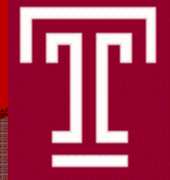




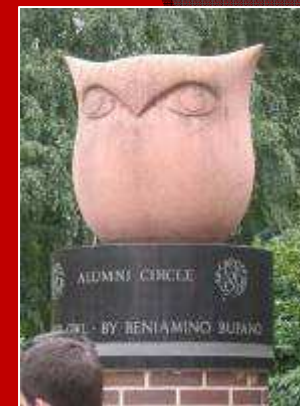
# The Liacouras Center TEMPLE UNIVERSITY®





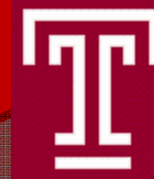
## ***TEMPLE FACTS & FIGURES***

- Founded in 1884 by Dr. Russell Conwell
- Over 35,000 total students
- 24 Varsity sports (11 Men's, 13 Women's)
- The Liacouras Center is the largest collegiate athletic facility in Philadelphia.
- Hosts Temple Men's and Women's Basketball games, concerts, Family Shows, trade shows, festivals, youth sporting events, and theatre productions, among others.



### **Liacouras Center Statistics:**

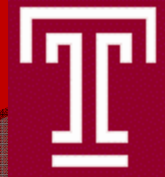
Average Annual Attendance	501,433
Seating for Basketball:	10,200
Seating for Concerts:	9,000
Luxury Suites	10
Arena Square Footage:	340,000
Convenient Parking Spaces:	3,000







***Court Logos - Dramatic Television Exposure with two logos located near center court***





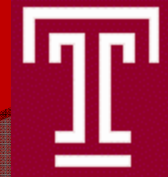
*Courtside DLP – (3' by 40') Major Television Exposure, located on the court between Team benches*





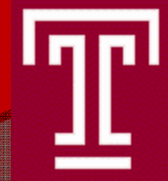


***Pole Pad Stanchions** – Logo on protective pads that wrap around the basketball hoops, significant television exposure*



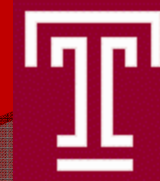


***Scoreboard Fixed Panels – (2' by 8') Premiere Signage on the main scoreboard in the center of the arena***





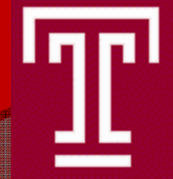
*Scoreboard Tri-Ad Panels – (2' by 9') Rotating Scoreboard Panels flipping throughout the game*







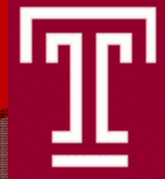
***Fascia Backlit Signs – (2' by 8') Located on the split between the upper & lower level seats, visible during all events***





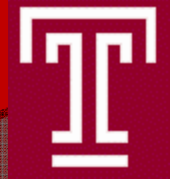


***Auxiliary Scoreboard/Clock Signs – (2' by 8') Located in the corners & ends of the Liacouras Center***





***Baseline Rotational Sign – (3' by 8') Rotational unit located on the baseline, includes television exposure***





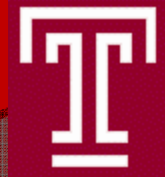


***Press Row Signs – (3' by 8') Backlit court level sign, non-television side of the court , opposite the team benches***





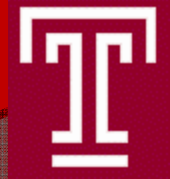
**Baseline Barriers** – (3' by 8') Located behind each basket, run the length of the floor, includes television exposure





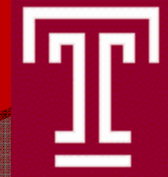


***Backlit Concourse Sign – (4' by 5') Box sign located on the main concourse throughout the arena***





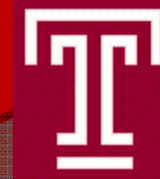
*Concourse Beam Signs – (3' by 12') Located on the main concourse runs horizontally across patrons heads*





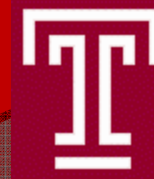


*Section Signs – Corporate logo can be placed below or above section signage throughout the arena*

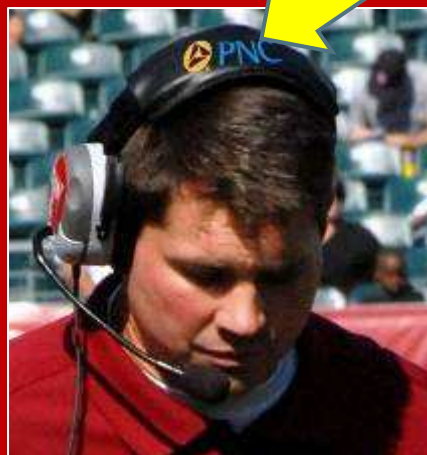




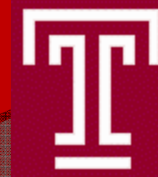
**Media Backdrops** – Logo on the cloth backdrops visible during all Basketball & Football press conferences, great Television exposure







