



2013
14
HOCKEY SEASON

PREMIUM SEATING
& SEASON TICKETS



WELCOME TO
HOCKEY VALLEY
HOME OF PENN STATE ICE HOCKEY



CONCESSIONS
BARRICADE
LEVEL 2
SECTION 138
SECTIONS 137-140
LEVEL 3
EVENT LEVEL





WELCOME TO HOCKEY VALLEY!

As Penn State Ice Hockey skates onto the NCAA Division I stage, the completion of our new \$90 million campus home — Pegula Ice Arena — will provide hockey fans with a spectacular line-up of seating and dining options.

Scheduled for a Fall 2013 grand opening, Pegula Ice Arena will offer the most diverse selection of seating found in any sports and entertainment venue throughout the Centre Region. **And your seats await.** Make sure your seats are secure for the historic move of the men's and women's hockey teams into the nation's finest collegiate hockey arena and the inaugural season of Big Ten Conference play.

The teams' dreams become reality, and you can have a front row seat! Choose from the exclusive comfort and privacy of luxury suites or concourse level loge boxes; Club seats set you and your guests apart with upgraded seating comfort and different dining options throughout the season; and every season ticket location throughout the venue — including the limited "On The Glass" offering — offers intimate, direct sightlines regardless of where the action is taking place.

Tradition will continue. History will happen. Where will you be? Welcome to Hockey Valley.

HISTORY



1909

Unlike several other universities at the turn of the century, Penn State did not consider hockey an intercollegiate varsity sport, but **was categorized as a club sport in 1909-1910**. A group of students, mainly from the Pittsburgh area, sought approval from the Penn State Athletic Association to be designated as a varsity team. After the first two games of the season they were informed Penn State rejected their proposal for varsity status, and the students spent the better part of the next two decades fighting for another chance.



1938

That chance became reality in 1938, when the **Sigma Phi fraternity formed an independent hockey team and competed in the 1939-1940 Pennsylvania Intercollegiate League**.

With no local, reliable ice surface, Rec Hall became the team's indoor practice facility, and played its "home" games more than 100 miles away in Hershey.



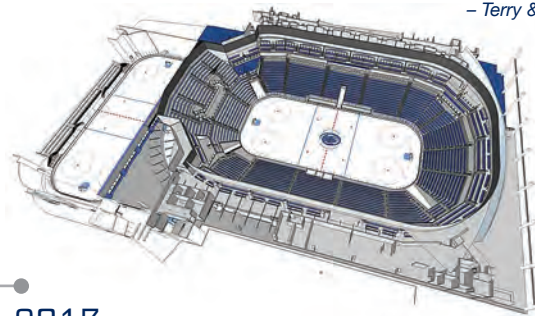
HOCKEY



For ticket information or purchase, go to www.GoPSUsports.com or call 1.800.NITTANY.

“ We will now see through the hard work of the Penn State family that our passion will be shared with the families and communities of the region surrounding Penn State. We expect that Penn State will become a destination, not just for top college players and coaches, but also for the growing base of hockey fans from across the Commonwealth and the country. ”

– Terry & Kim Pegula



Penn State played its first game as an intercollegiate team on December 6, 1940. John Dufford led the way by scoring the first goal in Penn State history and leading the Nittany Lions to a 3-1 victory over Carnegie Tech. From 1944-1946, the program was dropped as a wartime economy measure, and unfortunately, in 1947 the Athletic Association was forced to drop the hockey program once again due to limited facilities.

Almost 30 years without ice hockey had passed before it returned to club status. **The team adopted the name ‘Icers’, who proved to be a top competitor within the American Collegiate Hockey Association (ACHA).** During its 40 years as a club program, the Icercs compiled an overall record of 956-295-52, with only three losing seasons in that stretch. Penn State captured (7) seven ACHA national championships and appeared in the national championship game a remarkable ten seasons in a row.

1940s

1970



It is said that perhaps the most influential person during the Icer era was current Associate Athletic Director Joe Battista. **Battista served as head coach for 19 years, compiling a 512-120-27 record, capturing six national titles, and graduating 97% of his student-athletes.** He remains a vital part of the new era of ice hockey at Penn State today.

