



CHICAGO WOLVES

CORPORATE PARTNERSHIPS



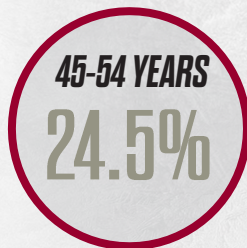
WOLVES VITALS

- Compete in the 31-team American Hockey League (direct feed into the NHL)
- Host all regular-season and playoff games at the Allstate Arena in Rosemont
- 20 Playoff Appearances, 9 Division Championships, 6 Conference Championships, 4 League Titles
- Welcomed 300,000 fans for the eighth consecutive season; top 5 in AHL attendance
- Play 38 home and 38 away games during from October to April with playoffs extending to June
- Broadcast regular-season home games on network and cable television
- Raised more than \$5 million via Chicago Wolves Charities



DEMOGRAPHICS

ADULT FAN MARKET

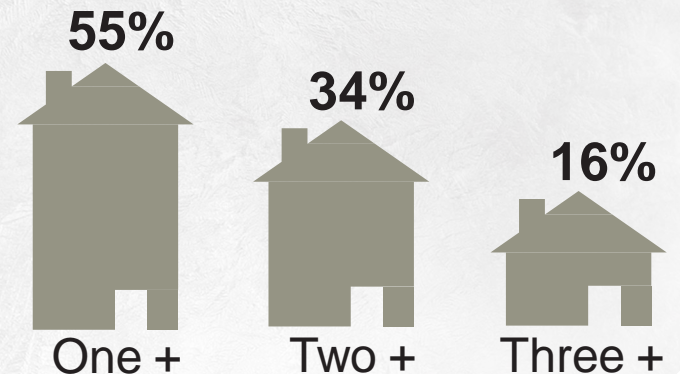


DEMOGRAPHICS | FAMILIES

(Source: Scarborough Research)

