



CHICAGO WOLVES

CORPORATE PARTNERSHIPS

CHICAGO WOLVES

WOLVES VITALS

- Competing in the 32-team American Hockey League (affiliate of the Carolina Hurricanes) 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

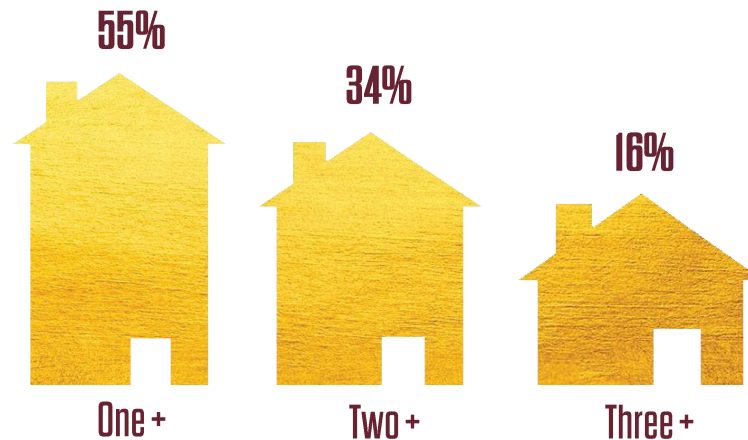


CHICAGO WOLVES

DEMOGRAPHICS

75% | of Wolves fans attended games with their families

NUMBER OF CHILDREN LIVING AT HOME



ADULT FAN MARKET

18-24 YEARS OLD 14.5%

25-44 YEARS OLD 40.3%

45-54 YEARS OLD 24.5%

55+ YEARS OLD 20.7%



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DEMOGRAPHICS | ANNUAL HOUSEHOLD INCOME

