



SPIRE Express

Turning Ideas into Clients

Portland Pirates Marketing Communications





— Agenda —

- **Spire Express Value Proposition**

- **Pirates Context:**
 - **Printing Projects**

 - **Website**

 - **Other BIG Ideas**

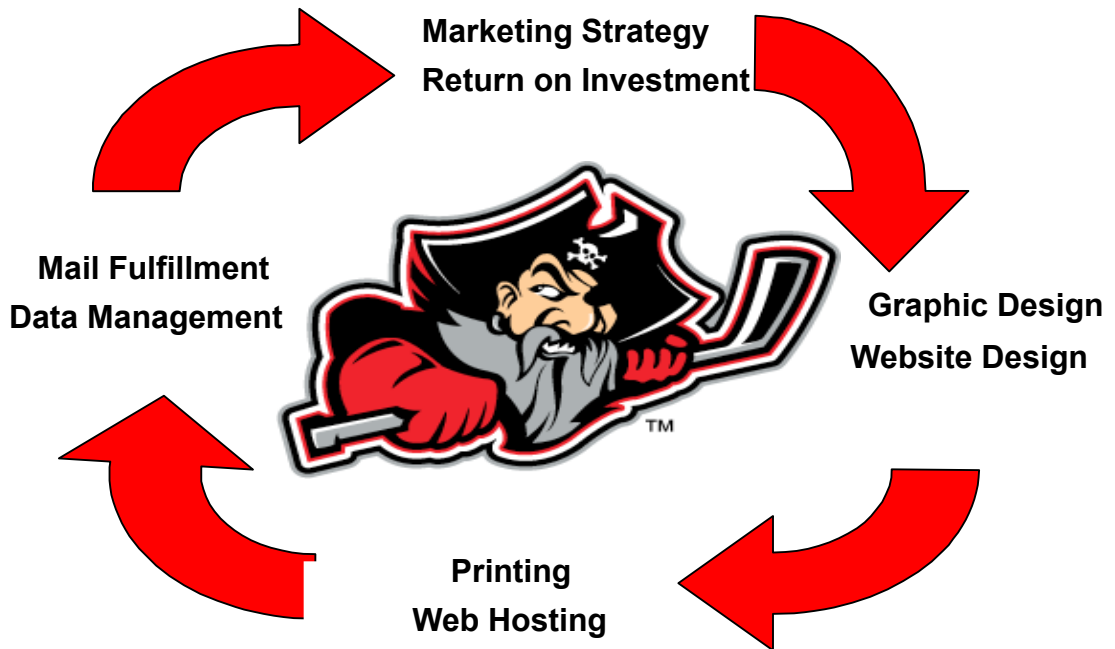
- **Moving Forward**



Spire Express Value Proposition for the Portland Pirates

The Pirates will save substantial money, enhance their brand, and improve the 'customer experience' by using Spire Express' full Marketing capabilities

- Consistent implementation of marketing strategy
- Match investment goals with results
- fully integrated marketing across channels



- No mis-communication between
- Faster turnaround from staying 'in-house'
- Cost savings from strategy-design-print-fulfillment



Thoughts on the existing printing project RFQ process

- **Management of the RFQ process**
- **Quality of the RFQ information**
- **Collateral examples (poster overprint, consistent branding, design clarity)**
- **Pirate contact**
- **Ability to compare apples to apples**
- **Communication**

