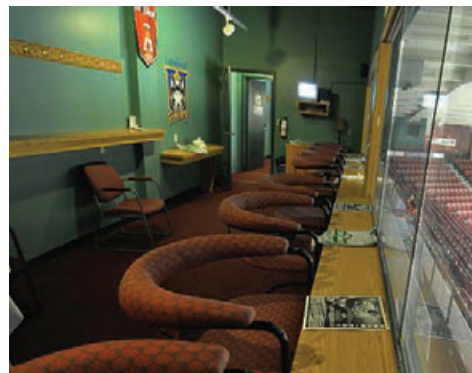
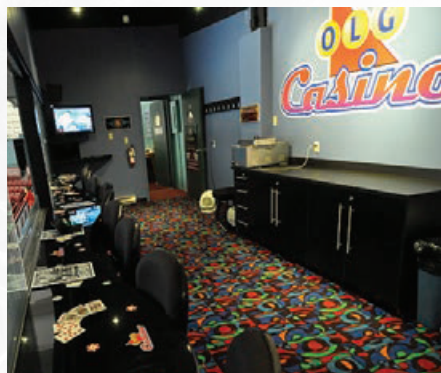


LUXURY BOXES

Our private luxury boxes offer the highest level of customer service and entertainment. There are three large suites to enjoy the game from the best seats in the house! Luxury box rentals are ideal for work parties, entertaining clients or private gatherings and offer catered food and a fully-stocked bar.



PRIVATE LUXURY BOX RENTAL - \$850

This package includes:

- 35 tickets
- Full service
- Fully licensed bar (food and alcohol extra)

PRIVATE LUXURY BOX PACKAGE #2

\$1,499

This package includes:

- Luxury Box Rental
- 2 VIP Passes

PRIVATE LUXURY BOX PACKAGE #1

\$1,149

This package includes:

- Luxury Box Rental
- 2 Season Tickets

PRIVATE LUXURY BOX PACKAGE #3

\$2,499

This package includes:

- Luxury Box Rental
- 2 Season Tickets
- Rink Board

These value priced packages allow for the best of both worlds - incorporating advertising, tickets and corporate hospitality. Some of the items in this package can be substituted to better suit your needs.

CONTACT US TODAY FOR MORE INFORMATION!

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 Executive Director
 Phone: 807-766-7286
 Cell: 807-626-0209
 jmallon@lakeheadu.ca

John Payetta
 Operations Manager
 Phone: 807-766-7285
 Cell: 807-626-0210
 jtpayett@lakeheadu.ca

Thunderwolves Hockey
 874 Tungsten Street
 Thunder Bay, ON P7B 6J3
 Fax: 807-343-0043
 www.thunderwolveshockey.com

Lakehead



THUNDERWOLVES

HOCKEY

DEMOGRAPHICS

CORPORATE SEASON TICKET HOLDERS

Adults	65%
Seniors	15%
Students (16 & up)	15%
Child	3%
Special Needs	5%
Comp	5%

BOX OFFICE SEASON TICKET HOLDERS

Adults	61%
Students (16 & up)	20%
Child	17%
Special Needs	2%

Corporate Season tickets make up for 59% of season tickets sold.

AVERAGE HOUSEHOLD INCOME

Under \$40,000	17%
\$40K to \$60K	17%
\$60K to \$80K	15%
\$80K to \$100K	18%
Over \$100K	33%

EDUCATION

Some High School	2%
High School	10%
Some College & University	25%
College and University	53%
Post Graduate	10%

FAMILY STATUS

Married	69%
Single	26%
Separated	3%
Divorced	1%

SOCIAL MEDIA STATISTICS

FACEBOOK

Male	55%
Female	45%

Ages

18 to 34	50%
34 to 44	20%

TWITTER

Male	65%
Female	35%

Ages

18 to 34	59%
35 to 44	23%

Thunder Bay Residents	75%
Region	8%



WEBSITE & SOCIAL MEDIA PROGRAMS & PRICING

With high website traffic and a huge social media imprint, Thunderwolves Hockey offers a vast range of advertising options:

PROMOTIONS PACKAGE- \$2,000

(Add 2 adult season tickets for \$299 - \$100 savings)

- Facebook Live
- Play of the Game
- Selfie Contest
- Hockey Tip of the Week - 16 videos a year - Average of 400 views per video/Reach 2,500
- Pre Game Release - 10-13 per year
- Post Game Release - 10-13 per year
- Media Release - 40-50 per year
- Goal Scored by (Twitter only)

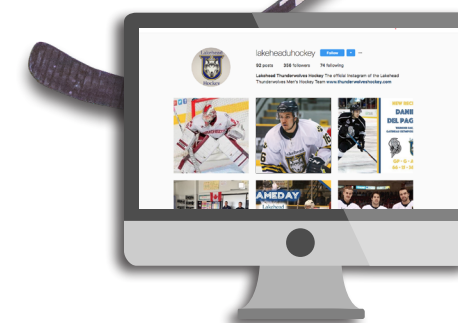
CUSTOMIZE YOUR OWN PACKAGE!

