

Inflatables always cause a WOW factor at every game because they interact with your fans.

Our inflatables are not a substitute for the existing sponsor's advertisements on stationary signage (i.e. side boards, score clocks, etc.) but allow for additional exposure for new and existing sponsors.

Entrance Tunnels vs. Blimps - Because a tunnel is only up for minutes before the game you might feel that the sponsor(s) will not get a lot of exposure. This is untrue. Every person from the crowd is looking at the tunnel awaiting the team's entrance, thus looking at the sponsorship. You could charge more for sponsorship if you use your tunnel during tailgate parties and radio station events.

Blimps get great exposure, especially if they drop prize coupons into the crowd. They are a source of entertainment keeping your crowds amused between periods. Coupons can be supplied by companies that aren't the advertiser on the blimp for additional revenue.

How to Increase Sponsorship Revenue - If a sponsor purchased an inflatable for your team, you would charge them the going rate for advertising during the game. Some sponsors will purchase the inflatable if it is custom shape or if they want exclusivity. If a sponsor wants exclusivity (not having other inflatables in your arena / stadiums) then you would want to negotiate a higher rate.

Most teams purchase the inflatable themselves and sell the advertising onto the inflatable. This allows the team to control the rate for advertising per game and to place multiple sponsors onto the inflatable to earn additional revenue.

Sponsorship can be applied permanently onto the sides of the blimp or you may wish to use changeable banners to switch sponsorship per season or per game.

Please contact us should you wish to know what other teams are charging for sponsorship rates or require further information.