



***CORPORATE MARKETING
OPPORTUNITIES 2015-16***

OUR OBJECTIVE

- We're in the business of creating solutions and relationships, matching interests and needs with budgets*



INTRODUCTION

- ***The Adirondack Thunder, proud affiliate of the Calgary Flames, kick off their Inaugural ECHL Season in North America's Premier "AA" Hockey League in October 2015***
- ***The Adirondack Thunder regular season will consist of 36 home games and 36 away games from October through April***
- ***Games will be broadcast on the Flames Radio Network, Hits 95.9***
- ***Over the past 27 years, the ECHL has developed 609 NHL players, coaches and officials***
- ***Glens Falls and the Glens Falls Civic Center have been home to three AHL teams since 1979 including the Adirondack Red Wings, Adirondack Phantoms and the "AAA" affiliate of the Calgary Flames, the Adirondack Flames***



ECHL FACTS

- *The Premier 'AA' Hockey League, the ECHL has former players on 29 of the 30 NHL teams and has affiliations with 28 of the 30 teams in the NHL, marking the 18th consecutive season that the league has had affiliations with at least 20 teams in the NHL*
- *The ECHL began in 1988-89 with 5 teams in 4 states, and has grown into a coast-to-coast league with 28 teams in 19 different states for its 28th season*
- *There have been 559 players who have gone on to play in the National Hockey League after starting their careers in the ECHL, including 29 who made their NHL debuts in the 2013-14 season*
- *There are currently 23 coaches who have gone on to coach in the National Hockey League after starting their careers in the ECHL*





2015-2016 ECHL Team Map



TM

ECHL FACTS

- **NOTABLE ECHL ALUMNI**

- ***D - Francois Beauchemin (Mississippi) - 2007 NHL Stanley Cup Champion (Anaheim), 2013 2nd Team NHL All-Star***
- ***F - Andrew Brunette (Hampton) - 1,110 NHL Games, 733 Career NHL Points***
- ***F - Alexandre Burrows (Greenville / Baton Rouge / Columbia) - Four 25-goal NHL seasons, 35 goals in 2009-10 with Vancouver***
- ***D - Dan Girardi (Charlotte) - 2012 NHL All-Star***
- ***F - Chris Neil (Mobile) - 883 NHL Games (3rd in Ottawa Senators History), All-Time Senators leader with 2,206 PIM's.***
- ***G - Jonathan Quick (Reading) - 2012, 2014 Stanley Cup Champion (Los Angeles), 2012 NHL All-Star, United States Olympian (2010, 2014), 2012 Vezina Trophy Finalist, 2012 Conn Smythe Trophy Winner, 2014 William M. Jennings Trophy Winner***



DASHERBOARDS



- *Dasherboard Advertising puts your company right in the middle of the hockey action providing maximum exposure*
- *Each Dasherboard opportunity surrounding the rink measures 30" (H) x 96" (W)*



IN - ICE LOGOS



- In-Ice Logos are uniquely located right on the playing surface in full view of the fans at all times while receiving additional exposure through TV highlights, photos in the newspaper, on the team website, as well as social media***



CONCOURSE SIGNAGE



- *Concourse Signage offers year round exposure of your message to everyone visiting the arena*
- *Extensive concourse opportunities include Cintra & Backlit signage (4' x 6') and various banner presentations*



VIDEOBOARD ADVERTISING



- *Two Giant Videoboard displays bring all the action along with your message directly to the fans. Recurring title and feature segments are all available including displays of your logo and message on the screen*



SCOREBOARD



- The scoreboard is a focal point during all Adirondack Thunder home games. From any seat in the house this advertising location offers unparalleled exposure*



POCKET SCHEDULE



- *Pocket Schedules are the best way to keep up with the Thunder and include the game schedule, ticket information, special promotions and event listings. Your company name and logo will be printed on 75,000 schedules that will be distributed throughout Warren, Washington and Saratoga counties*



GAME DAY HOTSHEET

DAILY SCROLL

EVERYTHING YOU NEED TO KNOW ABOUT TONIGHT'S GAME



ECHL STANDINGS

WESTERN CONFERENCE

1	* - Utica Comets	65	39	19	6	1	85
2	* - Grand Rapids Griffins	65	38	19	6	2	84
3	* - San Antonio Rampage	65	39	20	5	1	84
4	Oklahoma City Barons	65	37	20	5	3	82
5	Rockford IceHogs	63	37	19	5	2	81
6	Texas Stars	64	31	19	13	1	76
7	Milwaukee Admirals	65	32	24	5	4	73
8	Adirondack Flames	63	31	24	6	2	70
9	Hamilton Bulldogs	65	30	25	10	0	70
10	Chicago Wolves	63	31	25	6	1	69
11	Toronto Marlies	63	30	24	9	0	69
12	Lake Erie Monsters	63	28	25	6	4	66
13	Charlotte Checkers	66	27	33	5	1	60
14	Rochester Americans	64	25	33	5	1	56
15	Iowa Wild	64	21	40	1	2	45

