

**Rochester Rhinos
Stadium Naming Rights Promotion**

OFFICIAL PROMOTIONAL RULES

- 1. Adirondack Sports Club LLC will hold a random drawing on May 30th at half time of the Rhinos game to announce naming rights beneficiary to Rochester Rhinos Stadium for 2009.**
- 2. Any person/company spending at least \$1,000 with the Rochester Rhinos for the 2009 season will be eligible for the promotional event. For each \$1,000 invested in the Rhinos in 2009, each participant will receive a chance at the event.**
- 3. Purchase can be in the form of tickets or sponsorship/advertising.**
- 4. There is no limit on number of entries permitted per customer.**
- 5. Entry and eligibility is based on making a minimum of \$1,000 purchase of a product or service with the Rochester Rhinos in 2009 and entries must be received by 5pm on Friday, May 29th, 2009.**
- 6. The Rochester Rhinos and Adirondack Sports Club, LLC reserve the right to refuse and set final approval on name of Stadium.**
- 7. One grand prize will be awarded to one beneficiary of the promotion. Grand prize includes: Naming Rights Sponsorship of Rochester Rhinos Stadium. Naming Rights Sponsorship includes: official name (subject to Rochester Rhinos approval) of stadium occupied by the Rochester Rhinos and Adirondack Sports Club, LLC for 2009. Naming Rights will end at 12:01am on January 1, 2010.**
- 8. Naming rights benefits includes a signage plaque at entrance gate of the stadium.**
- 9. By accepting Grand Prize, beneficiary releases rights for use of their name and photograph or likeness for use inside stadium, stadium entrance, media, programs, tickets, and all other forms of materials used by Rochester Rhinos and Adirondack Sports Club, LLC in 2009.**
- 10. The "Stadium" refers to the sports complex located at 460 Oak St, Rochester, NY 14608.**
- 11. Trade or Barter accounts for the same value as set above for entry fees may be eligible upon agreed terms by Rochester Rhinos and Adirondack Sports Club, LLC. Trade/barter entries are at the sole discretion of the Rochester Rhinos. All cash and trade accounts and their respective amount of eligible entries into the event will be considered based on cash or trade/barter value received by Rochester Rhinos by end of business day on May 29th, 2009.**
- 12. The Rochester Rhinos and Adirondack Sports Club, LLC have the right to honor existing exclusive sponsorship partners and to protect their name and organization. No competing minor league sports teams or leagues may enter, or organizations that are not conducive to the family fun atmosphere promoted by the Rochester Rhinos.**
- 13. To claim the prize, the beneficiary must sign and return a release to Adirondack Sports Club LLC. The beneficiary must claim prize within 14 days of notification. If prize is unclaimed, an alternate beneficiary will be chosen.**
- 14. Void where prohibited by law. All federal, state and local laws and regulations apply.**