75% | of Wolves fans attended games with their families

NUMBER OF CHILDREN LIVING AT HOME





DEMOGRAPHICS

HOME OWNERSHIP

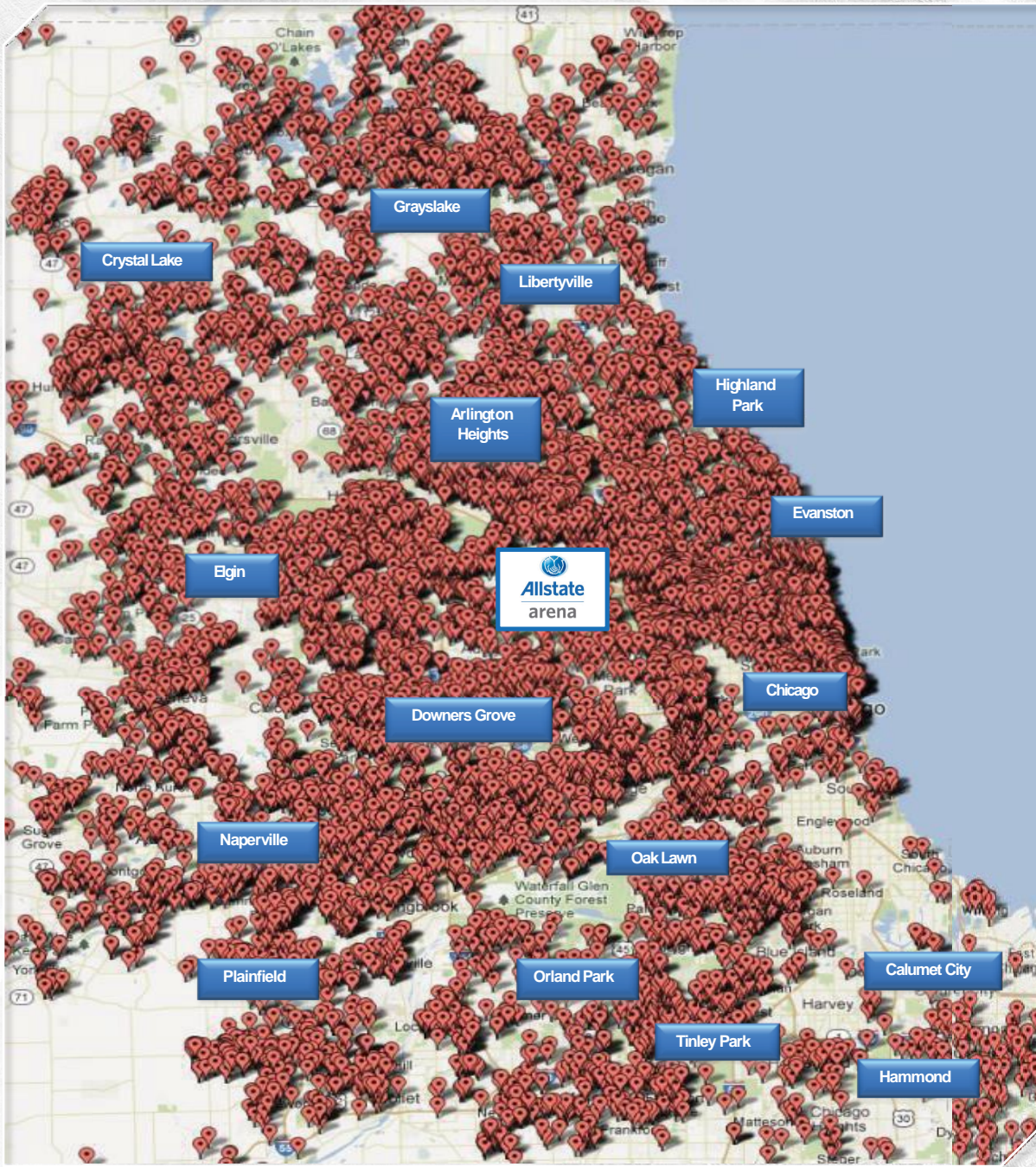


DEMOGRAPHICS | ANNUAL HOUSEHOLD INCOME

(Source: Scarborough Research)

AVERAGE | **\$111,035**
HOUSEHOLD INCOME





DEMOGRAPHICS

TOP CITIES

INDIVIDUAL TICKET PURCHASES

(Source: Ticketmaster)

- ARLINGTON HEIGHTS
- AURORA
- BARRINGTON
- BUFFALO GROVE
- CRYSTAL LAKE
- DES PLAINES
- DOWNERS GROVE
- ELGIN
- ELMHURST
- GURNEE
- JOLIET
- LAKE VILLA
- LAKE ZURICH
- MCHENRY
- MOUNT PROSPECT
- NAPERVILLE
- OAK LAWN
- ORLAND PARK
- OSWEGO
- PALATINE
- PARK RIDGE
- PLAINFIELD
- SCHAUMBURG
- ST. CHARLES
- TINLEY PARK
- WHEATON



OPPORTUNITIES

Partnership opportunities with the Chicago Wolves are fully customized to meet marketing objectives.





BROADCAST

Wolves games are broadcast on CW50, WCIU's The U Too, and the NHL Network.

Have your presence on Wolves broadcasts via commercial spots, sponsoring a feature on the broadcast (i.e. "Starting Lineups brought to you by") or customizable script & imaging.

"Presenting" status of the Wolves broadcast via billboard is also available.



CHICAGO
THE CW 50

the
U
too



IN-ICE LOGO

Become a part of the action by placing your brand's image within the playing surface. In-Ice logo's showcase your brand next to top Chicagoland companies and influencers.

In-arena and television focus will be drawn to your logo as the athletes compete on the ice. On average, in-ice logo's receive 29:46* of in-focus broadcast exposure each home broadcast.

*Source = Joyce Julius Media Study



DASHBOARD

Maximize the exposure from television broadcasts and in-arena attendance by framing the on-ice action with signage adjacent to the playing surface.

On average, television visible dashboards receive 20:38* of in-focus broadcast exposure per home broadcast.

*Source = Joyce Julius Media Study





360 LED RIBBON

This dynamic option gives the opportunity to mix branding with strategic promotional messaging.

See the arena light up in your company colors/logo via the Wolves 360 LED Ribbon. Your branding will be featured in exclusive rotation. Each 7 second display may feature animation to draw further attention to your message/brand.



ZAMBONI WRAP

Align your brand with one of the most iconic images in all of hockey through a branded wrap on one Chicago Wolves Zamboni.

Zamboni's are an in-arena focal point as well as an integral part of every intermission at all Wolves home games.

Zamboni's circle the ice for 4 to 5 minutes during every resurface, creating long engagements with your brand/messaging each and every home game. Each Zamboni makes approximately 140 appearances during each season.



CONCOURSE BANNERS

These 8' x 3' banners frame the entrances to lower level seating sections in the Allstate Arena. Concourse banners are highly visible during pre-game and intermission breaks when concourse traffic is at its highest. Banners are sold in pairs and strategically located to ensure visibility in main lobbies of the arena.

PLAYER BENCH SIGNAGE

Align your brand with the team with an implied endorsement by placing your logo directly behind the players and coaches. The signage will be featured as both broadcast and in-arena cameras focus on the team frequently.