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

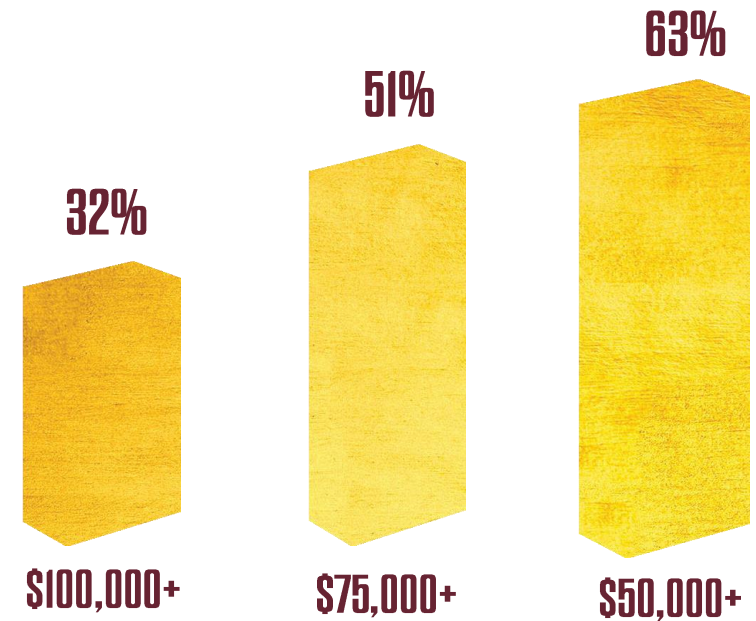
HOME OWNERSHIP

OWN RESIDENCE 70%

RENT 27%

OTHER 3%

ANNUAL HOUSEHOLD INCOME





DEMOGRAPHICS

TOP CITIES FOR 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



OPEN OPPORTUNITIES

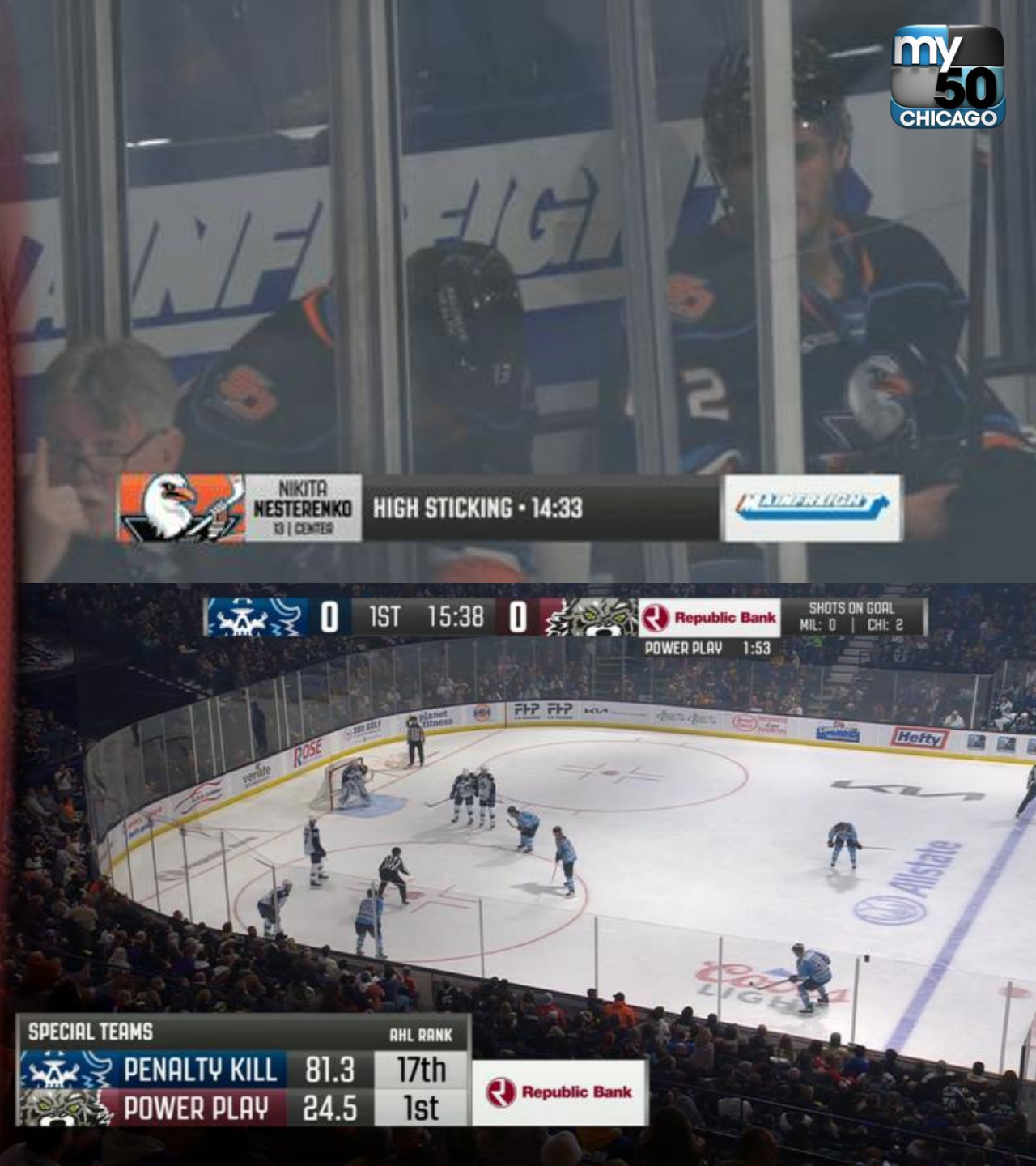
Partnership opportunities with the Chicago Wolves are fully customizable to meet marketing objectives



CHICAGO WOLVES

BROADCAST

- > 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.





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DASHERBOARDS

- > 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





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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.





