

GOLDEN STATE WARRIORS
CORPORATE PARTNERSHIPS

VG®



2006-07
It's a Great Time Out!

As a member of the National Basketball Association (NBA), the Golden State Warriors are one of the world's premiere sports and entertainment enterprises. Our team features a very diverse group of popular athletes and entertainers who deliver excitement to millions of sports and entertainment consumers and households throughout the San Francisco Bay Area.

As a Corporate Sales and Services department, we are committed to customizing marketing partnerships designed to meet the needs of your company and today's business landscape. Through creative innovation and the very best in client service, our mission is to create dynamic brand awareness strategies. Our primary goal is to help captivate a loyal consumer audience, and to help drive your valued business.

Provide us with an opportunity to demonstrate our ability to increase the image profile and bottom line of your company.

Join the Golden State Warriors team; together we can build an unbeatable combination.

"Through our partnership with the Golden State Warriors, we have been able to increase our Bay Area brand presence, while making a direct and positive impact in the community. Our shared visions of helping others through our business efforts has allowed E-Loan and the Warriors to create a foundation for strong and continued growth."

Catherine Muriel
E-LOAN

E-LOAN

"The partnership with the Golden State Warriors is a tremendous opportunity to reach business leaders of the Bay Area by showcasing our excellence in technology and service. We look forward to the relationships that we can build through partnering with an organization that shares in the values of commitment and professionalism."

Rob McCarthy
XO Communications

XO

"As the longest standing partner of the Golden State Warriors, we have been able to create a business partnership that has helped solidify Southwest Airlines' brand presence here in the Bay Area. Our relationship with the Warriors continues to allow Southwest to serve as Oakland's hometown airline!"

Katie McDonald
Southwest Airlines


SOUTHWEST
OFFICIAL AIRLINE OF THE GOLDEN STATE WARRIORS

"Our partnership with the Golden State Warriors has provided Cache Creek with the opportunity to reach out to a valued demographic of customers in the Bay Area. Our shared commitment to providing Warrior fans with the very best in the entertainment industry has allowed us to create a strong and lasting relationship with the Warriors."

Dan Russo
Cache Creek

CACHE CREEK
CASINO RESORT

Signage and Branding Opportunities

The Golden State Warriors and ORACLE Arena provide clients with a valuable platform to create dominant brand awareness through various signage and branding opportunities.

Premium signage opportunities include LED Digital Signage Technology along with Rotating Press Table signage, providing the most dynamic visual brand presence in all of professional sports. Dynamic branding opportunities include premium club branding of ORACLE Arena's sideline and courtside club areas, catering to upscale clientele in a unique, entertainment setting.



360 LED SCOREBOARD & PRESS TABLE



BRANDING OPPORTUNITIES



SIDELINE CLUB



POLE PADS



CONCOURSE SIGN



SEAT COVERS



Signage and Branding Opportunities



Media

The competitive business industry thrives on the success of media marketing campaigns and strategies designed to create a brand synergy with today's consumer. The Golden State Warriors provide clients with valuable media marketing tools to reach the Bay Area fans with integrated media strategies that incorporate the brand message of our valued client, combined with the excitement of Warriors basketball.

Radio

KNBR "The Sports Leader" is a powerful 50,000-watt all-sports station that penetrates much of the western United States during its nighttime coverage. All 82 Warriors regular season games (November - April) will be broadcast on radio as well as four (4) Pre-Season Games (October).

Radio elements include:

- Play-by-play commercial spots
- In-game LIVE reads
- Radio Features and Billboards
- Warriors Weekly Roundtable Show



KNBR COVERAGE MAP

Internet

The Official website of the Golden State Warriors, warriors.com is one of the NBA's most explored web-sites. It reaches fans of all levels of interest, provides the most-up-to-date information and a behind-the-scenes look at the team and features interactive activities. Additionally, warriors.com features multi-media presentations and up-to-the minute scores.