JUMBOTRON HALO LED RING

Place your branding on top of the Allstate Arena jumbotron, where eyes are constantly drawn over the course of a 3 hour Chicago Wolves game. Your brand will be featured in a rotation of eight partners.



ENTRANCE CARDS

These accordion style cards feature a limited number of partners and are distributed to fans at every home game as they enter the arena.

Option to create an integrated offer that may directly tie your brand to elements within the game (i.e. “When the Wolves Score you receive” or “Special Wolves Fan Offer”).

Features tear away panels for easy redemption. Full color front / black & white back. The approximate distribution is 200,000.

POCKET SCHEDULE PANELS

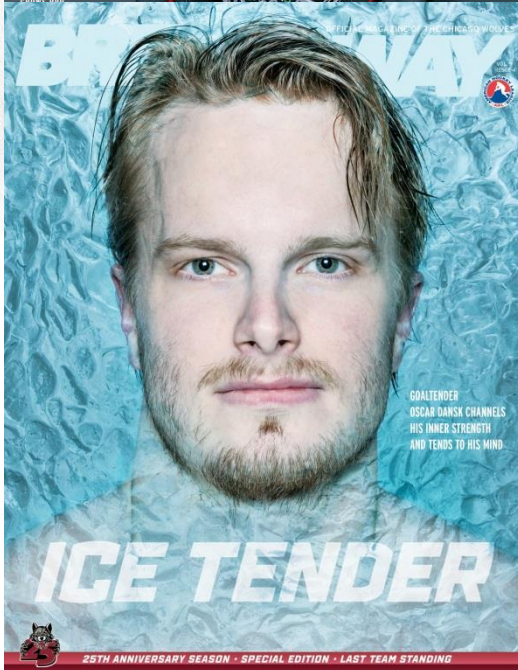
Include your logo or message on the outer panel of the Wolves pocket schedule.

Pocket schedules are distributed throughout the community at various destinations, at the Allstate Arena ticket windows, and inside ticket envelopes.

Sponsor also has the option to distribute schedules at their business location or to their customers.

Pocket schedules are printed in minimum quantity of 50,000+.





BREAKAWAY MAGAZINE

Place an advertisement in Breakaway, the official game day program of the Chicago Wolves.

This program is complimentary for the first 7,000 fans on Saturday Night home games and has a season long distribution of over 100,000.

Content changes each month with new features and stories. Ad to Content ratio = 1:1. Both half and full page ads are available.

Opportunity may be available to refresh ad creative during the season.

STRATEGIC COUPONING & EXIT SAMPLING

Target your couponing efforts towards specific groups/games during the Chicago Wolves regular season, distributed by ushers into the crowd.



CONCOURSE ACTIVATION

The Chicago Wolves can provide an opportunity to interact with fans on the concourse at Allstate Arena.

Generate qualified leads while demonstrating or sampling your product/service to fans during the game. Wolves to provide table, chairs, and black skirt tablecloth. Partner may activate with staff.



