

5x winner of the Soviet Union Championship
Winner of the Euroleague

Let's create the history
of Lithuanian basketball together!



GOLD SPONSOR

2009/2010 season

Winner of the inter-continental W. Jones cup

Winner of the EuroCup

12x winner of the LKL, 2x winner of the BBL, 2x winner of the Lithuanian Federation Cup



ALL TOGETHER!

FOR BASKETBALL!
FOR VICTORIES!
FOR ZALGIRIS!

Gold sponsor of BC Zalgiris Kaunas

No more than 2 Gold sponsors are possible for 2009/2010 basketball season.

Advertising and other exclusive opportunities for the Gold sponsor:

- The status of Gold sponsor of BC Zalgiris Kaunas;
- The exclusive opportunity for two people to travel together with the team to at least one Euroleague game abroad;
- The presence of team/players in various events, promotions and press conferences of Gold sponsor;
- The invitation to events organized by BC Zalgiris Kaunas (if present);
- 6 season tickets to VIP sector for all 2009/2010 home games;

It is a great opportunity to develop new ways of communication and cooperation. Corporate partners use hospitality packages to reward their own personnel or to induce their own clients to increase product use or consumption, renew agreements and develop business relations.

- Basketball team/players participation in advertising of trade mark or product in audio, video advertisements;
- The right to use BC Zalgiris Kaunas name and logo in advertising;
- The partnership between Gold sponsor and BC Zalgiris Kaunas is going to be publicized at club initiative and expense;
- The club is offering one of the best advertising positions on team's uniform for all Euroleague, BBL and LKL games;
- Best advertising positions on the playing court for all LKL home games, also during Euroleague and BBL games (if available);
- TV commercials during BBL and LKL games (LTV channel): no less than 5 BBL and LKL games, the duration - 20 seconds each;
- Electronic advertising panels (LED system). Minimum 3 minutes playing time during every single home game (Euroleague, BBL and LKL);
- The exclusive advertising positions of Gold sponsor brand in media channels;
- Advertising at Zalgiris training campus
- Advertising positions on dance team outfits;
- BC Kaunas Zalgiris will provide souvenirs signed by all team players;
- There is a possibility to organize contests during basketball games, distribution of leaflets or brochures (arranged in advance);
- Additional advertising opportunities*.

*please see additional advertising opportunities for more advertising options.

Basketball team/players participation in advertising of trade mark or product in audio, video advertisements



The presence of team/players in various events, promotions and press conferences of Gold sponsor





Best advertising positions on team's uniforms for all Euroleague, BBL and LKL games



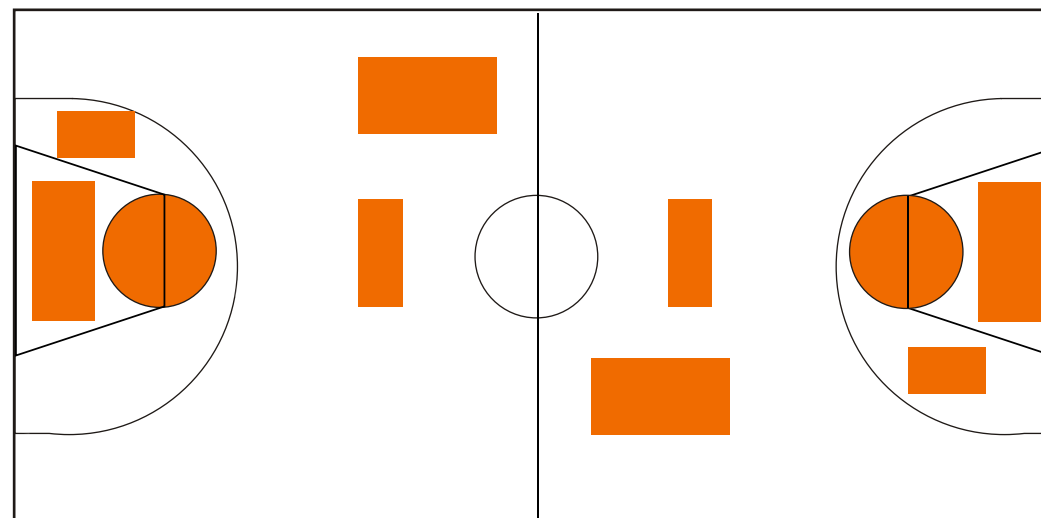
Advertising positions

| League | Number of games |
|---|--|
|  EUROLEAGUE BASKETBALL | Regular season- 10 games, TOP-16 - 6 games (if present) |
|  | Regular season - 18 games, finals (minimum 2 games) |
|  | Regular season -14 games, playoffs and finals (minimum 8 game) |

