



**2018**  
**JACKSONVILLE SHARKS**  
**CORPORATE PARTNERSHIPS PLAYBOOK**



The Jacksonville Sharks continue to provide our corporate partners with a unique, exciting and effective marketing environment. With four South Division titles in eight years, two American Conference titles, one ArenaBowl championship (2011) and a National Arena League Championship (2017). We look forward to building on the successes of current partners by adding your company to our team and working to achieve your marketing goals.

# The League

**2018 NAL TEAMS**  
**ALLENTOWN, PA**  
**(LEHIGH VALLEY)**  
**COLUMBUS, GA**  
**GREENSBORO, NC**  
**(CAROLINA)**  
**JACKSONVILLE, FL**  
**PORTLAND, ME**  
**(MAINE)**



## FANS' BILL OF RIGHTS

- **We believe** that every Fan is entitled to a wholesome environment for guests and family members, free of violence, profane gestures and language or rude and invasive behavior that could in any way interfere with a first-class entertainment experience.
- **We believe** that every Fan demands that we maintain absolute respect for the game of Arena Football and maintain the integrity of the finest of fair competition at all times.
- **We believe** that every Fan deserves our very best effort on a consistent basis, on every play on the field, every action in the stands, every call to our office, and every involvement in our community.
- **We believe** that every Fan is entitled to a total entertainment experience at an affordable cost for all members of the family from the time they arrive at the arena to the time they depart.
- **We believe** that every Fan should receive the very best in competitive football, entertainment, merchandise, food and beverage for their purchasing power.
- **We believe** that every Fan is entitled to interact with and have access to players and coaches for autographs and conversation in recognition of their support at every game.
- **We believe** that Fans are entitled to fast, accurate, and complete information about our players, coaches, league, games, and performance.
- **We believe** that Fans expect the National Arena League to be comprised of gentlemen and ladies who are examples and role models for youth, free of physical violence, drugs, alcohol, and gambling abuse.
- **We believe** that Fans expect us to honor our country and to be involved in our communities to make contributions for a better, safer, and more positive place to live.
- **We believe** that Fans should know that we are committed to serve and not to be served, to give and not to just take, and to inspire and encourage people to higher levels of personal and professional achievement, growth, maturity, and respect for each other.

## NATIONAL ARENA LEAGUE

### MISSION STATEMENT

"To serve our community with pride and passion as a quality example of individual and team excellence on the field, in the office, at the arena and within the community by consistently exceeding our customers' expectations by demonstrating the highest character, appreciation and respect for our game, customers, teammates and partners as a cost-effective and visionary organization providing a total entertainment experience."





# Building a Winner

## 13

Consecutive games won by the Sharks during the 2011 regular season.

## 93 - 56

Jacksonville Sharks overall record in eight seasons.

## 54 - 24

The Sharks' all-time record in home games through seven seasons as a franchise.



Head Coach Siaha Burley accepts the National Arena League Trophy from NAL's Director of Football Operations Chris Siegfried on July 10, 2017 in Jacksonville, Florida.

## 4

South Division titles won by the Sharks (2010-13). The team is the first in AFL history to win a division championship in each of its first four years.

## 11 - 1

2017 Sharks regular season record in the inaugural National Arena League.

## 10 - 5

The Sharks' record in the postseason. Over the last eight years, the team has racked up more playoff wins than any other team in the NAL.







- Associate your brand with a champion and one of the most recognizable logos in arena football
- Maintain a consistent advertising campaign covering Q2 and Q3 (March - June)
- Impactful programs and opportunities customized to meet your goals and objectives
- Provides a great platform to connect with consumers during their leisure time
- Immerse your brand in one of the most passionate fanbases in the Jacksonville market
- Sponsorship sends a message that your brand is strong and vibrant

# TV & Attendance

## 2017 Home Game Audience<sup>1</sup>

Arena Attendance	88,913
CW-17 (Local)	211,120
YouTube	54,129
American Sports Network (National)	151,377
<b>TOTAL</b>	<b>505,539</b>

## 2017 Sharks Total Game Audience<sup>1</sup>

Arena Attendance	88,913
CW-17 (Local)	211,120
YouTube	78,924
American Sports Network (National)	151,377
<b>TOTAL</b>	<b>530,334</b>

## Logo Recognition on TV in minutes<sup>2,3</sup>

(per game avg)

Dasher Boards (A-Side Field)	7:57
Dasher Boards (A-Side Corner)	8:30
Dasher Boards (End Zone)	19:09
Field Turf Logos	7:19
End Zone Turf Logos	10:11
Uniform Patch	7:11