GIVEAWAY ITEM

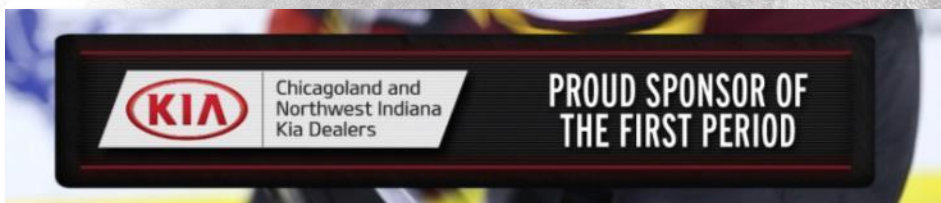
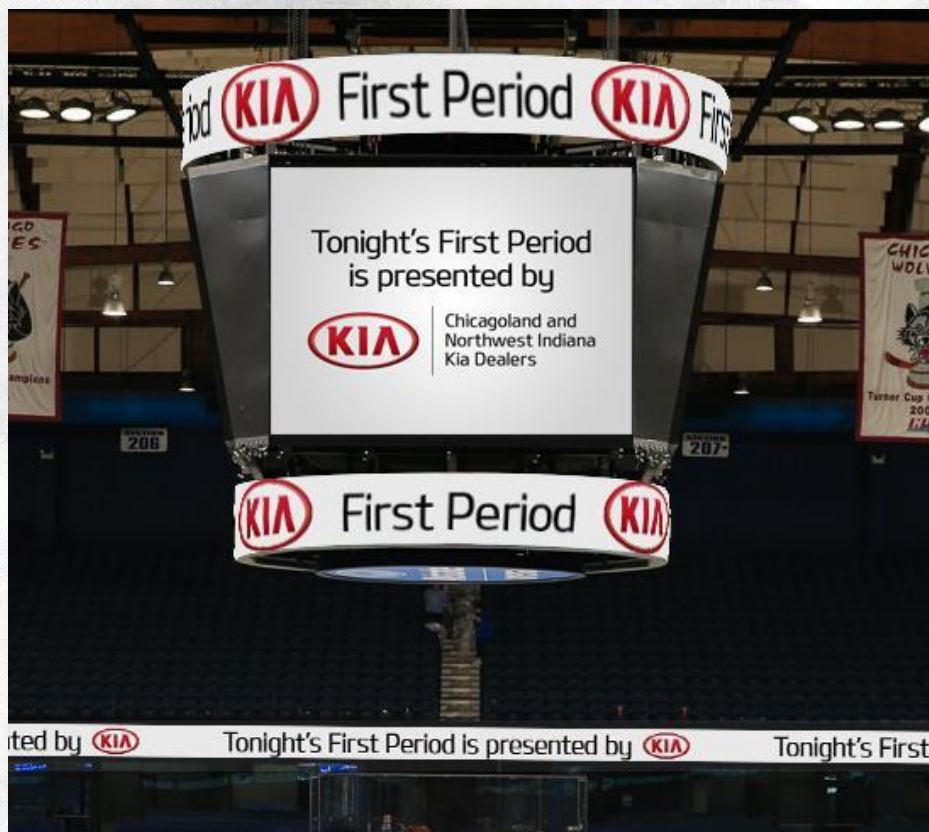
Align your brand with the Wolves by providing a co-branded collectible to a select number of fans for a Wolves home game. Advertising support may include broadcast, print and digital outdoor.



HELMET BRANDING

Your brand will be featured on player helmets during all 76 Wolves games throughout the season. Helmet branding is highly visible during close-ups on broadcast and receives ancillary exposure via player images featured on marketing materials, in the media, and out in the community.





PERIOD SPONSORSHIP

Be the presenting sponsor of a period of play throughout the Chicago Wolves season.

The presenting sponsor will receive a PA announcement (with concurrent branding on the LED jumbotron and 360 LED Ribbon) stating that “The 2nd period of tonight’s game is presented courtesy of _____.”

Sponsor’s logo will be included in rotating LED signage throughout the duration of the period.

On broadcast, the presenting sponsor will receive a branded billboard with corresponding “live read” to mirror the in-arena experience.

Sponsor will also receive a minimum of two :30 commercial spots during the sponsored period in every broadcast. The logo will be “ghosted” in the corner of the television screen for a minimum of 2 minutes of the period and the presenting sponsor will receive logo inclusion on the scoring bar when the broadcast returns from commercial breaks.

NOISE METER

We will design and produce a custom animation in cooperation with your brand to hype up the crowd and engage with fans. Noise Meters are shown a minimum of once per game during high leverage situations to get the crowd on it's feet.

Your noise meter will be customized to your brand guidelines using the proper color scheme and theme. Noise Meters also feature the branding & capability of the 360 degree LED ribbon surrounding the arena.



CUSTOM JUMBOTRON PROMOTION

The Wolves will create a fully customized promotion on the arena jumbotron (example: race or a shuffle) featuring your brand with a theme to connect to the audience. Past examples include a luck seat “slot machine” created for a casino partner and a race between delivery trucks for a CPG partner. Promotion will take place during a :100 second break in the game. Branding on the arena LED Ribbon and jumbotron halo’s is also included.

This promotion will fully integrate your brand into the game experience in a memorable way. Production will be done collaboratively to fully adhere to brand guidelines.





T-SHIRT TOSS

Thousands of fans will be up on their feet cheering your brand as Skates throws out co-branded t-shirts to the audience.

Taking place during an intermission at every Wolves game, this event creates lasting fan engagements, clocking in at 7 minutes per promotion.

Benefits include full utilization of the arena jumbotron/360 LED ribbon, PA announcement, and logo'd t-shirts being tossed into the crowd.



