



**JACKSONVILLE**  
**SHARKS**

TM





The game of Arena Football is one of the fastest growing sports in the world. A summer complement to the NCAA and NFL, true Arena Football provides fans with an in-your-face adrenaline rush like no other sport today - and for considerably less money!

A Partnership with the Jacksonville Sharks will provide your company a one-of-a-kind opportunity to define itself as a leader in the community. Put yourself in our starting lineup today and join our drive to be champions both on and off the field!

## Why Become a Partner?

- All packages can include excellent tickets for you, your staff, your clients, and/or client recruitment.
- The ability to brand your company to thousands of potential customers locally.
- Non-traditional methods of marketing put your company directly in front, if not in the laps, of thousands of fans every game.



## Arena Football Fan Demographics\*

Gender	65%	Male
	35%	Female
Children	34%	No Children
	17%	Yes (not living with)
	48%	Yes (living with)
	1%	Other
Age	36%	18 - 34
	40%	35 - 49
	17%	50-64
	7%	65+
Household Income	89%	\$25,000 +
	79%	\$50,000 +
	42%	\$75,000 +
	24%	\$100,000 +
Martial Status	58%	Married
	31%	Never Married
	11%	Other

\* Fan Demographics compiled by Scarborough.



## Sideline Dasher Boards

Highlight your company 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'x15' sign placed on the padding surrounding the field
- Effective and offers high consumer response and recall
- Highly visible and receives high frequency and impressions
- Dasher boards receive additional coverage through TV and other media sources
- Marketing value of \$77,910, per Joyce Julius & Assoc. based on 2008 AFL games.



**Sideline Dasher Boards**

## 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'x8' sign placed on the padding of the end zone
- Effective and offers high consumer response and recall
- Highly visible and receives high frequency and impressions
- Dasher boards receive additional coverage through TV and other media sources



**End Zone Dasher Boards**

## Dasher Toppers

Why brand just one 15' section of the walls when you can have your company on an entire side or end zone? 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 and impressions
- Dasher boards receive additional coverage through TV and other media sources



**Dasher Toppers**

## Vomitory Signs

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  
Vomitory Signs**

## 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 20' hanging banner at the mid-level of the arena
- Effective and offers high consumer response and recall



## 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*
- *Marketing value of \$461,300, per Joyce Julius & Assoc. based on 2008 AFL games*

## 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*

## Helmet Sticker

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 the helmets*
- *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! As they return the players, spectators can keep the footballs which would have your logo stamped right on it.

- *Company logo etched in all game balls*
- *PA announcement when ball enters the stand*
- *Great exposure for highly sought after keepsakes*

## In-game Promotions

Have fans cheering for your company during the 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)*



**Field Logos**



**Player Uniform Patch**



**Football Branding**



**In-game Promotions**



## Jumbotron Identification

Proudly display your company logo or commercial to the thousands of fans each home game on the arena's video board.

- :30 sponsor video and/or logo recognition on Jumbotron during break in play
- Opportunity to tie in with mention over PA System or promotion

## PA Announcements

Word of mouth is a great business tool. Let our announcer be the mouth for your company's product, services, specials or discounts to our fans.

- One (1) :10 PA Announcement recognizing sponsor
- Allows sponsors to build name recognition with fans

## Promotional Tables

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

- Table in the concourse of the arena or at promotional events outside the arena
- Use table to promote services or build database through promotions or raffles

## Radio Advertising

Reach Sharks fans during every game, both home and away, by branding your company during radio broadcasts on 1010 XL.