## Logo Recognition on TV in impressions<sup>2,3</sup>

(per game avg)

Dasher Boards (A-Side Field)	104
Dasher Boards (A-Side Corner)	105
Dasher Boards (End Zone)	240
Field Turf Logos	93
End Zone Turf Logos	127
Uniform Patch	170



1. Sharks arena attendance of 10 home games with national & local TV ratings and webcast audiences.

2. Data obtained through independent study conducted by Joyce Julius & Associates in September 2015.

3. Recognition time and impression based on specific elements being most prominent screen, based on study conducted by Joyce Julius & Associates. Sources: Nielsen Ratings, RenTrak Ratings, Joyce Julius & Associates Jacksonville Sharks.



## Fan Demographics

# Shark fans are...

### Families

**71%**

The percentage of Shark fans who have at least one child living at home

### Affluent

**68%**

The percentage of Shark fans with an annual household income of at least \$50,000  
(70% own their own home)

### Youthful

**58%**

The percentage of Shark fans who are between the age of 18 and 45

### Educated

**77%**

The percentage of Shark fans who have attended college

### Supportive

**69%**

The percentage of Shark fans who have purchased products or services from our partners

### Unique

**71%**

The percentage of Shark fans who do NOT own Jaguars season tickets



**60,000+ likes**



**10,000+ followers**



**9,000+ followers**







# Partnership Inventory

## Sideline Dasher Boards

Highlight your company during every high-scoring, hard-hitting, heart-stopping, action-packed game with a 4' x 15' full color dasher board sign. Big sign, big hits, big results!

- One (1) 4' x 15' sign placed on the padding surrounding the field
- Effective and offers high consumer response and recall
- Highly visible and receives high frequency of impressions
- Dasher boards receive additional coverage through TV and other media sources

## End Zone Corner Dasher Boards

Picture a Shark receiver flying down the field and making a diving catch right in front of your brand's sign. With an end zone corner dasher, you'll be featured during the game's biggest plays!

- One (1) 4' x 15' sign placed on the padding surrounding the field
- Effective and offers high consumer response and recall
- Highly visible and receives high frequency of impressions
- Dasher boards receive additional coverage through TV and other media sources

## End Zone Dasher Boards

Imagine your company advertisement directly behind a touchdown celebration dance. End zone dashers are prominently displayed along the wall of the end zones offering constant exposure to fans.

- One (1) 4' x 15' or 4' x 30' sign placed on the padding of the end zone
- Effective and offers high consumer response and recall
- Highly visible and receives high frequency of impressions
- Dasher boards receive additional coverage through TV and other media sources

## Field Logos

Get in the middle of the action with your logo woven into the playing surface. This can't-miss piece of signage keeps your company at the forefront of the action all game long.

- Highest visibility of all opportunities
- Logo on 6' x 9' square, woven directly into the playing surface
- Excellent media coverage through print as well as TV

## Red Zone Field Logos

Get in the middle of the action with your logo woven into the 5 and 10 yard lines. Associate your brand with success, as you will be prominent every time the Sharks score a touchdown.

- Highest visibility of all opportunities
- Logo on 6' x 9' square, woven directly into the playing surface in the end zone
- Excellent media coverage through print as well as TV



**Sideline Dasher Boards**



**Corner Dasher Boards**



**End Zone Dasher Boards**



**Field Logos**



# Partnership Inventory

## Presenting Sponsor Night

Take ownership of one of the Sharks' unique theme nights, including Education Appreciation Night and Military Appreciation Night.

- Partner logo on cover of "Shark Bites" program distributed FREE to fans
- Partner logo featured on "splash page" of JaxSharks.com and other ancillary advertisements (TV, print, etc.)
- Partner featured on eye-catching Ribbon Boards throughout arena
- Game tickets in the luxurious St. Johns Suite (up to 75 guests)

## Event Level Signage

These banners will hang over arena entry tunnels for every home game.

- One (1) portal sign measuring approximately 3' x 10'
- Effective and offers high consumer response and recall
- Highly visible and receives high frequency and impressions
- Excellent television exposure during games

## Ribbon Board Identification

Showcase your brand identity on the arena's multi-level eye-catching 150-foot electronic displays that are highly visible to all fans in attendance.

- Newly upgraded with a second level
- Effective and offers high consumer response and recall

## Hanging Banners

Make your company part of the action - literally. Fly your banner in highly visible locations throughout the arena offering multiple exposures to fans.

