

Term: 9 Program Sessions ( 3 years) starting with December 2018, with First Right to Renew

Naming Rights Partnership for the Adult Learn to Play Hockey Program, and the Adult Hockey Leagues

Daytona Ice Arena provides:

- Naming Rights Partnership for the Adult Learn to Play Hockey Program and Adult Hockey Leagues
- The right for the naming rights partner to have brand inclusion and create a new brand identity for both the Adult Learn to Play Hockey Program and the Adult Hockey Leagues. New brand and new logo attached as Exhibit B. Nothing herein shall be construed to be a benefit from Sponsor to any entity other than Daytona Ice Arena.
- Branding and signage opportunities in the Arena
  - All spaces open to discussion, Sponsor is responsible for all signage costs
  - Examples include, but not limited to, Wall Noodles, Ice Rink Wall Banners, Restaurant Windows, Restaurant Banners
- Inclusion on all collateral material for the programs, website appearances and social media outlets, and jerseys - name/logo will be associated with all collateral material when marketing the program, including internal, print material, radio/tv/digital ● Digital Advertising in lobbies (flatscreens)

Sponsor provides:

- Public Relations and advertising for the Adult Learn to Play Hockey Program through mutually agreed to radio stations
  - Running a 4-week ad campaign before each of the Adult Learn to Play Hockey program sessions, to include radio spots, Daytona Ice Arena Hockey Director interviews, social media, on site remotes, program appearances by radio personalities
  - Ad to include points of emphasis:
    - Never Ever Played? Never Ever Skated? Never Ever Too Late!
    - No Experience Required. Never Say Never!
    - Adult Learn to Play Hockey Program, Co-Ed Non-Checking
    - Insanely Positive, Judgement Free Atmosphere
    - Build Friendships while playing the Greatest Game on Earth
- Promotions at Celly's Sports Pub for program and league members during Term as determined by Sponsor and Restaurant subject to all federal and state alcohol laws, rules, and regulations. Sponsor agrees to work with Daytona Ice Arena to determine mutually agreed upon marketing and promotions.
- Annual contribution of \$2,750.00 for Adult Learn to Play Hockey Program and Adult Draft League Jerseys

*This Agreement may be renewed and extended at the completion of this Term, to be mutually agreed upon by Sponsor and Owner.*