



BUSINESS ADVANTAGE

2016-2017

Dear Black Hills Business Owners & Managers,

The Rapid City Rush is entering its 9th year as the Black Hills' only professional hockey team. We are proud to be a part of a community that has such an amazing passion for hockey and a hunger for quality entertainment. For its second year in a row, Rapid City's Rushmore Hockey Association has been nominated for Kraft Hockeyville USA, a tribute to the growing appetite of the sport and dedication in our community. The Rush would like to continue that growth and passion by making it easier, more affordable, and more effective for local businesses such as yours, to become a part of Rush Nation!

Inside this booklet you will find Season Ticket Member packages catered specifically for businesses. Combined with entertaining networking mixers each season that include hundreds of local businesses, there is more opportunities to get involved with your clients and peers. You will also find effective advertising options to target your customers. It's been made easier to use your tickets more efficiently so that no ticket goes to waste, and we've made it affordable for your business to entertain and connect with the community.

Join us and the many local businesses already taking advantage of being a Season Ticket Member.

Be Seen. Be Heard. Be Involved. Welcome to the Rush Business Advantage!



BE SEEN. BE HEARD. BE INVOLVED.

Rush Business Advantage **BENEFITS**

EFFECTIVE ADVERTISING

Our arena has had over 1 million fans walk through its door. Being a part of Rush Nation allows your business to take advantage of exclusive advertising mediums that will get you in front of your community.

NETWORKING

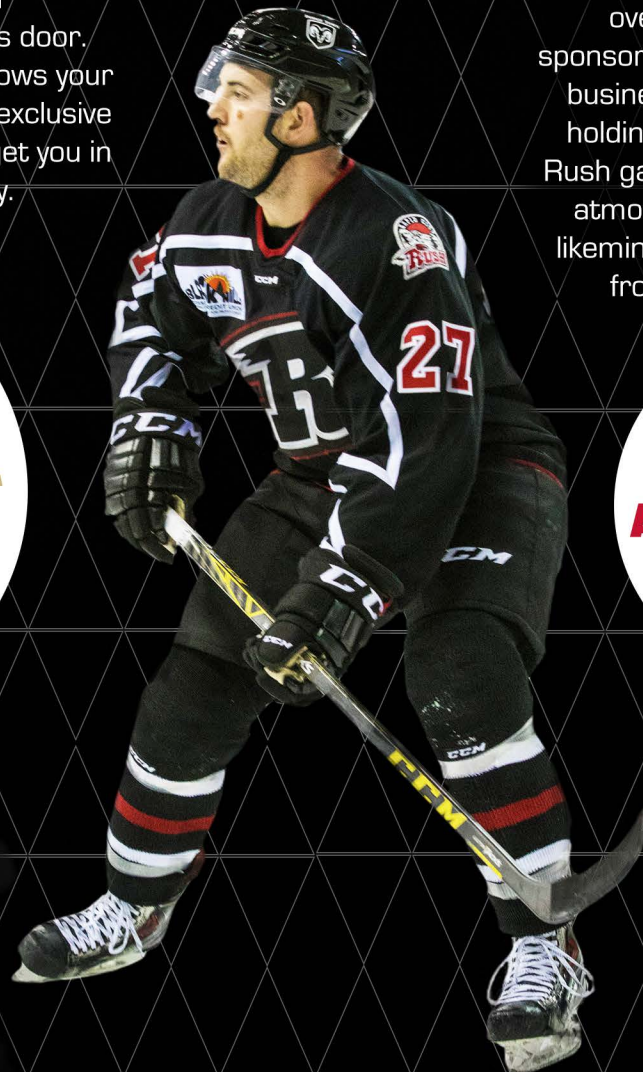
With Rush Business Mixers, over 100 corporate sponsorships, and hundreds of business owners currently holding season tickets, the Rush games make for a great atmosphere to meet with likeminded business leaders from the Black Hills.

ENGAGEMENT

The Rush is thankful for its loyal fans here in the Black Hills community. They are prideful, passionate and involved. Join Rush Nation with our Business Advantage and get engaged in something bigger!