- One (1) 3' x 10' hanging banner at a prominent location
- Effective and offers high consumer response and recall

## Dasher Toppers

Dasher toppers offer great exposure during games for all the fans in attendance and any media taking photos or recording video footage of the games.

- Effective and offers high consumer response and recall
- Highly visible and receives high frequency of impressions
- Dasher boards receive additional coverage through TV and other media sources



Game Day Program Advertisements



Ribbon Board Identification



Hanging Banners



Dasher Toppers



# Partnership Inventory

## Player Uniform Patch

Don't just be a part of the team, be a part of the uniform! Your company logo will be placed on either shoulder of the official jerseys.

- High visibility both in the arena and on television
- Logo on 3" x 4" patch, on the home and/or away player jersey
- Only 2 are available - premium uniform signage
- Excellent exposure during game plays, close-ups with players and interviews

## Staff Apparel Patch

Don't just be a part of the team, be a part of the uniform! Your company logo will be sewn into the shirts worn by the coaches and staff of the Jacksonville Sharks.

- High visibility both in the arena and on television
- Logo on 3" x 4" patch on staff apparel
- Only 2 are available - premium uniform signage
- Excellent exposure during close-ups and interviews

## Helmet Decal

Don't just be a part of the team, be a part of the uniform! Your company logo will be placed on the back of the helmet.

- Logo placed directly on the back of each Sharks player's helmet
- Excellent exposure during game plays and close-ups with players
- Gives partner both a home and away presence

## Football Branding

Fans don't come to the games to just have fun, they come to have a ball! Our spectators can keep any footballs thrown into the stands, providing a great opportunity to get your brand into our fans' hands.

- Company logo etched onto all game balls
- PA announcement for your company when ball enters the stands
- Great exposure for highly sought after keepsakes

## Branded Blimp

The Shark Blimp is one of our most unique advertising opportunities, as it flies through the arena before and during and after each home game. Brand the blimp with your company's logo and drop coupons or other materials into the stands!

- Company logo applied onto unique Shark Blimp
- PA announcement for your company when blimp flies
- Opportunity to drop coupons from blimp during flight



Player Uniform Patch



Staff Apparel Patch



Helmet Decal



Football Branding



Branded Blimp





**“It’s been a great partnership - our first partnership. It has really brought a great brand awareness to our Sea Best brand here in the Jacksonville market and other national markets.”**

**Mark Frisch  
Vice President  
Beaver Street Fisheries**

# Partnership Inventory

## Jumbotron Promotion

Proudly showcase your company's logo to the thousands of fans each home game on the arena's new high-definition video board with your unique promotion or your company's commercial.

- Thirty second partner video and/or logo recognition on our high-definition Jumbotron during break in play
- Partner receives "full bowl dominance" for duration of promotion

## Broadcast Segment

Don't just advertise during breaks in the game, brand yourself as part of it. Your logo will be displayed on video broadcasts as well as tagged after the element by our announcers on both television and radio.

- First Down Partner
- Television Replays
- Scoring Drive Summary

## Television Advertising

Tie your company into the action for all Sharks games, home and away, with video broadcast advertising (TV, webcast, highlights).

- Partner a segment or run commercials for all games
- Receive commercial spots during team televised games
- Gives partner a home and away presence

## Webcast Advertising

Reach Sharks fans during every game, both home and away, by branding your company during ESPN3/WatchESPN webcasts.

- Partner a webcast segment or run live reads for all games
- All home and away games are to be broadcast online via ESPN3/WatchESPN
- Webcast advertising enjoys high recall rates by listeners
- Gives partner a home and away presence

## Digital Advertising

Join the Sharks as a leader in social networking by advertising through our e-newsletters, Facebook, twitter and instagram accounts, and other forms of electronic media that will reach Shark fans.

- Reach over 60,000 Facebook fans, 10,000 Twitter followers and 9,000 Instagram followers
- Connect Shark fans to your brand's social media platforms to increase traffic

## Website Advertising

Fans constantly check jaxsharks.com - the official Sharks website - for news and information about their team. Brand your company for visibility every day of the year.

- Company logo posted on Official Partners page of JaxSharks.com
- Incredible visibility through fans every day of the year
- Banner includes link from the official website to your company's official site



Jumbotron Promotion



Television Broadcast Advertising



Digital Advertising



Website Advertising





# Partnership Inventory

## Promotional Items

Brand your company with team memorabilia and keepsakes. Your company logo is printed on promotional items given to fans as they enter the arena.

