

RIPBANG SVI

WHAT MAKES HAPPY FANS?

THE FAN EXPERIENCE

Provide a memorable game-day

BRAND INTEGRATION

Manage sponsor partnerships

EVERGREEN AMENITIES

Create renewable assets

EXPERIENCE BRANDING

Connect with fans on a personal level

SPONSORSHIP PLANNING

Build consensus, move your project forward

DESIGN + BUILD INTEGRATION

Use turn-key solutions



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AMWAY CENTER'S PLAZA AND CHAMPIONS OF THE COMMUNITY PUBLIC ART SCULPTURE



INCREASE DIRECT REVENUE

Sponsorships

INCREASE INDIRECT REVENUE

Ticket Sales, F&B

INCREASE GAME DAY REVENUE

No-shows, per caps

ENHANCE YOUR TEAMS BRAND

Build brand loyalty

IMPROVE GUEST SATISFACTION

Make happy fans

AMWAY CENTER'S OZONE

THE FAN EXPERIENCE IS YOUR PRODUCT



RipBang/ SVI in-venue solutions make it easy to transform your venue into a compelling sports and entertainment destination.

IN RECENT YEARS, THE RAPID CONVERGENCE OF SPORTS AND ENTERTAINMENT HAS BEEN A KEY driver of the sports business industry's continued growth and financial success.

Historically, stadiums and arenas were built solely for fans to attend sports and entertainment events - just "a place to go and watch a game." However, in today's sports entertainment world, this is not enough. As fans demand an experiential outing, venues need to provide a more convenient and complete game-day experience that transforms mere games into memorable sporting events. By enhancing the fan experience with just the right mix of sports and entertainment, while delivering a blend of marketing and promotion, those that invest in, manage or own venues can prosper.

Today, spectators not only expect but are increasingly willing to pay a premium for an all-encompassing game-day experience. Venue operators and sponsorship sales

teams must work together to develop and implement a strategy that combines game action, fan amenities and sponsorship to drive incremental revenue from the merging of sports and entertainment.

Our in-venue solutions make it easy for any organization looking to upgrade their facility, increase revenue and build their brand to develop a comprehensive strategy - on time and on budget.

PHASE ONE of our integrated suite of design + build services begins with in-depth analysis of your venue, leading to a detailed understanding of your organization's goals, objectives and priorities.

PHASE TWO synthesizes your goals and objectives into a detailed plan, budget, schedule and illustration of the program vision, so your organization can communicate the big picture and build team consensus to move forward.

PHASE THREE concludes the process. Now that you are ready to proceed, RipBang/ SVI can handle it all. From guaranteed pricing and scheduling to sponsorship sales and integration; fabrication and installation.

"Venues need to provide a more convenient and complete game-day experience..."

SPONSOR INTEGRATION & OUTREACH

Our sponsor integration service includes:

- Working closely with sponsorship sales
- Pitch decks and sponsor drafts
- Presenting sponsors with unique in-venue consumer touch-points
- Maximizing sponsor brand visibility
- Creating sponsorable pre-game, in-game and post-game activities
- One-of-a-kind destinations
- Exclusive amenities for premium seats
- Creating access to event level activities and access to athlete interaction



Maximizing a sponsor's brand visibility with integrated design solutions.

SPONSOR PARTNERSHIPS THAT REALLY DELIVER

SPORTS SPONSORSHIP IS MORE COMPLEX THAN EVER.

Teams, events and venues need sponsorship revenue and the added marketing reach sponsors can deliver. Marketers want access to sports properties' brand equity, sponsorable inventory and activation opportunities. Other than this mutual need, there is increasingly little common ground.

Sports properties seek affiliation with brands that will complement but not overshadow their own identity. Meanwhile, sponsors are under increasing pressure to prove ROI and therefore seek an ever-more dominant presence for their brands, both in terms of media and a physical in-venue presence.

Managing competing brand objectives is just one example of the constant challenge that sports properties face today in the sponsorship

marketplace. Striking the right balance can drive the bottom line and enhance the fan experience. Missing the mark, on the other hand, can result in budget shortfalls and unhappy fans.

Organizations that focus on sponsorship planning achieve success by integrating the goals and objectives of ownership, operations, marketing and sponsorship sales to develop engaging amenities that allow sponsors to become true stakeholders in the fan experience.

