

# ALBA VOLÁN SC AND ALBA VOLÁN 19 ICE HOCKEY SECTION



**ADVERTISING OFFER**  
2009/2010

[www.albavolanhockey.hu](http://www.albavolanhockey.hu)



## ALBA VOLÁN SC AND ALBA VOLÁN 19 ICE HOCKEY SECTION

### ERSTE BANK ICE HOCKEY LEAGUE AND HUNGARIAN CHAMPIONSHIPS

#### ADVERTISING OFFER

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Alba Volán 19 Ice Hockey Section has already got two seasons in the Erste Bank Ice Hockey League (EBEL) behind its back. At the end of March 2009 the team also won the club's tenth Hungarian championship title, the seventh consecutive first place. Following the 2008-2009 club season sixteen players of Alba Volán 19 were selected into the large squad of the Hungarian national team which participated for the first time after seven decades at the A-pool world championships, among the world's sixteen best national teams.

In the 2008-2009 season the Hungarian champions topped the results of their previous Austrian league season both in terms of points accumulated and games won. The Fehérvár Devils managed to beat at least once every team of the league, EC KAC from Klagenfurt who later won the EBEL title failed to win a single time at the Székesfehérvár Ice Rink.

The players of Alba Volán also achieved great results in terms of individual statistics. Krisztián Palkovics scored 25 goals in fifty games and became the league's sixth highest-scoring player. Nathan Martz, the team's Canadian centerman, shone in the playmaking and collected thirty assists in 46 games. Among the players under the age of twenty-four, Csaba Kovács was the fourth most successful performer with 35 points in 51 games.

The development was huge also in the size of the audience. While the overall EBEL audience numbers decreased somewhat in the 2008-2009 season, two teams had more spectators than in the previous season: one of them was the former title-holder Red Bull Salzburg, the other one Alba Volán 19. Until the end of the Austrian league season almost seventy-four thousand people saw Alba Volán 19's home games which means an average of over two thousand and eight hundred spectators per game.

The games of Alba Volán 19 were also more frequently televised. EBEL's exclusive television partner, Premiere showed one game live from Székesfehérvár while the Hungarian channel RTL Sportklub showed nine Alba Volán 19 games live. Sport 1 and Sport 2 channels televised all of the games of the Hungarian championship final series.

In the upcoming 2009-2010 season it is expected that ten-twelve of Alba Volán 19's games will be shown live by the various television channels.

The printed press also paid outstanding attention to Alba Volán 19 Ice Hockey Section, over five hundred articles were printed about the team. Radios also had regular reports on the team's achievements just like the Hungarian public broadcaster Magyar Televízió and also Duna Televízió. The local television channel Fehérvár Televízió recorded all of the team's home games and showed them at a later time. In the 2008-2009 season the visits on the club's new website also increased significantly.



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The Székesfehérvár Ice Rink (8000 Székesfehérvár, Raktár str. 1., phone/fax: +36-22-398-027, holding capacity: 3500) which is under our own operation and is open August 20, 2009 through April 15, 2010, will host the following events:

- 🏒 Gábor Ocskay Jr. Memorial Tournament (September 5-6, 2009)  
Participating teams: Alba Volán 19, EC KAC Klagenfurt, EV Vienna Capitals, HDD Tilia Olimpija Ljubljana
- 🏒 Erste Bank Ice Hockey League Austrian championship games (September 10, 2009 through April 8, 2010)  
Participating teams: Alba Volán 19, EC Pasut VSV Villach, EC Red Bull Salzburg, EV Vienna Capitals, EC KAC Klagenfurt, EHC Liwest Black Wings Linz, EC Graz 99ers, HK Acroni Jesenice, HDD Tilia Olimpija Ljubljana, Medvescak Zagreb
- 🏒 Hungarian championship play-off games (March-April, 2010)  
Participating teams: Alba Volán 19, Dunaújvárosi Acélbikák, UTE, Ferencváros, Miskolci Jegesmedvék, NZ Stars
- 🏒 Junior ice hockey championship games and tournaments in six categories
- 🏒 National junior tournaments
- 🏒 Amateur championship games
- 🏒 Open public skating sessions twice a week, these events usually draw 1000-1500 participants at a time
- 🏒 PE (physical education) classes five hours a day (participants: kindergartens, elementary schools, high schools, college/university students, approximately 500 people daily)