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ZAMBONI WRAP

- > Align your brand with one of the most iconic images in all of hockey through a branded wrap on one The Wolves Zamboni's. Zambonis are an in-arena focal point as well as an integral part of every intermission at all Wolves games.
- > Each Zamboni makes approximately 140 appearances during each season
- > Zambonis circle the ice for 4 to 5 minutes during every resurface, creating long engagements with your brand/messaging at each and every home game.





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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.

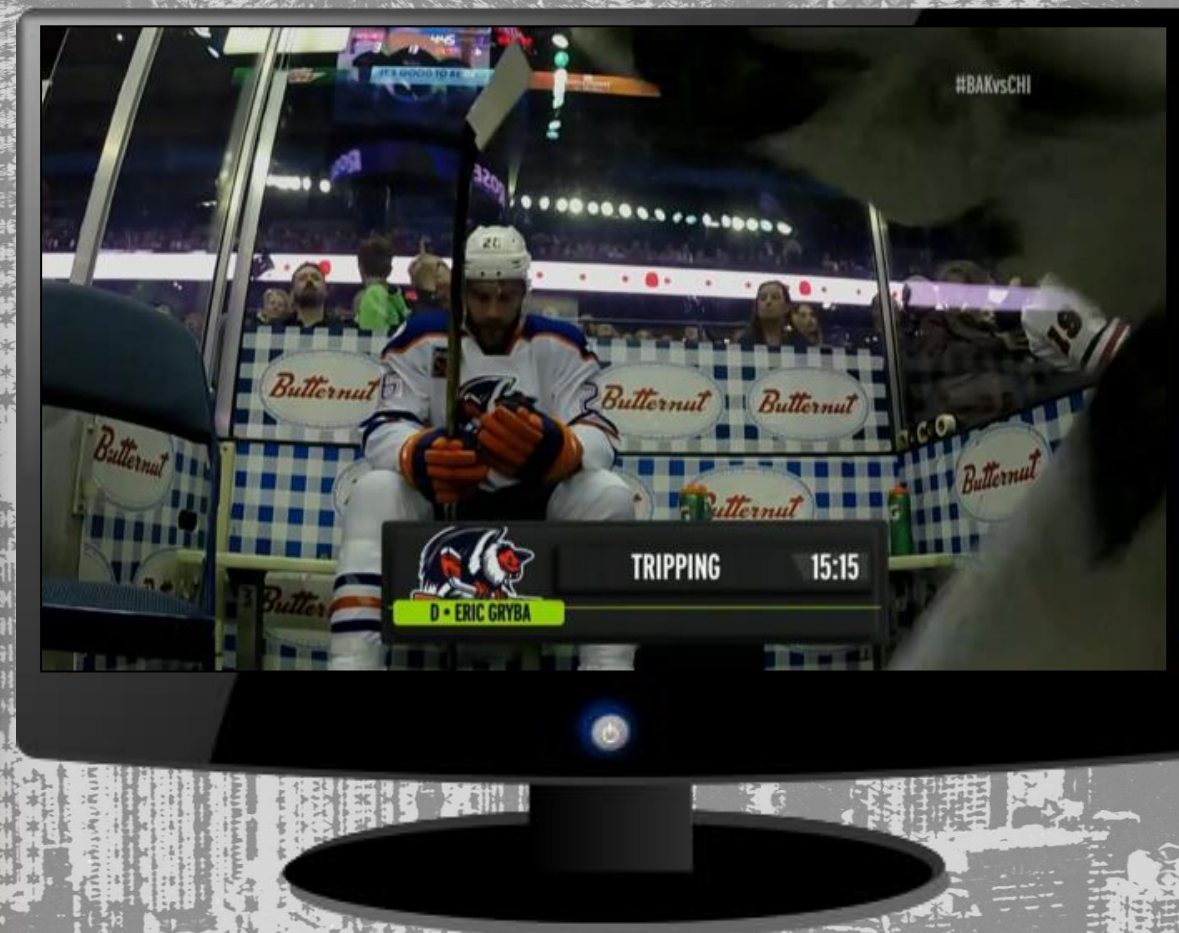




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THE PENALTY BOX

- Strategic entitlement (both for the Wolves and the visiting team) as the penalty boxes will be wrapped in custom sponsor graphics to support this new partnership
- The penalty box is shown often on each television broadcast when a penalty occurs
- Ability to add a sponsor logo to the lower third penalty graphic
- On average, 30 home games are broadcast on my50 with select games picked up by the NHL Network and broadcasted to a national audience.
- Our announcers will read custom messaging/script provided by sponsor when penalties occur





