



*Be more than a spectator...
Roll out the red carpet and...*



Paint the Town Red, White, and Blue!

DOWNTOWN FIGURE SKATING DECOR PLAN *Showcasing Spokane to the World*

Event Overview

Downtown Spokane is proud to host the 2010 AT&T U.S. Figure Skating Championships. After hosting what many have called the best State Farm US Figure Skating Championships event in 2007, Downtown Spokane is ready to pull out all of the stops to make this a U.S. Championship to remember.

The U.S. Figure Skating Championships, held annually since 1914, is the nation's most prestigious figure skating event. Host cities have reported **economic impact in excess of \$30 million** from the Championships, which are **televised live in prime-time on NBC and ESPN, showcasing Spokane for fourteen hours of national coverage**, and have received higher ratings than the NBA All-Star game and Daytona 500.



The competition, which will take place at the Spokane Arena, crowns a total of 12 "national champions" in ladies and men's singles, pairs and ice dancing in each of the championship, junior and novice divisions. The 2010 U.S. Championships will **attract approximately 1,500 figure skating athletes, coaches and officials**. In addition, the ten-day competition will serve to select the 2010 U.S. World/Olympic Team in Vancouver B.C.

Downtown Decor Overview

The Downtown Spokane Partnership (DSP) and Business Improvement District (BID) are teaming up with the Building Owners and Managers Association (BOMA) again to build a festive and welcoming atmosphere with public art, decor, banners, and activities. Downtown buildings and businesses are encouraged to partner with the DSP/BID and BOMA on these projects. The main themes are **skating, winter, ice** and, of course, to show our American pride in hosting our country's national championships, **the patriotic red, white, and blue stars and stripes**. (See examples below.)



The DSP/BID produced 150 new **winter themed banners** for the first event in 2007, which have since become the official Downtown winter banners, in addition to new snowflake decor and blue lights on the Post and Wall Street Promenades. STAR USA and the DSP/BID have also produced and hung 125 more event specific banners in key areas surrounding the competition and throughout Downtown. (*See examples on previous page.*)

Riverfront Park will shine their colored lights on the Pavilion and the Lincoln Building rooftop will light up in patriotic colors in addition to River Park Square's new snowflake lighting in order to get ready for the championships.

Celebrations will begin this 2009 Holiday Season and continue through the February 5th Visual Arts Tour, encompassing First Night (December 31) and First Fridays as well as the actual US Figure Skating Championships (January 14-24). This is a great opportunity to use the Championships as a catalyst for some more permanent amenities Downtown.

How can your business participate?

This package is designed to help you with your decor so that Downtown Spokane can really shine in red, white and blue for the world to see. The following is a list of decoration ideas and sources:

- **Decorate your business** or building's windows, skywalk, doorways, lobby, etc. with:
 - Snowflakes or winter decor
 - Flags or other patriotic items in your windows
 - Red, white & blue mini lights
 - Banners, bows or swags
 - Red, white & blue cardboard metallic stars
 - Old skates, skis, snowshoes or other winter/skating themed equipment
 - Figure skating apparel and costumes
 - Brightly colored patriotic paint or streamers
 - Sources include: Spokane Art Supply, the 50% off Card Shop, Party Palace, OrientalTrading.com, etc.
- Put a **US Figure Skating event poster** or a Welcome Poster in your front window to welcome guests in town for the competition (one, 8.5x11 Welcome poster found in your packet)
 - Contact Leanne Sangster at lsangster@downtownspokane.net to request additional posters.
- **Paint a winter or ice skating scene on your window.** Window painting is a great way to extend the holiday spirit into the skywalks and storefronts. A window painter to contact is Stan Burke at 509.325.3632 or Del Croff at 509.534.3288.
- **Vacant Window Ideas** - Wrap your windows in red, white, and blue paper; hang stars or even a flag in your windows; put red, white and blue lights in your window.
- **Leave your lights on at night to Light Up Downtown!**
- **Change out your external building lights** and/or your internal top floor building lights in red, white, and blue
 - Resource: Power City Electric Jim Destefano, 509.999.4353
- **Create a Laser Light Display** on your building, fountain or other eye catching feature
 - Resource: Douglas Davidson, The Douglas Factor, www.thedouglasfactor.us, 509-216-1246
- **Build/rent a gobo light projection** (projection of a lighted image onto a wall or building)
 - Resource: George Lathrop, Silhouette Lighting, 509.747.4804
- **Find general decor** at Display House Inc.: 509.747.4149, 6510 E. Sprague Ave.
 - Lights at Clearwater Summit Group, 509.482.2722
 - Pipe and drape, props and miscellaneous items at LCD Expo, 509.325.9656, 220 E. Augusta Avenue.
- **Get creative with an art display!** Contact Nan Drye at Pottery Place Plus, nan@dryegoods.com or 710.0362, and she'll help you find some great art for your business.
- **Need help with decorating your window?** Interior Design Student Association (IDSA) can design and decorate your medium to small windows for a low cost, contact Carrie Vielle at SFCC 509. 533.3749. Or try calling some of your favorite local non-profit groups or youth groups. For more window decor ideas, contact Michael at LCD Expo 509.325.9656.

