WOLVES VITALS

- Reigning Calder Cup Champions, competing in the 31-team American Hockey League (direct feed into the NHL) and boast five league championships overall
- Host all regular-season and playoff games at the Allstate Arena in Rosemont
- Top 5 in AHL attendance
- Play 36 home and 36 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
SOME OF OUR PARTNERS

KIA
impact
Allstate
Jewel Osco
WhirlyBall
TJ Maxx
O'Reilly Auto Parts
ConAgra Foods
Vitalant
Papa John's
The Salvation Army
Papa John's
Coors Light
Hefty
Illinois Lottery
Fannie May
Planet Fitness
DEMOGRAPHICS

ADULT FAN MARKET

18-24 YEARS 14.5%
25-44 YEARS 40.3%
45-54 YEARS 24.5%
50+ YEARS 20.7%

DEMOGRAPHICS | ANNUAL HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME $111,035
DEMographics

TOP CITIES

INDIVIDUAL TICKET PURCHASES
(Source: Ticketmaster)

- ARLINGTON HEIGHTS
- AURORA
- BARRINGTON
- BUFFALOGROVE
- 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 customizable to meet marketing objectives.
BROADCAST

PARTNERSHIP OPPORTUNITIES

> My50 WPWR is the broadcast home of the Chicago Wolves with select games 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

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

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 dasherboards receive 20:36* of in-focus broadcast exposure per home broadcast.

*Source = Joyce Julius Media Study
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.
MULTI-PLATFORM SPONSORSHIP

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 __ :30 commercial spots during the sponsored period in every broadcast. Your logo will be included on the scoring bar for a minimum of 2 minutes of the period.

> Social Media recognition via the Wolves Twitter Feed.
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.
EVENT ENTITLEMENT

WOLVES SPECIAL EVENT SPONSORSHIPS

> Become the presenting partner of a Chicago Wolves event/game/series during the 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
  - RIVALRY CUP SERIES
  - CRAFT BEER NIGHTS
IN-ARENA PROMOTION

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.
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:

  o TV, PA and scoreboard mention during every pregame summary as well as when points are scored
  o Website inclusion and season-long donation updates Dasherboard for a minimum of four home games
  o 20 ticket vouchers
  o Wolves jersey signed by the Score for Charity player
  o Two spots in a private Score For Charity luncheon with participating players & sponsors
  o Logo inclusion in a Score for Charity ad in Breakaway, the Chicago Wolves official gameday program