- > These accordion style cards feature a limited number of partners and are distributed to fans at every home game as they enter the arena.
- > Features tear away panels for easy redemption. Full color front / black & white back. The approximate distribution is 200,000.

- Place an advertisement in Breakaway, the official game day program of the Chicago Wolves.
- This program is complimentary for fans at every home game. Content changes each month with new features and stories.
- Ad to Content ratio = 1:1. Both half and full page ads are available.

[illegible]



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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.





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GAMEDAY ACTIVATION

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.

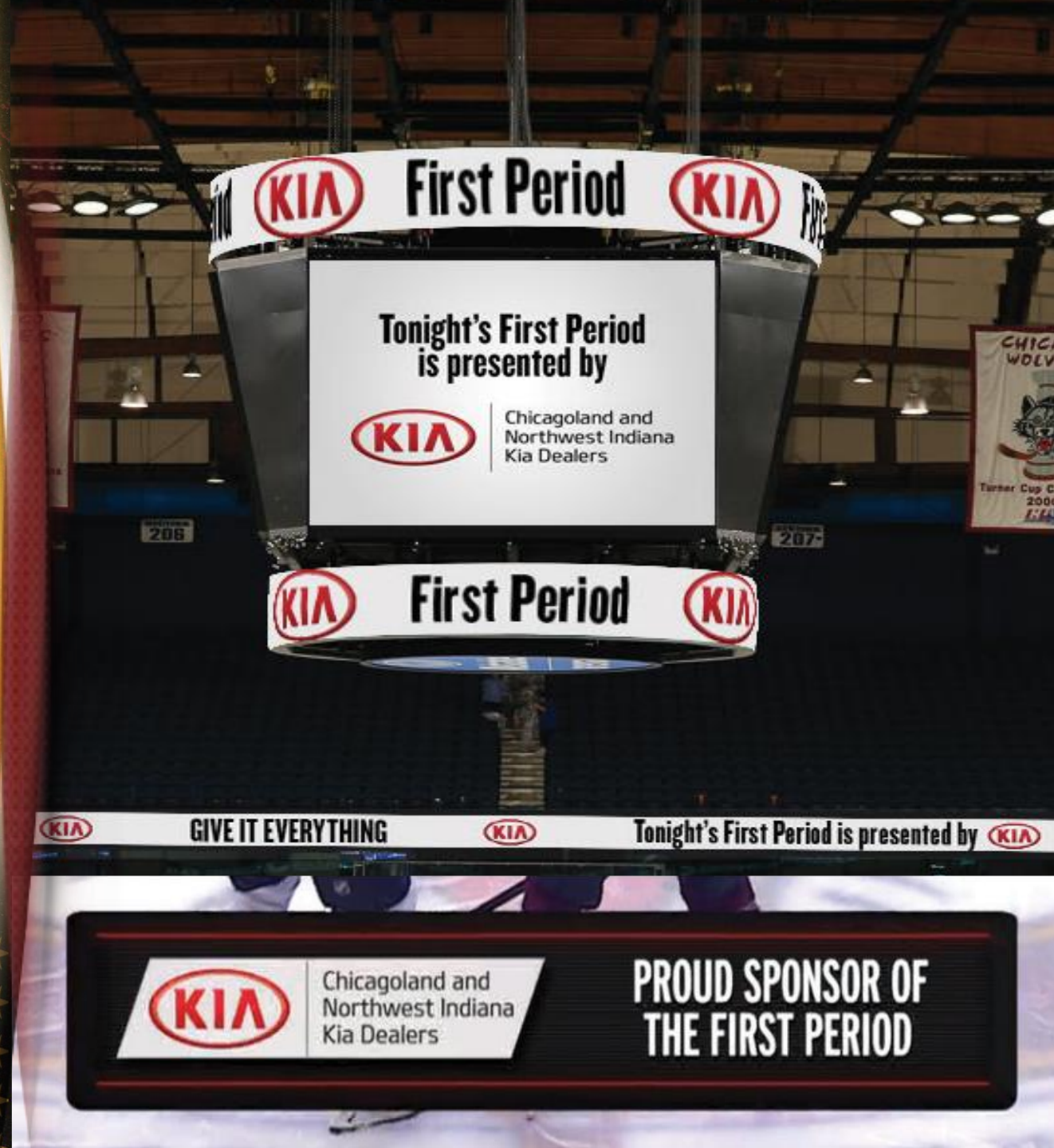




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PERIOD SPONSORSHIP

- > 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