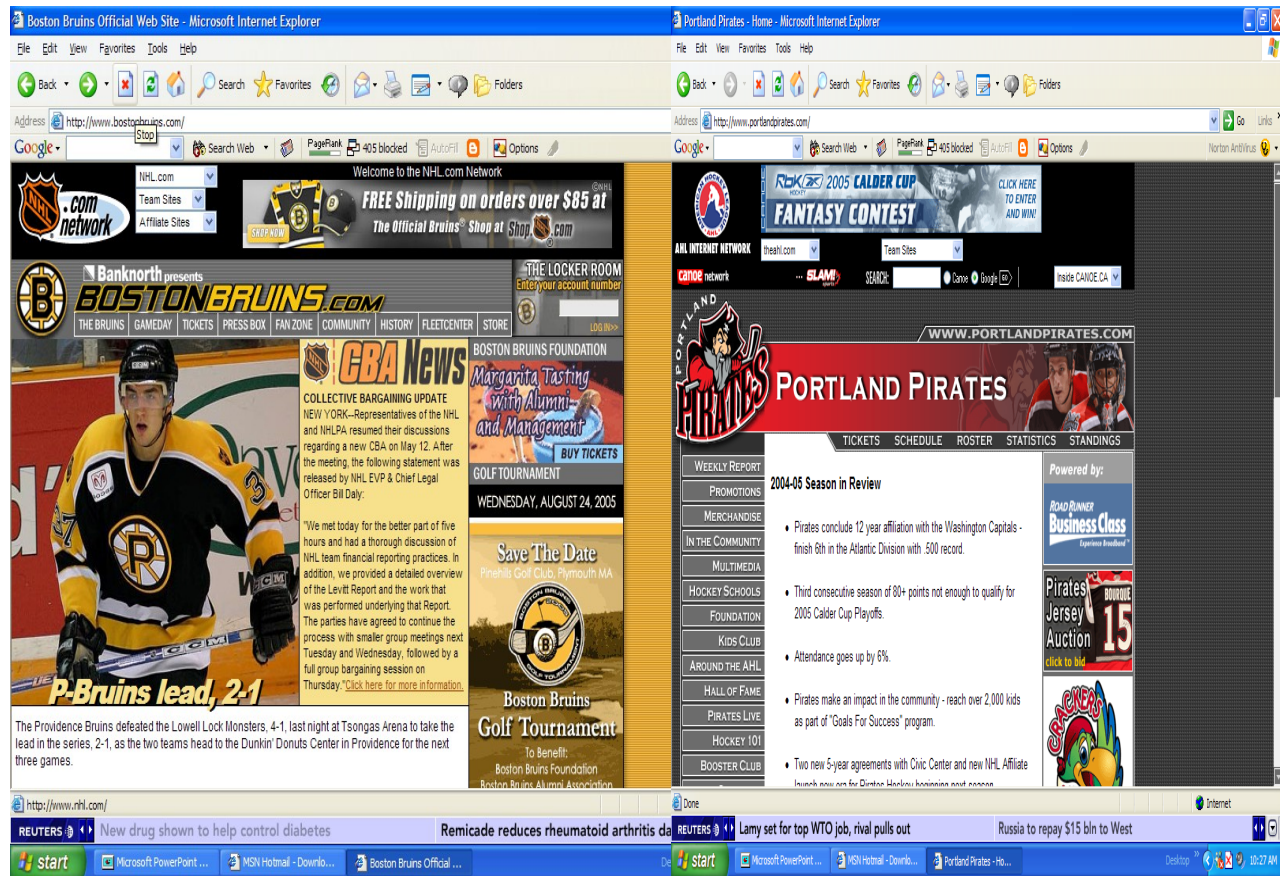


The Pirates Website has tremendous value, and can be further enhance by.....

- **Leverage the look and feel of the Boston Bruins site (or the new affiliate parent)**
 - Leading site in the sector
 - Similar fan base

➤ Pirates Site

- emotion driven pictures
- better display of news
- improved site graphics
- integration of ads
- more scalable arch.
- Live game updates

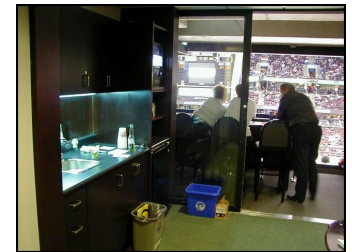


The BIG Ideas....improving the customer experience

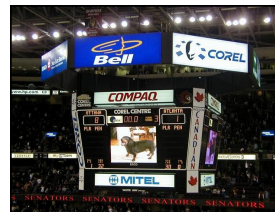
- **Better Game Seating:**
Interactive seating for the premier customer.



- **No box, no problem:**
Create the corporate box experience.



- **The videotron experience:**
Content on the new toy that will keep them coming back.

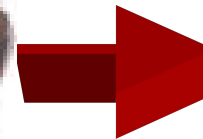
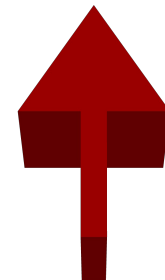
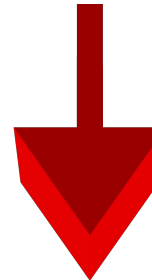


- **The big leagues picture:**
Leverage the videotron model nationwide.



It's hard to leave your seat. Seats that support a variety of viewing and participation options

- Targeted interactive advertising
- Leverage team loyalty into merchandise sales-instant gratification
- Limitless advertising
- Reinforce Branding
- League, team and player profiles
- Surveys, food ordering, film clips, video and audio replays, corporate trivia, stats, website
- Great, comfortable seats
- Sponsored seats
- Local advert. tie-ins



*Benefit?
Better Customer
Experience*

No box, no problem; we bring the corporate box to you

➤ Sectioned off area for a “Corporate Box” experience

- Roped off area
- Premier location, best site lines
- Interactive Seats (see above)
- Conceriage service (food, drink, etc)

