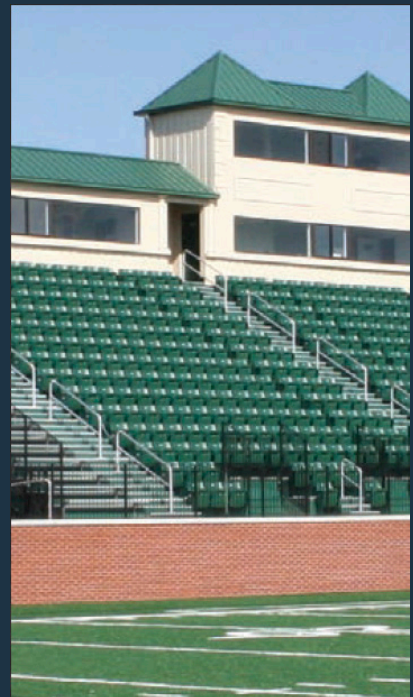


## TOP-10 REVENUE-GENERATING OPPORTUNITIES FOR YOUR STADIUM



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## **Letter from Our Chairman: Bruce Merrick**

### **Maximize Your Revenue**

Dear Friends,

Maximizing revenue is essential in today's environment. Your stadium offers significant potential to elevate your brand and enhance revenue. Dant Clayton possesses a keen awareness of the methods of revenue optimization. We can help you simultaneously achieve revenue results, improve aesthetics, and enhance stadium comfort.

This brochure outlines the "Top-10" revenue-generating opportunities for your stadium. We encourage you to consult with our experienced staff to identify the right combination of products and services to achieve your financial goals. The concepts shown here are ideally incorporated into the design of a new facility, however, many of the products are easily incorporated in existing facilities as well. Dant Clayton can evaluate your stadium to provide you with a menu of options tailored to your needs.

For over 40 years, Dant Clayton has been the visionary leader in developing new ideas that are intensely focused on our customer's dreams. We look forward to talking with you soon.

Bruce Merrick



## Revenue Opportunity 1: Colosseum Chairs

Colosseum chairs provide your school, team, or organization with an opportunity to recognize your facility's top donors or local advertisers, while contributing to your bottom line in the process.

### Colosseum – Two Chair with a Backrest

The front and back of our Colosseum-Two chair also provide space for donor names or advertising messages. A round silver plate (1½" x 2¾") is used on the front of the chair, while the back of the chair contains a horizontal indentation (1⅜" x 6⅜") ideal for marketing purposes.

Acknowledge your new contributors and advertisers with Colosseum chairs.

### Colosseum – One Chair

Searching for a way to recognize your facility's top donors or promote your local advertisers? Look no further than the seats within your stadium or grandstand.

With our Colosseum-One chair, each donor or advertiser's name can be placed on a silver plate (1¾" x 3") located on the front of the chair. Depending on the size of the font selected for the name, a message from the donor or advertiser could also be included on the plate, such as "Go Wildcats!" Graduation years could be incorporated into the plates as well, for any alumni donors.