- **Light up your area with twinkle lights!** Add red and blue to the street tree white twinkle lights in front of your building for the season.

Note: Routine maintenance and replacement of lights is necessary with average estimated cost of \$100 per tree for previously powered trees. If you have trees in front of your building that need twinkle lights or replacements, call Dan Hall, Operations Coordinator at the DSP, 509.456.0580 x101 or Jim Destefano at 509.999.4353.

For more ideas or sources contact the DSP/BID at 509.456.0580 or BOMA at 509-344-2662.

Decorations and Window Display Contest

Downtown Decor and Window Display Contest – You can win!

Let's get decked out Downtown for the holidays and the US Figure Skating Championships! It all starts with you! Show your holiday spirit with winter displays that capture the holiday tradition only Downtown can provide. Decorate your Downtown business windows with unique and creative winter decor ideas in order to **win skating event tickets** or Downtown gift certificates! Be sure to add ice skating decor, snowflakes, stars and stripes plus red, white and blue to fit this year's theme! For more information contact Leanne at 509.456.0580 x102 or Lsangster@downtownspokane.net

Sign up for the Window Display Contest – You Can Win!

Join the Downtown Fun and decorate your business windows for the Holiday Season.

Please return your window registration information by Monday, November 2, 2009 to win tickets to a US Figure Skating event or Downtown gift certificates!

Please e-mail or fax this to Leanne Sangster, FAX: 747-3127, Downtown Spokane Partnership / Business Improvement District, 211 N. Wall St., Ste 300, Spokane, WA 99201 or Lsangster@downtownspokane.net

Business Name: _____ Name of Window: _____

Contact Name: _____ Email: _____

Phone Number: _____ Contact Phone (if different): _____

Business Address: _____

Ticket Information

Tickets are still available and can be purchased at Spokane2010.com or call toll free at 1.888.SK8.2010 or visit the Spokane Arena box office.

Your help spreading the word about this package is critical to Spokane's success as we strive for the record attendance numbers to deliver \$30 million dollars in economic impact and pursue the opportunity to host future big events.

Transportation

Getting around Spokane will be easy thanks to Spokane Transit. Spokane's public transportation agency has created two dedicated shuttle routes to transport you to every site in just minutes. A 10-Day Event Pass is just \$12, plus a \$1.50 handling fee. The pass is good for unlimited rides on any of Spokane Transit's 40 routes for the duration of the Championships.

Out of town visitors wishing to use Spokane Transit's Paratransit Service should contact STA directly at least one week prior to their arrival in Spokane. If you have proof of registration for paratransit service in another city and will be visiting Spokane for only a brief period of time, such as the length of the Championships, you are likely eligible to use the service. To get the process started, please call Karla Gibbons at 509.325.6000 x6052 or send her an e-mail at kgibbons@spokanetransit.com

Hours to Consider

NEW THIS YEAR: The Arena is allowing spectators to come and go at the event for this event to encourage traffic into restaurants and retailers!

Suggested Hours (especially for restaurants):

*According to current schedule – we will notify you of any schedule updates closer to the event.

- Thursday, January 14 – Events end at 10pm
- Friday, January 15 – Events end at 11pm
- Saturday, January 16 – Events end at 10pm
- Sunday, January 17 – Events end at 11:30pm
- Monday, January 18 – Events end at midnight
- Tuesday, January 19 – Events end at 10pm
- Wednesday, January 20 – Events end at 10:30pm
- Thursday, January 21 – Events end at 11:30pm
- Friday, January 22 – Events end at 9:30pm
- Saturday, January 23 – Events end at 8:30pm
- Sunday, January 24: Smuckers Skating Spectacular – 12:30-4:30pm

*Don't forget to consider things like Canadian/International exchange rates for incoming customers.

Yes! I would like to participate in Downtown Figure Skating Decor.

Contact Name: _____ Business Name: _____

Business Address: _____ Email: _____

Business Phone: _____ Contact Phone (if different): _____

PROMOTIONS: (Sign Up Now!)

- I would like event posters to hang in my business. Quantity _____

DECORATIONS: (Get Decked Out for the Holidays!)

- I would like to participate in the window display contest with my window, listed in the Inlander.
(Give window name/description on other form)
- Please help me find someone to help decorate my window for the display contest.
- Please send me a tree maintenance agreement for twinkle lights.