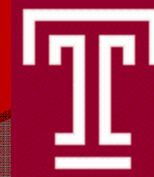
***Football Headset*** – Logo on side and along top of the headset; Worn at every football game, large television exposure





# Promotional Items

- *"Hooter" Piggy Banks*
- *Mini Basketball Hoops*
- *Bobble Head Dolls*
- *Gift Cards*
- *Beach Bags*
- *Replica Jerseys*
- *Rally Towels*
- *Various other giveaways*

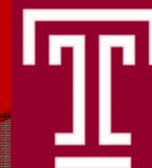




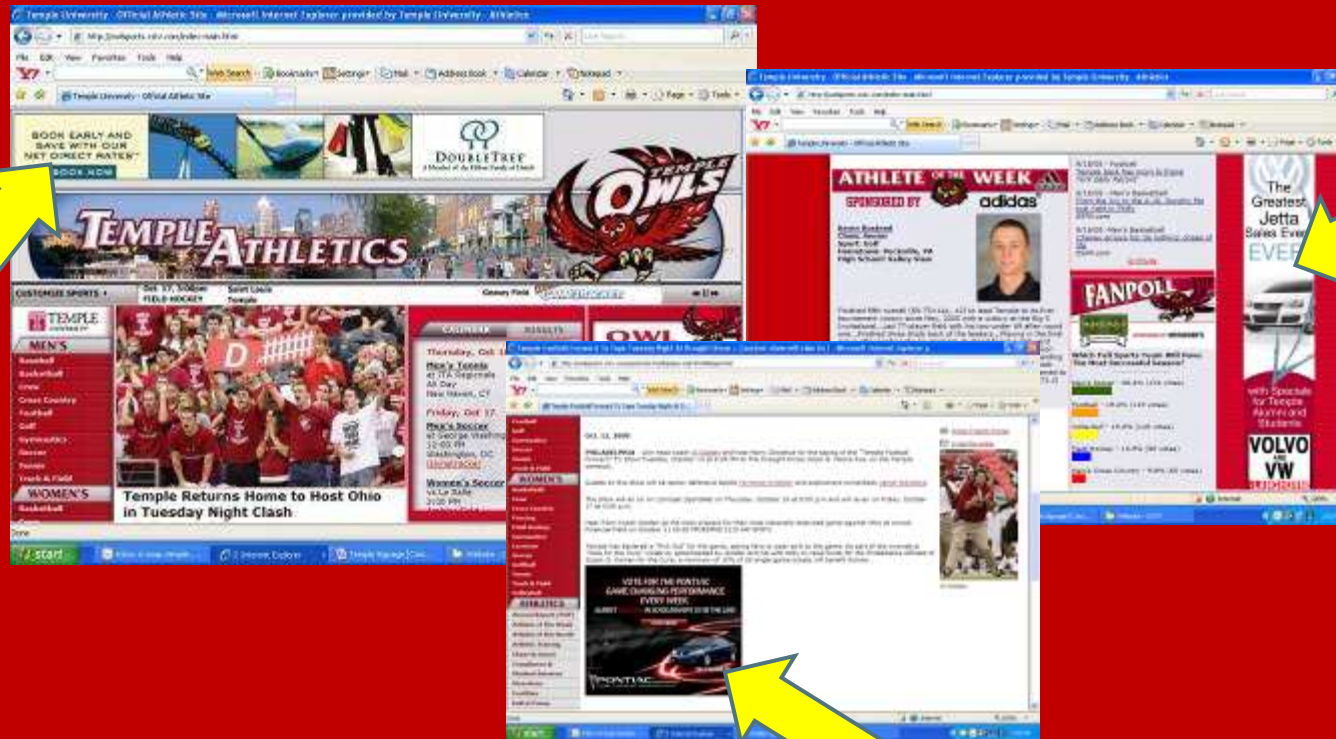


# Print Materials

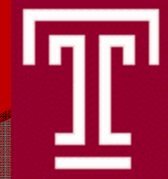
- *Pocket Schedules*
- *Magnet Schedules*
- *Promotional Posters*
- *Ticket backs*
- *Game Day Programs*







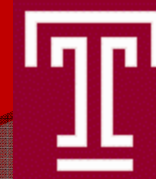
**OWLSports.com** – website advertising has become a great way to connect with customers for immediate ROI





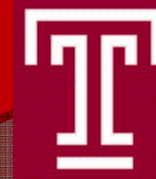


***Temple Radio Network*** – commercial spots, live reads, opening & closing billboards on all Game Broadcasts & Coaches Shows.





*Television Advertising – commercial spots, logo impressions, opening & closing billboards on all our Coaches Television Shows aired on Comcast SportsNet*







***To become a Sponsor of Temple Athletics  
please contact our team ....***

*Mr. Christopher Rumer  
Director of Corporate Partnerships  
Phone – (215) 204-2586  
Email – [crumer@temple.edu](mailto:crumer@temple.edu)*

*Mr. Chet Zukowski  
Sports Sponsorship Coordinator  
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