➤ Other “Corporate Box” Benefits

- Group Sales
- Event Sales
- Premier parking
- Promotional doodie bag





The Portland Pirates Experience



<i>Pre-Game Entertainment</i>	15 Minutes	Power Sports
<i>End Period 1 Entertainment</i>	5 Minutes	AHL/NHL
<i>End Period 2 Entertainment</i>	5 Minutes	NHL/AHL
<i>Post Game Entertainment</i>	15 Minutes	Power Sports

Benefits

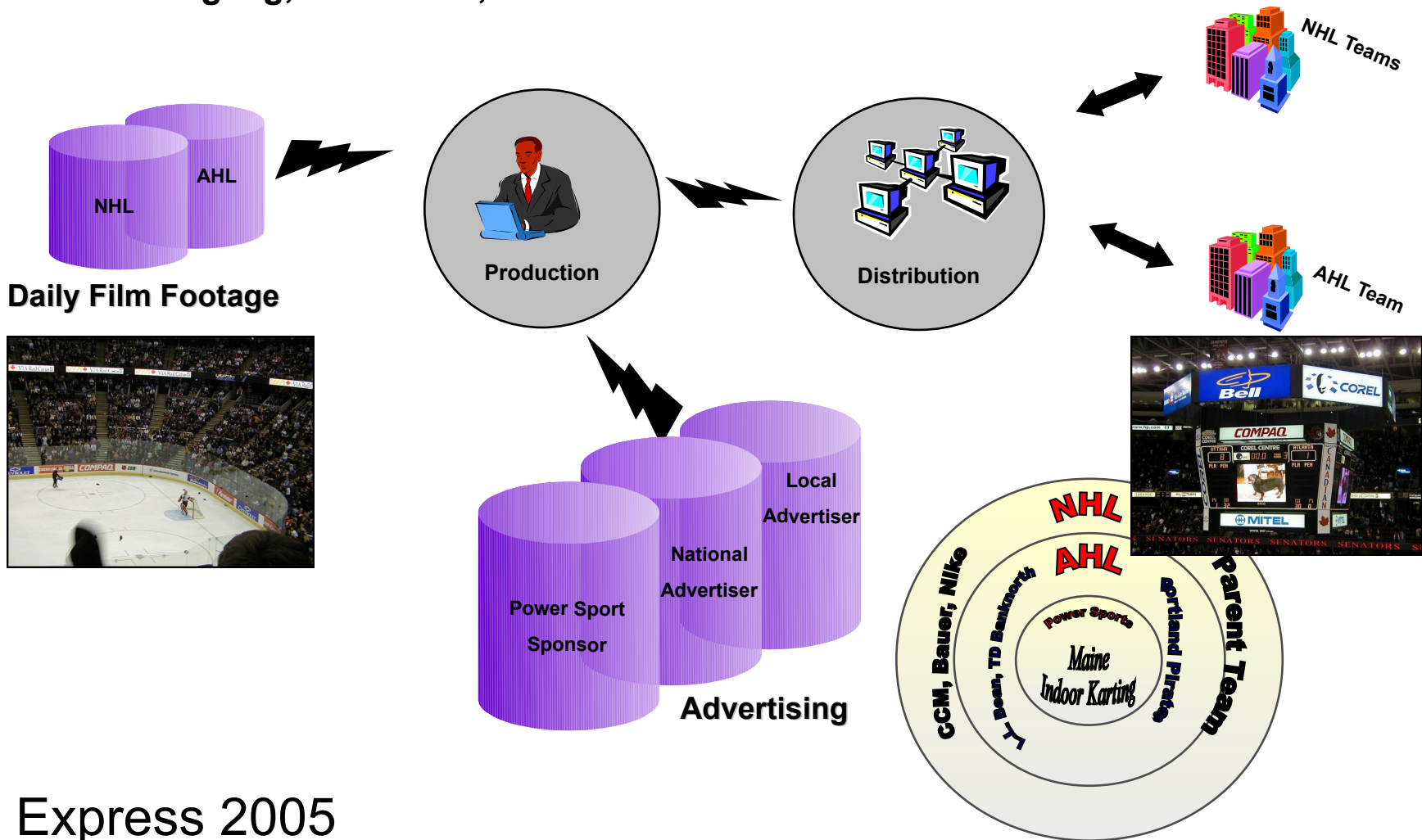
- **Increase ad channel revenue**
- **Increase market share**
 - Improve targeting of retail customers
 - Broaden corporate offerings
 - Onsite promotion tie-in's
- **Increase switching costs**
- **Increase competitive advantage by raising barriers to entry**
- **Position Portland Pirates as an endorsing Brand**





The Big League's Picture

➤ Thing big, start small, scale fast





What Spire Express can do for the Portland Pirates