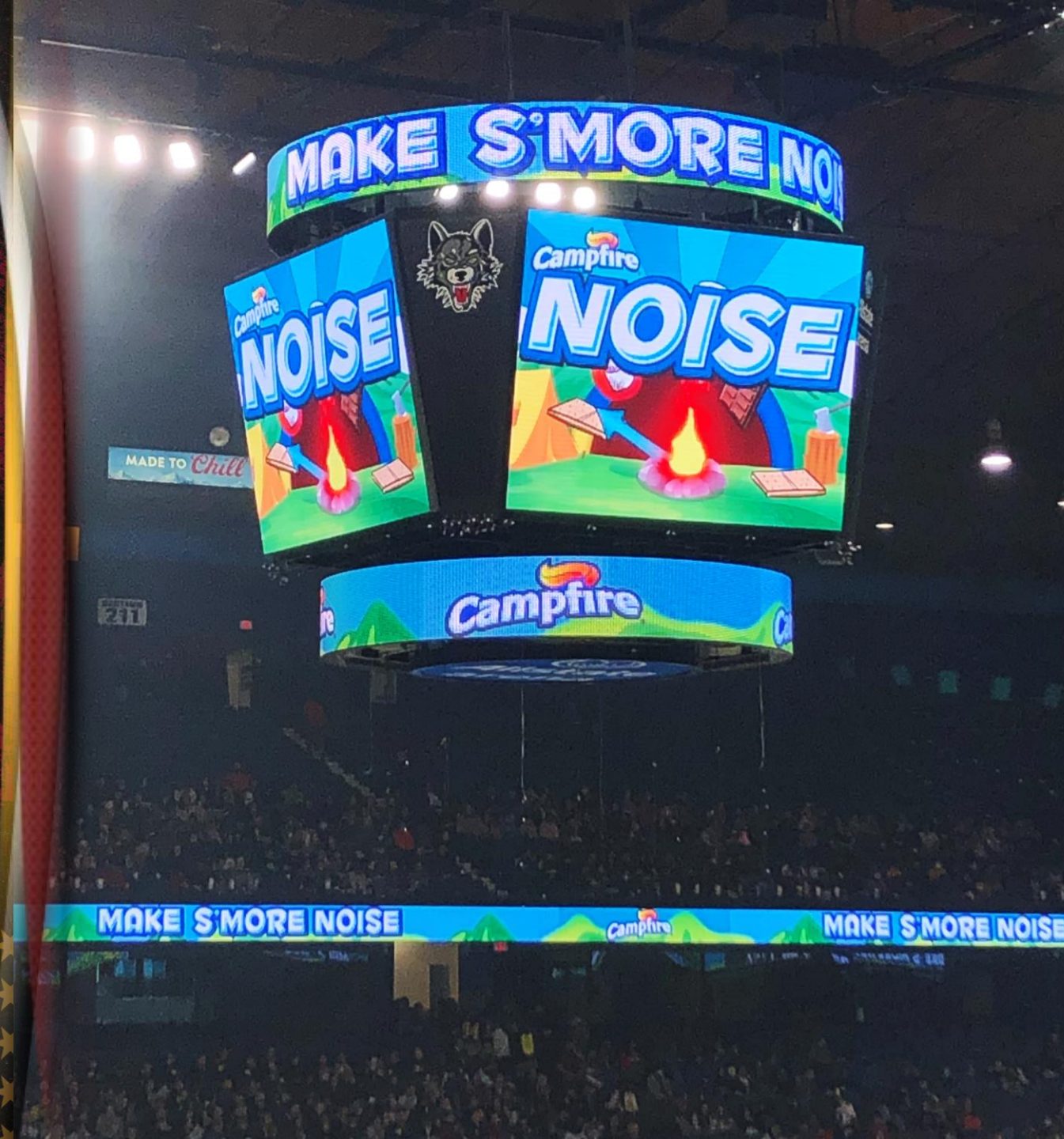




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CUSTOMIZED NOISE METER

- > 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.





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BLUE LINE LOUNGE

- > The only ice-level group hospitality space in Chicago sports. Located right next to the visiting team's bench, the Blue Line Lounge offers a group of 20 the chance to enjoy a Wolves game inches from the action.
- > The premium space features six glass seats, 10 elevated seats and several high-top tables with room to stand to view the game.
- > Naming rights available





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SPECIAL EVENT ENTITLEMENT

- > 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. Pre-event promotional campaign in market recognizing the presenting partner.
- > Examples include:
 - POSTGAME SKATING SERIES
 - FIRST RESPONDERS NIGHT
 - COUNTRY NIGHT
 - STAR WARS or SUPERHERO NIGHT





