

1975 • 20TH ANNIVERSARY — ERIE PROFESSIONAL HOCKEY • 1995

RON HANSIS
1979-1995
Erie's All-Time
Winningest Coach

STEPHANE CHARBONNEAU
1994-1995 ECHL
Leading Goal Scorer

SCOTT BURFOOT
1994-1995 ECHL
Top Scorer



SYLVAIN COTE
1979-1986
Erie's All-Time
Penalty Minutes Leader

KEVIN MCKINNON
1994-1995 ECHL
"Rookie of the Year"

PAUL MANCINI
1978-1987
Erie's All-Time
Leading Scorer

erie panthers

EAST COAST HOCKEY LEAGUE

1995-1996 SEAT TRYOUTS GOING ON NOW!

SEASON TICKETS

CHOICE SEATS!

Season Ticket Holders get the best seats in the house.

NO WAITING IN LINE!

Season Ticket Holders don't have to wait in line to purchase tickets or be turned away due to a sellout.

CASH SAVINGS!

Season Ticket Holders save 20% off the \$6 & \$8 single game ticket prices, providing an inexpensive way for a family to spend an evening together or for businesses to entertain customers or reward worthy employees.

TICKETS NEVER WASTED!

Your unused tickets may be turned in for the same amount of tickets to either one of our exchange games, so your tickets are never wasted.

HALF PRICE FOR PARKING!

Season Ticket Holders may purchase season parking passes with a savings of 50%

OPTION ON PLAYOFFS!

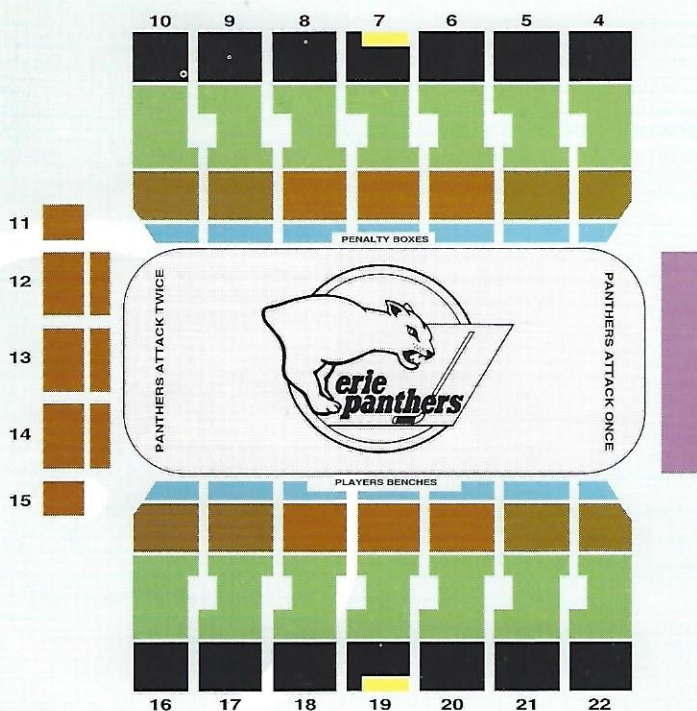
Season Ticket Holders get the first right of refusal on their seat location for post season playoff games.

SPECIAL PRIZES!

A team autographed stick will be given away to a lucky Season Ticket Holder each game in addition to other special prizes.

20th ANNIVERSARY COMMEMORATIVE PIN!

For each season ticket that you purchase, you'll receive a special 20th Anniversary Commemorative Pin that in addition to looking great, also gets you 15% off all Erie Panthers' souvenirs.



"PANTHER PACK" GROUP TICKETS!

Whether it's an employee or customer function or simply sharing the camaraderie of friends, the Erie Panthers set the stage for a rockin' good time!

We want to make your group outing easy to arrange, fun to attend and memorable enough that you want to do it again!

Our group sales representatives are ready to work with you to design an ideal outing for your group of 20 or more. We'll put you right on top of all the action in our "Panther Pack" group sections, specially priced at \$4! (Discounted from \$6).

How to...

PUT YOUR GROUP OUTING TOGETHER

- 1 Select a game for your group. Whether it's a certain day or specific team that you're looking for, we make it easy to choose!
- 2 It's not necessary to know exactly how many tickets you'll need to buy when you call. We'll help you figure out an estimated number and just give you the actual tickets to sell, so there's no risk to you or your organization! We'll even give you posters to help promote your particular game.
- 3 Two days before the game, simply return any unsold tickets, along with payment for those that you did sell. Payment may be made by check, money order, cash, Visa or MasterCard.
- 4 The Panthers will also salute your group by displaying it's name on the Erie Civic Center message board as well as announce it over the public address system at your selected game.
- 5 Plus, one lucky person from your group will win an autographed team pennant at your game! In addition, all of your group members receive a 10% discount on Erie Panthers souvenirs at your particular game!

