

INCREASE YOUR REVENUE IN SPITE OF EMPTY SEATS



GYMNASIUM



ICE ARENA



FOOTBALL/SOCCER/RUGBY



BASEBALL/SOFTBALL/CRICKET



COVERMASTER®
NO ONE COVERS IT BETTER

COVERMASTER SEAT FILLERS

REVENUE GENERATION FOR GAMES WITHOUT FANS AND PHYSICAL DISTANCING

NEW ADVERTISING POTENTIAL

Covermaster Seat Covers allow for an effective adjustment from full crowds of fans to limited groups or empty games without fans. Maximize revenue from these empty seats with advertising, create the appearance of fans in the stands, or a combination of both, to minimize losses and create a more authentic TV experience for fans who cannot be at the game.



ABSTRACT IMAGE OF CHEERING FANS



ACTUAL IMAGE OF CHEERING FANS

Covermaster Seat Covers help facilities maximize advertising revenue by creating new advertising locations with high television exposure to allow for a wider variety of advertisers or the reinforcement of current advertisers.

- Maximize Revenue of Games with No Fans in the Stands
- High Impact Advertising at a Reasonable Cost
- Increase Television Exposure with Premium Line of Sight
- New Lightweight Material for Easier Handling
- Easily Interchangeable for a Variety of Events
- Custom Sizing to Fit the Exact Requirements of the Event

MEMBERS OF



GIVE THE IMPRESSION OF FANS IN THE STANDS



BASEBALL/SOFTBALL/CRICKET

GIVE THE IMPRESSION OF FANS IN THE STANDS

Create the atmosphere of an ecstatic full crowd of fans with images of fans reproduced on Covermaster Seat Covers.

- A More “Real” Feel for Your TV Audience
- Customer’s Own Fan Image can be Reproduced onto the Covers to Recreate Their Authentic Home Game Crowd or Choose an Abstract Crowd



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PHYSICAL DISTANCING WITH LIMITED FANS IN THE STANDS

When fans return, keep them safe by maintaining physical distancing with a wide range of Covermaster Seat Cover styles to fit the customer's specific needs.

- Blocking Rows out Discourages People from Moving to Empty Seats
- Can Block Off Individual and Groups of Seats in Open Rows to Allow for Physical Distancing within Rows
- Use the Row End Block Covers to Block Entry to Closed Rows
- Opportunity for Increased Advertising Revenue by Incorporating Advertisements onto These Covers