Web elements include:

- Web Banners
- Internet Feature Sponsorship
- Email Blast Campaigns
- Online Promotions



Print

Incorporate your brand advertisement or logo placement into a Warriors print publication. Warriors print elements provide valuable circulation of brand messages and create a positive brand association with Bay Area consumers.

Print elements include:

- Warriors GameDay - The Official Game Magazine of the Golden State Warriors
- Warriors Media Guide
- Warriors Yearbook
- Pocket Schedules
- Ticket Backs



Promotions

The Warriors are committed to creating innovative promotional opportunities that provide valued clients with total media and marketing support. Whether retail based promotions or in-game entertainment elements, the Golden State Warriors will create a fully integrated partnership opportunity to help bring awareness to your brand and create direct traffic to your valued business.

Promotions elements to include:

- In-Store Sweepstakes
- Player Appearances
- On-court Promotions
- In-Game Feature Sponsorship
- Arena Giveaways



ON COURT CONTEST



PLAYER APPEARANCES



GREAT TIME OUT ENTERTAINMENT

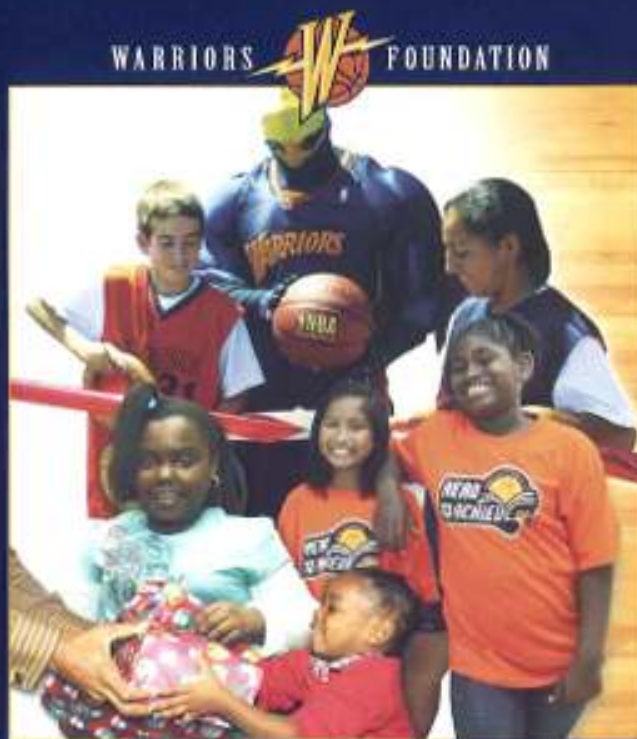
Community Relations

The Golden State Warriors share in our client's goals to reach the community and create positive sponsorship opportunities that give back to the Bay Area community and beyond. Our goal is to strengthen the community by providing programs and activities to promote self-esteem, respect, integrity, teamwork and excellence.

Through the Warriors Foundation and the NBA Cares initiative, we are committed to enhancing the lives of today's youth and their families.

Golden State Warriors Community initiatives include:

- Read to Achieve - Literacy awareness program
- Making the Grade - Educational incentive program
- NBA Cares / Season of Giving - Holiday initiative
- Makin Hoops - Court refurbishments
- Warriors Basketball Camp - Youth Basketball Camps





Hospitality

The Warriors understand the need to provide our valued clients with the very best in hospitality and entertainment experiences. Whether entertaining one or 100 guests, the Golden State Warriors can provide clients with a variety of hospitality elements designed to create valuable business networking opportunities in a high-profile, high-excitement setting. Hospitality elements to include:



VIP LUXURY SUITES (16 GUESTS)



PREMIUM ENTERTAINMENT PARTY SUITE (50 GUESTS)



SEASON TICKETS



MEZZANINE CLUB SUITE



WARRIORS CORPORATE SUITE "THE WARROOM"



GENERALSPORTS
ALLIANCES

For More Information:

Contact
General Sports Alliances
(303) 713-8597