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## Sun Life 'nets' Celtics branding rights

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By Editor Test     Tue, May 29, 2012

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Sun Life Financial has acquired naming rights to the Boston Celtics "Courtside Club" as part of a multi-year partnership beginning in the 2012-2013 season. Financial terms were not disclosed.

The Courtside Club, the Celtics' primary hospitality venue in the TD Garden, is used to entertain team owners, courtside ticket holders, corporate partners and VIP guests during each Celtics home game. It will be designated as the Sun Life Courtside Club. Sun Life has been a sponsor of the Boston Celtics since the 2010-11 season.

Sun Life's brand will be featured throughout the venue, including entry and directional signage pointing guests to the club and the club's interior, as well as on staff uniforms and courtside tickets and passes required for club admission.

Sun Life will also receive seat-back signage on the first-row courtside sideline seats for all Celtics home games, the opportunity to host customer events in the Courtside Club, and courtside season tickets and club passes.

Sun Life will also receive additional promotional and marketing assets, including extensive presence in the arena through courtside signage, branded in-game promotions and features, 21 "Sun Life Honorary Ball Kid Experiences" and the rights to use Boston Celtics team marks and logos in external and internal marketing and advertising campaigns.

As a sponsor of Celtics.com, Sun Life will receive exposure on one of the most highly trafficked sites in professional sports, including presenting sponsorship of Celtics Minute, a daily video vignette. Celtics.com averages more than 8.5 million page views and 1.5 million unique visitors per month, for a total of 70 million page views each season.

The partnership also calls for Celtics executives, legends and personalities to participate in Sun Life programs, initiatives and meetings with the Celtics leprechaun mascot, Lucky, and to make appearances at local community organizations in conjunction with Sun Life's philanthropic initiatives.

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