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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



CARLUCCI
Rosemont

**EACH POINT
= \$150**

**WALL-BERTO
FOUNDATION**

PATRICK BROWN



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POSTGAME SOUND

- > A social media driven promotion with the team would align your organization with Chicago Wolves Players and engaging content.
- > "Postgame Sound" will be a :30 to :45 second video/interview with a player after home games.
- > Posted to Twitter + Facebook after the game.
- > Includes sponsor tag + a logo graphic for the start of the video + a co-branded backdrop during the interview.

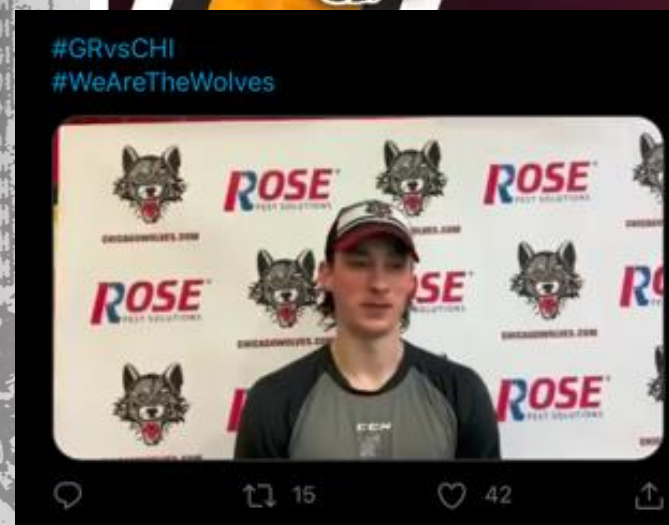
Chicago Wolves  @Chicago_Wolves · Mar 27

You score a career-high 3 points, you get the coveted @RosePestTweets Postgame Sound interview.

Congrats, @max_lajoie!

#RFDvsCHI

#WeAreTheWolves





GREG SPROTT

VICE PRESIDENT OF PARTNERSHIPS

GSPROTT@CHICAGOWOLVES.COM

847-832-1956