

ORLANDO **PREDATORS**



**2016
CORPORATE
PARTNERSHIP
PLAYBOOK**





- The Orlando Predators were the 2014 & 2015 Division Champions.
- The Orlando Predators have made 20 playoff appearances, including eight Division Titles and two Arena Bowl Championships in 1998 and 2000.
- The Orlando Predators are redefining the term **SPORTS ENTERTAINMENT.**

FAN DEMOGRAPHICS

67%

The percentage of Predator fans who are between the ages 18-49

52%

The percentage of Predator fans who are between the ages 30-50

59%

The percentage of Predator fans who are Male

41%

The percentage of Predator fans who are Female

52%

The percentage of Predator fans who have one child or more

87%

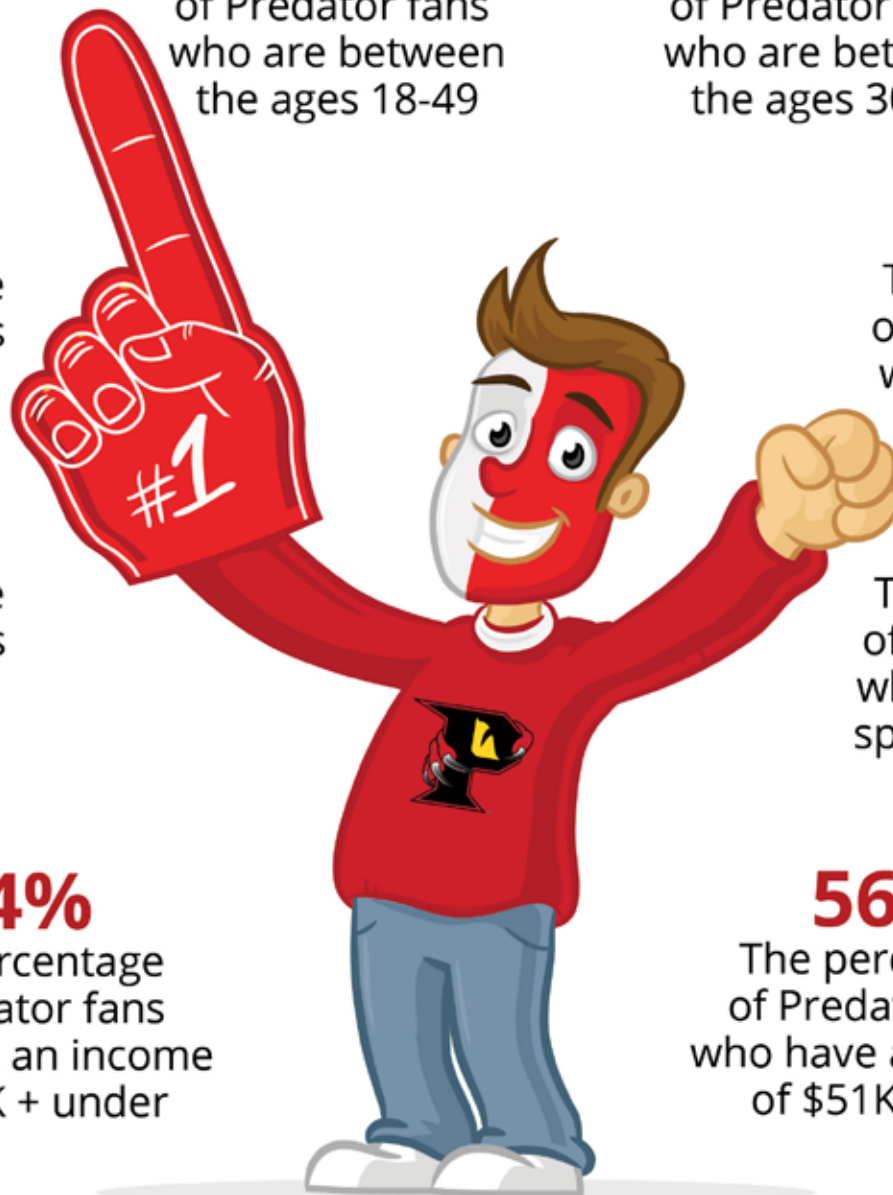
The percentage of Predator fans who have bought sponsor products