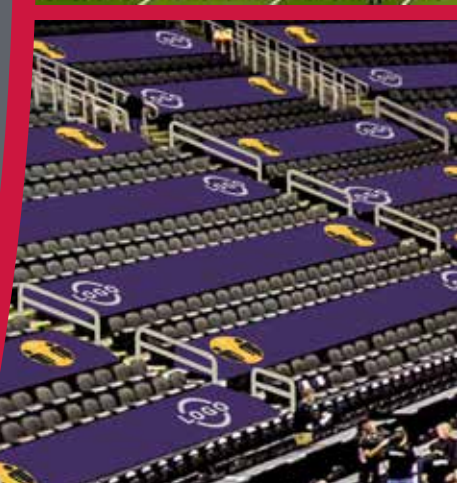
ROW END BLOCK



FRONT VIEW



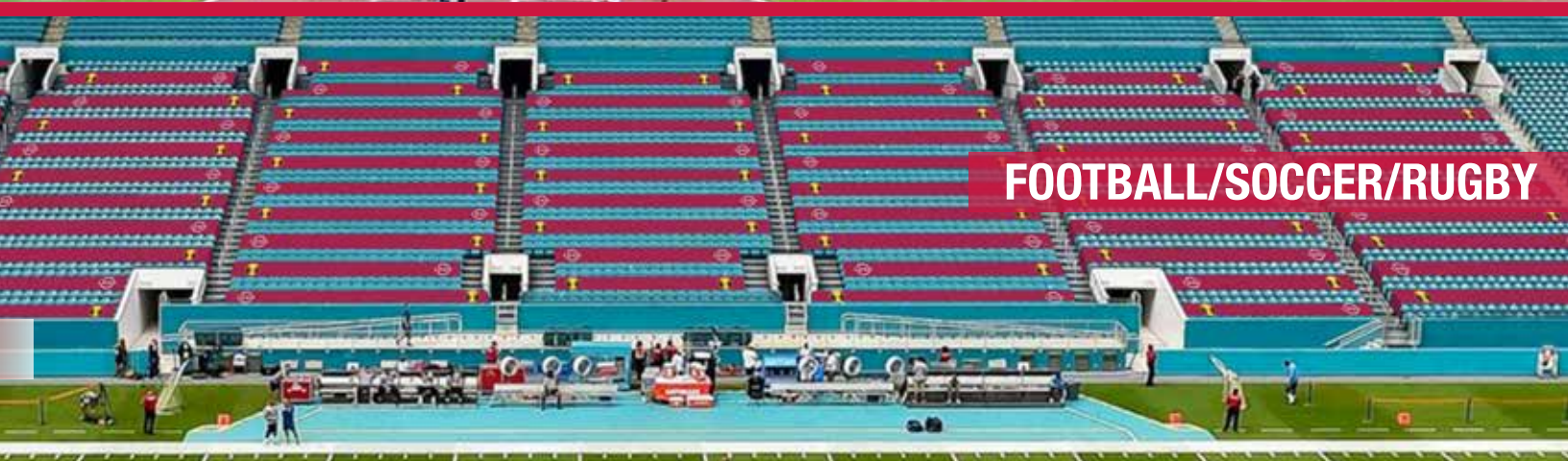
SIDE VIEW



PHYSICAL DISTANCING WITH LIMITED FANS IN THE STAND



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THE COVERMASTER STORY

When it comes to any kind of sports surface, Covermaster Inc. is proud to be the first choice for protection. Gymnasiums, ice arenas, outdoor sports fields, stadiums, tennis courts and even golf courses... for more than 50 years, Covermaster® has been leading the industry with cover solutions that both protect and increase the versatility of recreational venues worldwide.

Covermaster®'s products can convert sports centers into revenue-generating, multi-purpose facilities. Our unparalleled range of gym floor covers are safe, slip-resistant and durable. While other companies offer surface protection as a sideline business, we make it our specialty.

We supply innovative products made from the highest quality materials and provide unmatched customer service. That's what makes our lineup the preferred choice among discriminating Facilities Professionals around the world. In fact, 90% of National Football League teams, 90% of Major League Baseball and 85% of Major League Soccer teams are using one or more of Covermaster's surface covers on their fields.

With our online ordering system, Facilities Managers have an easy, 24/7 way to shop for standard items, request a quote on specialized options or receive a free sample.

Explore our ever-expanding selection of supporting products including spot covers, windscreens, seat covers and temporary roadways, or our printing capabilities that are ideal for everything from custom team graphics to sponsor advertising.

Whether it's a new gymnasium floor, turf, ice, or dirt, Covermaster® solutions are your best choice for premium, cost-effective protection and long service life.

To learn more, visit www.covermaster.com.

Follow us on SOCIAL MEDIA

For the latest in sports surface protection, industry news and tips



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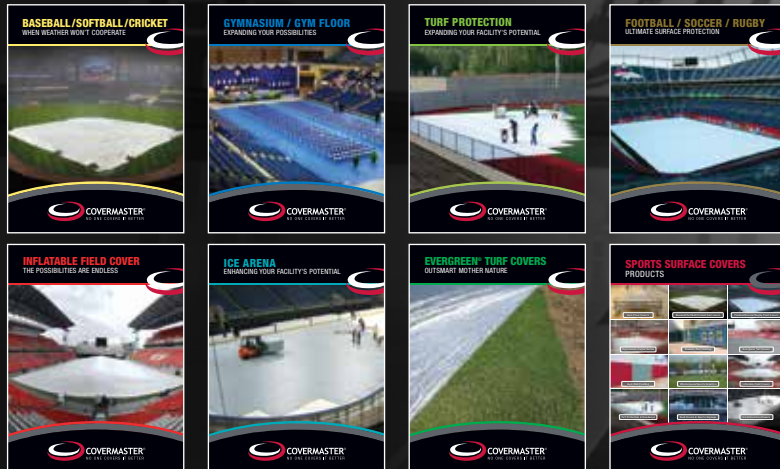


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Other Available Products:



COVERMASTER®
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