WEBSITE

- Score Board - Updated scores around the league - \$1,000
- Top Banner - \$1,500 (3 ad rotation)
- Big Box Inset Ad - \$1,000 (3 ad rotation)
- Powered by - \$1,000
- Fan Poll - \$1,000
- Leading Scorer Board - \$1,000
- Headlines Wrap - \$1,000
- Headlines Page - \$800
- Players Page - \$800

E-MAIL DATABASE MASTER SPONSOR - \$1,500

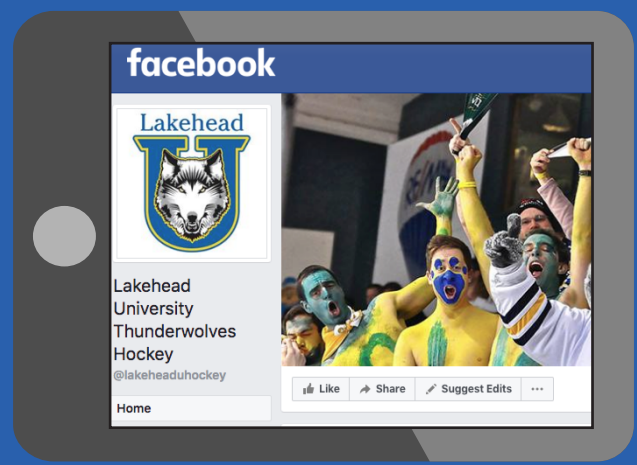
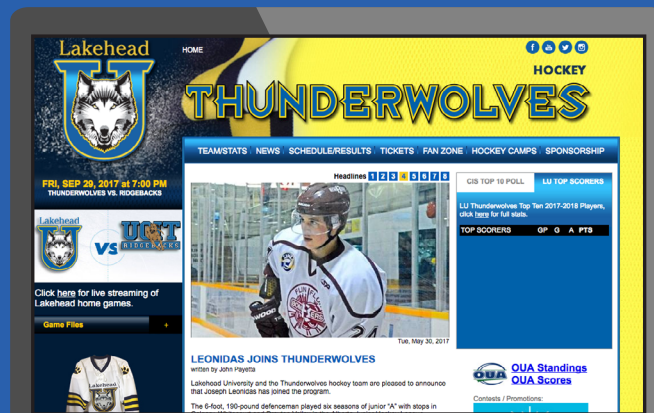
- 4,802 Contacts
- 70 plus e-mails annually
- 27% open rate
- Coupon directly to Thunderwolves Hockey Database



WEBSITE & SOCIAL MEDIA STATISTICS

WWW.THUNDERWOLVESHOCKEY.COM

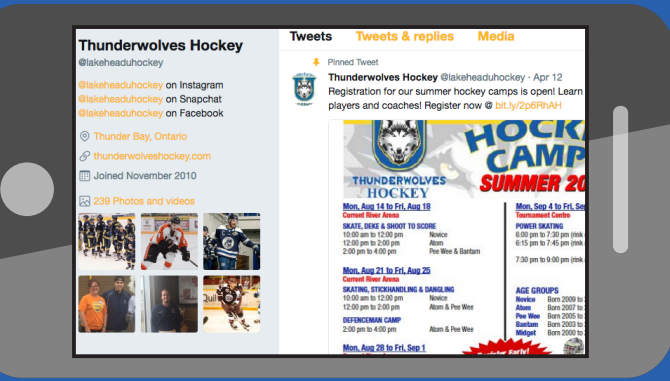
Visits = 577,509
 Page Views = 411,427
 Page Views Per Visit = 1.4
 Top 5 Pages
 Home = 215,535
 Headlines = 101,655
 Schedule = 43,684
 Player Profile = 41,784
 Game Profile = 33,982



FACEBOOK

Impressions = 780,923
 Fan Reach = 442,187
 Engagement = 29,059
 Engagement Rate = 8% Average
 Videos
 Minutes Viewed = 422,900
 Video Viewed = 1,200,000

Hit of the Game Promotion
 Views (10 Videos) = 1,347
 Reach = 150,000
 (Per Video)



TWITTER

Followers = 1,450
 Impressions = 307,000 - Over 91 days

Constant Contact with fans by Email!

