2021-2022

ADVERTISERS GUIDE

OMAHA LANCERS USHL

OMAHA LANCERS HOCKEY

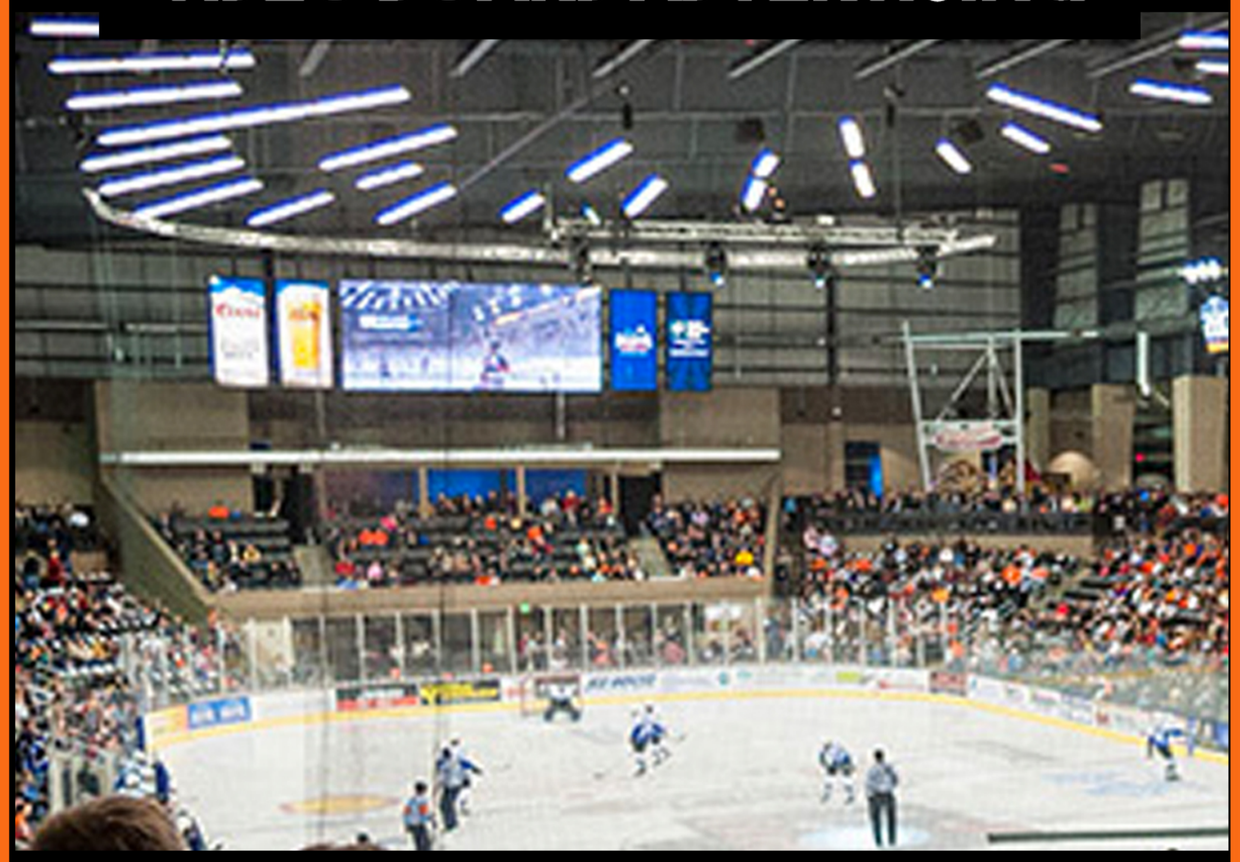
DASHER BOARD ADVERTISING

DASHER BOARD ADVERTISING PUTS YOUR COMPANY RIGHT IN THE MIDDLE OF THE ACTION PROVIDING MAXIMUM EXPOSURE. DASHERS ARE ON DISPLAY FOR ALL LANCERS HOME GAMES, INCLUDING PLAYOFFS, AND ARE HIGHLY VISIBLE TO FANS IN-HOUSE, ON THE VIDEO BOARDS AND ON SOCIAL MEDIA CONTENT. DASHER BOARDS ARE 32" BY 124".

