

PHILADELPHIA  
BIG  
5

**Philadelphia Big 5**  
**The Palestra**  
**Philadelphia, PA 19104**  
**215-898-4747**

# The Philadelphia Big 5

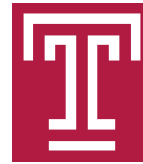
## A Philly Tradition

On November 23, 1954, the administration at the five major Universities in the Philadelphia area agreed to formulate a partnership between their athletic departments. They agreed to participate in a men's basketball round robin, the "City Series", at The Palestra on the University of Pennsylvania's campus. The Big 5 was born. For 54 years, this partnership has remained intact and defines Philadelphia's collegiate sports tradition, with heated rivalries and fierce competition on the court, partnership and camaraderie off the court. The Philadelphia Big 5 even beat out Rocky Balboa to be named the City's "Best Sports Tradition" in the Philadelphia Daily News.

In a City that is passionate about their sports teams, The Philadelphia Big 5 is the embodiment of collegiate sports...it's about 8,700 fans that repeatedly fill the most storied basketball building in the country, The Palestra...it's about earning bragging rights when your school wins the City Series...it's some of the most personable and successful coaches in the business...it's students showing up an hour before the game waiting to erupt when their team takes the floor...It's the look on a freshman's face when they get thrown into their first City Series game...it's student-athletes collecting canned goods for the poor, mentoring our city's youth, and holding clinics for young players...it's reaching countless fans and alums with something good, something wholesome, something historic.

No other city in the United States is represented by five major Division I Universities...only in Philadelphia.

Get Involved in the Big 5 tradition!



# Big 5 Games

The Big 5 schedule is filled with competitive contests that will take place all over the city. Be part of the exciting action by receiving tickets and promotions at all of the following Big 5 contests:

## **Men's Games**

12/2 – Villanova at PENN  
12/11 – SJU at Villanova  
12/14 – Villanova at LaSalle  
12/29 – Temple at Villanova  
1/14 – Temple at PENN  
1/21 – PENN at LaSalle  
1/24 – PENN at SJU\*  
2/14 – SJU at LaSalle^  
2/26 – LaSalle at Temple  
3/05 – SJU at Temple

## **Women's Games**

11/14 – LaSalle at Villanova  
11/19 – Villanova at PENN  
11/25 – SJU at PENN  
12/04 – Villanova at SJU\*  
12/20 – Temple at Villanova  
1/2 – Temple at PENN  
1/5 – LaSalle at PENN  
1/11 – Temple at SJU\*  
1/21 – LaSalle at Temple  
2/11 – LaSalle at SJU\*

*\*SJU home games will be played at The Palestra*

*^2/14/09 SJU at LaSalle Men's Game will be played at The Palestra*

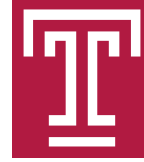




# Membership

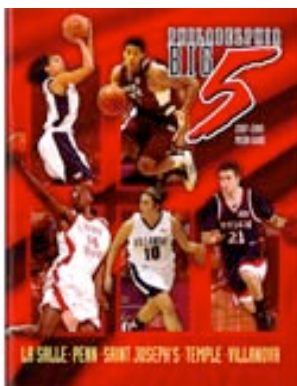
<i>Schools</i>	<i>Arena</i>	<i>Basketball Attendance</i>	<i>Students</i>	<i>Alumni</i>
LaSalle	Tom Gola Arena	27,500	3,600	56,000
Pennsylvania	The Palestra	75,000	9,500	165,000
Saint Joseph's	Alumni Memorial Fieldhouse	68,000	6,350	40,000
Temple	The Liacouras Center	99,723	28,000	214,022
Villanova	The Pavilion	104,000	6,295	80,000
<b>TOTALS</b>		<b>374,223</b>	<b>53,745</b>	<b>555,022</b>

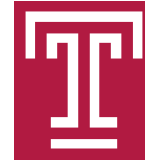




# Print

- Full Page Color Ad in 2008-09 Big 5 Yearbook
- Company Logo on cover of Big 5 Yearbook
- Logo Inclusion on Daily News Advertisements
- Logo Inclusion on Event Invitations, Brochures, and Marketing Pieces
- Logo Inclusion on Big 5 Schedule Cards & Posters





# Website

- Banner Ad displayed on Official Website of The Philadelphia Big 5 with link back to Company Website.
- Presenting Sponsorship of Online Content (Video, Schedules, Fan Polls, Team Pages).