When a complete and integrated game-day experience is delivered, fans will arrive earlier and stay longer - increasing revenue generation opportunities. Sponsors and media partners find value in well-designed amenities that help market and promote their brands to your loyal fan base.

EXPERIENCE ZONES:

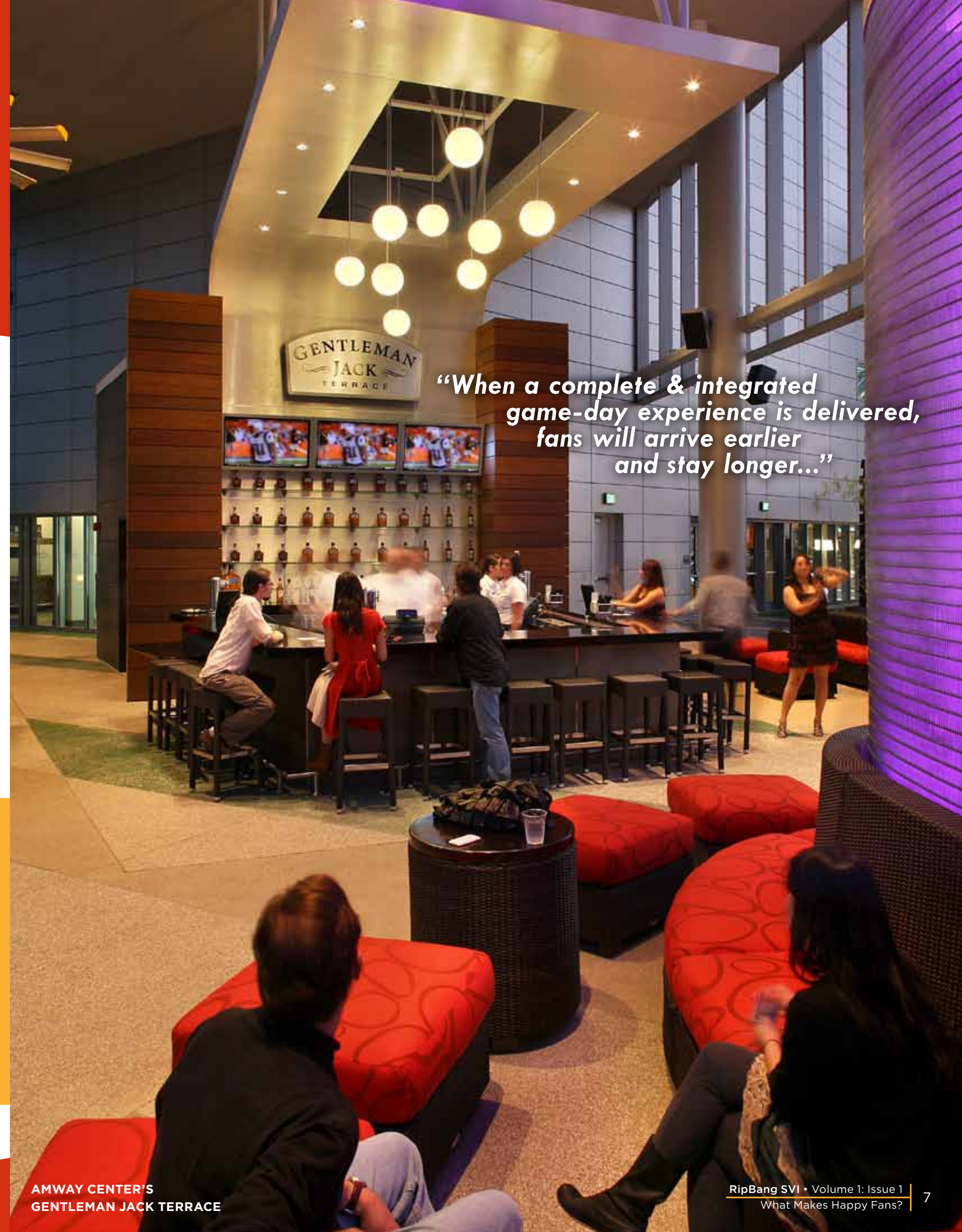
1) Improve brand visibility, 2) Create fan interactivity, 3) Provide category exclusivity

The past few years have been a thrilling period for stadium and arena development. New venues such as the O2 Arena in London, Dallas Cowboys Stadium, Mets' CitiField and the Amway Center in Orlando have advanced the state-of-the-art in architecture, sightlines, fan amenities,

food and beverage, and sponsorable inventory. Today the challenge is not how to build something new, but rather how to make the most of what already exists.

