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SUITE PARTNER HANDBOOK

 TOYOTA CENTER

SUITE PARTNER WELCOME

On behalf of our entire organization, I want to congratulate you on your Rockets suite partnership. We are excited to begin our 2012-2013 season, not only do we have the most exciting concert line up in years, but we will be celebrating the 10 year anniversary of Toyota Center, as well as hosting the 2013 NBA All-Star game.

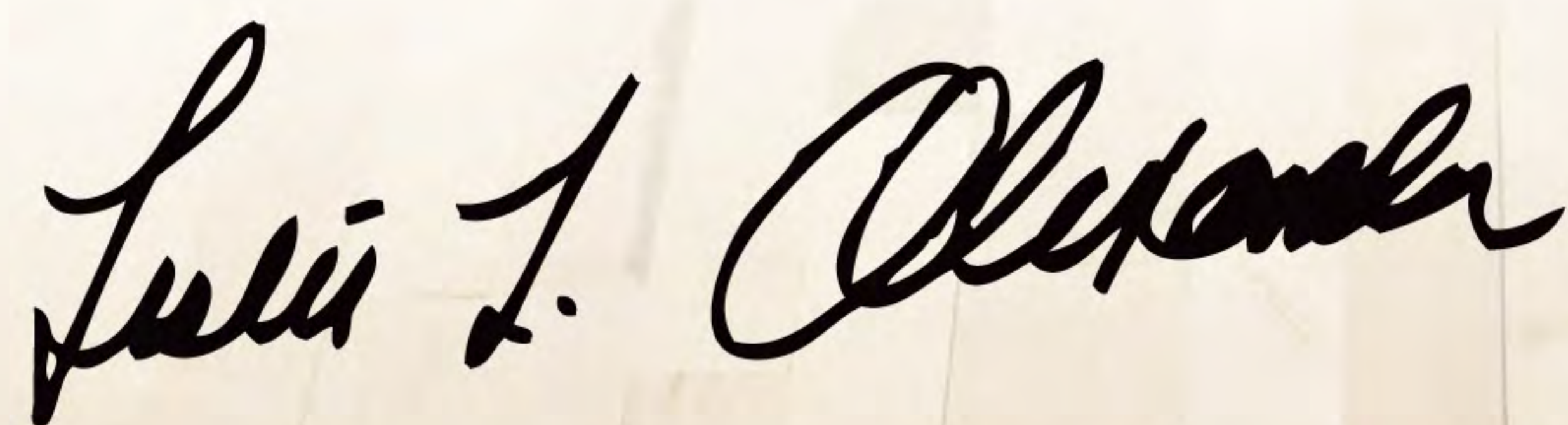
Our continued goal is to provide a Championship caliber team, both on and off the court, that will make you proud and ultimately bring another World Championship to the City of Houston. As you have witnessed over the years, the Rockets have a great tradition formed by Hall of Fame players, thrilling moments and passionate, committed fans. From back-to-back Championships to the 22-game win streak to an under-manned and gritty Rockets team taking the eventual NBA Champion Lakers to Game 7, these expences frame our sports memories for a lifetime.

In addition to these on-court memories, we are committed to providing you with incomparable client service, measurable return on your investment and unique experiential and marketing opportunities reserved especially for our exclusive family of Suite Partners.

Again, thank you for your support of the Houston Rockets, it means a great deal to me, our basketball team, and the entire organization.

We look forward to an exciting season.

Leslie Alexander, Owner



 TOYOTA CENTER



WELCOME TO THE TEAM

Suite Partners,

On behalf of the Suite Activation and Development team we would like to take this opportunity to extend a warm welcome to our suite partner family. With the ten year anniversary of Toyota Center, the 2013 NBA All-Star, and the promise of an exciting Rockets season there is no better time to be a Toyota Center suite partner!

It's time for us to get down to business! Our suites team is focused on ways to increase the return on your suite investment. No two suite partners are the same, but each of you should see your suite as an extension of your business. Whatever your goals, our team is eager to help you achieve them!

