

CHICAGO WOLVES

CORPORATE PARTNERSHIPS





WOLVES VITALS

- Competing in the 32-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



DEMOGRAPHICS

ADULT FAN MARKET

18-24 YEARS

14.5%

25-44 YEARS

40.3%

45-54 YEARS

24.5%

55+ YEARS

20.7%

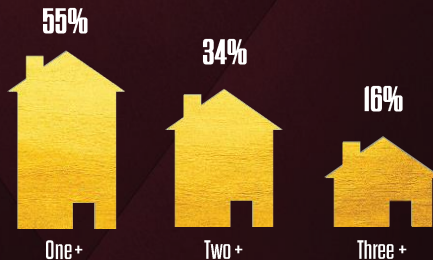


DEMOGRAPHICS

(Source: Scarborough Research)

75% | of Wolves fans attended games with their families

NUMBER OF CHILDREN LIVING AT HOME






DEMOGRAPHICS | GENDER OF FANS

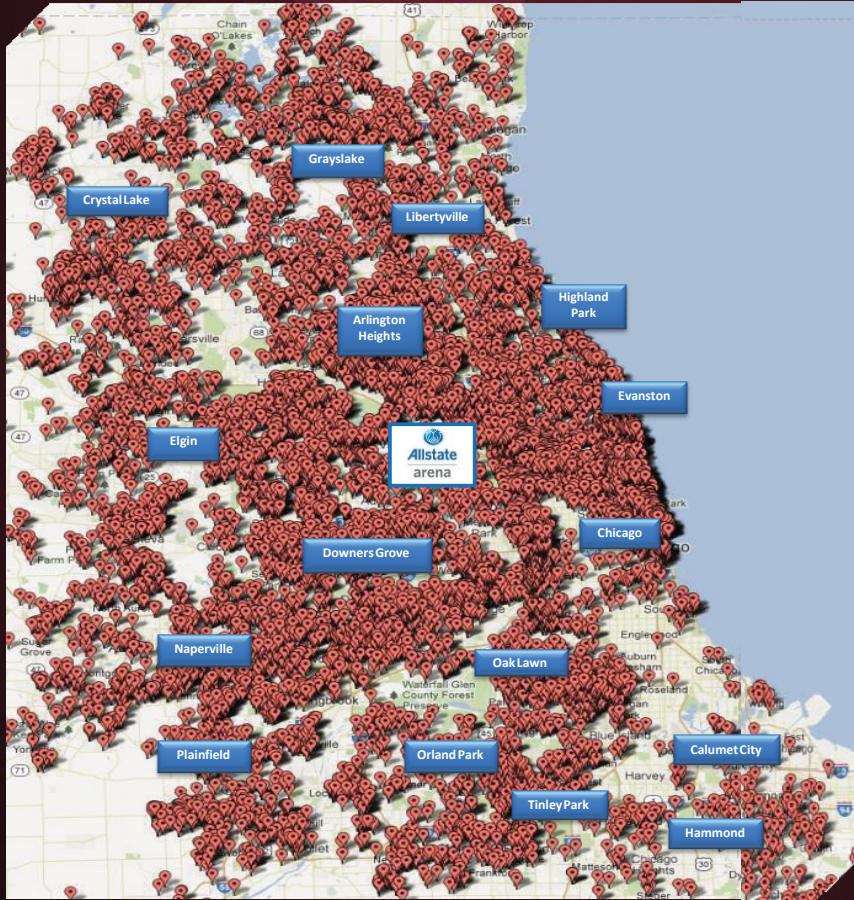
SKEWS TO 50/50 FOR WEEKEND GAMES (Source: Scarborough Research)

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

 MALE
61%

 FEMALE
39%





DEMOGRAPHICS

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

*Source = Joyce Julius Media Study



DIGITAL MEDIA



CHICAGOWOLVES.COM

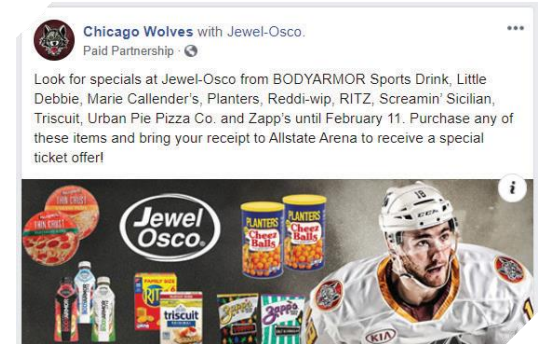
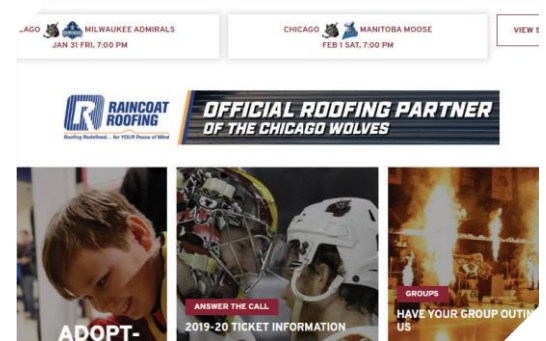
- > Communicate to the Wolves (61,000) unique monthly visitors by having a banner ad on ChicagoWolves.com. Advertisement appears above the fold. Banners are served on rotation to all guests visiting ChicagoWolves.com.