Our solution to this challenge is what we call "Experience Zones." These environments are specifically

planned, designed, built and operated to enhance the game-day experience and complement the sporting action. More than just another venue "amenity," the zones are inventory that is highly sellable and ideal for sponsor activation and fan engagement.



"When a complete & integrated game-day experience is delivered, fans will arrive earlier and stay longer..."

"THIS 'EVERGREEN' AMENITY CONTINUES TO DELIVER VALUE TO BOTH THE SPONSOR & THE TEAM..."

THE GORILLA HOUSE



EVERGREEN AMENITIES KEEP ON GIVING

Creating well-developed amenities that maintain sponsorability through the years.

BUILDING STRONG CONNECTIONS TO CONSUMERS OR INTRODUCING A NEW PRODUCT OR SERVICE

to a captive audience presents a compelling opportunity for many brands.

A well developed amenity such as a family fun zone or children's play area can act as a renewable asset within your sponsorable inventory for years.

In Phoenix, the Suns developed just such a sponsored amenity dubbed "the Gorilla House," home to Suns mascot Go. The initial sponsorship package was sold to a national wireless carrier who also funded the amenity's development. This partnership proved a successful co-branding venture for the team and sponsor throughout the duration of the 3-year sponsorship term. At the end of the term, the amenity was re-sold to a new sponsor and rebranded accordingly. Today, this "evergreen" amenity continues to deliver value to both the sponsor and the team.

Consumer brands seek the value created through the embedded integration, close association and access to sports properties. By creating amenities that converge entertainment and marketing, teams and organizations that operate venues can take advantage of branding synergies that offer sponsors and fans the opportunity to build strong connections.

INTERACTIVE TECHNOLOGY

The Amway Center's fan zone, showcases a 14-ft tall typography sign with a pair of 25-ft tall interactive "turrets" that are an integral component of the Magic's game experience. These highly telegenic and photogenic icons feature:



- Programmable LED "media mesh" that create dramatic lighting and animation, along with full motion video
- Pyrotechnics
- Stages for the mascot and dancers
- A blimp landing deck
- T-shirt cannons controlled by the Magic's show producer

HAPPY FANS DRIVE REVENUE

In-venue experience branding: upscale destinations for fans of all price points

IN ANY ECONOMIC ENVIRONMENT, THERE IS STIFF competition for fan attention. Part of an overall plan to improve the fan experience should include:

- Selectively upgrading existing customer touch-points
- Improving the game-day experience
- Offering unique environments and entertaining destinations
- Creating fun and innovative in-venue locations
- Maximizing visibility and improving navigation
- Encouraging fans to explore your venue
- Creating opportunities to increase exclusivity for your corporate partners
- Pre-game, in-game and post-game activities
- Creating prominent experiential features and signature destinations
- Enhancing the food and beverage experience
- Must-see destinations and attractions in the venue

“In-venue experience branding is the most powerful tool out there to win brand loyalty & enhance the fan experience.”

- Non-game day amenities and one-of-a-kind destinations
 - Family-friendliness
 - Exclusive amenities for premium seat holders
 - Upscale destinations for upper-deck patrons
 - Elegant hospitality spaces
 - Engaging your team’s fan base
 - Retail stores, destination bars, clubs & restaurant
 - Family fun zones and play areas to build season ticket holders of the future
 - Immersive experiences that build strong connections between consumers and brands
- In-venue experience branding is the most powerful tool out there to win brand loyalty and enhance the fan experience.

AMWAY CENTER'S STUFF'S MAGIC CASTLE KID'S ZONE PRESENTED BY CLUB WYNDHAM



BUILDING YOUR BRAND:

It's more than just a seat. It's belonging to something.

Many details build a brand. When done right, the details of a venue can help your brand grow and stand out in a competitive marketplace.