To get you assimilated and better acquainted with details of what your suite partnership provides, we have created a Suite Partner Handbook. This handbook provides you an overview of our suite policies, specific business tools, and procedures that you can reference at any time.

Remember, our suites team is here to help tailor your suite experience. Congratulations on your partnership!



*Sarah Gibson
Director of Suite Activation and Development*



SUITE SALES & SERVICE MEMBERS



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2012-2013 ROCKETS SCHEDULE

NOVEMBER						
sun	mon	tues	wed	thur	fri	sat
			OCT 31 6:30 DET	1	2 6:30 ATL	3 7:00 POR
4	5	6	7 7:00 DEN	8	9 7:00 MEM	10 7:00 DET
11	12 7:00 MIA	13	14 7:00 NO	15	16 9:00 POR	17
18 8:30 LAL	19 8:00 UTA	20	21 7:00 CHI	22	23 7:00 NY	24
25	26	27 7:00 TOR	28 7:00 OKC	29	30	

DECEMBER						
sun	mon	tues	wed	thur	fri	sat
						1 7:00 UTA
		3 7:00 LAL	4	5	6 7:30 SA	7 7:00 DAL
8	9	10 7:00 SA	11	12 7:00 WAS	13	14 7:00 BOS
15	16 12:00 TOR	17 6:30 NY	18	19 7:00 PHI	20	21
22 7:00 MEM	23	24 6:00 ATL	25 7:00 CHI	26 7:00 MIN	27	28 7:30 SA
29 7:00 OKC	30	31				

FEBRUARY						
sun	mon	tues	wed	thur	fri	sat
						1 7:00 CHA
2	3	4	5 7:00 GS	6 6:30 MIA	7	8 7:00 POR
9	10 8:00 SAC	11	12 9:30 GS	13 9:30 LAC	14	15
16	17 ALL-STAR GAME	18	19	20 7:00 OKC	21	22 6:30 BKN
23 6:00 WAS	24	25	26 7:00 MIL	27	28	

JANUARY						
sun	mon	tues	wed	thur	fri	sat
		1	2 7:00 NO	3	4 7:30 MIL	5 6:30 CLE
6	7	8 7:00 LAL	9 7:00 NO	10	11 6:30 BOS	12 6:30 PHI
13	14	15 7:00 LAC	16 7:30 DAL	17	18 6:00 IND	19 7:00 MIN
20	21 1:00 CHA	22	23 7:00 DEN	24	25 7:00 NO	26 7:00 BKN
27	28 8:00 UTA	29	30 8:00 DEN	31		

MARCH						
sun	mon	tues	wed	thur	fri	sat
					1 6:00 ORL	2
3 6:00 DAL	4	5	6 7:30 DAL	7	8 9:30 GS	9 8:00 PHX
10	11	12	13 7:00 PHX	14	15 7:00 MIN	16
17 6:00 GS	18	19	20 7:00 UTA	21	22 7:00 CLE	23
24 6:00 SA	25	26	27 7:00 IND	28	29 7:00 MEM	30 7:00 LAC
31						

APRIL						
sun	mon	tues	wed	thur	fri	sat
	1 7:00 ORL	2	3 9:00 SAC	4	5 9:00 POR	6 8:00 DEN
7	8	9 7:00 PHX	10	11	12 7:00 MEM	13
14 6:00 SAC	15 9:00 PHX	16	17 9:30 LAL	18	19	20
21	22	23	24	25	26	27
28	29	30				

HOME AWAY



@houstonrockets



houston rockets

ROCKETS.COM

TOYOTA CENTER

FREQUENTLY ASKED QUESTIONS

What time do doors open on game/event days?