UNIQUE ATMOSPHERE

Rush hockey comes with big hits, big cheers, and big entertainment all in one arena. This makes for an experience that is unparalleled in the community.



BE SEEN. BE HEARD. BE INVOLVED.

Rush Business Advantage **TICKETS**

**SEASON TICKET
MEMBER BENEFITS:**

**MONTH-TO-MONTH
PAYMENTS**

**NEVER WASTE A
TICKET PROGRAM**

**BUSINESS SEAT
NAMEPLATE**

**RUSH TEAM/PLAYER
MEET & GREETINGS**

**15% OFF RUSH
TEAM STORE**

& MANY MORE!

BE SEEN. BE HEARD. BE INVOLVED.



7 MONTHS OF ENTERTAINMENT

SEASON SPANS FROM OCT-APR

36 HOME GAMES EACH SEASON

FANS COMING FOR AN OVERNIGHT EVENT SPEND ON AVERAGE

\$180/DAY

IN OUR COMMUNITY

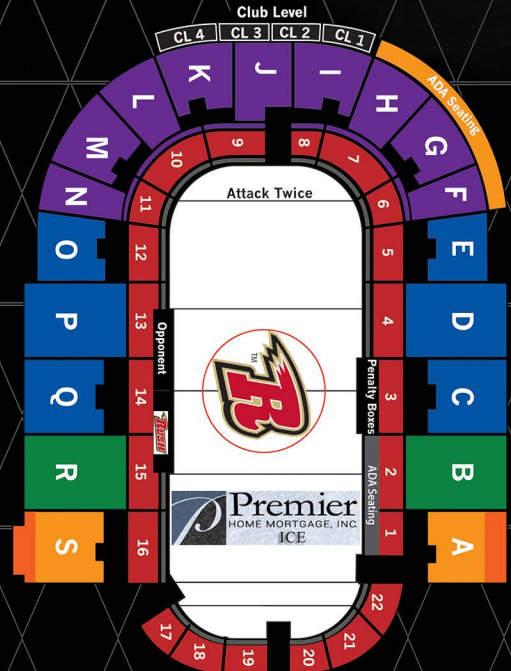
5,119

CAPACITY AT RUSHMORE PLAZA CIVIC CENTER ICE ARENA

27 TEAMS IN THE US & CANADA

110,000

FANS IN A 45 MILE RADIUS



Glass	\$1090	\$96/mo
Club	\$1075	\$95/mo
Rink Side	\$900	\$80/mo
Center	\$740	\$67/mo
Bowl	\$720	\$65/mo
End	\$655	\$60/mo
Fan Zone	\$500	\$47/mo
Gold Pan	\$360	\$35/mo

** monthly prices based on a 12 month payment plan

** includes a monthly service fee of \$5

BE SEEN. BE HEARD. BE INVOLVED.

Become part of something **BIGGER**

FROM THE DESK OF GENERAL MANAGER JOE FERRAS

After spending the last 8 years behind the bench as coach and now taking on the role of General Manager on a full time basis, I have had the privilege of getting to see and feel the excitement and entertainment the Rush bring on a nightly basis from both perspectives. Our corporate partners and Season Ticket Members are the life blood to the continued success of our organization. Our new Business Advantage Program allows companies of all sizes and budgets the opportunity to be a part of a great tradition and community experience at various levels. The importance for businesses to mingle and work together in a different setting can never be overstated.

We are very excited for the upcoming season of Rush hockey both on the ice and in the community and we look forward to having your company become a member of the Rush family. Yours in hockey, Joe Ferras

1,600 SEASON TICKET MEMBERS

"Thank you for involving our school and letting me have so much fun promoting our events. [The Rush] are such wonderful people to work with and I am truly grateful that I get to be involved. The extra fan experiences that [The Rush] worked out for us were fantastic. I look forward to working with you to do it all again next year!"