2013

Battista played the primary role in securing **the largest single donor gift in University history – \$88 million from Terry and Kim Pegula in September 2010.** It is this gift that paved the way for the elevation of men’s and women’s club hockey to NCAA varsity status and what will be the finest college hockey facility in America when Pegula Ice Arena opens in Fall 2013.

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BIG BEGINNINGS



- Future Big Ten schools have won a combined 23 national championships, more than any other conference
- The Big Ten Hockey Conference will make the Big Ten the only BCS conference that sponsors men’s hockey
- With six member institutions, the Big Ten’s tournament champion will receive an automatic bid to the NCAA Men’s Hockey Championship
- The first four Big Ten tournaments will be held in NHL venues — Xcel Energy Center in St. Paul (2014, 2016) and Detroit’s Joe Louis Arena (2015, 2017)
- Penn State Hockey will open Pegula Ice Arena prior to the start of its first season in the Big Ten





 HOCKEY

BIG

For ticket information or purchase, go to www.GoPSUsports.com or call 1.800.NITTANY.



SO PENN STATE-OF-THE-ART, IT WILL GIVE YOU CHILLS

Pegula Ice Arena will change how you're used to watching Penn State hockey, offering seating options and upgrades that some professional venues have yet to include for fans. While it may seem odd to describe this 228,000 square foot, state-of-the-art collegiate hockey venue as "intimate", your access to all that the arena has to offer will always be just a short stroll from your seat.

“ Penn State’s move to Division I is the most significant event for the sport in years. Adding Penn State’s brand to hockey will make Pennsylvania one of the top hockey states in the country... This is a perfect environment for hockey recruits who will love the location, the academics and the atmosphere. ”

– Craig Patrick
Senior advisor of hockey operations for the Columbus Blue Jackets and former general manager of the Pittsburgh Penguins and New York Rangers

In addition to the many seating and hospitality options described, you and your guests will enjoy all of the amenities – all brand new – regardless of where you sit for the games...

- Interactive “Penn State Hockey History” area on arena concourse
- Complete game day selection of Penn State Hockey merchandise
- Complete concession offerings at convenient stand locations, plus a full-service Tim Hortons Cafe and Bake Shop
- HD Centerhung Video Board, complete with instant replay and complete game stats
- Main Lobby Video Wall
- LED Ribbon Boards on both sides of arena offering game info, out of town scores, and upcoming event information
- Wi-Fi accessibility throughout all seating areas
- Easily accessible ticket window just outside arena main entrance, as well as just inside the Community Rink entrance
- Pregame group outing and hospitality options that cover board meetings to birthday parties



New Pegula Ice Arena Seating Options



BENEFITS

- Individual luxury seating for sixteen (16) guests
- Two (2) suite parking spaces in closest proximity to the arena
- Exclusive access to the luxury suite level; no public traffic through suites
- Complete in-suite catering service available for every taste and occasion*
- Option to dine pregame in the Club Lounge*
- Access to Suite Lounge seating area with sofas, chairs, and tables
- Wall-mounted LCD TV to check in on replays or other programming while you're at the game
- Center island serving area; upright refrigerator; sink
- Fully padded, logoed seating, complete with armrests and beverage holder
- Customized nameplate right outside your door
- Two (2) complimentary game programs for each home contest
- Opportunity to access your suite for business meetings or special presentations during the day (advance notification required)
- VIP invitation to attend and participate in a family skate and autograph session with the team
- Priority for post-season and special event ticket purchases
- 10% off team merchandise at all home games
- Opportunity to participate in at least one on-ice intermission contest during the season
- Customized Pegula Ice Arena Inaugural Season gift
- Pegula Ice Arena inaugural season patch and poster
- Annual suite pricing is subject to a 4% escalator

** Requires additional fee for services.*



LUXURY SUITES

Pegula Ice Arena luxury suites offer the very best in views of the game in the comfort and style that sends a clear message your guests are important to you. The exclusive status of having one of only fourteen (14) available suites allows you to entertain in a way that offers privacy for important business conversations, as well as special family and friend gatherings and celebrations. First-class amenities and service will be our goal every night throughout our historic first season and beyond. Let us take care of you!