44%

The percentage of Predator fans who have an income of \$50K + under

56%

The percentage of Predator fans who have an income of \$51K + over



Season Ticket Holder Geographic Distribution

Orange County: 42%
Seminole County: 24%
Lake County: 12%
Osceola County: 6%

Volusia County: 6%
Brevard County: 5%
Other Counties: 5%



SOCIAL MEDIA - REACH



/OrlandoPreds



@ORLPredators



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OrlandoPredators.com



Local Television



CBSSN AFL Game of the Week



ESPN2 AFL Game of the Week. ESPN3

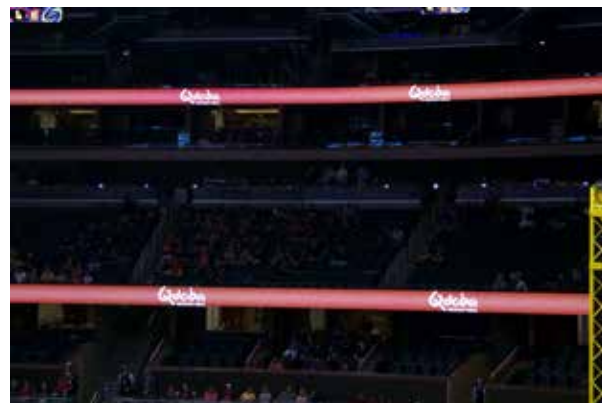




SPONSORSHIP ELEMENTS

LED Ribbons

Showcase your brand identity on the arena's eye catching 360 and 270 degree state of the art LED Ribbons. Two LED boards wrap around the interior of the entire arena. Custom designed LED graphics, to advertise your brand.



Event Level Signage

Event level signage is digital signage just over the tunnel and entry ways. It receives high frequency and impression and is excellent exposure during television broadcasts.

Dasher Boards

Dasher Boards put your company logo in the action lining the field during all home games. Dasher Boards not only receive dominant presence in-stadium, they also receive tremendous media exposure – nationally and regionally with an estimated 11:00 minutes of time on TV broadcasts.



Turf Logos

Turf Logos put your brand right in the middle of the action. They are highly visible and get excellent media exposure through print and television.



SPONSORSHIP ELEMENTS

Path of Travel Advertising

With 1,200 flat-screen televisions throughout the Amway Center, Path of Travel Advertising is a great way for your companies brand to be front and center for thousands of fans that enter the Arena each season.



In-Game Features

Features can spotlight your company through interactive promotions during the game such as "Keys to the Game", "The Move of the Game", "First Downs", "Make Some Noise", etc.

Staff Apparel Patch

Orlando Predators' Head Coach Rob Keefe commands a television presence during each Orlando Predators home and away games due to his electrifying personality. Your brand will be seen on local, regional, and national television by having brand presence on all staff apparel.



Jersey Uniform Patch

Jersey patches are highly visible and place your brand right in the action in all AFL markets. They receive excellent exposure during game plays, interviews, and more.



SPONSORSHIP ELEMENTS

Promotional Concourse Booth

Your company can have the opportunity to promote your brand and distribute fan giveaway pieces to thousands of fans during each Predator home game.

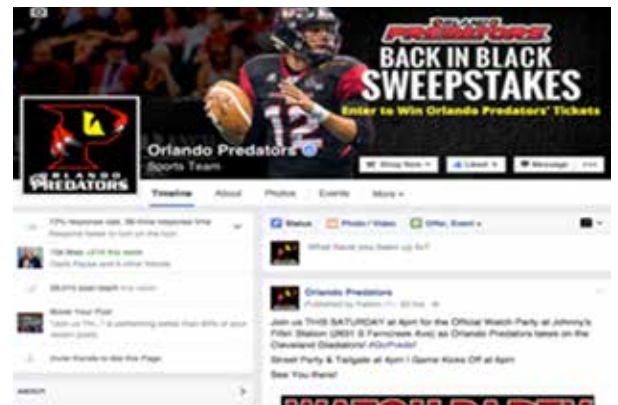


In-Game Promotions

These fan-first activities not only excite the fans in the stands, it's a great way to drive customers to your service or products. Visible on the Jumbotron with PA support each time. Excellent opportunity to distribute t-shirts, coupons, gift cards, or other collateral.

