

Summary of Signage Revenue & Expense Projections

- **Revenue Projections**

- “Title Sponsorship” for the facility is projected between \$95,000-\$125,000 per year so, for both scenarios, we used the \$95,000 figure (low-end of projections)
- Scenario 1 is projected to have 2 “Presenting Sponsors”
 - Range for “Presenting Sponsors” is projected between \$40,000-75,000
 - The 2 “Presenting Sponsors” in Scenario 1 are projected at \$40,000 and \$57,500 (the low and mid-point in the range)
- Scenario 2 is projected to have 3 “Presenting Sponsors”
 - The 3 “Presenting Sponsors” in Scenario 2 are projected at \$40,000, \$57,500 and \$75,000 (the low, mid-point and high-end of the range)
- Contractor escalator
 - A 3% annual escalator is projected into each sponsor contract throughout the 5-year contract period

- **Expense Projections**

- Year 1 of each contract the signage expense, which would include all development and installation expenses, are projected at 25% of the first year sponsorship fee
- Year 2-5 of the contract, the signage maintenance expenses are projected at 10% of the annual sponsorship fee
- Any savings on projected signage expenses will accrue to the facilities bottom line
- Premier Sports will be paid a 20% annual commission based on the gross sponsorship fee paid by each sponsor to the facility
 - Premier will serve as the primary contact person for each sponsor and will manage the implementation of the sponsorship for the facility

SIGNAGE REVENUE & EXPENSE PROJECTIONS

Scenario One

Year One

| Sponsor Category | Revenue | Year 1: Installation Expenses (25%) | Premier Commission (20%) | Year 1: Net Revenue |
|-----------------------|---------|-------------------------------------|--------------------------|---------------------|
| Title Sponsor | 95,000 | 23,750 | 19,000 | 52,250 |
| Presenting Sponsor #1 | 40,000 | 10,000 | 8,000 | 22,000 |
| Presenting Sponsor #2 | 57,500 | 14,375 | 11,500 | 31,625 |
| TOTAL | 192,500 | 48,125 | 38,500 | 105,875 |

Year Two

| Sponsor Category | Revenue | Year 2: Non-Installation Expenses (10%) | Premier Commission (20%) | Year 2: Net Revenue |
|-----------------------|---------|---|--------------------------|---------------------|
| Title Sponsor | 97,850 | 9,785 | 19,570 | 68,495 |
| Presenting Sponsor #1 | 41,200 | 4,120 | 8,240 | 28,840 |
| Presenting Sponsor #2 | 59,225 | 5,923 | 11,845 | 41,458 |
| TOTAL | 198,275 | 19,828 | 39,655 | 138,793 |

Year Three

| Sponsor Category | Revenue | Year 3: Non-Installation Expenses (10%) | Premier Commission (20%) | Year 3: Net Revenue |
|-----------------------|---------|---|--------------------------|---------------------|
| Title Sponsor | 100,786 | 10,079 | 20,157 | 70,550 |
| Presenting Sponsor #1 | 42,436 | 4,244 | 8,487 | 29,705 |
| Presenting Sponsor #2 | 61,002 | 6,100 | 12,200 | 42,701 |
| TOTAL | 204,223 | 20,422 | 40,845 | 142,956 |

Year Four

| Sponsor Category | Revenue | Year 4: Non-Installation Expenses (10%) | Premier Commission (20%) | Year 4: Net Revenue |
|-----------------------|---------|---|--------------------------|---------------------|
| Title Sponsor | 103,809 | 10,381 | 20,762 | 72,666 |
| Presenting Sponsor #1 | 43,709 | 4,371 | 8,742 | 30,596 |
| Presenting Sponsor #2 | 62,832 | 6,283 | 12,566 | 43,982 |
| TOTAL | 210,350 | 21,035 | 42,070 | 147,245 |

