



JACKSONVILLE SHARKS CORPORATE PARTNERSHIPS PLAYBOOK



The Jacksonville Sharks continue to provide our corporate partners with a unique, exciting and effective marketing environment. With three consecutive South Division titles and an ArenaBowl championship, the Sharks have quickly become one of the most consistently successful franchises in the Arena Football League. 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



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 Arena Football 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.

ARENA FOOTBALL 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 - an all-time AFL record

40 - 18

Head Coach Les Moss' overall record in three seasons at the helm of the Sharks

24 - 7

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



Head Coach Les Moss accepts the ArenaBowl XXIV Championship Trophy from AFL Commissioner Jerry Kurz on August 12, 2011 in Phoenix, Arizona.

3

Consecutive South Division titles won by the Sharks. The team is the first in AFL history to win a division championship in each of its first three years

4 - 2

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

11 - 3

The Sharks' combined record against the in-state rival Orlando Predators and Tampa Bay Storm, two of the most storied franchises in the AFL





- Associate your brand with a champion and one of the most recognizable logos in the AFL
- Maintain a consistent advertising campaign covering Q2 and Q3 (April - August)
- 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



Shark fans are...

Families

67%

The percentage of Shark fans who have at least one child

Affluent

65%

The percentage of Shark fans with an annual household income of at least \$50,000
(73% own their own home)

Youthful

65%

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

Educated

80%

The percentage of Shark fans who have attended college

Supportive

61%

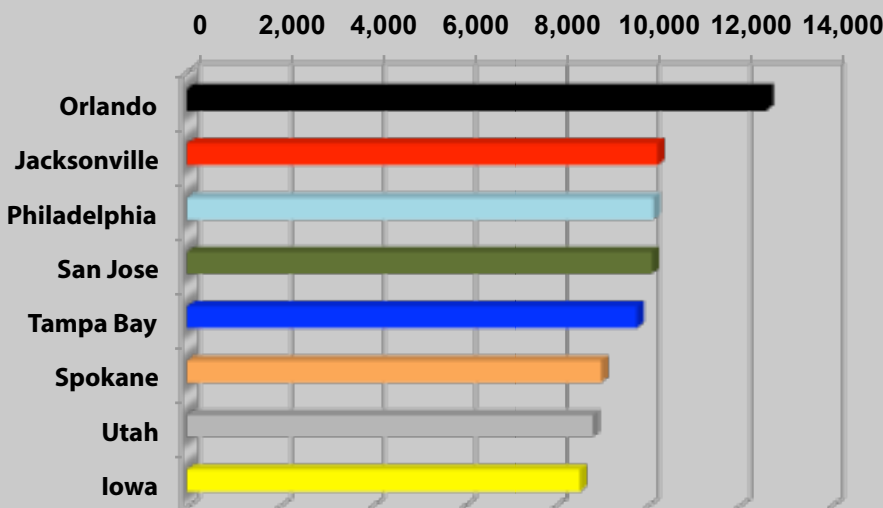
The percentage of Shark fans who have purchased products or services from our partners

Unique

83%

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

2012 AFL Attendance Leaders (average attendance per home game)



14,000+ likes



5,400+ followers



TV & Attendance



Fans that Watched a Televised Sharks Game¹
 Watched- 77% Did Not Watch - 23%

What Networks Do Sharks Fans Watch Games?

NFL Network (National Broadcast)	53%
CW17 (Regional Broadcast)	51%
UStream.tv (Web Broadcast)	15%

2012 Sharks Home Game Audience²

Arena Attendance	109,985
CW17 (Regional)	261,000
AFL Live Webcasts	9,970
NFL Network (National)	285,000
TOTAL	665,955

2012 Sharks Television Viewership (All Games)²

CW17 (Regional)	391,500
AFL Live Webcasts	19,384
NFL Network (National)	712,500
TOTAL	1,123,384

Logo Recognition on TV in minutes
(per game avg)

Dasher Boards (Mid-field)	7:45
Dasher Boards (Red Zone)	10:00
Dasher Boards (End Zone)	11:45
Field Logos	11:30
End Zone Logos	13:25
Uniform Patch	5:00

Logo Recognition on TV in impressions³
(per game avg)

Dasher Boards (Mid-field)	93
Dasher Boards (Red Zone)	120
Dasher Boards (End Zone)	141
Field Logos	138
Uniform Patch	60



1. Fan Demographics compiled by Jacksonville Sharks during 2012 season
 2. Sharks arena attendance of 11 home games with local and national TV ratings
 Sharks local ratings recieved an average of 2.1 rating per home game
 Sharks national ratings recieved an average of .10 rating per home game
 3. Impressions calculated from average impression time of 5 seconds
 Sources: Nielsen Ratings, Jacksonville Sharks, UStream.tv





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



Sideline Dasher Boards

End Zone Dasher Boards

Imagine your company advertisement directly behind a touchdown celebration dance - and on every TV screen during bench shots. 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



