



BARNSTORMER ADVERTISING AND PARTNERSHIP OPPORTUNITIES

STORMER NATION

- Named second in the af2 league attendance in both 2008 and 2009.
- Set franchise record 12,209 in attendance for the 2010 home opener.
- Ticket purchases have been made from people living in 87 of the 99 Iowa counties.
- 'Stormer Nation has an almost perfect balance of males to females and of all ages!

"The Barnstormers are a hit by any measure. With their return to the top level of Arena Football, the sky is the limit" –WHO-TV

THE PEOPLES CHOICE

- Named Cityview Best of 2010 for Best Local Sports Team and Best Indoor Sporting Event
- WHO-TV viewer poll winner with 48% of If you could have season ticket to only one Des Moines area professional sports team, it would be.
- FOX-17 view poll winner with 72% for their most popular summertime activity in central Iowa.

"Barnstormers put Des Moines on National Map with move to Arenafootball1."- Des Moines Register

ALL ACCESS BROADCASTS

Network Television Broadcasts

- NFL Network covering 3 Barnstormer home games and 1 Barnstormer away game for their National Broadcast.
- All non-nationally televised games are broadcast locally on Mediacom Connections Channel 22.
- Games available for free with On Demand programming via Mediacom Digital Cable.
- Weekly "Barnstormers Red Zone" television show on local ABC affiliate MyABC5.

Radio Broadcasts

- All home and road games broadcast live on ESPN AM 1700 The Champ with Marty Tirrell and Larry Cotlar.
- Weekly "Barnstormers Weekly" radio show broadcast live on ESPN AM 1700 The Champ.

Internet Broadcast

- All home and road games broadcast live on the Internet on nifty.com.

"The big story today. The Barnstormers are back in the elite level of Arena Football, and this time they have the economic model to make them viable for years to come."- ABC-5

Call to Join the Barnstormers Team Today!

Iowa Barnstormers
833 5th Ave Des Moines IA 50309
Ph: 515-633-2255 Fax: 515-564-8451
www.theiowabarnstormers.com



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VISIBLE SIGNAGE

Dasherboards

-Sideline field-level dashers are among the most powerful sports marketing opportunities offered. Whether seated in the arena or watching the live broadcasts, the exposure provided will make your company a constant presence throughout every game.
-Offered in 4'x16' and 4'x8'.

Turf Logos

- Be apart of the action by having your logo as apart of the playing surface to be seen by the entire audience in the arena and on the broadcasts.

Dasher Toppers

-Why purchase one dasher in one spot of the arena when you can purchase the top of all of the dashers around the whole field!

Rotating End Zone Banners

- 4'x8' banners will showcase your company's image repeatedly throughout each Barnstormer home game.

BE A PIECE OF THE TEAM

Jersey Patches

- Get your name on the players with a 2"x4" patch on each players jersey that can be seen not only from game the game, but out in print materials featuring pictures of the players and out in community events.

Storm Chaser Dance Team Sponsor

-Get your logo on the Storm Chasers warm-ups and jerseys so your logo can be seen year round as the Storm Chasers are out in the community and major events.

Coaching Staff Sponsor

-Your logo can be on Legendary Head Coach John Gregory and his coaching staff's official gear not only wore to games, but out to major public events.

Mascots

-Be the official sponsor of everybody's favorite pilot Billy and goggle wearing puppy Ace.

GET IN THE GAME

Football Fling Sponsor

-This very popular halftime promotion could have your company name all over it from the thousands balls thrown on the field to a banner on the field and even on the cart Billy pulls his plane with!

Official Pre-Game Sponsor

-Be apart of one of Arena Footballs best pre-game shows as the official sponsor of the lights, fireworks and other special effects.

Sponsorship of Game Balls

-Get your name on one of the best souvenirs of the game, the official game ball. Any ball that goes into the stands the fan gets to keep!

In-Game/Halftime Promotions

-Get your name associated with some of the most popular traditional promotions and Video board displays, or create your own to become fan favorites!

Barnstormers T-Shirt Gun

- Not only will we put your name on the gun, but your logo will be on the over 100 t-shirts shot out each game to the game for fans to wear all over central Iowa and throughout the state!

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PRINT ADVERTISING

Pocket Schedules

- Approximately 150,000 of these pocket schedules are printed and distributed throughout central Iowa.

Ticket Brochures

- Approximately 25,000 brochures are printed each season. Not only can you purchase ad space in the brochure, but you can create a bounce back coupon for your ad as well.

Game Program

- Have a full color ad with a variety of sizing options placed in our game program that is distributed to fans each home game for no cost.

Ticket Stock

- With our Season Ticket Holder fan base of over 4,000 you can offer them an exclusive deal at your business. Our loyal fans can become your loyal customers.

- The Barnstormer thousands of group and individual game tickets out of our main office. Put your coupon on the back of this ticket and watch the customers come rolling in.

OTHER OPTIONS

Barnstormers Training Table

- Help keep our players well fed during their season by becoming a member of the Training Table. For all of the meals you provide to our players we will provide you with a variety of exposure to our fans to encourage them to eat where the players eat!

Lil' Stormers Kids Club

- Our Lil' Stormers are the future of the Barnstormers Team. Your company will be the exclusive sponsor of this great kids club.

Television and Radio Broadcasts

- Numerous opportunities are available for 30 second and 60 seconds ads or being a title sponsor of our live broadcasts or our weekly broadcast shows!

And much much more!

BUSINESS BACKER PROGRAM

- Here is a great way to not only get advertising for your business, but to enjoy the benefits of being a season ticket holder as well. The Business Backer Program is designed specifically with small businesses in mind. For under \$1,000 you can become a Barnstormer Season Ticket Holder and get some great advertising along the way. This package includes a business card sized advertisement in our "Storm Watch" game program, your company logo and link to your website on our website and your business will be included in a special mailing to all of our season ticket holders.

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