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**CHICAGO WOLVES**



**CORPORATE PARTNERSHIPS**

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# 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
- Play 36 home and 36 away games during the regular season from October to April with playoffs from April to June
- Welcomed more than 325,000 fans last season; Top 5 in AHL attendance
- Broadcast regular-season home games on network/cable television (Fox Chicago +)
- Raised more than \$8 million via Chicago Wolves Charities to support local charities
- Nearly all seasons have been above .500 in the win/loss column



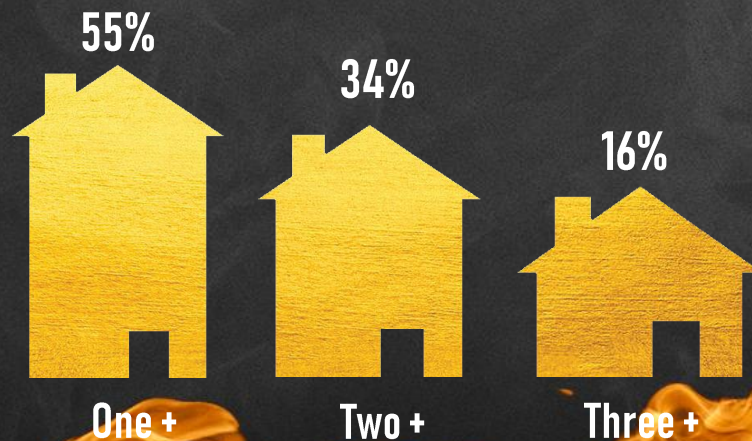
# CHICAGO WOLVES

## 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%





# 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



# OPPORTUNITIES

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

# CHICAGO WOLVES

## 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



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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



# CHICAGO WOLVES

## 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.



# CHICAGO WOLVES

## 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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## BROADCAST

- > Fox Chicago Plus 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.

**FOX+**  
CHICAGO



NIKITA  
NESTERENKO  
13 | CENTER

HIGH STICKING - 14:33



0 1ST 15:38 0 SHOTS ON GOAL  
MIL: 0 | CHI: 2  
POWER PLAY 1:53

### SPECIAL TEAMS

		AHL RANK
	PENALTY KILL	81.3
	POWER PLAY	24.5

17th  
1st

Republic Bank

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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.
- > 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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## 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.



# CHICAGO WOLVES

## DIGITAL MEDIA

### CHICAGOWOLVES.COM

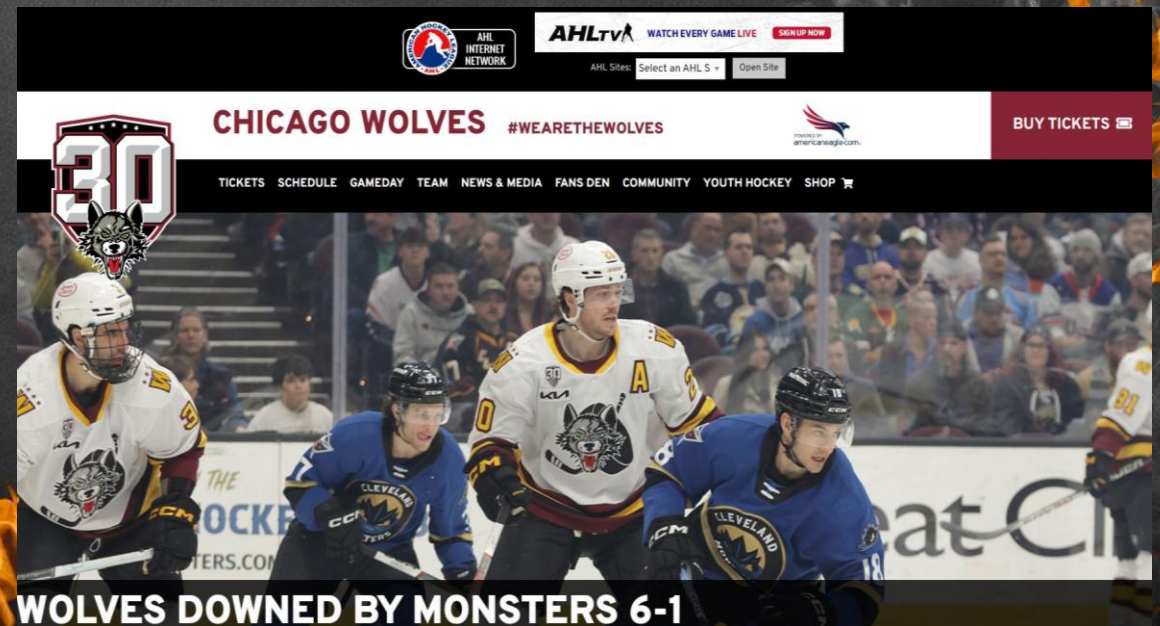
- > Communicate to the Wolves (61,000) unique monthly visitors by having a banner ad on ChicagoWolves.com.
- > Advertisement appears above the fold. Banners are served on rotation.

### 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.





# CHICAGO WOLVES

## 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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## IP RIGHTS/SWEEPSTAKES

- 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**



# CHICAGO WOLVES

## 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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