



Advertising/Sponsorship Opportunities

Annual Sponsorship:

The MAX Sponsorship Packages let you promote your business to an active, energetic audience. With nearly 2,000 visitors per day from our sports programs and leagues, the MAX gives you MAXimum visibility. The MAX attracts athletes from affluent Chicago suburbs, including:

<i>Hinsdale – 60521</i>	17%
<i>Brookfield – 60513</i>	14%
<i>Western Springs – 60558</i>	13%
<i>Downers Grove – 60515</i>	12%
<i>Riverside – 60546</i>	10%
<i>Darien – 60561</i>	9%
<i>Orland Park – 60462</i>	6%
<i>Other</i>	6%

Our athletes and their families have average household incomes of well over \$70,000 and have the buying power to invest in exceptional fitness programs – and more. See the back side of this sheet or call the MAX today at 708-485-9900 to find out how you can become a sponsor and reach over 10,000 visitors per week.

Event Sponsorship:

Our expos and special events bring in thousands of annual visitors, too. The MAX offers Event Sponsorship packages to give you MAXimum exposure at our special events. As an event Lead Sponsor, you have naming rights, premium display advertising and event exhibition space. In 2007, the MAX has hosted diverse events – from Irish Dancing competitions to Home Improvement shows – which attract thousands of avid visitors. Call the MAX today at 708-485-9900 to find out event sponsorship opportunities. It's a great way to reach a devoted audience.

MAX Website

The MAX website has an average of 5,000 visitors per week. Your banner ad on our home page – or on one of our specialty program pages – gives you exposure to our dedicated users, and the thousands of Chicago and suburban visitors who reach us through the year. Visit www.max-mccook.com to see where your banner ad can work for you.



For more information about MAX Sponsorship, call 708-485-9900.

MAX Sponsorship Programs Include:

<i>Sponsor Benefits Include:</i>	MAX Annual Sponsor	MAX Event Lead Sponsor	MAX Event Participating Sponsor	MAX Website	Indoor Banner Advertising
10' x 20' Banner	12-month display with banner produced by MAX	Event Display with sponsor-provided sign	Event Display with sponsor-provided sign	--	Full range of sizes available.
Complimentary Event Booth	Up to 4 events per year	Included for event	Included for event	--	--
Max website – Online banner ad with link	Included	Included on event page.	Included on event page.	Included	--
Premium Banner Placement	Included	If available.	If available.	--	--
Event naming rights	--	Included	--	--	--
Logo placement available on event promotional materials, (i.e. t-shirts or sport bottles)	Available upon request.	Included	Included	--	--
Promotional space in MAX lobby display case	Included	Included	Included	Included	Included
COST:	\$5,000 per year	\$2,500 per event	\$1,500 per event	\$500 per year	See banner rate pagebelow

Indoor Banner Advertising Rates

The Max offers MAXimum visibility for indoor banner advertising. With over 335,000 visitors per year for sports leagues, you can reach a captive audience easily. Our 12,000 square foot spectator mezzanine provides unobstructed views of walls and scoreboards. Get your message in full view of the MAX athletes and their spectators.

Indoor advertising at the MAX also lets you reach our diverse visitors for exhibitions and special events. In the past 12 months, the MAX has hosted events ranging from Dog Shows to Home Improvement Expos to Irish Dance Competitions. These events draw enthusiasts who spend hours at the MAX – with clear views of banner advertising! Find out how you can reach our athletes and other visitors with indoor banner ads at the MAX. Call 708-485-9900 today.

Size	Annual Cost*
5' x 10'	\$1,000
10' x 10'	\$2,400
15' x 10'	\$3,500
20' x 10'	\$4,200

* Price includes banner production. Client supplies artwork.

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