To fans, a team's "brand" represents a rich competitive heritage and a legacy of memories, creating intense loyalty. Generations express their passion for your brand every time they attend an event.

Filled with excitement and anticipation from the moment they

arrive, fans seek to engage in your brand up-close and personally with friends, family and colleagues. They crave the connection and unity that comes with a visit to your venue, whether its game-day or not. Hall of fame exhibits, graphic timelines and interactive displays are great ways to build and maintain connections while reinforcing your brand.

Sharing your fan's sense of connection, loyalty and community



with your corporate partners creates a unique opportunity to link brands in the minds of consumers and deliver measurable value in return.



AMWAY CENTER'S KIA MOTORS TERRACE

INFORMATION ARCHITECTURE: Wayfinding, signage and graphics



Does your venue suffer from cramped concourses, limited sight lines and multiple signage systems that make wayfinding a constant challenge for fans?

Do your signage and graphics significantly improve the fan experience?

Memorability, simplicity and consistency are the

most important elements in venue navigation. A fan's ability to navigate your facility and find the things they're looking for is a powerful but often overlooked aspect of the event experience. It is also one of the most cost effective ways to improve your facility.

An effective wayfinding system is much more than signage and graphics. It is the result of many elements that, taken together, help to communicate an intuitive understanding of your venue and its interior environments.

Our experience shows that a strong visual point of orientation creates a comfort level that encourages visitors to explore. The intuitive arrangement of visual cues can suggest a primary path of travel, highlight important information, improve traffic flow, enhance identification of sponsored amenities and choreograph the fan experience.



THE ROAD MAP TO SUCCESS

Sponsorship planning creates defined priorities and visual aids for building consensus to move projects forward.

SPONSORSHIP MASTER PLANNING IS DESIGNED TO reduce the visual clutter that accumulates after years of unplanned and scattershot sponsorship implementation. The results will maximize revenue by guaranteeing sponsor visibility, exclusivity and interactivity, while improving the looks of the facility.

For property owners, operators and tenants facing critical sponsorship sales and renewal cycles,

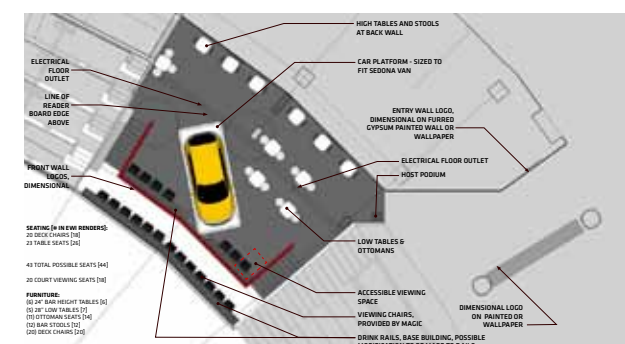
sponsorship master planning creates a high-level road map for how they can maximize the brand benefits it receives from sponsorships. The mission of sponsorship master planning is to define and prioritize your goals and objectives, both financial and non-financial. It is then translated into specific in-venue design concepts, which serve as an implementation road map for turning them into reality. The Amenity Master Plan graphically illustrates the information for the client to solicit input, drives consensus from internal and external stakeholders, and can be

shared with current and prospective sponsors so objectives can be aligned early in the sales and negotiation process.

"Our planning process will result in the identification of specific physical components to activate the sponsorship..."

Our Amenity Master Plan is the first step helping sports venue decision makers fully understand their specific objectives and interests before undertaking key sponsorship sales and renewal efforts. In many cases, our planning process will result in the identification of specific physical components to activate the sponsorship, including signage and graphics, in-venue sponsor showcases and even mobile marketing exhibits intended for deployment in the community.

shared with current and prospective sponsors so objectives can be aligned early in the sales and negotiation process.



“Our projects are highly sponsorable because fans like them and use them.”

THE CASE FOR SINGLE-SOURCE RESPONSIBILITY

Plan + design + build: integrating success with turn-key solutions.

VENUE DEVELOPMENT IS A COMPLEX AND HIGHLY DETAILED ENDEAVOR UNDER the best of circumstances. Tight budgets and compressed schedules require ownership and operations to maintain strict adherence to project timelines and construction costs. Adding sponsorship sales to the venue development mix requires an increased level of integration that often conflicts with the fast paced decisions that drive these projects.