Social Media Intergration

You can reach Orlando Predators fans through our Facebook, Twitter, and other social media accounts. You can create programs to generate more traffic to your own media sites.



Website Advertisement

Fans constantly check out OrlandoPredators.com for official news and information. Your company can have logo presence with click through access to your official website.



SPONSORSHIP ELEMENTS

Game Day Program Advertisement

Game Day programs are distributed free to attendees and provide information about the players, dancers, and coaches throughout the season. The Game Day Program reaches up to 15,000 fans each home game



Ticket Back Advertisement

Drive business through your door by putting your logo with a coupon on the back of the Orlando Predators tickets

Print Advertisement

Brand your company logo with the Team Poster, Schedule Poster, or Prowlers Dance Poster. Posters are distributed to fans FREE before, during, and after the season.

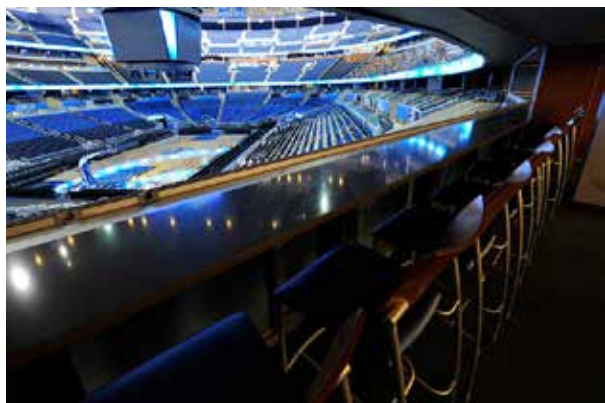


Pocket Schedule Advertisement

Fans constantly check out OrlandoPredators.com for official news and information. Your company can have logo presence with click through access to your official website.



LUXURY SUITES



Hardwood Suites – Delight your guests in suites as close as 17 rows from the action. Sit and overlook the turf, or kick back and enjoy the game on one of the flat screen TV's.

8-10 Ledge seats plus 6 high top tables



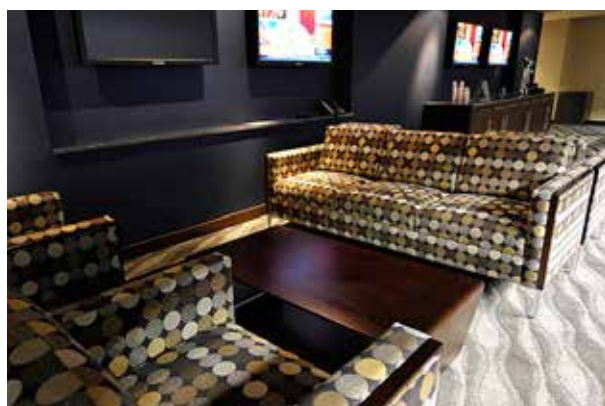
Silver Suites – Excitement and relaxation meet here, with two rows of leather seats right in the lower bowl and a comfortable lounge.

16 in-bowl seats, 6-8 ledge seats plus lounge seating for 10



All-Star Decks – Enjoy the thrill of the high paced game action from this open-air suite. You'll get an awesome vantage point and comfortable seats from which to watch the game.

16 ledge seats plus 5 high top tables (seating for 20)



FanDuel Suites – Take advantage of the privacy of the setting with your guests, or hang out with other Club Level fans at the FanDuel Fantasy Sports Zone. Your own private lounge during the game, this space is perfect for more intimate gatherings.

22 ledge seats plus lounge seating for 8



GROUP TICKETS



Predators Group Tickets are great for company outings, school performances, and fund-raisers.

Group Tickets for the Orlando Predators range in price from \$12- \$250 per seat. Call 407-355-2200 to lock in your seats for the 25th Anniversary!

Group Benefits:

- Discounted tickets for groups of 10 or more
- Free gift for everyone in your group
- Your group name on the Video Board
- 10% merchandise discount
- Fundraising opportunities
- Personalized Service from a dedicated Account Manager



WESTGATE RESORTS



WESTGATE LAS VEGAS
RESORT ♦ CASINO



WESTGATE RIVER RANCH
RESORT & RODEO





Contact Information:

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