**Rockets games- Weekday Games (Monday - Thursday) Door Times will be 1 hour prior to tip off*

**Weekend Games (Friday - Sunday) Door Times will be 1.5 hours prior to tip off*

**The Red & White Wine Bistro will be open for Reservations via the Sky Bridge only 1.5 hours prior to tip off for all games.*

**Aeros games- Gates open 60 minutes prior to game time*

**All other events- Gates open 60 minutes prior to the event unless otherwise specifically noted*

**Suites will remain open 1 hour post event. (You must have a suite ticket to remain in the building.)*

Where is parking located for suite partners?

Toyota Tundra Garage, a 2,500 space parking garage, is located adjacent to Toyota Center for Suite and Club Seat holders.

Does Toyota Center have a restaurant for fine dining?

Toyota Center is home to the famous Red & White Wine Bistro. Come enjoy our "Chef's Table," a premium buffet with a wide variety of selections to satisfy most any taste. While you're dining, you may also want to make a wine selection from Red & White's 3,000 bottle wine collection.

Red & White Wine Bistro Reservations: 713-758-7534



Red & White Wine Bistro



Red & White Wine Bistro



FREQUENTLY ASKED QUESTIONS

Can we request the Rockets Power Dancers to visit our suite during the game?

Rockets Power Dancers visit all suites throughout the duration of a game. They are available for photos and autographs at that time. There is no scheduled visit time, Rockets Power Dancer visits take place throughout game.

Can we arrange for Clutch to visit an event?

Clutch is available to appear at corporate events, holiday parties, business “Grand Openings, sales events, autograph sessions, etc. For more information, Clutch’s availability, or to schedule an appearance please call Clutch’s trainer, Dominic Davila, at (713) 758-7347 or e-mail him at dominicd@rocketball.com.

May we use our suite on non-game /event days?

Your suite is available for your use on non-game/event days throughout the year. If you would like to host an event please contact your suite activation executive to arrange the details.

Are meeting rooms in Toyota Center available to host events?

Toyota Center is available for private events. Please call 713-758-7255 or email eventbooking@rocketball.com for information regarding rental Arrangements or contact your suite activation representative.



LEVY CATERING

Ordering Policy: Your food and beverage orders for all events are always due two business days before your event, by 2:00 pm.

For example, if your event is on a Saturday, Sunday or Monday your order will be due on Thursday by 2:00 p.m.

Tuesday events will be due on Friday's...Wednesday's on Monday, etc. You can place your orders via the online ordering system at any time up until your deadline.

Once we pass the ordering deadline, we are generally restricted to a slightly more limited menu so it is important to try and place your orders by the deadline.

Our Guest Relations catering team is here to assist you Monday through Friday, 9:00 a.m. to 5:00 p.m. CST.

If you have any special dietary or celebratory needs, please don't hesitate to contact us in advance so that we can help you arrange anything that you need!

Don't hesitate to let us know if we can assist with anything!



Main Levy Contact: Andrea Berg
Catering Phone Number: 713.758.7535
Catering e-Mail: SuiteEats@LevyRestaurants.com
Online Ordering Website: www.e-Levy.com/toyotacenter

SPOTLIGHT

What Business Can you WIN with your Rockets Tickets?

In order to ensure you gain the maximum return on your suite investment, we are providing you with free access to SpotlightTMSTM for your Toyota Center Suite.

SpotlightTMS is the leading ticket management system in our industry with customers including Oracle, HP, Google, AT&T, Nike, Comcast etc. Built by ticket industry veterans who understand the sales and marketing value of premium tickets, SpotlightTMS is easy to use and, because it is a SaaS application, it is available whenever and where ever you are.



SpotlightTMS automates:

*Managing tickets
Distributing and approving tickets
Analyzing the results of your ticket usage with ROI
Staying compliant with your tickets
Buying more tickets*

Get Going Immediately!

if you would like to start using Spotlight immediately, we'll create an account. All you have to do to is:

*Go to Request a Login and you will receive your login shortly
And if you would prefer we walk you through the simple process, just click on
help@spotlighttms.com or call (877) 423-4868.*



SUITE RENTAL

As a Houston Rockets and Toyota Center Suite Partner you reserve the right to purchase suites before they go on sale to the general public. Not only do you receive priority to purchase, but also a suite partner discount on all Traditional Suite and Party Suite rentals.