## **Revenue Opportunity 2: VIP Seating Section**

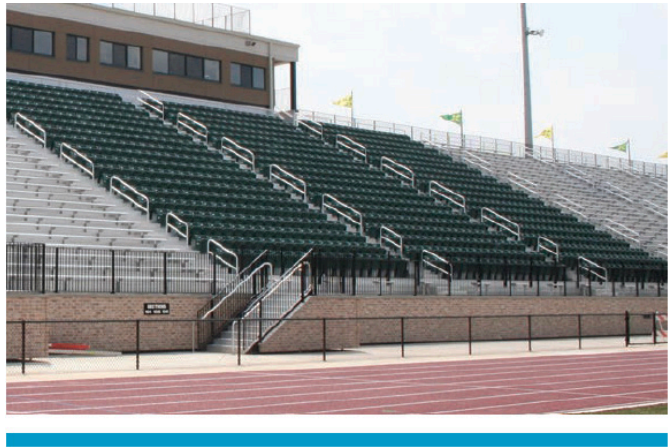
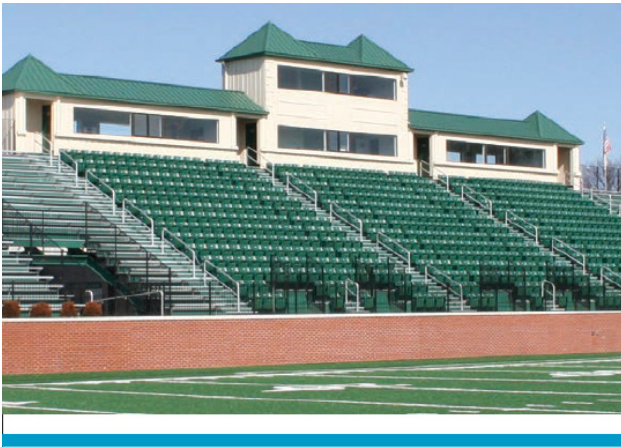
VIP seating sections can consist of full chair back seats with armrests, a wider tread depth for more leg room, and fewer seats between aisles, giving upgraded ticket holders increased comfort and convenience at a price.

### **Give Your Grandstand the VIP Touch**

Let Dant Clayton designers incorporate a special seating section into your project exclusively for the fans who can pay a little more.

Including multiple price points into single game or full season ticket packages allows spectators to consider upgrading their game day experience. VIP seating sections can consist of full chair back seats with armrests, a wider tread depth for more leg room, and fewer seats between aisles, giving upgraded ticket holders increased comfort and convenience at a price. Dant Clayton has developed a seamless approach to including this VIP area into standard grandstand design, without the need for separation rails or unsightly and irregular decking and riser joints.

Entice your high priority supporters and donors with increased game day comfort by providing them with their own upgraded seating area.



### Revenue Opportunity 3: BannerRail™

Just a touch of a remote control button will raise and lower banners from ground level to the height you desire. Low-friction rails and lightweight tension bars frame the banners, keeping them taut and secure at all times.

#### Take Advantage of Unused Space

The back of your grandstand provides numerous advertising and sponsorship opportunities, as it contains large amounts of space that would otherwise go unused. Banners supply an added element of aesthetic appeal to your structure, and can also generate additional income for your school, team, or organization.

Our user-friendly, low-maintenance BannerRail system eliminates the need for expensive lift rentals and risky, labor-intensive installations. Just a touch of a remote control button will raise and lower banners from ground level to the height you desire. Low-friction rails and lightweight tension bars frame the banners, keeping them taut and secure at all times.

Banners can easily be changed out to coordinate with special events, and also removed quickly in the event of bad weather. The BannerRail system can be installed to any existing grandstand structure.



## Revenue Opportunity 4: AdMesh™ Banners

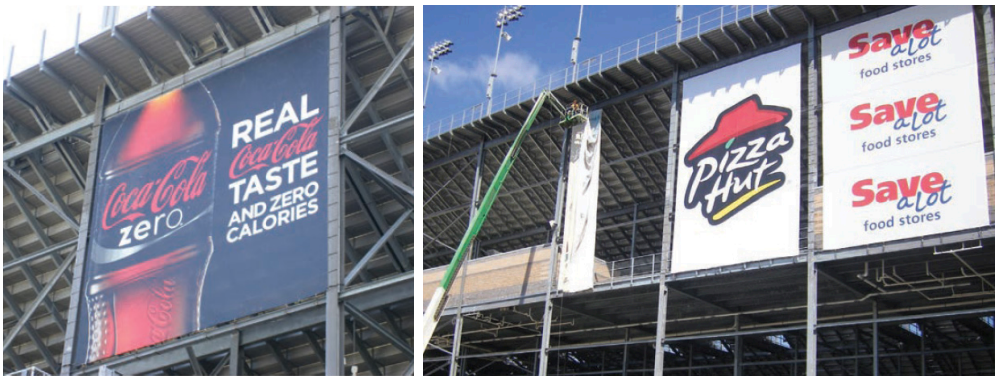
AdMesh™ banners transform the back of your grandstand into an attractive, ideal area for advertising and sponsorship opportunities.