PER YEAR SUITE LEASE (See Page 7 for Suite locations)

PREPAY		ANNUAL	
3 Year Prepay	\$20,000	3 Year Annual	\$22,500
5 Year Prepay	\$17,500	5 Year Annual	\$19,500
7 Year Prepay	\$15,000	7 Year Annual	\$17,000



HOCKEY



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CLUB SEATING



The private Club Level of Pegula Ice Arena boasts of not only of comfortable, more spacious seating, but also the exclusivity of enjoying specially prepared pregame dining and optimal viewing angles to both the ice and the HD scoreboard. Located in the southeast corner of Pegula Ice Arena's glass front, your Club access will also provide you and your guests one of the region's best views of Mt. Nittany.

“ Adding another Division I hockey program in our state is a great step for hockey in Pennsylvania, so we salute the Nittany Lions for this achievement. Pennsylvania amateur hockey is producing more and more Division I players and pro prospects, and this will give more of them an opportunity to stay 'home' in Pennsylvania, get a great education and play a high level of hockey. ”

– Ray Shero
Pittsburgh Penguins
General Manager

BENEFITS

- Complimentary parking pass with each set of four (4) Club tickets. Five (5) or more tickets will receive two (2) parking passes
 - Exclusive access to the Club Level; Suite or Club Level ticket required to access
 - Pregame Club and in-game snack, dessert and beverage service option.* Complete convenience of knowing that dinner awaits, regardless of how late you may be running in getting to the game!
 - Separate pregame dining and sitting area for those who choose the dinner option. Great place to catch up on conversation with family, friends and clients before all attention turns to the on-ice action.
 - Club Level hospitality staff to greet you and your guests and assist you with any dining reservations or purchases
 - LCD TVs throughout the Club Level to assure you never miss the action, regardless of whether you are in your seat or not
 - Fully padded, enlarged club seat for each guest, complete with armrests and beverage holder
 - One (1) complimentary game program for each dinner reservation in the Club Level
 - VIP invitation to attend and participate in a family skate and autograph session with the team
 - Priority for post-season and special event ticket purchases
 - 10% off team merchandise at all home games
 - Customized Pegula Ice Arena Inaugural Season gift
 - Pegula Ice Arena inaugural season patch and poster
- * Requires additional fee for services.





LOGE SEATING

Your own private seating right in the midst of the best seats in the house! Pegula Ice Arena Loge seats position you and your guests right at concourse level taking in all of the sights and sounds of game night. In addition to a premium seat location, the Loge seats provide your party privacy, in-seat concession delivery, custom leather seating and between period access to the Mt. Nittany Room, offering complimentary snacks and soft drinks.



BENEFITS

- Private Loge area seating for 4-8 people; Loge selection order determined by NLC point totals
- Complimentary parking pass with each set of four (4) Loge tickets. Five (5) or more tickets will receive two (2) parking passes
- Pregame Club and in-game snack, dessert and beverage service option.* Complete convenience of knowing that dinner awaits, regardless of how late you may be running in getting to the game!
- Between period access to complimentary snacks and beverages in Mt. Nittany Room
- Complimentary Official Team jersey with your name
- Customized nameplate on each of your seats
- Priority preference for rental of Club Level, Community Rink and other hospitality areas of the arena
- Complimentary game program delivered to your Loge Box
- VIP invitation to attend and participate in a family skate and autograph session with the team
- Priority for post-season and special event ticket purchases
- 10% off team merchandise at all home games
- Customized Pegula Ice Arena Inaugural Season gift
- Pegula Ice Arena inaugural season patch and poster

** Requires additional fee for services.*



“ When you have a world-class institution with the prestige and name recognition that Penn State carries, anyone at any level of hockey will be thrilled to hear that they are joining the ranks of Division I. ”

– Mike Milbury
‘NHL on NBC’ Analyst



BOWL SEATING

All seat locations within the Pegula Ice Arena bowl have been designed and located with optimal sight lines in mind. Regardless of whether or not you are “On the Glass” in the front row or in the last row of the bowl, your seat locations put you right on top of the action. From the outset, the intent has been for every seat to be positioned in a way that every Penn State fan at the game could have an impact on Penn State’s home ice advantage.