Recently Toyota Center unveiled a new and exciting innovation that will help make your experience in our party suites that much more memorable. Toyota Center is the first venue in Houston to offer a themed and unique entertaining experience. Building on the success of our "Hakeem 'The Dream' Olajuwon" and "Clyde 'The Glide' Drexler" party suites we are thrilled to introduce three new completed themed suites, with more in the works. Your guests are sure to undergo an unparalleled Toyota Center experience they won't forget!



NEW SUITE PARTNER PROGRAMS

Houston Rockets Loyalty Program

We want to ensure you are receiving the max return on your investment and that you impress your boss along the way! Those with the highest suite ticket utilization we be rewarded. Look out for our Loyalty Program Contests each month!

Referral Program

*Wouldn't it be nice to be able to choose your suite neighbors?
Here is your chance! Refer any new business and earn yourself a seat on a Houston Rockets Road trip.*

Suite Partner Social Series

Join us for our monthly social series to mix and mingle with your suite neighbors. Whether it's rocking out to Rod Stewart or a night at the theater with Annie, all you have to do is sit back and relax. We will do all of the planning for a change.



CUSTOMIZED SUITE INVITATIONS

Instructions for customizing your own Gameday Suite Invitation:

**Open Word Document for specific game needed*

**Customize your gameday suite invitation*

*Don't forget to include: Suite #, arrival time for guest, RSVP information,
and parking instructions.*

**You may also customize your invitation by inserting your company logo.*

You may do this by selecting "Insert picture." Choose the file name and insert. Right click, choose text wrapping and choose "behind text." Then you can place your logo wherever you choose.

**You can send the file as a Word Document or embedded in an email. If you would like to print the invitation using a professional print house, please call to request a high resolution print-ready file.*



DAY OF EVENT CHECK LIST

Before the big game, make sure you have addressed all of the items on this check list to ensure that you and your guests have a championship caliber experience in your suite!

☐ **Catering:**

** Have you finalized your catering order for the next upcoming event?*

☐ **Tickets:**

Make sure you have received the correct amount of tickets and parking for your suite and keep track of guests attending the event through Spotlight or your preferred method.

☐ **Logistics:**

Provide your guests with directions for parking and the location of your suite.

**You can find directions to Toyota Center from all major highways on our website*

☐ **Extras:**

Need additional SRO's /parking passes for an event?

**Please have all requests submitted by 5pm the day of the event.*

☐ **Extras:**

Are you anticipating special guests?

** VIP customers, business prospects, birthdays, or other special occasions in your suite for an upcoming event please let your Suite Service rep know before hand so we can personalize your suite experience.*



