WOLVES VITALS

- Compete in the 31-team American Hockey League (direct feed into the NHL) and boast four league championships
- Host all regular-season and playoff games at the Allstate Arena in Rosemont
- Top 5 in AHL attendance
- Play 38 home and 38 away games during the regular season from October to April with playoffs from April to June
- Nearly all seasons have been above .500 in the win/loss column
- Welcome more than 300,000 fans annually
- Broadcast regular-season home games on network and cable television
- Raised more than $5 million via Chicago Wolves Charities to support local charities
The Chicago Wolves fan base delivers a very attractive audience. Key demographic characteristics include young families, reaching both heads of household, high disposable income, and diverse geographic reach.
DEMOGRAPHICS
ADULT FAN MARKET

18-24 YEARS
14.5%

25-44 YEARS
40.3%

45-54 YEARS
24.5%

55+ YEARS
20.7%

DEMOGRAPHICS | GENDER OF FANS
(Source: Scarborough Research)

75% of Wolves fans attended games with their families

NUMBER OF CHILDREN LIVING AT HOME

55% One+
34% Two+
16% Three+
DEMOGRAPHICS | GENDER OF FANS
SKews to 50/50 for weekend games (Source: Scarborough Research)

Wolves games bring together both female and male heads of household as a family unit

MALE 61%  FEMALE 39%
DEMographics

Average household income: $111,035

Home ownership:
- Own residence: 70%
- Rent: 27%
- Other: 3%
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
- AURORA
- OAK LAWN
- ORLAND PARK
- OSWEGO
- PALATINE
- PARK RIDGE
- PLAINEFIELD
- SCHAUMBURG
- ST. CHARLES
- TINLEY PARK
- WHEATON
OPPORTUNITIES

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

PARTNERSHIP OPPORTUNITIES

> Chicago Wolves games are broadcast locally and also aired nationally via 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.
BRANDING

DASHERBOARD

> 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 dasherboards receive 20:38* of in-focus broadcast exposure per home broadcast.

*Source = Joyce Julius Media Study
BRANDING

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
BRANDING

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.

> Each Zamboni makes approximately 140 appearances during each season.

> 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.
DYNAMIC BRANDING

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.
DIGITAL MEDIA

CHICAGOWOLVES.COM

> Communicate to the Wolves (61,000) unique monthly visitors by having a banner ad on ChicagoWolves.com. Advertisement appears above the fold. Banners are served on rotation to all guests visiting ChicagoWolves.com.

E-NEWSLETTER

> Be a part of Wolves news that fans opt-in to read with the latest information on the team in this interactive e-newsletter. Advertisements may hyperlink back to website or social media pages.

SOCIAL MEDIA

> Leverage Wolves social media followers on Facebook, Twitter, & Instagram via targeted and engaging messaging tied to the team.
PRINT OPTIONS

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 and at the Allstate Arena ticket windows.

> 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+.
GAMEDAY ACTIVATION

VIA THE CONCOURSE

> 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.
GAMEDAY ACTIVATION

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.

STRATEGIC COUPONING / EXIT SAMPLING

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

CUSTOMIZED 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.
IN-ARENA OPPORTUNITY

CUSTOMIZED 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 its 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.
IN-ARENA PROMOTION

T-SHIRT TOSS SPONSORSHIP

> 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.
IN-ARENA PROMOTION

BLIMP SPONSORSHIP

> 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.
IP RIGHTS

SWEEPSTAKES AND OTHER APPLICATIONS

> 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.
COMMUNITY PROGRAM

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

CARLUCCI
Reservoir

EACH POINT
= $150
WALL-BERTO FOUNDATION

PATRICK BROWN

WE ARE THE WOLVES