ICE LOGO ADVERTISING

IN-ICE LOGOS ARE ONE OF THE MOST UNIQUE AND VISUALLY STRIKING FORMS OF ADVERTISING IN HOCKEY AND ARE LOCATED IN THE PLAYING SURFACE. CHOOSE FROM VARIOUS PLACEMENTS ON THE ICE THAT SUIT YOUR COMPANY'S LOGO OR INSIGNIA. LOGOS ARE VISIBLE AT ALL TIMES TO FANS AND WILL RECEIVE ADDITIONAL EXPOSURE THROUGH THE VIDEO BOARDS AND SOCIAL MEDIA CONTENT. ICE LOGOS ARE IN PLACE FOR ALL 30 LANCERS HOME GAMES, PLAYOFFS AND ANY OTHER HOCKEY EVENTS HELD AT RALSTON ARENA.

VIDEO BOARD ADVERTISING



THE LANCER-VISION VIDEO SCREENS ARE AT THE CENTER OF ALL GAME-NIGHT ENTERTAINMENT. WITH GIANT VIDEO SCREENS LOCATED AT EACH END OF RALSTON ARENA, LANCER-VISION ADVERTISING TRULY PROVIDES MAXIMUM EXPOSURE. TWO 24 FOOT SCREENS ARE USED TO RUN COMMERCIALS, STILL GRAPHICS, SPONSORED IN-GAME EVENTS AND MORE!

LED RIBBON BOARD

THE LED VIDEO RING STANDS OUT FOR THOUSANDS OF FANS ATTENDING LANCERS GAMES. YOUR LOGO WILL APPEAR A MINIMUM OF 3 TIMES THROUGHOUT ALL LANCERS 30 HOME GAMES, INCLUDING PLAYOFFS. YOUR COMPANY CAN BE THE FOCAL POINT THROUGHOUT EACH GAME WITH AN LED RIBBON SPONSORSHIP.

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SEASON PROGRAM

SECURE YOUR SPOT IN THE LANCERS GAME-NIGHT SOUVENIR PROGRAM!
AS LANCERS FANS GET TO KNOW THE PLAYERS THROUGHOUT THE SEASON,
PUT YOUR COMPANY ALONGSIDE PLAYERS, COACHES, STAFF BIOS,
ORIGINAL LANCERS CONTENT AND MORE IN THE OFFICIAL OMAHA LANCERS PROGRAM.

LANCERS RADIO BROADCAST

HOCKEY TV™
WATCH ANY GAME. ANYTIME.

Mixlr
Broadcast live audio

ALL OMAHA LANCERS HOME AND AWAY GAMES, INCLUDING PLAYOFFS, AND WILL BE BROADCAST LIVE ON MIXLR, AN ONLINE RADIO WEBSITE, AND STREAMED LIVE VIA THE MIXLR APP. ALL BROADCASTS ARE ADDITIONALLY STREAMED WORLDWIDE VIA HOCKEYTV.COM'S LIVE ONLINE STREAM.

CHUCK-A-PUCK

A FAN FAVORITE NIGHTLY PROMOTION, THE LANCERS "CHUCK-A-PUCK" FEATURES A 3' BY 3' BOARD, EMBLAZONED WITH YOUR COMPANY'S LOGO. THESE BOARDS ARE PLACED ON THE ICE AS FANS THROW NUMBERED FOAM PUCKS HOPING TO LAND ON YOUR BOARD! FOR ANY SUCCESSFUL HEAVE, THE THROWER WINS A PRIZE FROM YOUR ESTABLISHMENT! "CHUCK-A-PUCK" IS A GREAT WAY TO DRIVE TRAFFIC TO YOUR BUSINESS AND IMPROVE YOUR EXPOSURE.

SOCIAL MEDIA SPONSOR

WITH OVER 31,000 FOLLOWERS ON OUR SOCIAL MEDIA CHANNELS, YOUR COMPANY CAN GAIN MAXIMUM EXPOSURE WITH THE LANCERS. FROM GAME-DAY POSTS, STARTING LINEUPS, GOAL GRAPHICS, SCORE UPDATE GRAPHICS, STAT GRAPHICS, THE SKY IS THE LIMIT! LET'S GET CREATIVE TO FIND SOMETHING THAT YOUR COMPANY CAN BE APART OF WITH OUR AUDIENCE ON SOCIAL MEDIA.