SEASON TICKET HOLDER BENEFITS

- Guaranteed seats for all regular season and non-conference games
- Save money vs. single game tickets
- No waiting in long lineups
- Discount coupon for Thunderwolves apparel sold at Fort William Gardens
- First chance to purchase playoff tickets
- Option for seat renewal at the end of the season

SEASON TICKET PACKAGES

ADULT \$209.99
 SENIOR \$189.99
 STUDENT \$89.99
 CHILD \$89.99

Canadian Tire Group Rates

- \$11 for adults
- \$7 for child/student
- Group Size 15 to 49
- \$10 for adults
- \$6 for child/student
- Groups larger than 50 people



VIP Tickets - \$600

- Best seats in the house with great service
- Food provided, and fully licensed bar
- 2 adult season tickets & 2 VIP tickets - \$1,299
- 6 adult season tickets - \$1,150
- 8 adult season tickets - \$1,400



STAY CONNECTED



facebook.com/lakeheaduhockey



instagram.com/lakeheaduhockey



twitter.com/lakeheaduhockey



youtube.com/thunderwolveshockey

FORT WILLIAM GARDENS SIGNAGE

Add season tickets to your sign and save \$100 on a pair of season tickets - only \$299 for the pair.



EXIT & ENTRY - \$1550



HANGING PERIMETER - \$2000



TEAM BENCHES - \$3000



PENALTY BOXES - \$3000



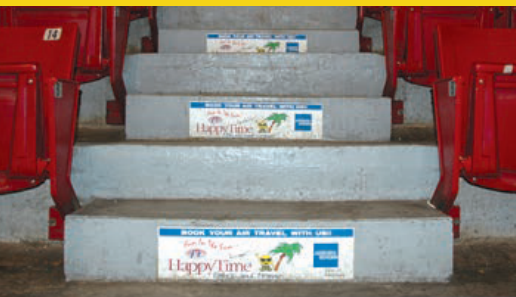
UPPER HANGING PERIMETER RAIL SIGN - \$1000



SCORE CLOCK



STAIR SIGNS (132 SIGNS) - \$3500



PRESS BOX - \$1500 TO \$2500



VIP LUXURY BOX - \$2500



ZAMBONI - \$3000



DOUBLE RINK BOARD - \$2999



HANGING RAIL SIGN - \$650



RINK BOARDS - \$1650



BACKLIT - \$1550



IN-ICE LOGOS - \$3000

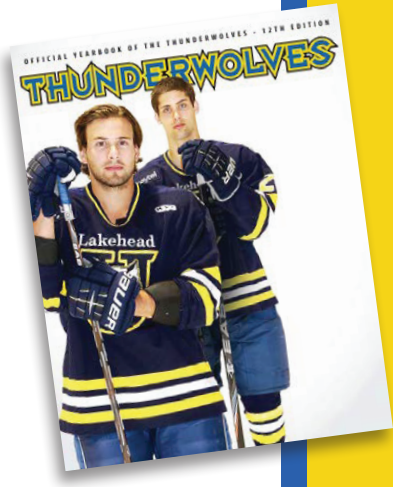


PRINT

THUNDERWOLVES HOCKEY GAME-DAY PROGRAMS

2,000 DISTRIBUTED!

New for every home series with up-to-date team and league information including standings, statistics, and team rosters. Also a great opportunity for couponing.



Game Day Program

- Main page banner - \$1,500
- Back cover - \$1,500
- Inside front or back cover - \$1,250
- Full page - \$1,000
- 1/2 page roster - \$800
- 1/2 page - \$600
- 1/3 page - \$400
- Coupon ad - \$250

IN GAME PROMOTIONS

GOLD - \$2,500 (Add 2 adult season tickets for \$299 - Save \$100)
Intermission & most popular in game promotions

- Shoot to Score
- Trike Race
- Beat the Clock
- T-shirt Cannon
- Upgrade to VIP seats

SILVER - \$2,000 (Add 2 adult season tickets for \$299 - Save \$100)

- Trivia Contest
- Fan of the Game
- Starting Line Up
- Score 5 or More
- Wolfie Toss
- Name that Tune
- Jersey Girl

BRONZE - \$1,500 (Add 2 adult season tickets for \$199 - Save \$200)

- Tonight's Attendance
- Drop of the Puck
- Last Minute of Play

Official Game Night Sponsor \$1500

This is your game to showcase your company. \$1,500 for one game or \$2,500 for weekend. (Add season tickets for \$299 - Save \$100)

- 36 tickets to the game
- 3 PA Announcements
- Lobby Set up
- In game promotion
- Promotional give away opportunities
- Grand prize give away at game
- Social Media contest week before your game (4 tickets & Need prize item to go with week long contest (\$50 value))

