Integration
 - On-Site Client Entertainment . . . VIP Seating at Concerts & VIP M&G Events
 - Relevant Activation at Retail . . . Retailtainment, Gifts-with-Purchase, & Tickets
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Independence & Memorial Day Fireworks Composite CPM ~ \$3.25

- **Naming Rights for (2) Fireworks Events/Year → \$ 200,000 for 2 Years**
- **PR & Social Media Engagement Surrounding the Spring & Summer Seasons**
- **Ongoing Tagging on Spring & Summer PR, Social Media, Collaborative Media**
- **On-Site Event Activations, Signage, Interactive Brand & Ticketing Integration**
- **On-Site Client Entertainment . . . Concert & Festival Activation Extensions**
- **Seasonal Activation at Retail . . . Retailtainment, Gifts-with-Purchase, & Tickets**
- **Seasonal Omni-Channel Mobile Marketing & Geo-Fenced Push Messaging**
- **Brand-Specific, Customized Marketing & Promotional Activations**



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Oktoberfest Festival Naming Rights

Composite CPM ~ \$1.20

- Naming Rights for (5) Week Annual Oktoberfest ➔ \$ 300,000 for 2 Years
 - PR & Social Media Engagement Surrounding the Summer & Autumn Seasons
 - Ongoing Tagging on Summer & Autumn PR, Social Media, Collaborative Media
 - On-Site Festival Activations, Signage, Interactive Brand & Ticketing Integration
 - On-Site Client Entertainment . . . Concert & Festival Activation Extensions
 - Seasonal Activation at Retail . . . Retailtainment, Gifts-with-Purchase, & Tickets
 - Seasonal Omni-Channel Mobile Marketing & Geo-Fenced Push Messaging
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Holiday Festival of Lights Naming Rights Composite CPM ~ \$1.20

- Naming Rights: (9) Wk Annual Festival of Lights ➔ \$ 300,000 for 2 Years
 - PR & Social Media Engagement Surrounding the Summer & Autumn Seasons
 - Ongoing Tagging on Summer & Autumn PR, Social Media, Collaborative Media
 - On-Site Festival Activations, Signage, Parties & VIP Events
 - First Night (NYE) & First Day (NYD) Celebration Concerts & Festivals 1st Rights
 - Seasonal Activation at Retail . . . Retailtainment, Gifts-with-Purchase, & Tickets
 - Seasonal Omni-Channel Mobile Marketing & Geo-Fenced Push Messaging
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Restaurant Naming and 1st F&B Rights Composite CPM ~ \$1.60

- Naming & Building Rights (2 Restaurants) —→ \$ 450,000 for 3 Yrs/ea
 - PR & Social Media Engagement as The Iron Globe is Built
 - Ongoing Tagging on all PR, Social Media, Collaborative Media
 - On-Site Activations, Signage, Interactive Brand & Ticketing Integration
 - On-Site Client Entertainment . . . Parties, Festivals, Concerts, & VIP Events
 - Relevant Activation at Retail . . . Retailtainment, Gifts-with-Purchase, etc.
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Iron Globe Drive-In Naming Rights Composite CPM ~ \$1.60

- **Naming Rights (Drive-In Screen & Parking Lot) → \$ 300,000 for 3 Years**
- **PR & Social Media Engagement as The Iron Globe is Built (Early Drive-In Build)**
- **Ongoing Tagging on all PR, Social Media, Collaborative Media**
- **On-Site Activations, Signage, Interactive Brand & Ticketing Integration**
- **On-Site Client Entertainment . . . Parties, Festivals, Concerts, & VIP Events**
- **Relevant Activation at Retail . . . Retailtainment, Gifts-with-Purchase, etc.**
- **Omni-Channel Mobile Marketing & Geo-Fenced Push Messaging**
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Iron Globe Skating Rink Naming Rights Composite CPM ~ \$1.60

- Naming Rights (Skating Rink & Central Park) → \$ 300,000 for 3 Years
 - PR & Social Media Engagement as The Iron Globe is Built (Early Rink Build)
 - Ongoing Tagging on all PR, Social Media, Collaborative Media
 - On-Site Activations, Signage, Hockey Clinics, Skating Lessons, Date-Nights
 - On-Site Client Entertainment . . . Parties, Festivals, Concerts, & VIP Events
 - Relevant Activation at Retail . . . Retailtainment, Gifts-with-Purchase, etc.
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Iron Globe VIP Lounge Naming Rights

Composite CPM ~ \$1.60

- Naming Rights (VIP{ Hospitality Area) —————→ \$ 300,000 for 2 Years
 - PR & Social Media Engagement as The Iron Globe is Built
 - Ongoing Tagging on all PR, Social Media, Collaborative Media
 - On-Site Activations, Signage, VIP Galas & Exclusive Guest Entertainment
 - On-Site Client Entertainment . . . Festivals, Tours, Concerts, M&Gs, VIP Events
 - Relevant Activation at Retail . . . Retailtainment, Gifts-with-Purchase, etc.
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Other Activation Opportunities

- Naming Rights to the Iron Globe
- Stage-Signage
- Vehicle Wraps
- Community Engagement
- Social Media Initiatives & Apps
- Retailtainment In Pottstown & Surrounding Areas
- Radio Participation : Remotes, Drops, & Online
- Local Cable Television & Radio Media Buy
- Traditional Print & Online PR



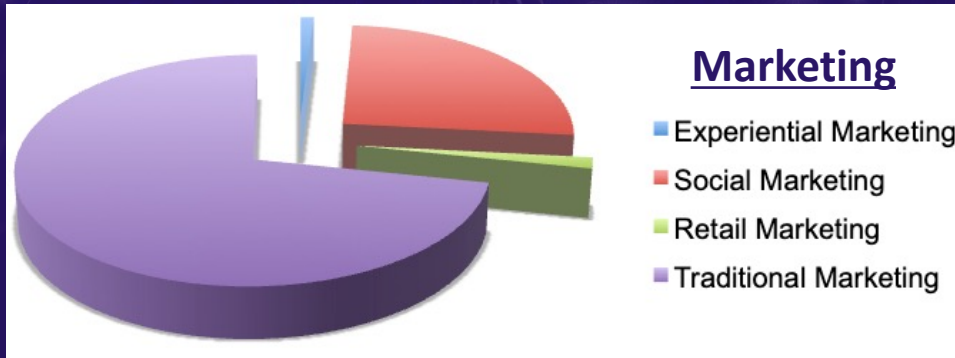
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450 MM Consumer Impressions

- Experiential : **10MM**
- Retail : **30MM**
- Social : **10MM**
- Traditional : **400MM**





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**Pottstown's Transformational
Entertainment Complex**

IRON GLOBE

