



# ACHIEVE YOUR GOALS

READ OUR TIPS FOR MAKING THE MOST OF YOUR BUSINESS SEASON TICKETS

BY PITTSBURGH PENGUINS

As a proud member of the Western Pennsylvania business community, the Pittsburgh Penguins are excited to assist local organizations in achieving their business goals by creating memorable moments for employees, clients and prospects.

*With Penguins season tickets, you can accomplish these five business goals:*



**1**

**ENTERTAIN  
CLIENTS**

**2**

**REWARD  
EMPLOYEES**

**3**

**CLOSE  
DEALS**

**4**

**ENTICE  
PROSPECTS**

**5**

**RECRUIT TOP  
TALENT**



## 1. ENTERTAIN CLIENTS

Nothing brings fans together quite like celebrating a Penguins goal at PPG Paints Arena.

**PRO TIP:** *Treat your guests to the very best with tickets in our new, all-inclusive Casamigos Club. This premium package, in the Penguins' double attack zone, includes food, beer and wine in our private event-level club. Limited memberships are available for the inaugural season.*

## 2. REWARD EMPLOYEES

Show your appreciation to your top sellers, hardest workers and most-dedicated team members with a much-needed night out.

**PRO TIP:** *Season ticket holders receive invitations to exclusive events as part of their Black and Gold Premier membership. Use these opportunities to surprise and delight your staff.*

## 3. CLOSE DEALS

Set the tone for scoring that next big partnership in a casual yet lively setting.

**PRO TIP:** *Secure seats in the F.N.B. or Captain Morgan Clubs for access to the Lexus Club, PPG Paints Arena's only sit-down, fine dining restaurant – the perfect spot to detail your game plan.*

## 4. ENTICE PROSPECTS

You know a partnership with your organization is a winning proposition. Let the excitement of our game reinforce that message.

**PRO TIP:** *Take advantage of the season ticket holder friends and family discount to score additional tickets for the biggest games of the year.*

## 5. RECRUIT TOP TALENT

Building a winning roster is challenging. Get ahead of the competition by showcasing the best our city has to offer.

**PRO TIP:** *Use your Black and Gold Premier discount at PensGear to ensure your guest feels part of the team.*

## SEASON TICKET PLANS AND UNIQUE TICKET OPPORTUNITIES

Both full and half season ticket plans are available now. Let our knowledgeable sales team find the package and location that is right for you.

In addition, be sure to ask about unique ticket opportunities, including executive dinners, VIP experiences, semi-private loges, party suites, holiday rentals, pregame hospitality, non-hockey premium options and more.

## THE VALUE OF BEING A SEASON TICKET HOLDER

The following executives have shared what season tickets mean to their organizations:



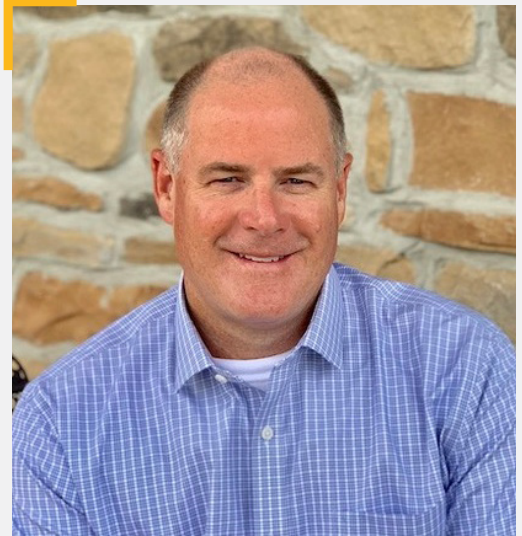
**BRYAN IAMS** | VICE PRESIDENT, CORPORATE AND GOVERNMENT AFFAIRS, PPG

*“Tickets with the Penguins provide PPG with a multitude of opportunities that enhance our business and brand. The use of our tickets allows us to create meaningful connections with valued customers and other top businesses in the Pittsburgh area. The Penguins game day experience gives our customers and team members memories that will last a lifetime.”*



**ART MILLER** | VP OF MARKETING,  
VECTOR SECURITY

*“Season tickets represent a great opportunity for customers and our teams to connect with the Penguins and our brand in arena. For us, it’s all about creating an experience and making memories, and access to tickets for every game allows us to tailor an experience around those seats. Our team does a remarkable job leveraging opportunities for future business as well, so we see that as a bonus.”*



**JIM STRUNTZ** | COO, BOLD PENGUIN

*“Bold Penguin was built with a focus on relationships and experiences in our mission to simplify small commercial insurance. Our partnership with the Pittsburgh Penguins has allowed us to not only extend awareness of our mission and fortify our brand but also celebrate and deepen our customer relationships through game day experiences.”*



**SAMANTHA D’UVA** | DIRECTOR, BRAND  
EXPERIENCE AND PRODUCT PR,  
MSA SAFETY

*“In addition to leveraging the Zamboni® for local brand visibility, our partnership with the Penguins includes luxury suite nights, lower bowl season tickets and an annual Suite 66 experience. Over the years, we have used these assets to host hundreds of customers and channel partners, to recognize firefighters and their families, and to thank our associates for a job well done. The Penguins always deliver a memorable and first-class experience.”*