Year Five

| Sponsor Category | Revenue | Year 5: Non-Installation Expenses (10%) | Premier Commission (20%) | Year 5: Net Revenue |
|-----------------------|---------|---|--------------------------|---------------------|
| Title Sponsor | 106,923 | 10,692 | 21,385 | 74,846 |
| Presenting Sponsor #1 | 45,020 | 4,502 | 9,004 | 31,514 |
| Presenting Sponsor #2 | 64,717 | 6,472 | 12,943 | 45,302 |
| TOTAL | 216,660 | 21,666 | 43,332 | 151,662 |

SIGNAGE REVENUE & EXPENSE PROJECTIONS

Scenario Two

Year One

| Sponsor Category | Revenue | Year 1: Installation Expenses (25%) | Premier Commission (20%) | Year 1: Net Revenue |
|-----------------------|----------------|---|-----------------------------|------------------------|
| Title Sponsor | 95,000 | 23,750 | 19,000 | 52,250 |
| Presenting Sponsor #1 | 40,000 | 10,000 | 8,000 | 22,000 |
| Presenting Sponsor #2 | 57,500 | 14,375 | 11,500 | 31,625 |
| Presenting Sponsor #3 | 75,000 | 18,750 | 15,000 | 41,250 |
| TOTAL | 267,500 | 66,875 | 53,500 | 147,125 |

Year Two

| Sponsor Category | Revenue | Year 2: Non-Installation Expenses (10%) | Premier Commission (20%) | Year 2: Net Revenue |
|-----------------------|----------------|---|-----------------------------|------------------------|
| Title Sponsor | 97,850 | 9,785 | 19,570 | 68,495 |
| Presenting Sponsor #1 | 41,200 | 4,120 | 8,240 | 28,840 |
| Presenting Sponsor #2 | 59,225 | 5,923 | 11,845 | 41,458 |
| Presenting Sponsor #3 | 77,250 | 7,725 | 15,450 | 54,075 |
| TOTAL | 275,525 | 27,553 | 55,105 | 192,868 |

Year Three

| Sponsor Category | Revenue | Year 3: Non-Installation Expenses (10%) | Premier Commission (20%) | Year 3: Net Revenue |
|-----------------------|----------------|---|-----------------------------|------------------------|
| Title Sponsor | 100,786 | 10,079 | 20,157 | 70,550 |
| Presenting Sponsor #1 | 42,436 | 4,244 | 8,487 | 29,705 |
| Presenting Sponsor #2 | 61,002 | 6,100 | 12,200 | 42,701 |
| Presenting Sponsor #3 | 77,318 | 7,732 | 15,464 | 54,122 |
| TOTAL | 281,541 | 28,154 | 56,308 | 197,079 |

Year Four

| Sponsor Category | Revenue | Year 4: Non-Installation Expenses (10%) | Premier Commission (20%) | Year 4: Net Revenue |
|-----------------------|----------------|---|-----------------------------|------------------------|
| Title Sponsor | 103,809 | 10,381 | 20,762 | 72,666 |
| Presenting Sponsor #1 | 43,709 | 4,371 | 8,742 | 30,596 |
| Presenting Sponsor #2 | 62,832 | 6,283 | 12,566 | 43,982 |
| Presenting Sponsor #3 | 79,637 | 7,964 | 15,927 | 55,746 |
| TOTAL | 289,987 | 28,999 | 57,997 | 202,991 |

Year Five

| Sponsor Category | Revenue | Year 5: Non-Installation Expenses (10%) | Premier Commission (20%) | Year 5: Net Revenue |
|-----------------------|----------------|---|-----------------------------|------------------------|
| Title Sponsor | 106,923 | 10,692 | 21,385 | 74,846 |
| Presenting Sponsor #1 | 45,020 | 4,502 | 9,004 | 31,514 |
| Presenting Sponsor #2 | 64,717 | 6,472 | 12,943 | 45,302 |
| Presenting Sponsor #3 | 82,026 | 8,203 | 16,405 | 57,418 |
| TOTAL | 298,687 | 29,869 | 59,737 | 209,081 |