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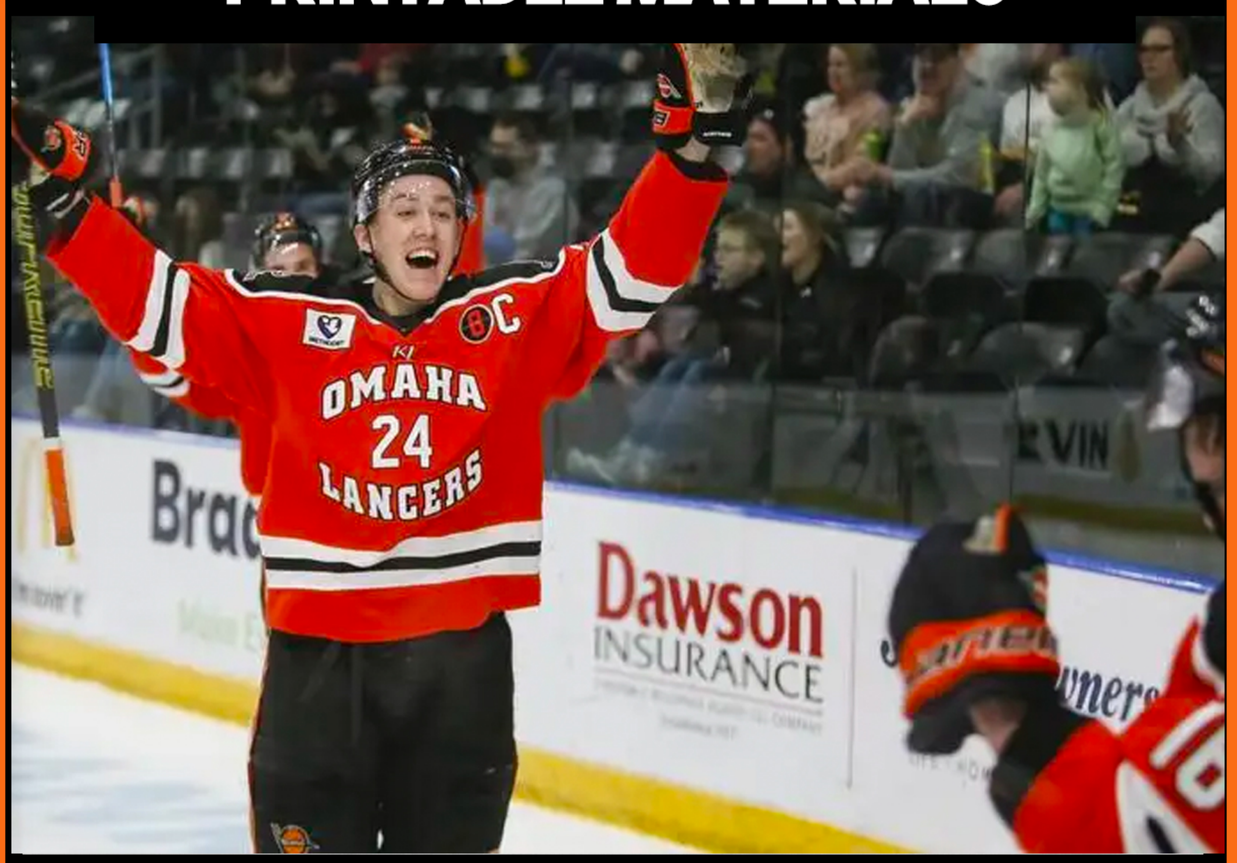
PRINTABLE MATERIALS

