

**BRIAN HANSEN 2014™
Sponsorship Marketing Opportunity**

Brian will collaborate with your team to articulate your business and marketing objectives and maximize sponsorship effectiveness and accountability.

ASSOCIATING WITH 2010 OLYMPIC MEDALIST BRIAN HANSEN ACCRUES STRATEGIC, REPUTATIONAL BENEFITS TO YOUR COMPANY:

- Differentiation as committed to the Olympic ideals and sportsmanship
- Interaction on a one-to-one basis with consumers in local markets
- Recognition in messaging through a combination of media assets

YOUR COMPANY WILL BE AT THE HUB OF AN INTEGRATED PROGRAM INVOLVING:

- Brand exposure at world class speedskating competitions
- Onsite, experiential marketing
- Use of images and name on licensed products and merchandising
- Personal appearance at your company's board meetings and team offsite meetings

TOGETHER WE CAN:

- Promote brand awareness and corporate reputation:
 - Align your company's name with winning, integrity, persistence, sportsmanship and character.
- Increase effectiveness of your sponsorship marketing program with one integrated, global sponsorship:
 - Work with Brian to build relationships with investors, partners, clients and customers in local communities as he competes around the globe
- Harness the power of the Olympics to benefit schools and enrich youth:
 - Personal motivational appearances in your local community and at employee events
- Build relationships with other sponsors:
 - VIP receptions at select competitions
- Engage and reward employees:
 - Arrange special trips for employees and their families to competitions around the world.

MARKETING ASSETS AVAILABLE TO LEVERAGE:

- Prominent name/logo placement on Brian's uniform & training apparel
- Recognition on all media communications as a Brian Hansen 2014 sponsor
- Personal appearances and motivation speaking
- Use of Brian's name and images on company marketing material and Web site
- On-ice speedskating training for employees and their families
- VIP events at select competitions and speedskating events
- Your company's name, logo, ad banners and links integrated into Brian's Web site
- Opportunity to create online employee contests on Brian's Web site and social media assets
- Recognition, logo and/or company promotional offer on customized autograph cards

For information, please contact Sara Gilbertson: Tel (240) 432-0174 or email: sara@gilcosports.com