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.



DYNAMIC MESSAGING



360 LED RIBBON

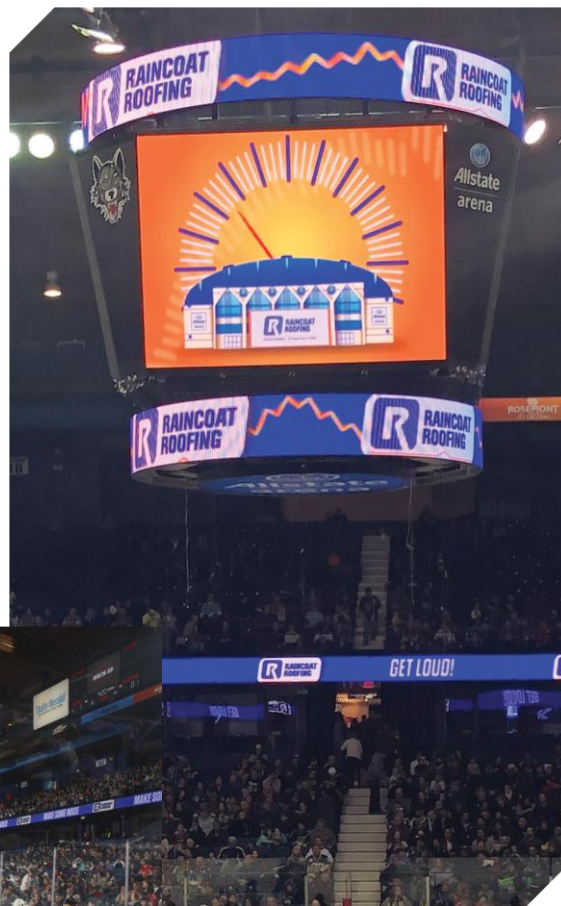
- > This dynamic option gives the opportunity to mix branding with strategic promotional messaging. See the arena light up in your company colors/logo via the Wolves 360 LED Ribbon. Your branding will be featured in exclusive rotation. Each 7 second display may feature animation to draw further attention to your message/brand.



FAN ENGAGEMENT

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 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.



IN-ARENA PROMOTION



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.

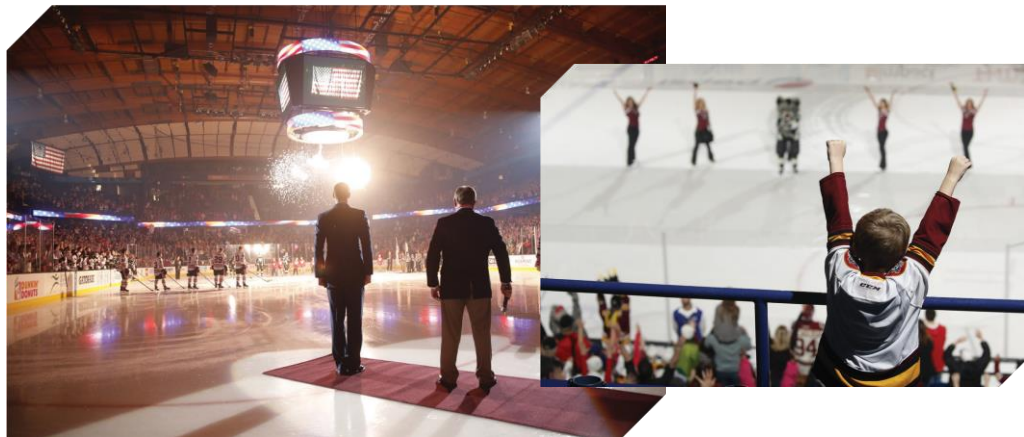


EVENT ENTITLEMENT



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 SKATING SERIES
 - RIVALRY CUP SERIES
 - CRAFT BEER NIGHTS
 - SUPERHERO NIGHT



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
 - 20 ticket vouchers
 - Wolves jersey signed by the Score for Charity player
 - Logo inclusion in a Score for Charity ad in Breakaway, the Chicago Wolves official gameday program





GREG SPROTT

VICE PRESIDENT OF PARTNERSHIPS

GSPROTT@CHICAGOWOLVES.COM

847-832-1956