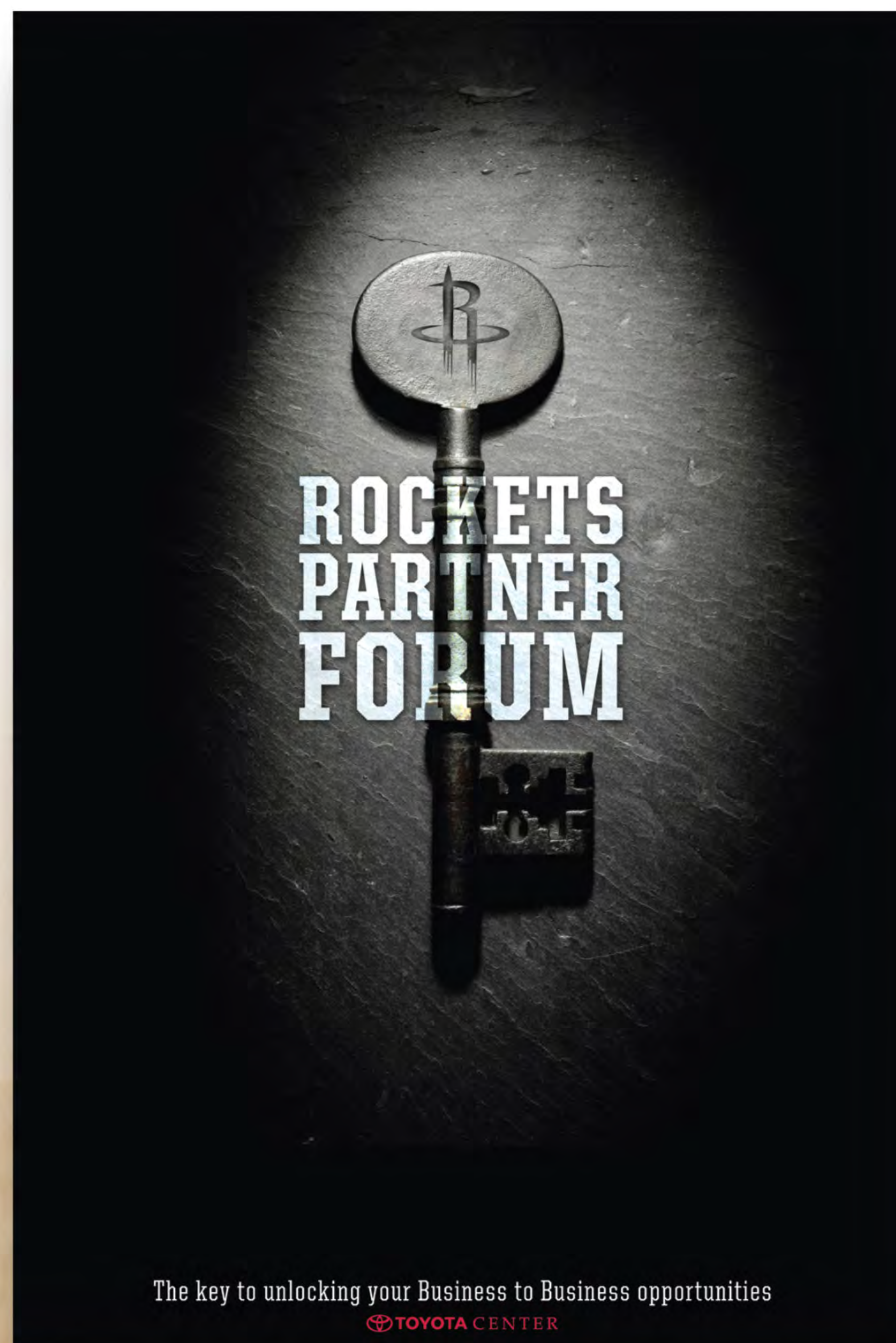
ROCKETS PARTNER FORUM

“The Key to Unlocking Your Business to Business Opportunities”

**Networking opportunities designed to enable you to connect with Toyota Center and Houston Rockets business contacts and leaders.*

**Provide introductions, stimulate relationships, and work with companies to create business to business connections within Houston.*

**A unique occasion to build relationships through the common bond of membership within the Rockets family.*



COMMUNITY ELEMENT

Exhausted all of your options and don't want your suite to go dark for the night?



Consider donating your tickets to a foundation of your choice and receive a tax write off!

**For more information regarding suite ticket donations please visit www.*

Or call your Suite Activation Representative.



THANK YOU



WE ARE ONE TEAM COMMITTED TO CREATING CHAMPIONSHIP CALIBER EXPERIENCES FOR OUR FANS AND PARTNERS, BOTH ON THE COURT AND THROUGHOUT THE HOUSTON COMMUNITY.

WE ARE PROUD TO HAVE YOU AS A PART OF OUR FAMILY OF ROCKETS PARTNERS. WE LOOK FORWARD TO CONTINUING TO GROW OUR RELATIONSHIP AND ACHIEVING YOUR BUSINESS OBJECTIVES.



 **TOYOTA CENTER**