



# Get Carried Away With StadiumTRAY™



## A powerful new advertising medium

StadiumTRAY™, the superior-quality sponsored food and beverage tray, is provided FREE to every fan that makes a concessions purchase at sports and entertainment events. No other in-venue medium delivers your message - at close distance - with as much print exposure area - for a prolonged period of time - as the StadiumTRAY. Whether you want to deliver sales promotion information, provide samples or heighten awareness, StadiumTRAY has the flexibility to serve as the delivery mechanism in each case.

## Exclusivity at hundreds of venues

Exclusively place your message in the lap of audiences and fans at some of the nation's highest profile premier venues. Your message is the only one on the StadiumTRAY being distributed at the venue. Most sports and entertainment events last for 3.5 hours, StadiumTRAY gives any advertising message maximum exposure with high quality processed color and a combined surface area of more than two square feet. Sponsors can deliver detailed messages and offers.

Your exclusive message will receive undivided customer attention at Shea Stadium, Turner Field, Fenway Park, Soldier Field, or Texas Motor Speedway. Advertisers need not share at Kentucky, UConn, Tennessee women's or Stanford basketball. Your customers will get a kick out of receiving your message at Michigan, Alabama, Oklahoma or Ohio State football games. StadiumTRAY is available nationally. And we're not just sports oriented; we have sponsorships available at cinemas, school cafeterias and more.

## FREE mock-up and all design fees waived

Seeing is believing. Let us provide you with an actual StadiumTRAY with your message or promotion. It's FREE and if you agree that it is an extremely powerful and cost effective way to advertise, and commit to a program within 60 days we'll waive the art charges applicable to the final design, a value of \$5,000.\*\*

To reach one of our regional sponsorship Vice Presidents, visit us online at [www.stadiumtray.com](http://www.stadiumtray.com) or call 770-420-8250.

- 95% of all StadiumTRAY users have immediate sponsor recall.\*
- If used as an activator for retail tie-ins, product coupon, or souvenir value, 56% of males and 59% of females said they would keep the tray or use the coupons.
- 93% of males and 95% of females said it was a better quality tray for handling their concession purchases.

\*Survey details available at [www.stadiumtray.com](http://www.stadiumtray.com) \*\*Offer expires October 31, 2004. The organizations and products mentioned herein may be the trademarks of their respective owners and the owner therein retains any rights.