EASTERN CONFERENCE

1	* - Manchester Monarchs	64	41	15	6	2	90
2	* - Hershey Bears	65	40	18	5	2	87
3	* - Syracuse Crunch	64	38	18	8	0	84
4	Wilkes-Barre/Scranton Penguins	65	37	21	3	4	81
5	Providence Bruins	66	35	22	7	2	79
6	Hartford Wolf Pack	65	34	22	5	4	77
7	Portland Pirates	64	35	23	5	1	76
8	Springfield Falcons	66	34	25	7	0	75
9	Worcester Sharks	63	34	23	4	2	74
10	Albany Devils	65	29	25	5	6	69
11	St. John's IceCaps	67	30	28	7	2	69
12	Lehigh Valley Phantoms	63	29	27	6	1	65
13	Binghamton Senators	65	28	29	7	1	64
14	Bridgeport Sound Tigers	64	24	33	6	1	55
15	Norfolk Admirals	65	23	34	5	3	54

- The Adirondack Thunder Game Day "Daily Scroll" features advertisements, statistics, player profiles and opportunities to win prizes.



YEARBOOK



- *Include your company's message through advertising, coupons and special offers to create traffic within your stores*

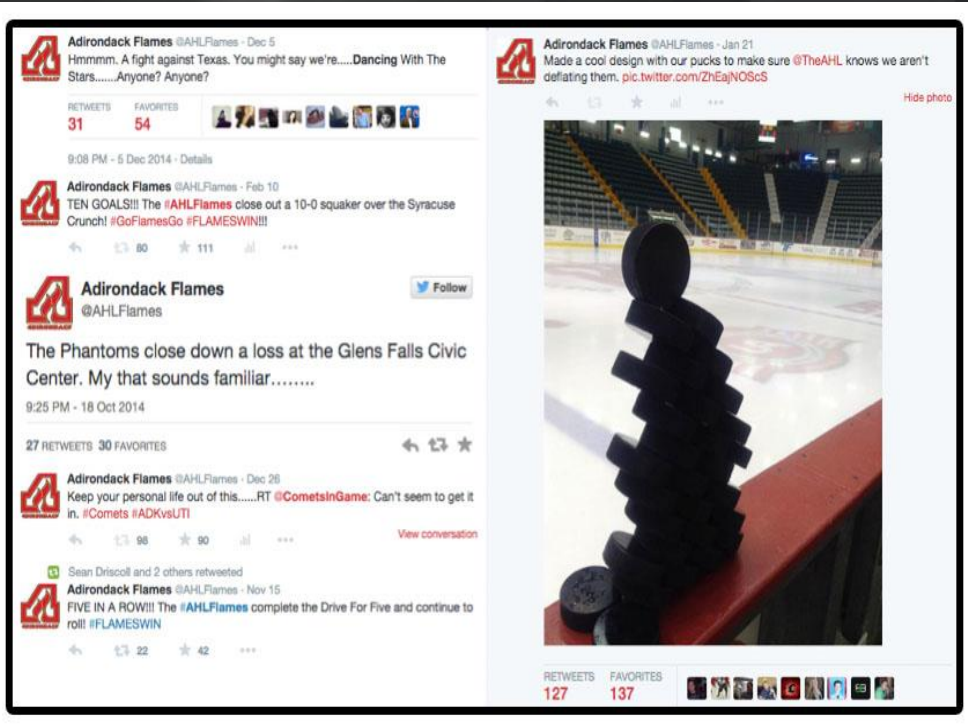


RADIO

- *The Adirondack Thunder Radio Network will broadcast all 72 regular season hockey games from the Opening Face-off through the Kelly Cup Playoffs. Radio broadcasts are where the fans go to stay tuned to all Adirondack Thunder events with the ECHL news and notes as well as Thunder player movements, interviews and much more*



SOCIAL MEDIA



- *Adirondack Thunder Fans have the opportunity to interact with Thunder applications as well as partner initiatives at Thunder home games*

- *Sponsorable Elements include:*
 - *Facebook Fan of the Game*
 - *Twitter: Tweet Your Seat*
 - *Three Stars of the Game*
 - *Game Highlights*



• *5,500+ "Likes"*



• *3,000+ "Followers"*

Many Thunder players/personnel are active on Twitter regularly engaging with fans



• *3,000+ "Followers"*

CONCOURSE DISPLAY



- *Generate leads while demonstrating or sampling your product/service to Thunder fans during the game*



WEBSITE



- *The Adirondack Thunder website is the #1 site to keep up-to-date with all the latest news and notes, community programs, player profiles, & highlights from Adirondack Thunder games*