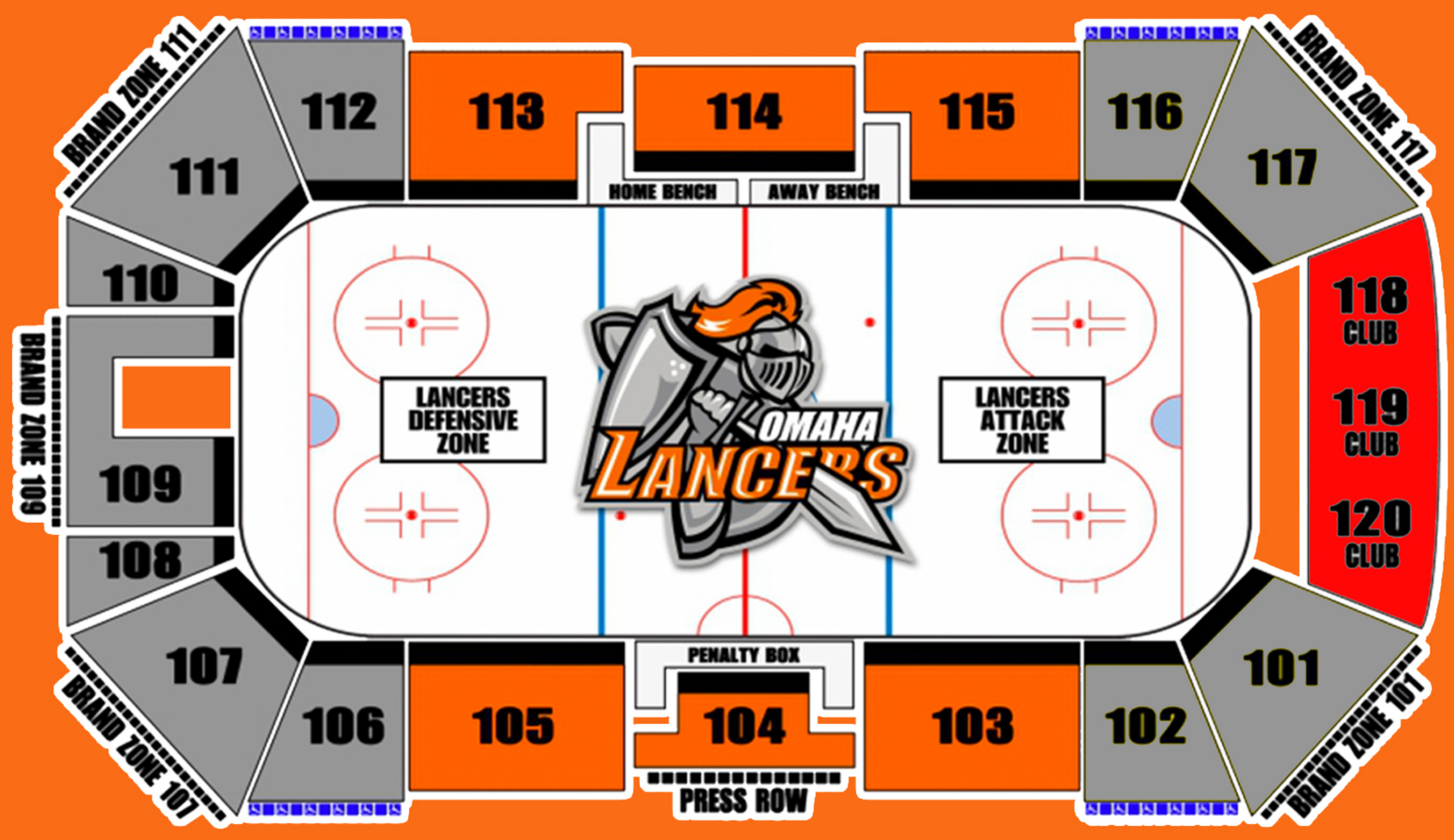


POCKET SCHEDULES, POSTER SCHEDULES, IN GAME PRINTED STATS, AND MORE, YOUR COMPANY CAN BE THE PRESENTING SPONSOR OF KEEPING LANCERS FANS UPDATED THROUGHOUT THE SEASON!

GAME NIGHT SPONSORS

BE THE PRESENTING SPONSOR OF AN OMAHA LANCERS HOME GAME. YOUR COMPANY WILL RECEIVE: 50 TICKETS TO THE SPONSORED NIGHT, ONE COMMERCIAL TO BE SHOWN ON THE VIDEO BOARDS, YOUR COMPANIES LOGO AND INFO ON THE LED RIBBON BOARDS, ONE TABLE ON THE CONCOURSE DURING THE SPONSORED GAME AND ADVERTISEMENT ON SOCIAL MEDIA FOR THE SPONSORED GAME. IF DESIRED, YOUR COMPANY HAS THE OPPORTUNITY TO GIVE A PROMOTIONAL ITEM TO THE FIRST 500 FANS THAT ENTER RALSTON ARENA ON YOUR SPONSORED NIGHT.

CREATE YOUR OWN ONE-OF-A-KIND PACKAGE AND SAVE!



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