THE FOUR (4) SPECIFIC PEGULA ICE ARENA SEATING OPTIONS FOR YOUR BOWL SEASON TICKET LOCATIONS INCLUDE:

- 1) **On the Glass** – First row of each section around the ice surface
- 2) **Attack Zone** – Sections 108, 109, 111, 118, 120 and 121 on Seating Chart
- 3) **Center Ice** – Sections 110 and 119 on Seating Chart
- 4) **End Zone** – Sections 112 through 117 on Seating Chart

BENEFITS

- Opportunity to purchase event parking for the season in advance
- Invitation to attend practice, skate and enjoy an autograph session with the team
- Priority for post-season and special event ticket purchases
- 10% off team merchandise at all home games
- Customized Pegula Ice Arena Inaugural Season gift
- Pegula Ice Arena inaugural season patch and poster

In addition to the listed benefits, “On the Glass” season ticket holders will also receive:

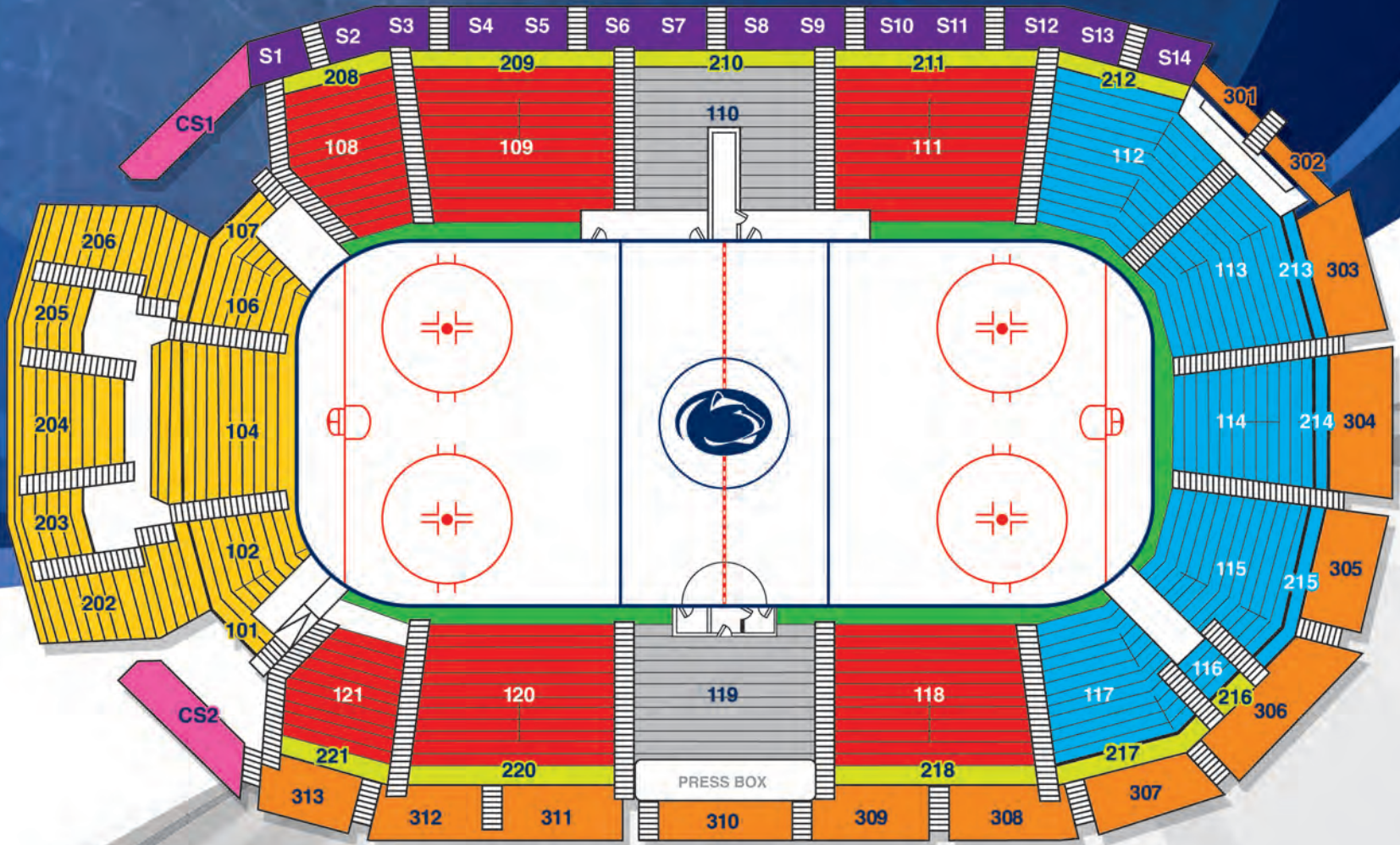
- Between period access to complimentary snacks and beverages in Mt. Nittany Room
- Customized nameplate on each of your seats