End Zone Dasher Boards

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 you in the middle 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



Field Logos

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



Event Level Signage

Event Level Signage

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

- One (1) portal sign measuring approximately 4' x 12'
- Effective and offers high consumer response and recall
- Highly visible and receives high frequency and impressions
- Excellent television exposure during games

Mid-Level 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 the mid-level of the arena
- Effective and offers high consumer response and recall



Mid-Level Hanging Banners



Partnership Inventory



Ribbon Board Identification

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

- Newly upgraded for 2013
- 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

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

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 when ball enters the stands
- Great exposure for highly sought after keepsakes



Ribbon Board Identification



Dasher Toppers



Player Uniform Patch



Helmet Decal



Football Branding





“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
- Opportunity to tie in with mention over PA System or 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

Radio Advertising

Reach Sharks fans during every game, both home and away, by branding your company during radio broadcasts.

- Partner a radio segment or run commercials for all games
- All home and away games are to be broadcast on radio
- Radio advertising enjoys high recall rates by listeners
- Gives partner a home and away presence

Social Media Advertisement

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

- Reach over 14,000 Facebook fans and 5,400 Twitter followers
- Connect Shark fans to your brand's social media platforms to increase traffic

Website Advertisement

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



Social Media 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 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

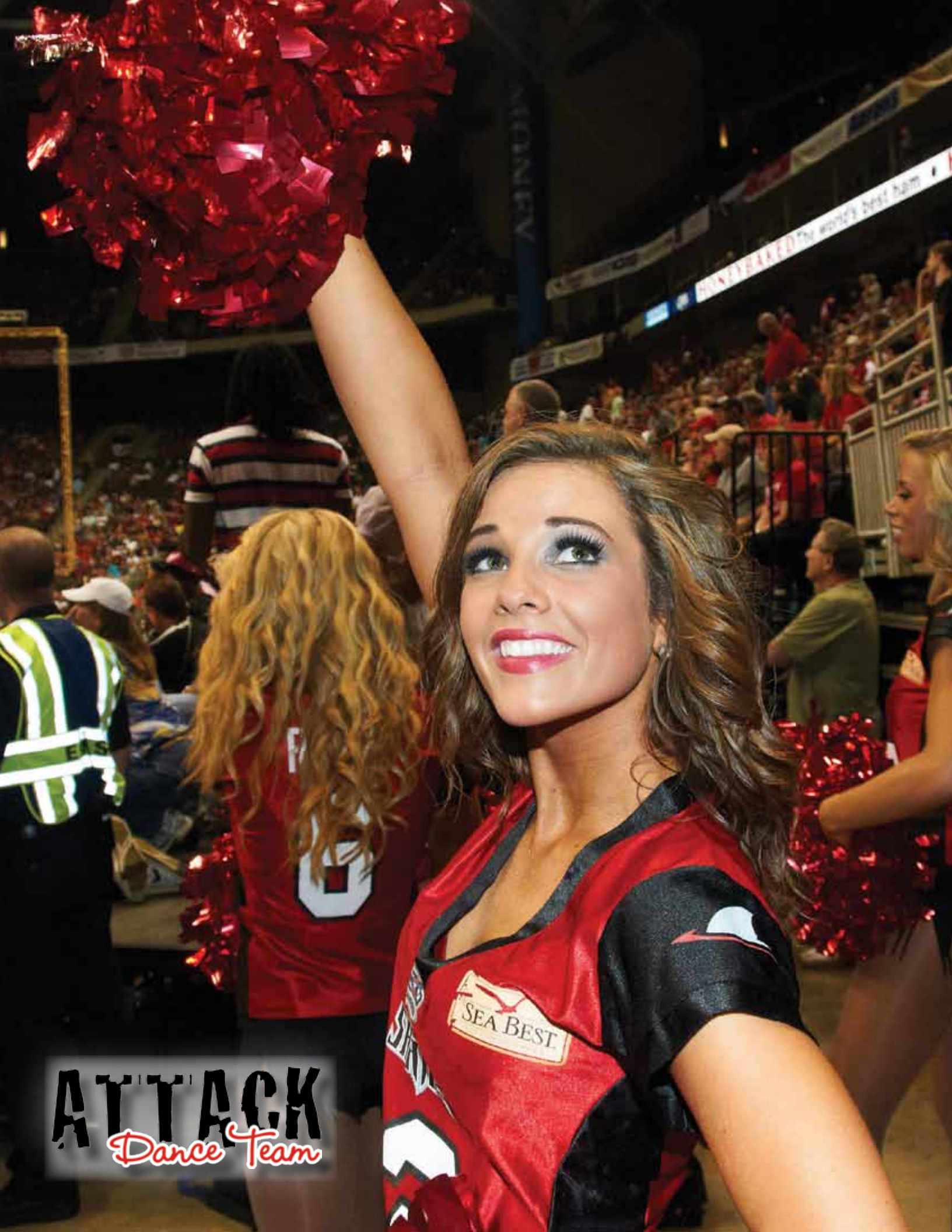


In-game Promotions



Post Game Autograph Session





ATTACK
Dance Team

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 initiative
- Partner logo on all paraphernalia for initiative
- Partner logo on JaxSharks.com for initiative

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



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

Chum's Champions Ticket Program

Be a champion in the business community by purchasing tickets donated directly to non-profit organizations specifically oriented to helping underprivileged children.