- Your company branded directly on promotional items
- Tagged on advertisements for promotional give-aways
- Opportunity to be seen outside the game with keepsakes and memorabilia

## Promotional Tables

Everyone loves swag! Add to the excitement of the game in the concourse or outside at our SharkFest pregame party by setting up a table while simultaneously spreading the word about your company.

- Table in the concourse of the arena or a tent outside the arena at SharkFest during each home game
- Use table to promote services or build database through promotions or raffles

## In-Game Promotions

Have fans cheering for your company during a break in action. These fan-first activities not only excite the stands, it's a great way to drive customers through your doors!

- Promotions either on field or in the stands held during breaks in play
- Tag during all home games before a captive audience
- Visibility on Jumbotron and all ribbon boards during promotion with PA support during promotion
- Excellent opportunity to distribute t-shirts, coupons, gift cards, or other collateral

## Game Elements

Be part of the game itself with a game element. Make your company synonymous with every first down, penalty, touchdown, or any other element of high-octane arena football.

- Visibility on Jumbotron with PA support each time your element happens
- Drive business with special promotional elements (i.e. free burger with 5 TDs)

## Post-Game Autograph Session

Part of the thrill of Arena Football is the intimacy and interaction the fans have with the players. At the conclusion of every Sharks home game, the players and dancers take the field with the fans for a meet and greet.

- Partner logo on autograph cards distributed to fans
- Your brand in close proximity to fans during interaction with players and dancers



Promotional Items



Promotional Tables



In-game Promotions



Post Game Autograph Session

**Attack**  
DANCE TEAM™



JACKSONVILLE  
**SHARKS**



# Attack Dance Team

## Dance Team Presenting Partner

Associate your brand with the popular Attack Dance Team. Your corporate image will be synonymous with the Attack during their on-field performances, community appearances and much more.

- Partner logo and colors featured on custom Attack jerseys
- Partner logo on all Attack collateral and paraphernalia
- Partner logo on all web and social media pages for the Attack
- Appearance at partner's place of business on Monday after each game

## Dance Team Calendar

Gain year-round exposure for your business through the Attack Dance Team's annual calendar. Have your brand featured on what is one of the Sharks' hottest-selling merchandise items.

- Partner logo printed on individual calendar pages
- Gives your brand top-of-mind presence throughout year
- Partner coupon/promotion cut-out on each month's page

## Dance Team Posters

Hang with the Attack ... literally! Brand your company logo with the Attack Dance Team Poster or Attack Military Poster.

- Partner logo printed on each team poster design
- Total of 10,000 posters distributed FREE to fans before, during and after season

## Junior Attack Dance Camp

Join the Attack as they host their annual camp for young aspiring dancers!

- Partner logo on all collateral for dance camp
- Partner logo on all paraphernalia for dance camp
- Partner logo on JaxSharks.com for dance camp

## Post Game Autograph Session

Part of the thrill of Arena Football is the intimacy and interaction the fans have with the players. At the conclusion of every Sharks home game, the players and dancers take the field with the fans for a meet and greet.

- Partner logo on autograph cards distributed to fans
- Partner branding on jersey to be worn by Attack during autograph session
- Your brand in close proximity to fans during interaction with players and dancers

## Corporate Appearances

Make your next corporate event memorable with the Attack Dance Team. Entertain your employees and clients with dance routines, meet-and-greets and autographs. Gain exposure for your company through the Sharks' social media platforms before, during and after the event.

- Utilize the Attack Dance Team in corporate and client events
- Your event promoted via the Sharks' social media platforms



**Dance Team Presenting Partner**



**Dance Team Calendar**



**Autograph Session**



**Junior Attack Dance Camp**



CHUM

*Director of Excitement*





# Community Involvement

## Mascot Presenting Partner

Brand yourself with the Sharks lovable mascot, Chum. Your corporate image will be synonymous with Chum both at our games and in the community throughout the calendar year.

- Partner logo on Chum's various jerseys
- Partner logo on all Chum collateral and paraphernalia
- Partner logo prominently displayed on the Chum Bucket (Chum's vehicle)
- Partner logo on all web and social media pages for Chum

## Charitable Ticket Programs

Be a champion in the business community by purchasing tickets donated directly to non-profit organizations specifically oriented to helping underprivileged children (Chum's Champions), as well as military members through the Veteran Ticket Foundation - for both active and retired - and their families (Sharks and Soldiers).