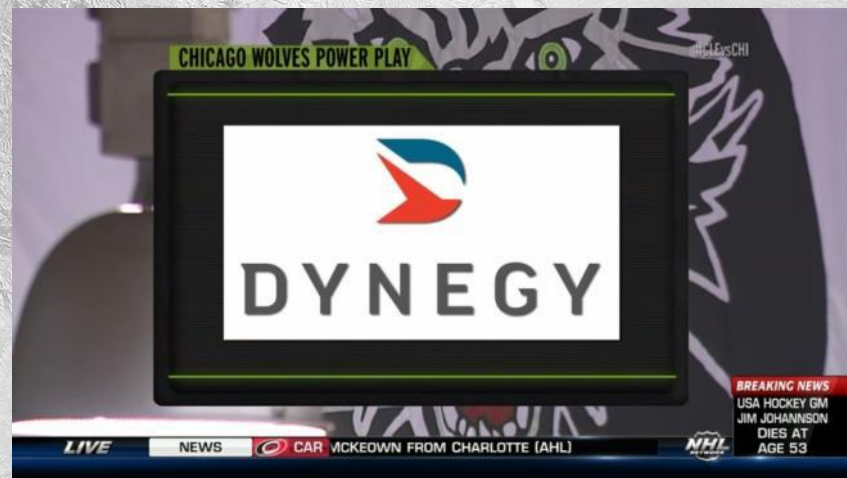


POWER PLAY SPONSORSHIP

Gain prominent exposure each time the Wolves go on a power play.

As presenting sponsor of the power play your brand will takeover the arena with LED signage and will receive PA and television reads.

This high profile sponsorship allows your brand to become a part of one of the most exciting parts of the game.



CHICAGO WOLVES BLIMP

Capture the attention of the audience during every home game as the co-branded blimp hovers over the stands and provides gifts or coupons to the desiring fans below. The Chicago Wolves blimp is seen either just before the start of the game or during an intermission. Your brand will receive 7 to 8 minutes of real-time exposure during each home game. This asset is accompanied by a customizable PA read and LED support on the center jumbotron and LED Ribbon when the blimp first appears before the fans.





INTERMISSION PROMOTION

Leverage the captive audience of a Chicago Wolves game to provide a brand integrated form of entertainment to associate your brand with the fan experience and leave a lasting impression on the fans in attendance.

Promotion combines on-ice action with LED/jumbotron exposure. Promotion can be fully customizable.

Past examples include Chuck-A-Puck and Shot on Goal Promotion.

UNIQUE EVENT ENTITLEMENT

Become the presenting partner of a Chicago Wolves event/game/series during the 2019-20 hockey season. Each opportunity may contain unique and customizable assets not limited to in-arena, broadcast, digital, social media, and community involvement.

Examples include:

MILITARY APPRECIATION WEEKEND

OPENING NIGHT

POSTGAME AUTOGRAPH SESSIONS

POSTGAME SKATING SERIES

WOLVES FAMILY SUNDAY'S

RIVALRY CUP SERIES

CRAFT BEER NIGHTS

SUPERHERO NIGHT



SWEEPSTAKES / I.P. RIGHTS

Create a sweepstakes during the Wolves season to gain brand exposure and drive retail traffic.

Sweepstakes are promoted by the Wolves during television broadcasts, in-arena at home games and through the Wolves social media outlets. Partner may obtain I.P. Rights to promote the sweepstakes externally at their own discretion.

Wolves may provide “money can’t buy” VIP experiences to enhance the sweepstakes opportunity.



ULTIMATE FAN SWEEPSTAKES



CHICAGOWOLVES.COM/ULTIMATEFAN



SCORE FOR CHARITY

This program will provide your brand the opportunity to align with a Chicago Wolves player while engaging in a cause related marketing effort. Each time a player performs, a donation will be made on the partner's behalf to a charitable cause.

Partnership Elements include:

TV, PA and scoreboard mention during every pregame summary as well as when points are scored

Website inclusion and season-long donation updates

Dasherboard for a minimum of four home games

20 ticket vouchers

Wolves jersey signed by the Score for Charity player

Two spots in a private Score For Charity luncheon with participating players & sponsors

Logo inclusion in a Score for Charity ad in Breakaway, the Chicago Wolves official gameday program





READ TO SUCCEED

This goal-based reading program reaches more than 75 communities and over 60,000 Chicagoland children annually. Read to Succeed encourages children to see reading as a leisure activity, spend more time in their local libraries and to utilize more of their library's resources.

Appearances are made throughout the year as Wolves players visit communities throughout Chicagoland.

Partnership of this initiative includes the following:

Co-branding of all program materials, including goal charts, posters, bookmarks, informational flyers

Students who successfully meet their goals will receive co-branded prizes.

Wolves tickets will be provided to successful students courtesy of your organization.

Students meet Wolves players at community library/school appearances (approx. 40 appearances annually), and the ability exists to distribute information at each appearance.



GREG SPROTT

DIRECTOR OF PARTNERSHIPS

GSPROTT@CHICAGOWOLVES.COM | 847-832-1956