Best advertising positions on the playing court for all LKL home games



Advertising positions



Advertising is possible during Euroleague (center circle and two free throw circles) and BBL games (two free throw circles) if positions are still available



LED system

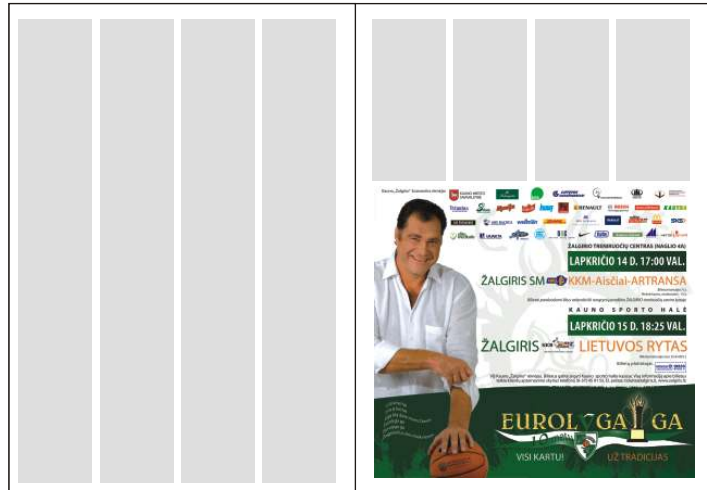
Electronic advertising panels - 43,008 m long (2x 8,064 m. under the baskets and 26,88 m. along the court), minimum 3 minutes playing time during every single home game



| League | Number of games |
|---|---|
|  EUROLEAGUE BASKETBALL | regular season - 5 games + TOP 16 3 games (if present) |
|  | 9 games |
|  | regular season - 7 games + playoffs + finals (minimum 8 games) |

LED system is one the most effective means of advertising with eye-catching high resolution and clarity. It is a powerful tool for market visibility and sponsor recall, it will be constantly shown on TV during the games.

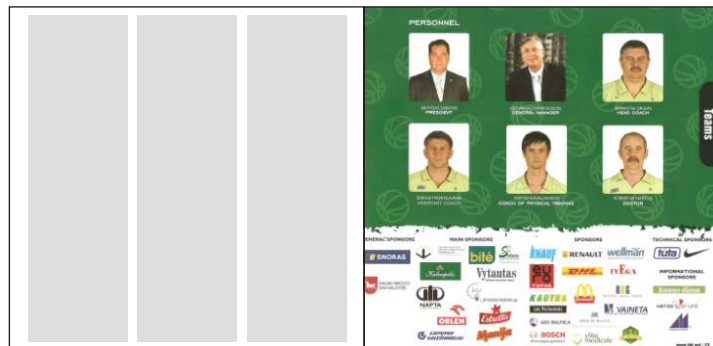
Exclusive advertising positions of brand name on media channels:



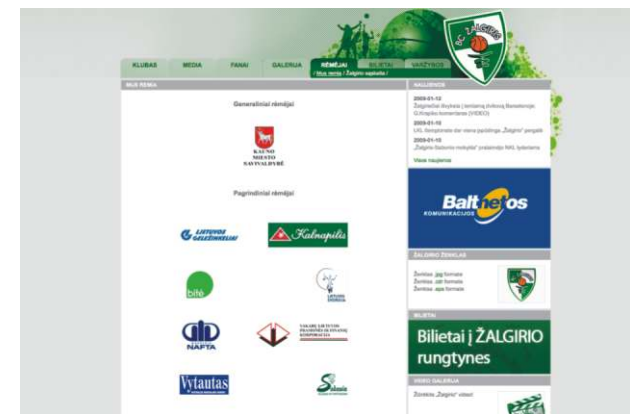
Game advertisement in newspaper "Kauno diena"



Press centre



BC Zalgiris Kaunas, BBL and LKL presentation books



Advertising possibilities on the official team website (www.zalgiris.lt)

Advertising at Zalgiris training campus



Advertising positions on dance team outfits