Let The Party Begin!

LUXURY SUITES VIP LOGES

Celebrating a birthday or anniversary ...entertaining clients ... or just a night out with the gang ... no matter what the occasion, your group outing really becomes a hit when you let us do all the work while you just relax and enjoy the game! Both the SUITES and the LOGES overlook the ice playing surface and offer a special menu that you just won't find at the concession stands.

So, whether it's a party in our VIP LOGE or in our LUXURY SUITES, remember you'll be treated first class all the way!

Reserve your space today - remember, seating is limited.

| SEAT TYPE | ROWS | CLASS | SINGLE GAME \$ | SEASON TICKET \$ |
|-----------------|--|--------------|----------------|------------------|
| PREMIUM SEATS | A-M | adult | \$8 | \$224 |
| PREMIUM SEATS | A-M | child/senior | \$4 | \$140 |
| RINKSIDE SEATS | HH-NN | all | \$6 | \$168 |
| RINKSIDE SEATS | HH-NN | group | \$4 | (groups of 20+) |
| ICE LEVEL SEATS | DD-GG | all | \$4 | \$140 |
| VIP LOGE: | \$175 per game (for 6 people - includes game admission, magazine, food & refreshments) | | | |
| LUXURY SUITES: | Prices available from Panthers' representatives. | | | |

GET IN THE GAME!

Make the Erie Panthers part of your Marketing Plan

HERE'S WHY ERIE PANTHERS HOCKEY IS WHERE YOU WANT TO BE!

A TRADITION OF EXCELLENCE

Over the years, the teams have had a winning record 80% of the time, including posting the league's best record 1/3 of those seasons! Plus an Erie player has ranked #1 in league scoring an unbelievable 40% of the time!

ALL-TIME ATTENDANCE RECORD

Over the past six years, the Panthers have averaged drawing over 100,000 fans per season! What's even more remarkable is that no other Erie sports team has even accomplished that feat once!

#1 IN SEASON TICKETS

The Panthers had over 1,000 Season Ticket Holders for the fifth consecutive year—an all-time Erie sports franchise record!

DASHERBOARD ADS SELL OUT!

For the fourth year in a row, "ICE TIME" Dasherboard Advertisements were sold out!

FIRST RATE GAME MAGAZINE

One veteran sportswriter had this to say about "FACE-OFF" Magazine: "The official magazine of the Panthers, "FACE-OFF", brings the local hockey fan right to the big time. The 136-page publication is loaded from cover to cover with information that successfully rivals anything in the line of game programs throughout the National Hockey League." -The Morning News

FACE OFF Magazine

The Official Game Magazine Advertising of the Erie Panthers

| AD COPY SIZE | HEIGHT X WIDTH | COLOR/B&W | PRICE |
|--------------|---------------------|-----------|--------|
| 1/4 | 2.25 x 7.75 inches | B & W | \$ 350 |
| 1/2 | 4.50 x 7.75 inches | B & W | \$ 675 |
| FULL | 10.00 x 7.75 inches | B & W | \$1300 |
| FULL | 10.00 x 7.75 inches | COLOR | \$2750 |

PROFESSIONAL QUALITY

The 1995-1996 edition of "FACE OFF" is of high quality with an attractive 8 1/2 by 11 inch professional magazine style format.

YOU CHOOSE YOUR EXACT AD LOCATION

In "FACE OFF" magazine you get to select your exact ad location by page number as well as by adjoining editorial content.

CONTENT THAT FANS LOVE

Each "FACE OFF" Magazine contains great editorial content, player information, statistics, rosters and a scorecard for fans to keep score. Fans are also involved with the magazine through lucky number prizes to give it greater appeal.

"SHOW-TIME" Advertising

These 18" x 48" advertising signs are located in the concession areas and are on display year round for every event at the Civic Center! Plus 12 of the 18 spaces are located next to editorial bulletin boards displaying hockey statistics and player information. The remaining 6 spots are featured by entry ways.

| | | | |
|---------------|-------------------------------------|--------------|--------|
| North Bar | displays ECHL Standings | 2 spots | |
| South Bar | displays ECHL Standings | 2 spots | |
| NW Concession | displays ECHL Top Scorers & Goalies | 2 spots | |
| SW Concession | displays ECHL Top Scorers & Goalies | 2 spots | |
| NE Concession | displays Erie Top Scorers & Goalies | 2 spots | |
| SE Concession | displays Erie Top Scorers & Goalies | 2 spots | |
| North Stairs | 1 spot | South Stairs | 1 spot |
| North Men's | 1 spot | South Men's | 1 spot |
| North Ladies | 1 spot | South Ladies | 1 spot |

Price: \$165 per month - contract runs from July 1 to June 30 and are pro-rated as necessary.