Downtown Business Improvement District, 211 N. Wall St., Suite 300, Spokane, WA 99201
www.DowntownSpokane.net Fax: (509) 747-3127
E-mail: LSangster@DowntownSpokane.net Phone: (509) 456-0580 x102



SOUVENIR PROGRAM AND VIP TICKET PACKAGE

What better way to showcase your business and be a part of the most significant event leading up to the 2010 Vancouver Olympics. Your beautiful full color ad will reach figure skating's highly coveted audience. Your potential customers are all flocking to this event, and they will spend 10 glorious days pouring over this beautiful showpiece. Because fans use the scorebook included in the souvenir program throughout the 10 day event your ad will receive more impressions. Spokane is excited to play host to this amazing event in the Olympic year. Your current customers and potential customers will appreciate your support of an event that the City of Spokane's finance department estimates will deliver a \$25.7 million dollars in positive economic impact to our area. Welcome to Spokane....Skate City USA.

"Welcome to Spokane... Skate City USA" **Winning Opportunities for Advertisers**

THE BRONZE MEDAL PACKAGE

- A 4-color, half-page ad in the souvenir program

\$1500.00

THE SILVER MEDAL PACKAGE

- A 4-color, Full-page ad in the souvenir program
 - With bleed 8.875" x 11.375"
 - Without bleed 7.375" x 9.875"
- "Welcome to Spokane, Skate City USA" buttons for employees to wear
- Listing on the Official Championship Map

\$2500.00

THE GOLD MEDAL PACKAGE

- A 4-color, Full-page ad in the souvenir program
 - With bleed 8.875" x 11.375"
 - Without bleed 7.375" x 9.875"
- Listing on the Official Championship Map
- "Welcome to Spokane, Skate City USA" buttons for employees to wear
- Two – All-Event Ticket Packages
 - **Two tickets to each ticketed event**
 - (22 tickets per package – 44 total)
 - **Lower Bowl Seats in the Spokane Arena**
(does not include Skating Spectacular)
 - **Special privileges to attend all of the practices**

\$3,850.00

THE SOUVENIR PROGRAM . . .

Features all of the information fans want to know when attending a major sporting event. Produced in high quality paper, with a glossy cover this piece will be a keepsake from the event. With ten days of competition and multiple ticketed events each day, this will be the resource for fans to learn all of the details they want to know. Your ad will be showcased in full color.

THE TICKET PACKAGE

As a gold medal package purchaser you will enjoy two All Event ticket packages in which include excellent seats in the lower bowl. As part of the package you also receive two practice passes; a rare opportunity to attend practice sessions, which are closed except to All Event ticket purchasers.

"FIGURE SKATING FRIENDLY" YOU'RE A PART OF THE TEAM

As part of our team, we will communicate with you to keep you apprised of activities and accomplishments so you can take maximum advantage of this unique opportunity!

There are a limited number of souvenir program ads available, so contact us to get on the team now!

448-6829 or barb@spokane2010.com

SKATE CITY, USA

JANUARY 14-24, 2010

SPOKANE, WASHINGTON



SOUVENIR PROGRAM ADVERTISING ORDER FORM

Olympic fever will hit the Pacific Northwest leading into the Vancouver Games. You can take advantage of the opportunity to be tied to that excitement without paying Olympic size sponsorship dollars.

Company Name: _____

Contact Name: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Day Telephone: _____

Cell Phone: _____

Email Address: _____

An email address is very important-Please provide _____

SECURE YOUR PACKAGE WITH A 10% DOWN PAYMENT
FINAL PAYMENT WILL BE REQUIRED BY NOVEMBER 1, 2009

THE BRONZE MEDAL PACKAGE @ \$1500

A 4-color, half-page ad in the souvenir program

THE SILVER MEDAL PACKAGE @ \$ 2500

A 4-color, Full-page ad in the souvenir program

THE GOLD MEDAL PACKAGE @ \$ 3,850

A 4-color, Full-page ad in the souvenir program

TOTAL DUE _____

DEADLINE FOR AD TO BE SUBMITTED: NOVEMBER 10, 2009

-Additional souvenir program ad details
will be provided upon completion of form

10% DEPOSIT _____

Fax this order to: (509) 448-6948

2010 U.S. Figure Skating Championships

PAID BY: Check # _____ Check made payable to 2010 U.S. Figure Skating Championships

SEND CHECK TO: PO Box 30099
Spokane, WA 99223

ACCEPTED BY: _____

CLIENT: _____

STAR USA: _____

Form is not valid without signature

No exchanges/No Refunds

Tickets for the Gold Medal Package will be mailed to the address listed above
Field of competitors & times will be announced at a later date