- Sponsor 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 sponsor a home and away presence

## Video Broadcast Advertising

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

- Sponsor a segment or run commercials for all games
- Receive commercial spots during team televised games
- Gives sponsor a home and away presence
- Number and station will be determined when team schedule is released

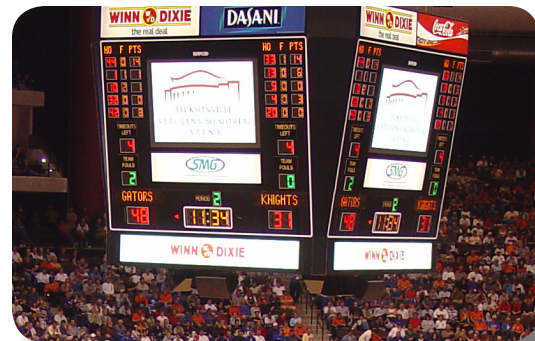
## Social Media Advertisement

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

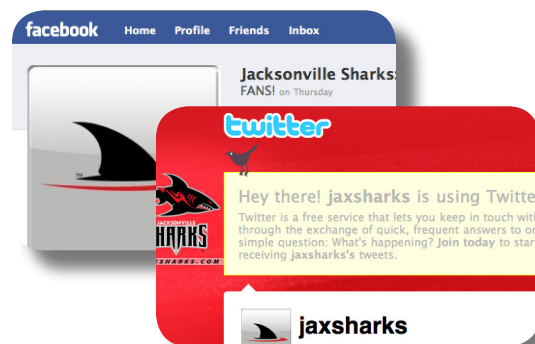
## Website Banner Advertisement

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.

- Incredible visibility through fans every day of the year
- Banner includes link from the official website to your company's official site



Jumbotron Identification



Social Media Advertising



Website Advertising



## Season Schedule Card Advertisements

Your company logo printed on all 100,000 pocket schedules distributed throughout the community leading up to kick off.

## Magnet Schedules

A great giveaway that fans proudly display in their homes and offices, the magnet schedule is a great branding opportunity.

## 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) full page banner ad in the 2010 Game Day Programs
- Distributed at every regular season home game
- Contains articles, team stats, team rosters, and more

## Media Guide Advertisements

Containing all the information about the team and its brief history, the media guide is the one-stop-shop for media outlets and hardcore fans to get all the information about the team.

- One (1) full page color ad in the 2010 Jacksonville Sharks Media Guide
- Designed by the Jacksonville Sharks and produced by the Arena Football League
- Great way to get your company name out to the community

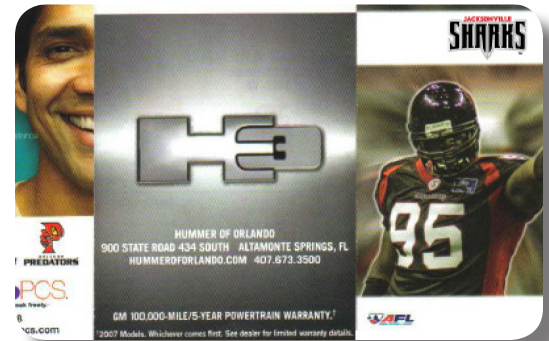
## Ticket Back Advertisement

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.



Season Schedule Card Advertisements



Game Day Program Advertisements



Ticket Back Advertisement





## Corporate Suites

Enjoy the action from one of Jacksonville Veteran's 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
- Free parking pass in prime location
- Guaranteed give-aways delivered to your seats (if applicable)
- Pre-game party open 1 hour before kick-off
- 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.

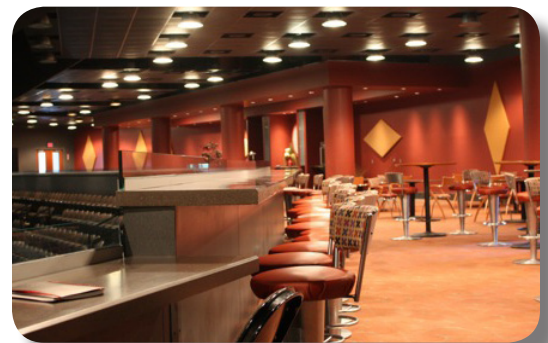
- Awesome discounts on ticket prices
- Great way to entertain clients, woo new clients, or thank hard-working employees



**Corporate Suites**



**Party Suites**



**St. Johns Suite**



**Arena Club Seating**