### Create a Visually Appealing Display

AdMesh banners provide another revenue generating option for the back of your grandstand, as they transform empty space into an attractive, ideal area for advertising and sponsorship opportunities.

Vinyl-coated banner mesh allows wind to pass directly through the banners, avoiding any unsightly billowing, wind slits, or potential weather hazards. And with our powerhouse digital printers, AdMesh banners can be crafted to any size you desire – no banner is too large. Banners can also be installed to any existing structure.

Convert your ordinary grandstand into a visually appealing display that's sure to turn heads, and produce additional income, with AdMesh banners.





## Revenue Opportunity 5: Concourse Banners

Whether you're looking to advertise your sponsors, donors, team players, or even your facility, concourses serve as a prime marketing area with ample space to hang banners.

### Capitalize on Pedestrian Traffic

Pedestrian traffic at a stadium or grandstand is typically busiest within the concourse of the structure. Visitors can be seen entering and exiting the facility, walking to their seats, heading to the restroom, or even placing an order at the concession stand. Concourse banners provide an ideal opportunity to capitalize on this traffic, and bring in additional revenue.

Whether you're looking to advertise your sponsors, donors, team players, or even your facility, concourses serve as a prime marketing area with ample space to hang banners. Banners will also increase the aesthetic appeal of your facility by adding color and design to an otherwise empty space.

Concourse banners allow you to take full advantage of an unused, open area within your structure that's capable of speaking volumes to your fans.





## Revenue Opportunity 6: Banners at Top of Grandstands

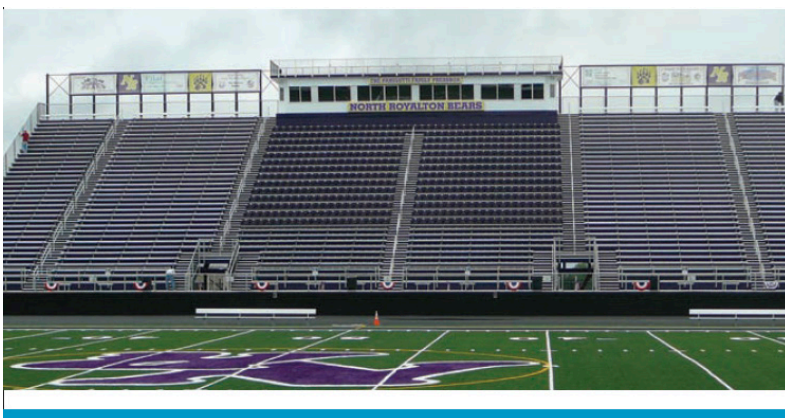
Banners displayed at the top of your grandstands will not only stand out to the individuals sitting at the opposite structure, but also to the fans walking up the stands to take their seats.

### Stand Out from All Views

When visiting most outdoor stadiums, you will typically find a Home grandstand and a Visitors grandstand that are facing one another, with a playing field located in between the two structures. During time-outs and breaks from the big game, fans tend to turn their attention to the structure that appears directly across from them. This presents another opportunity to hang banners at your facility, and generate some additional revenue as well.

Banners displayed at the top of your grandstands will not only stand out to the individuals sitting at the opposite structure, but also to the fans walking up the stands to take their seats. Much like banners inside a gymnasium, local businesses will be eager to advertise throughout the football, soccer, lacrosse, or field hockey seasons, in order to gain additional exposure and market their brand.

Make the most of the area within direct eyesight of your fans by placing banners at the top of your grandstands.



## Revenue Opportunity 7: Vertical Banners

Whether you're looking to provide navigational assistance, offer sponsorship opportunities, or display your team's logo with pride, vertical banners provide endless possibilities for your stadium or grandstand.

### Profit from Pedestrian Areas

Vertical Banners displayed throughout your stadium or grandstand can serve numerous purposes for your facility, while also drawing in additional money for your school, team, or organization.