-Becky Binder, Season Ticket Member since 2010

A NEW ERA

The move to the ECHL made Rapid City a part of the premier "AA" hockey league in North America with 27 teams in four divisions spanning 19 states and 1 Canadian province. The ECHL began in 1988 with five teams in four states and has grown into a coast-to-coast league with a reputation for competitive balance and for preparing many of the world's top young players to perform at the highest levels of hockey. Heading into the 2014-15 campaign, 541 players went on to play in the National Hockey League after starting their careers in the ECHL. Goaltender Marek Langhamer was Rapid City's first player to move into the NHL during our 2015-16 season.

BE SEEN. BE HEARD. BE INVOLVED.



Rush Business Advantage

MARKETING & NETWORKING

EFFECTIVE MARKETING

- Place company discounts and information for Rush fans at games
- Instantly increase traffic to your location
- Social media exposure to our 20,000+ followers

BUSINESS MIXERS

- Pre-game networking parties
- Hosted throughout the season for business leaders across the Black Hills
- Use the Rushmore Plaza Civic Center Ice Arena's unique atmosphere to build relationships with other businesses and clients

RUSH RIDDLE

- 500 printed each game
- 18,000 printed for 36 home games
- Each edition printed is collectible
- Your business is featured for a game with on screen mentions, company giveaways, and front page Riddle sponsorship
- Available only to Business Advantage Season Ticket Members
- Less than \$0.02/person reached per game

NEVER WASTE A TICKET

- Any unused ticket can be redeemed for an extra ticket to an upcoming game FREE of charge
- Use your unused tickets to bring employees and clients to a game



BE SEEN. BE HEARD. BE INVOLVED.



2016-17 SEASON SCHEDULE

HOME

AWAY

OCTOBER 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	PRESEASON 7 COL 7:05	PRESEASON 8 COL 7:05
9	10	11	12	13	COL 14 7:05	COL 15 7:05
16	17	18	19	20	QC 21 7:05	QC 22 7:05
23	24	25	COL 26 7:05	27	AK 28 9:15	AK 29 9:15
AK 30 5:05	31					

NOVEMBER 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	IDH 2 6:35	3	REA 4 7:05	REA 5 7:05
6	7	8	9	10	COL 11 7:05	COL 12 7:05
13	14	15	TUL 16 6:05	17	TUL 18 6:05	ALN 19 6:05
20	21	22	COL 23 6:35	24	COL 25 7:05	COL 26 7:05
27	28	29	30			

DECEMBER 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	WIC 2 7:05	WIC 3 7:05
4	5	6	7	8	UTA 9 7:00	UTA 10 7:00
11	12	13	IDH 14 7:10	15	IDH 16 7:10	IDH 17 7:10
18	19	20	AK 21 6:35	22	AK 23 7:05	24
25	26	27	IDH 28 6:35	29	IDH 30 7:05	IDH 31 6:05

JANUARY 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	UTA 6 7:00	UTA 7 7:00
8	9	10	UTA 11 6:35	12	UTA 13 7:05	UTA 14 7:05
15	16	17	18	19	COL 20 7:05	COL 21 7:05
COL 22 3:05	23	24	25	26	IND 27 5:35	TOL 28 5:15
TOL 29 3:15	30	CIN 31 5:35				

FEBRUARY 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	FW 3 6:00	QC 4 6:05
5	6	7	ALN 8 6:35	9	ALN 10 7:05	ALN 11 7:05
12	13	14	WIC 15 6:05	16	TUL 17 6:05	ALN 18 6:05
ALN 19 3:05	20	21	22	23	SC 24 7:05	SC 25 7:05
SC 26 3:05	27	28				

MARCH 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			IDH 1 6:35	2	IDH 3 7:05	IDH 4 7:05
5	6	7	8	9	AK 10 7:05	AK 11 7:05
12	13	14	IDH 15 7:10	16	IDH 17 7:10	IDH 18 7:10
19	20	21	COL 22 7:05	23	AK 24 9:15	AK 25 9:15
AK 26 5:05	27	28	UTA 29 6:35	30	UTA 31 7:05	

APRIL 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						UTA 1 7:05
2	3	4	5	6	COL 7 7:05	COL 8 7:05
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						