- Partner listed in Shark Bites game day program
- Partner displayed on video board
- Partner listed on "Chum's Champions" or "Sharks and Soldiers" page on [jaxsharks.com](http://jaxsharks.com)

## Chum Bucket

The Chum Bucket takes Chum around the Jacksonville community in style! With multiple television screens and a high-end sound system, it's a party on wheels! With your logo on the Chum Bucket, your brand will get year-round exposure at parades, fundraisers, fairs and other special events!

- Partner logo prominently displayed on the Chum Bucket (Chum's vehicle)

## Youth Camps

Join the Sharks as they host annual youth camps for aspiring football players and dancers!

- Partner logo on all collateral for initiative
- Partner logo on all paraphernalia for initiative
- Partner logo on [JaxSharks.com](http://JaxSharks.com) for initiative



# Print Inventory

## Season Schedule Card Advertisements

Your company logo printed on each of our 200,000 pocket schedules that are distributed throughout the community leading up to kickoff.

- Partner logo printed on 12-panel schedule layout
- Schedules distributed **FREE** to fans throughout Greater Jacksonville area
- Contains valuable information regarding team schedule and ticket options

## Sharks Posters

Hang with the Sharks ... literally! Brand your company logo with the Team Poster, Schedule Poster, Attack Dance Team Poster or Military Poster.

- Partner logo printed on several team poster designs
- Total of 25,000 posters distributed **FREE** to fans before, during and after season

## Game Day Program Advertisements

Captivate fans with your company's advertisement in our game day program, *Shark Bites*. The publication offers information on the organization, the players, coaches and dancers throughout the season.

- One (1) 1/8 page or 1/4 page ad in *Shark Bites* Game Day Program
- Distributed **FREE** at every regular season home game
- Contains articles, team stats, team rosters, and more

## Ticket Back Advertisement

Nobody gets in the door without a ticket. Drive business through your door by putting your logo - or better yet, your coupon - on the back of our tickets.

- Logo or coupon printed on the back of every ticket
- Advertisement on commemorative season ticket sheets
- Great way to drive additional business after each home game

## Use of Sharks Logos

Be more than a fan, be a proud partner of the Sharks. As a proud partner, use the Sharks team logo on any pre-approved ancillary advertising.

- Utilize a championship brand to promote your business
- Use Sharks logos and wordmarks on print ads, social media platforms and more

## Season Ticket Holder Reward Book

Promote your company, advertise with coupons and gain customers and clients through our Season Ticket Holder Reward Book.

- Promote your brand and offer discounts to rewards our season ticket holders.
- Over \$2,500 of savings to local participating merchants from March to December.



Season Schedule Card Advertisements



Sharks Posters



Ticket Back Advertisement



Season Ticket Holder Rewards Book





# Corporate Events

## The Cove

Enjoy a Sharks game in the most unique suites ever imagined in Jacksonville. Placed along the wall in Sections 118-119, these suites will provide guests with an up close and personal view of the game along with advertising opportunities never seen before. In “The Cove”, these two suites will hold up to 24 people. These spacious suites are right on the wall in the end zone and come with an amazing branding and advertising opportunity. Additionally, an unlimited buffet of food, beer and wine are included in these suites until

## The Reef

Enjoy a Sharks game in the most unique suites ever imagined in Jacksonville. Placed along the wall in Sections 107-110, these suites will provide guests with an up close and personal view of the game along with advertising opportunities never seen before. In “The Reef”, these nine suites will hold 8-10 people. These unique suites are right on the wall in the end zone and will also have a incredible branding and advertising opportunity. Additionally, an unlimited buffet of food, beer and wine are included in these suites until halftime.

## Corporate Suites

Enjoy the action in style from one of Jacksonville Veterans Memorial Arena’s Corporate Suites. Perfect for entertaining clients and customers or celebrating that special event!

- Tickets for 16 guests
- Two Lot Z parking passes
- 12 fixed theater-style seats w/ additional bar top seating in the suite
- Elevated view of the action
- Private restrooms

## St. Johns Suite

Enjoy luxury at its finest. The St. Johns Suite accommodates up to 75 people for entertaining at its highest level. Located in the ENTIRE end zone directly behind sections 107-110, your group event will surely be a hit with luxurious décor, catered meals and private bar.

## Shark Pit Seating

Enjoy the best seats in the house. These seats put you right next to the action. Just remember, If a player lands in your lap, you can keep the football, but you must give the player back!

- First four rows of seating in lower bowl sidelines
- Free parking pass in prime location
- Guaranteed give-aways delivered to your seats (if applicable)
- Ideal for networking and meeting influential Shark fans and corporate partners



**The Cove**



**The Reef**



**Corporate Suites**



**St. Johns Suite**



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**NAL**  
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