New Pegula Ice Arena
Seating Chart

CURTAIN ROAD



UNIVERSITY DRIVE



For ticket information or purchase, go to www.GoPSUsports.com or call 1.800.NITTANY.

HOCKEY TICKETING & PRICING

MENS

SEATING AREA	SEASON PACKAGE*	SINGLE GAME	NLC REQUIRED
On the Glass	\$700	N/A	Yes
Club	\$500/\$900*	\$30/\$50*	Yes
Loge	\$900/\$1100*	N/A	Yes
Attack Zone	\$300	\$18	Yes
Center Ice	\$400	\$23	Yes
End Zone	\$240	\$15	No
Student	\$128	\$10	No
Suite	up to \$22,500	N/A	Yes
Opera	\$30,000	\$1,250	Yes

* With Club Meal service.

Season ticket purchases require annual NLC gift of at least \$50 per seat. This is not an additional requirement if your annual NLC giving is at or above the total per seat donation for your hockey tickets.

WOMENS

SEATING AREA	SEASON PACKAGE	SINGLE GAME	NLC REQUIRED
BOWL SEATING**	\$50	\$5	No

** Women's Hockey tickets are sold as General Admission for the following Seating areas: On the Glass, Attack Zone, Center Ice, End Zone and Student Seating.

Premium seating season ticket holders for Men's Hockey will be offered complimentary Women's Hockey tickets in Loge Seating locations, as requested, and based on NLC point totals.

PEGULA ICE ARENA PRICING NOTES:

- Student season ticket price based on 16 game home schedule and does not include home games over the holiday break
- Students will have option to purchase home games over holiday break as part of season ticket
- Student seating locations will be sold at \$10 to general public for home games over holiday break
- Student seating filled on first-come, first-served basis on home game nights
- Loge and Bowl-Glass patrons will have access to concourse level Mt. Nittany Room at no additional cost
- Total NLC donation may require additional support based on total number of tickets purchased, same as currently in place with football ticket requirements
- All season ticket seat selections, including suites, will be done based on NLC priority points



240 Bryce Jordan Center
University Park, PA 16802

“It is always good news for hockey when another opportunity for elite players is developed. The fact that the program is being created at an institution with the academic and athletic legacy of Penn State makes it that much more special. This program has the potential to equal and surpass any other college program in the United States.”

– Pierre McGuire
NHL on NBC/TSN Analyst

PennStateWomensHockey
PennStateMensHockey

@PennStateWHKY
@PennStateMHKY

TICKET TIMELINE

IMPORTANT DATES TO REMEMBER:

Now – April 2013

Register seating interest and provide down payments for 2013-2014 season

April 2013

Online Virtual Venue tour made available – View all seating options

May 2013

Payment Deadline for Season Tickets

June 2013

Online Seat Selection begins (NLC point order)



ATHLETIC TICKETING SERVICES

Public Office Hours:

Monday-Friday, 9 a.m.- 4:30 p.m.
1.800.NITTANY
www.GoPSUsports.com

Don't miss out.
Be a part of Hockey Valley at the new, state-of-the-art Pegula Ice Arena!
www.GoPSUsports.com/hockey