- *As a Featured Sponsor, you will receive brand recognition on various pages on the Adirondack Thunder website such as Team, Schedule, Multimedia, Community, Fan Zone, etc...*

TICKETS



• *Be apart of the excitement as the Adirondack Thunder take the Ice for their Inaugural Season in Glens Falls. Enjoy the sights and sounds of "Hockey Night" in Glens Falls with music and entertainment for the entire family. Our ticket packages offer you the best seats in the house as well as choice benefits that will put you in the middle of the action*

- *Full Season/Partial Plans*
- *Group Outings*
- *Ice Box*
- *Birthday Parties*
- *Holiday Pack*
- *Flex Pack*

2015-2016 SEASON TICKET PLANS

Presented by

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BENEFITS

	Full Season	22 Game	12 Game
Great Savings On Box Office Prices	✓	✓	✓
Guaranteed Same Seat For Every Game	✓	✓	✓
No Waiting In Line At The Box Office	✓	✓	✓
Unlimited Ticket Exchange	✓	✓	✓
Flexible Payment Plans	✓	✓	✓
Buy Additional Tickets At Season Ticket Price All Season	✓	✓	✓
Playoff Ticket Priority In Advance Of Public Sale	✓	✓	✓
Personal Account Executive To Handle All Your Ticket Needs	✓	✓	✓
Two (2) "Bring a Friend" Vouchers Per Seat	✓	✓	✓
Priority For VIP Parking Lots	✓	✓	✓
Priority Access To GFCC Events In Advance Of Public Sale	✓	✓	✓
Meet And Greet Event With Players At Great Escape Lodge	✓	✓	✓
10% Merchandise Discount At Home Games	✓	✓	✓
Pre-Season Game Included At No Cost	✓	✓	✓
Mug Club Eligibility Per Seat - \$5 Annual Membership Fee	✓	✓	✓
FREE Line-Up Card And Game Notes	✓	✓	✓

PRICING

Full Season: 36 Regular Season Home Games at the Glens Falls Civic Center
Youth Prices Applies to all Sections for Children 14 & Under

Platinum	Premium Gold	Gold(Side)	Gold(End)	Silver	Bronze	Youth
Full Season	Full Season	Full Season	Full Season	Full Season	Full Season	Full Season
\$808.92	\$722.25	\$645.21	\$616.92	\$529.65	\$404.46	\$385.20
22 Game	12 Game	22 Game	12 Game	22 Game	12 Game	22 Game
\$517.88	\$464.92	\$426.43	\$417.84	\$400.75	\$347.22	\$258.94

(\$1 Per Ticket Per Game) Included In Total

27%-42%

SAVINGS ON BOX OFFICE PRICES!

CALL US AT 518-480-3355 EX:1
OR LOG ON ADIRONDACKFLAMES.COM
ORDER FORM ON REVERSE OR DOWNLOAD ONLINE

black dog DESIGNS
print · web · marketing 518.812.1204
www.blackdogltd.com

ZAMBONI



- *The Zamboni is one of the most recognized aspects of Thunder hockey with all demographics making more than 100 resurfacing appearances throughout the season*
- *A custom designed company name and/or logo on the Zamboni will be sure to attract attention to your*



JERSEY PATCH



- *You cannot get any closer to the action than this! Have your company name or logo on the Adirondack Thunder player jerseys which will receive exposure at all home and road games as well as player appearances throughout the community.*
- *Logo will appear in the newspaper, on TV, social media and on www.AdirondackThunder.com*



GAME NIGHT SPONSORSHIP



- *"Own the arena" for one night during the season. Elements can include: Tickets for Customers/Employees, Giveaway Item, On-Ice Promotion, Videoboard Recognition, Print/Internet advertising support and much more*



PREMIUM GIVEAWAY



- *Create a lasting impression by developing a collectible item distributed to Thunder fans, courtesy of your company!*
- *Giveaway options include:*
 - *Hat*
 - *Puck*
 - *Bobblehead*
 - *Rally Towels*
 - *Thundersticks and more...*



INTERMISSION PROMOTIONS



- *Have your company's intermission activity be the talk of Glens Falls! Adirondack Thunder have limited availability for select intermissions during games throughout the season. Use these activities to showcase your product and offer great prizes that add excitement to Thunder home games!*



- *Intermission Activities include:*
 - *Chuck A Puck*
 - *Broomball*
 - *T-Shirt Toss*
 - *Shoot to Win*
 - *And more...*



IN-GAME PROMOTIONS



- *Help keep fans engaged throughout the game by having your business highlight in-game promotions during the breaks in the hockey action*



- *In-Game Promotions encourage crowd participation from an entertaining activity to camera shots on the Thunder videoboards*



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