- Partner listed in Sharks Bites program
- Partner displayed on video board
- Partner listed on "Chum's Champions" web page at jaxsharks.com



Chum's Reading Initiative

Chum and the Sharks are challenging the youth of our community in various capacities. Through a reading initiative, you can help our community's children continue to grow through these programs as well.

- Partner logo on all collateral for initiative
- Partner logo on all paraphernalia for initiative (i.e. pencils, school kits, etc.)
- Partner logo on JaxSharks.com for initiative

Community Benefit Themes

The Sharks host several theme nights, such as Education Appreciation Night. These nights are designed to honor various facets of our community while raising money for local charities to benefit these groups. Your company can take part by partnering the entire night, or an individual element of the night.

- Presenting partner
- T-Shirts, towels, or other various door give-away
- Commemorative posters or merchandise items with proceeds being donated to local charities.

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 for initiative



CHUM

Director of Excitement



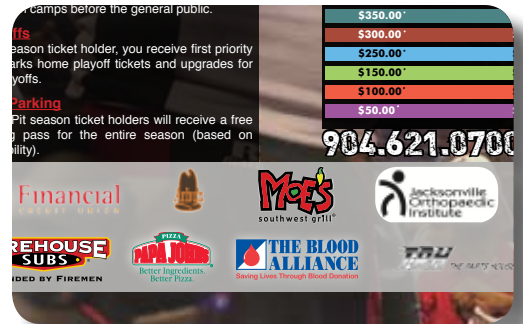
Print Inventory



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

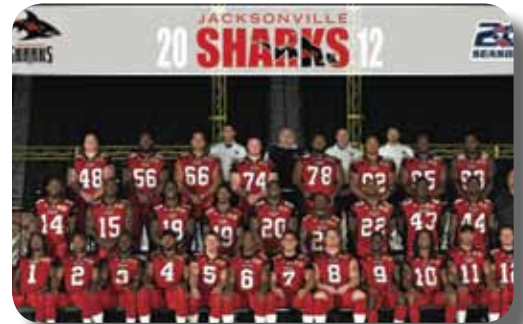


Season Schedule Card Advertisements

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

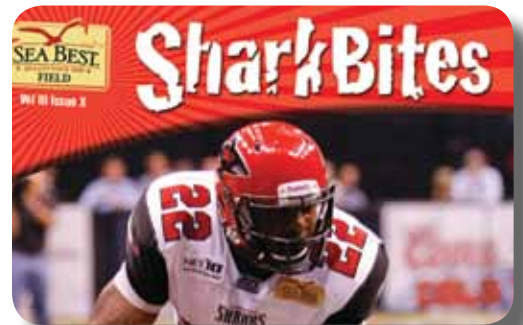


Sharks Posters

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



Game Day Program Advertisements

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



Ticket Back Advertisement

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



Corporate Events



Corporate Suites

Enjoy the action from one of Jacksonville Veterans Memorial Arena's Corporate Suites, located in Sections 216-219, 234 or 235.

- Tickets for 16 guests
- 12 fixed arena seats w/ additional seating available in the suite
- Elevated view of the action
- Private restroom for each suite
- Individually catered meals

Party Suites

Enjoy the action from one of the Corporate Party Suites, located in Sections 216-217, 218-219, or 234-235.

- Tickets for 32 guests
- 24 fixed arena seats w/ additional seating available in the suite
- Elevated view of the action
- Private restroom for each suite
- Individually catered meals

St. Johns Suite

Enjoy luxury at its finest. The St. Johns Suite accommodates up to 200 people for entertaining at its finest. Located in the ENTIRE end zone directly behind sections 107-110, your group event will 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. 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

Arena Club Seating

If you are looking for the best experience at an event, this is where you want to be. Seats allow exclusive access to one of the most luxurious Arena Clubs in the southeast, so bring your clients to entertain or just live like the rich-and-famous for the evening!

- Sideline seating, sections 112-117
- Features two private bars, restrooms, and upscale concessions stands
- Ideal for networking and meeting influential Shark fans and corporate partners

Group Tickets

Have your company night with us! Provide your staff, partners, clients, or potential clients with tickets to a Sharks game.

- Awesome discounts on ticket prices
- Great way to entertain clients, woo new clients, or thank hard-working employees



Corporate Suites



Party Suites



St. Johns Suite



Arena Club Seating





ARENABOWL XXIV
CHAMPIONS



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