



THE AVALANCHE GUILD

2010-11 MEDIA KIT

MISSION STATEMENT - To advance and enhance the Colorado Avalanche experience through a wide variety of on and off-ice programming. We connect local hockey fans to the Avs by offering discounted tickets to select home games and we also host exclusive on-ice events at Pepsi Center before and after home games.

SPONSORSHIPS - The Avalanche Guild is currently seeking potential sponsors that are willing to support our company's interactive events, weekly radio shows, monthly digital journal, website and more. We have many opportunities available through our multi-tiered platforms of website, digital, radio, on-ice and podcast mediums.

ADVERTISING - Our advertising rates are very affordable and rates vary depending on the program and the time frame. Whether you are looking to promote your message for a month, six months or year-round, our staff will work with you to create a fully-customized advertising package specifically catered to your needs. Contact us at 720-273-0444 at any time to discuss advertising opportunities on any of our programs found below.

THE WEBSITE - TheAvalancheGuild.com website reaches 25,000 viewers each month and includes unique daily Avalanche content. Everything from game reviews to ticket discount links to our monthly digital journal is available to the general public. We are currently seeking sponsors looking to spread their brand and message on our website.

CONTACT US TODAY!

MANAGER: Ryan Boulding
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HISTORY - The Avalanche Guild and the Colorado Avalanche formed a partnership in 2007 in order to bring Avs fans opportunities to attend home games at a discount and participate in unique, interactive, on-ice events at Pepsi Center. Three years and 75 events later, The Avs Guild has grown to include a fully functional website, a monthly digital journal and two radio programs on both the AM and FM dial. We are now looking for sponsors and advertisers to help support our continued growth.

ADVERTISING OPPORTUNITIES



MONTHLY JOURNAL - Our all-new Monthly Journal is a beautifully designed digital publication dedicated to reviewing the month that was for the Colorado Avalanche. Offered as a free download and viewable directly from our website, this publication is read by thousands of Avs fans across the globe. We are currently seeking a Title Sponsor to power the publication as well as advertisers to help keep our issues free to the public. Issues can also be viewed on a variety of mobile devices.

ADVERTISING RATES - Below you will find our ad rates for the 2010-11 season. Our issues are published on the 3rd of every month on Scribd.com as well as on TheAvalancheGuild.com

HALF PAGE
8.5" x 5.5"
\$50 mo. | \$500 yr.

FULL PAGE
8.5" x 11"
\$100 mo. | \$750 yr.
Comes with free web advertising. Contact us for full details.

1/4 PAGE
3" x 3.5"
\$25 | \$250

TITLE SPONSOR
Power our Journal!
\$2,500 for a full year
Logo on front + back page, a full page ad and rights of refusal!

AFTER-HOURS GAMES - Our Avalanche After-Hours program is the foundation of The Avs Guild mission statement. This program allows adult hockey teams to play a full-fledged one-hour hockey game on Pepsi Center ice before or after select Avalanche home games. We have held more than 70 of these games since the 2007-08 season. Sponsors and advertisers can support our players and teams by offering free drinks or food at your bar/pub as a pre or post-game party.



THE AVALANCHE WEEKLY SHOW
Every Monday night from 8-10p on Mile High Sports Radio, The Avs Guild founder Justin Goldman and former NHL player Derek Armstrong co-host a radio show dedicated to covering the NHL and Avs hockey. Simulcast on both the AM and FM dial, this show is currently seeking sponsors and advertisers. Please contact us for the show's official ad rates sheet.



THE GROSS MISCONDUCT SHOW
Our weekly podcast is hosted by The Avs Guild website manager Ryan Boulding and features special guests along with discussions on the lighter side of Avs hockey. We're currently seeking a title sponsor for the show for \$1,000 a year. We are also selling :30 second spots for \$25 and :60 second spots for \$50 each. Contact us for other available ad rates.