



2009-10 Season Ticket Holder Programs

- 1) Longevity Rewards: Contact the office if you believe you are eligible
 - a. STH 4 consecutive years: 0.5% off each eligible season ticket
 - b. STH 5 consecutive years: 1.0% off each eligible season ticket
 - c. STH 6 consecutive years: 1.5% off each eligible season ticket
 - d. Etc. with cap at 10 years for 5% off each eligible season ticket* Full season ticket holders eligible only, consecutive years are for Ice Bears Seasons ONLY

- 2) Referral Program: Any lead that results in **NEW** business, season tickets or corporate sponsorship, for the 2009-10 season will earn a spot on the bus trip to an away game courtesy of the Knoxville Ice Bears. This trip will be planned for the second half of the season and details will be released closer to the start of the season. OR you can receive "BEARS BUCKS" which are good for credit at the Ice Bears Merchandise Stand. For each successful referral the individual will receive 10% of the total sale worth of BEARS BUCKS.

- 3) Early Bird Renewal: Since there was not a price change in base ticket price for the third consecutive year there is not currently a program in place.

- 4) STH Benefits
 - a. First option on Playoff Seating
 - b. First opportunity at season ticket upgrades
 - c. Never Waste-a-Ticket Program where you can redeem unused season tickets for another game. Some restrictions apply.
 - d. Option to purchase discounted season parking passes
 - e. Opportunity to purchase additional game tickets at the season ticket rate
 - f. Up to 12 month interest free payment plan when choosing auto-run option
 - g. A minimum of 2 STH exclusive parties during the 2009-10 season
 - h. Personal Rep to assist you year round, please see attached business card
 - i. Up to 15% savings off the box office ticket price per game
 - j. Town Hall meeting once a year with Ice Bears executives
 - k. Exclusive discounts on merchandise
 - l. 2 free silver flex tickets for each seat purchased