**PHILADELPHIA BIG 5 OFFICIAL ATHLETIC SITE OF The Philadelphia Big 5**

**The Big 5**  
 La Salle  
 Penn  
 Saint Joseph's  
 Temple  
 Villanova

**Traditions**  
 History  
 Hall of Fame

**About the Big 5**  
 Online Store  
 Calendar  
 Camps  
 Directions  
 Facilities  
 Links  
 Multimedia  
 Sponsorship  
 Tickets  
 Contact Us

SEARCH

Click here to get your Official online store gift certificate!

**LATEST NEWS**

4/4/08  
**Big 5 Women's Award Winners**  
 The Philadelphia Big 5 is honored to award the following recipients for their outstanding play during the 2007-08 season. These players exemplify skill, character, drive, and determination that make the city and universities proud to be apart of. (more)

4/4/08  
**Darnell Harris Wins 3-Point Shootout Against Nation's Best**  
 Some of the top players in the country gathered in San Antonio, Texas to take part in the 20th annual State Farm 3-Point Shooting Contest held at St. Mary's University. La Salle senior Darnell Harris was rightfully among them and made his claim for being one of the best shooters in the country. (more)

**HEADLINES**

**PHILADELPHIA DAILY NEWS**  
 THE PEOPLE PAPER

**BIG 5 SCHEDULES**  
 • Men's Big 5 Schedule  
 • Women's Big 5 Schedule

**PHILADELPHIA BIG 5**  
**VISIT THE PHILADELPHIA BIG 5 OFFICIAL ONLINE STORE TODAY!**  
 CLICK HERE TO SHOP NOW!

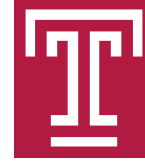




# Media

- :30 or :60 Commercial Message during Big 5 home league TV broadcasts (Ivy, Atlantic 10, Big East)
- :30 or :60 Commercial Message during PENN's two (2) home broadcasts of Big Five games





# Hospitality

- Recognize loyal customers and employees at games and events
- Big 5 game tickets and VIP parking passes
- Access to school booster club / hospitality rooms
- Honorary coaches for Big 5 games





# Events

- Big 5 Media Day / Tip-Off Luncheon
- Big 5 Hall of Fame Luncheon
- Big Five Hall of Fame Game
- Big Five Women's Basketball Post-Season Awards Banquet
- Herb Good Dinner
- Big Five Youth Basketball Clinics
- 8<sup>th</sup> Annual Philadelphia Big 5 Golf Invitational





# Signage

- Two (2) 3' x 10' rotating center court signs displayed at Big 5 games played at The Palestra
- Company Name on scrolling marquee/scoreboard during all Big 5 games played at The Palestra
- Hanging banner signage at the Tip-Off Luncheon, Hall of Fame Induction Ceremony, Hall of Fame Game, Women's Clinic, and Post-Season Banquets

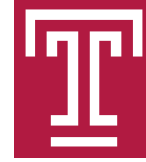




# Game Promotion

- Sampling opportunities at Big 5 games
- Product kiosk displays at Big 5 games
- Public Address Announcements at Big 5 games
- On-Court Promotion at Big 5 games

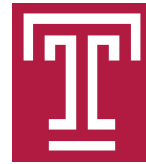




# Awards

- Big 5 Player of the Week
- Big 5 Men's & Women's Player of the Year
- Big 5 Men's & Women's Rookie of the Year
- Big 5 Coach of the Year





## Total Investment

\$	2008 – 09
\$	2009 – 10
\$	2010 – 11
\$	2011 – 12
\$	2012 – 13