Whether you're planning a new building, to upgrade an existing venue or produce a temporary event, RipBang/ SVI works directly with facility owners, operators and tenants in delivering single source responsibility. By providing in-house design-build, project management, fabrication and installation services, RipBang/ SVI delivers turn-key, in-venue solutions for stadiums, arenas and events. Without the coordination and communication issues of multiple agencies working on the same spaces, meeting stated budgets, schedules and opening dates is more efficient and cost-effective. Our projects are highly sponsorable because fans like them and use them, which increases loyalty to your brand and makes your brand more attractive to sponsors.

As a one-stop design and production resource, we have assisted major sports, entertainment and consumer brands in creating deep and lasting connections with fans including the Orlando Magic, PGA's Northern Trust Open, Minnesota Twins, Pittsburgh Steelers, Breeder's Cup Championship, T-Mobile and Verizon.

AMWAY CENTER'S GENTLEMAN JACK TERRACE

LANDMARKS ICONS & RITUALS

My father took me to my first Dodgers game in the spring of 1972. As a seven year old, my first recollection of the stadium was of the soaring canopies of the upper deck silhouetted against a high blue sky as we approached from the parking

lot. The stadium seemed to embrace earth and sky, offering amazing views of the downtown skyline, sun drenched hillsides, and tidy rows of palm trees that ringed the ballpark. To this day, there are few things more exciting, comforting and familiar than a trip to Dodgers Stadium for a Sunday afternoon game.

An outing to a ballpark or sports venue stirs a sense of

excitement and anticipation in fans of all ages. That moment when we connect with other fans and engage our passion for our local team can transport us to a world of wonder for an evening or afternoon. Our monuments to sport have become entertainment destinations that engage all of our senses and create lasting memories that span generations. Whether we're posing

for a photo with family and friends in front of the peristyle, high-fiving our favorite mascot or shopping for a game jersey in the team store, landmarks, icons and rituals are an important part of the fan experience at every venue.

Creating opportunities to surprise and delight fans with architectural elements and physical signatures within your venue provides

opportunities for fans to make a strong connection to the team and reinforce those memories each time they visit. Activating your venue's architectural inventory of spaces and elements to engage fans and create memories is yet another tool for operators to enhance the fan experience and keep them coming back season after season.



GLOSSARY OF TERMS

A

Amenity Master Plan

A document that prioritizes your long and short term objectives in the form of a road map with proposed concepts illustrated, ready for presentation.

Architecture

The practice of designing or constructing buildings.

B

Branding

A brand's personality. While your logo and design seek to communicate this, they are only one part of branding, which is ultimately about conveying your product or service's beneficial and exceptional values to a customer's emotional and rational intellect.

Budgeting

A financial plan that accounts and manages all of a project's expenses based on how much money you have and when more will be coming in.

E

Evergreen Amenity

Amenities designed with the intent of integrating a sponsor and the flexibility of switching that sponsor out, thus creating an amenity with long-term value.

Experience Branding

Immersive experiences that build strong connections between consumers and brands. It's the difference between telling people about a brand, and letting them experience the benefits for themselves.

F

Fabrication

The process of producing design components from raw materials.

I

Ideation

The process of brainstorming new ideas.

Installation

The process of placing and assembling components.

Interiors

The layout of the interior structure, furnishings, fixtures and finishes.

M

Management

The act of coordinating and facilitating a project's various players (ownership, local government, the team, fabricators and construction companies, designers and consultants) for efficiency and effectiveness.

S

Scheduling

An integral component of meeting opening dates and adhering to construction costs, scheduling is the process of budgeting time and delegating responsibility with maximum efficiency.

Sponsorship Integration

Integrating the sponsor's brand into the fabric and story of the amenity from the beginning, as opposed to simply adding logo signs after the fact.

Single Source Responsibility

A single entity that takes responsibility for the planning and execution of a project in order to maintain strict adherence to time, quality and budget requirements.

Strategic Planning

The process of defining and planning to accomplish your goals and objectives: financial and non-financial, short and long term.

W

Wayfinding

The combination of signage and graphics to create a system that fluidly and intuitively navigates fans through the venue while controlling for traffic flow.

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