Do you want to direct your visitors to their appropriate seating section? Would you like to ensure that all guests are able to locate your concession stands and restrooms? Are you looking for another way to showcase your team spirit? Do you desire extra signage to advertise local businesses and donors? Vertical banners can enable you to do all of this and much more.

Whether you're looking to provide navigational assistance, offer sponsorship opportunities, or display your team's logo with pride, vertical banners provide endless possibilities for your stadium or grandstand – and help to drive your bottom line in the process



## Revenue Opportunity 8: Field Level Advertising

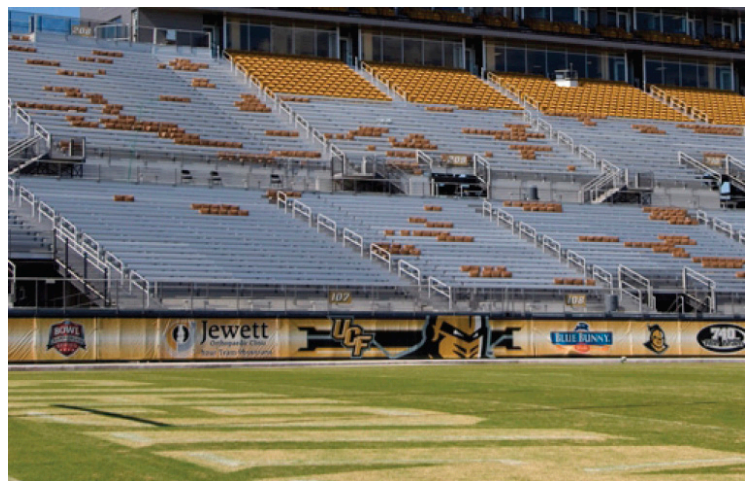
With field level advertising, your brand or your advertisers' messages will be heavily visible to every fan in attendance, as well as those watching the game on television.

### Stand Out Among the Action

When all eyes are focused on the big game, there's no better location for your team logo or your corporate sponsors' name to be displayed than right in the middle of the action — on the field.

With field level advertising, your brand or your advertisers' messages will be heavily visible to every fan in attendance, as well as those watching the game on television. Banners can be mounted on the sideline fence or wall, or affixed over our Poly Panel closure system. Field level advertising transforms empty, bare space into a premium marketing area for local businesses, as well as your team.

Make a noticeable impression by placing banners in one of the most visible areas of your stadium or grandstand with field level advertising.





## **Revenue Opportunity 9: Loge Boxes**

Loge boxes allow for more room per spectator, as well as drink rails, and a defined private space.

### **Create a High End Offering**

A principle tool in maximizing revenue in athletic facilities is providing a wide variety of differentiated fan experiences and price points. Loge boxes are intended to fill the gap between luxury suites and individual VIP or club seating.

If luxury suites are not in your stadium plan, consider including outdoor loge boxes to create your group sales high end offering. Loge boxes can be incorporated in a variety of design locations and are customized to achieve your specific objectives. The benefits of loge boxes include more room per spectator, as well as drink rails, and a defined private space. Dant Clayton will assist you in designing this feature into your facility.





## Revenue Opportunity 10: Aisle and Stair Riser Advertising

Every fan gets to their seat by first walking through access stairs and egress aisles, so the vertical risers of each one of these steps offer a great opportunity to display an advertiser's brand.

### Provide Guaranteed Exposure

The most commonly used areas of any stadium or grandstand are the access stairs and egress aisles. Every fan gets to their seat by first walking through one of these areas, so the vertical risers of each one of these steps offer a great opportunity to display an advertiser's brand.

Typically 7 inches high and four feet wide, each riser space will be read by hundreds of people at each and every event. Advertising panels can be directly attached to our metal riser, and removed and replaced easily with fresh displays.

Aisle and stair risers offer inexpensive opportunities to provide advertisers the exposure they desire at your facility.



If you have any questions about Dant Clayton or any of our products and services, please call **800-626-2177**, email us at **info@dantclayton.com**, or visit our website at **www.dantclayton.com**.

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