### Our advertising offer is as follows:

Backboard advertisement	1m2	HUF 800.000 + VAT (3.000 EUR + VAT)
Placard advertisement	1m2	HUF 400.000 + VAT (1.500 EUR + VAT)
Ice advertisement	5-10m2	HUF 800.000 + VAT/occasion (3.000 EUR + VAT/occasion)
	over 10m2	HUF 1.000.000 – 3.000.000 + VAT/occasion (3.500-10.500 EUR + VAT/occasion)
	(the price will vary according to the live televised transmissions)	

### Advertising possibilities on the equipment:

Trunk advertisement-jersey advertisement	HUF 3.500.000 – 15.000.000 + VAT (12.500-52.000 EUR + VAT) (depending on the size of the affixture)
Helmet advertisement	HUF 4.000.000 – 5.000.000 + VAT (14.000-18.000 EUR + VAT) (depending on the size)

Individual advertising deals may also be signed with individual players which obligate the players to appear at various events, exhibitions.

The fabrication costs of the backboard and other advertisements are settled within a different contract.

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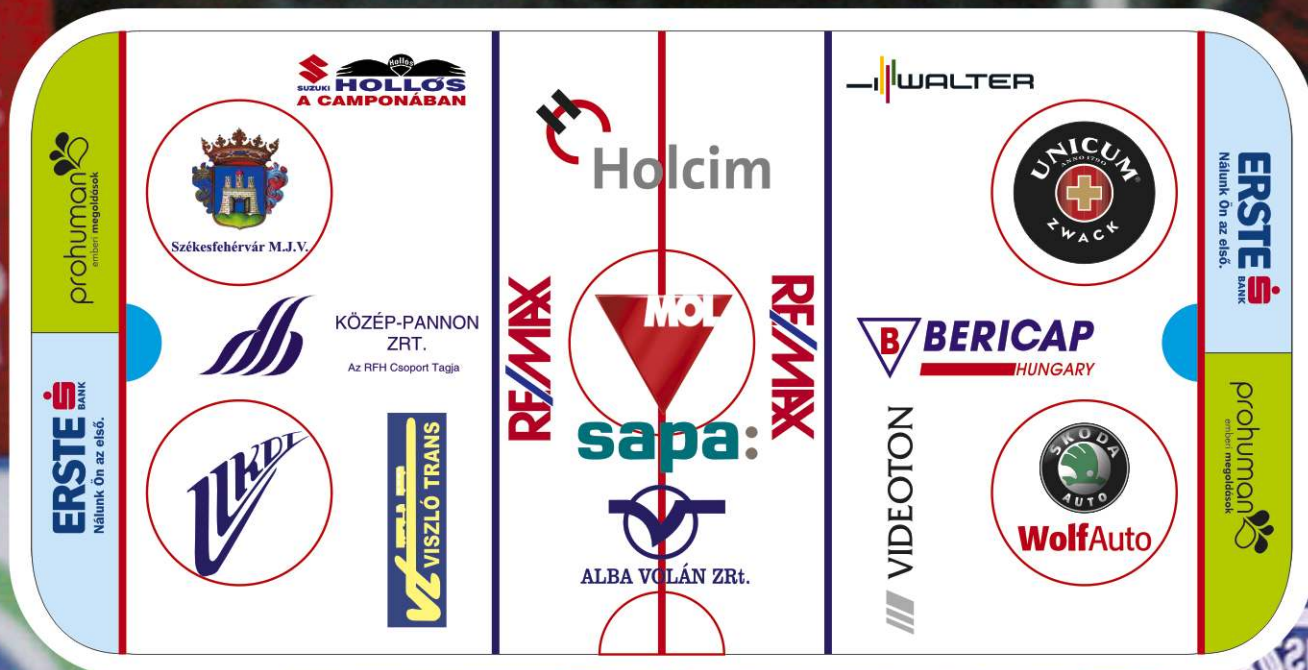
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