ICE TIME! Dasherboards

The Official Dasherboard Advertising of the Erie Panthers

| # OF BOARDS | HEIGHT X WIDTH | PRICE |
|-------------|----------------|--------|
| 1 | 30" x 5' | \$1650 |
| 2 | 30" x 5' | \$2750 |
| 1 | 30" x 10' | \$2750 |
| 2 | 30" x 10' | \$4950 |

HIGH VISIBILITY

The "ICE TIME" Dasherboard Signs are one of the best advertising buys that the Erie Panthers have to offer. Professionally painted to your specifications, these signs are highly visible in the friendly confines of the Erie Civic Center. The Dasherboards are available on an annual basis.

FIRSTHAND EXPOSURE

During the 1994-1995 season, the Panthers drew a captive audience of 90,000 fans to their 34 home games from October to March (approximately three hours of viewing per person, per game.)

MEDIA EXPOSURE

"ICE TIME" Dasherboards may also be seen on local Erie television stations as well as appearing in the photos taken by local newspapers.

VIP CLUB

The Official Advertising and Ticket Package of the Erie Panthers

| | |
|--|----------------|
| 4 Premium Season Tickets | \$896 |
| Full Page B & W Advertisement in "FACE OFF" Magazine | \$1300 |
| 5 foot Dasherboard Advertisement | \$1650 |
| V.I.P. Loge (includes tickets and refreshments for six people) | \$175 |
| Sponsor I.D. in select radio commercials | \$1300 |
| TOTAL | \$5321 |
| PACKAGE SAVINGS | -\$2041 |

SPECIAL PACKAGE PRICE.....\$3280

Shared Promotion Sponsorship.....+ \$500

VIP Plus! Package Price \$3780

SPECIAL EVENTS/PROMOTIONS

ERIE PANTHERS PREMIUM PROMOTIONAL GIVEAWAYS

Put your logo, along with the Panthers, on special souvenirs distributed to fans on your promotion night. Choose from hockey pucks, hockey sticks, ski caps, T-shirts, ice scrapers and more. It's a great way to enhance your image with Panthers fans and of course they, and everyone around them, will think of you every time that they use your particular item. Rates vary depending on item and quantity.

MAJOR EVENTS

Target your customers, present and future, with promotions of tremendous appeal. Sponsorships include such exciting attractions as the "\$104,000 Shootout," "Frisbee Fridays Car Contest," "The Great TV Giveaway," "Laser Light Show Extravaganza," and whatever the imagination can conceive to entertain a packed house of thousands of Panthers fans!

CELEBRITY APPEARANCES

You become the talk of the town when you sponsor a celebrity appearance. The game is your extravaganza when you bring in the likes of The Famous Chicken, The Happy Trumpeter, Morganna-The Kissing Bandit, major sports team mascots as well as former National Hockey League player celebrities. Rates vary according to celebrity fees.

- All promotional nights receive access to Panther crowds for the purpose of marketing, sampling and displaying.
- You are tagged into Panthers advertising promoting your particular sponsored game.
- Public address announcements will be made at the three games prior to your designated promotion.



SHOW YOUR STUFF!

OFFICIAL ERIE PANTHERS MERCHANDISE

If you're a true Panthers fanatic then show your stuff with Official Panthers gear.

We've got all types of Panthers clothing and merchandise for you and the sports fan in your life.



EAST COAST HOCKEY LEAGUE

NORTH DIVISION

Columbus Chill
Dayton Bombers
Erie Panthers
Huntington Blizzard
Johnstown Chiefs
Louisville Riverfrogs
Toledo Storm
Wheeling Thunderbirds

SOUTH DIVISION

Birmingham Bulls
Jacksonville Lizard Kings
Knoxville Cherokees
Louisiana IceGators
Mobile Mysticks
Nashville Knights
Tallahassee Tiger Sharks

EAST DIVISION

Charlotte Checkers
Hampton Roads Admirals
Raleigh IceCaps
Richmond Renegades
Roanoke Express
South Carolina Stingrays