

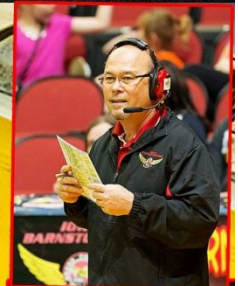
**IOWA  
BARNSTORMERS**



## **2014 Corporate Partnership Guide**



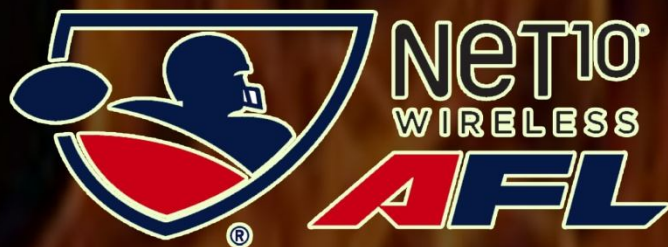
**NET10<sup>®</sup>**  
WIRELESS  
**AFL**







# THE SIZZLE IS BACK!



## THE NEW LOOK AFL

- 14 FRANCHISES COAST TO COAST
- 2 NEW FRANCHISES INCLUDING L.A. KISS
- 2 NATIONAL TELEVISION PARTNERS
- 5 YEAR COLLECTIVE BARGAINING AGREEMENT
- INCREASED ATTENDANCE AND SPONSORSHIP GROWTH



**ESPN**

**CBSSPORTS  
NETWORK**



# The Arena Football League



*The Arena Football League features all the elements of outdoor football, but it is played indoors on a smaller field (50 yards x 85 feet). This results in a faster paced, higher scoring game. This season, the Arena Football League will consist of 14 teams nationwide, competing for the ArenaBowl XXVI I Championship which will be held in August. Each team plays an 18 game regular season. All teams have a roster consisting of 23 players with 8 players being allowed on the field at a time. Arena Football is one of the fastest growing sports in the world and is by far the most fan friendly, interactive game ever invented!*



## 2014 AFL Franchise Map







## MISSION STATEMENT



The Iowa Barnstormers mission is to bring high quality, fun, affordable Arena Football to the fans throughout the great state of Iowa. We expect to be successful on the field as well as at the box office. We are extremely active in the local community. This season we are looking to make our mark as our ultimate goal of bringing an Arena Bowl Championship here to Iowa remains intact. Make no mistake, we couldn't do any of it without the support of our great fans and corporate partners. We are looking toward 2014 with very high expectations and hope that your organization will come along for the ride.



## SIMPLY THE BEST!

The Iowa Barnstormers remain the most popular professional sports franchise in the state of Iowa. The numbers below don't lie.

WHO-TV recently asked its viewers to vote on the following question:

If you could have **season tickets to only one Des Moines area professional sports team**, it would be:



**48% Barnstormers**



**24% Iowa Energy**



**20 % Iowa Cubs**



**4% Des Moines Buccs**

### Average Attendance Figures: 2008-13



Iowa Barnstormers: 8,898



Iowa Cubs: 7,011



Iowa Energy: 3,039



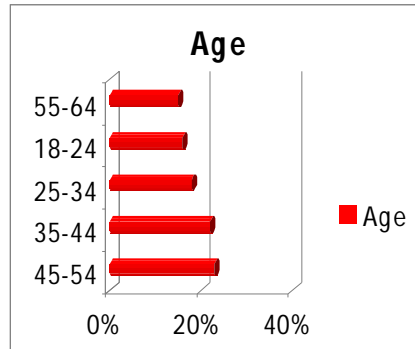
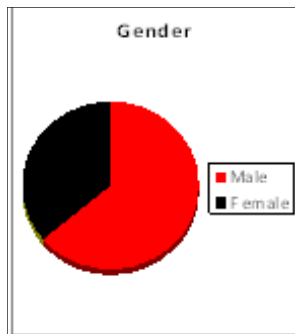
Des Moines Buccaneers: 2,744



Des Moines Menace: 2,000



## ***Barnstormers Fan Demographics***

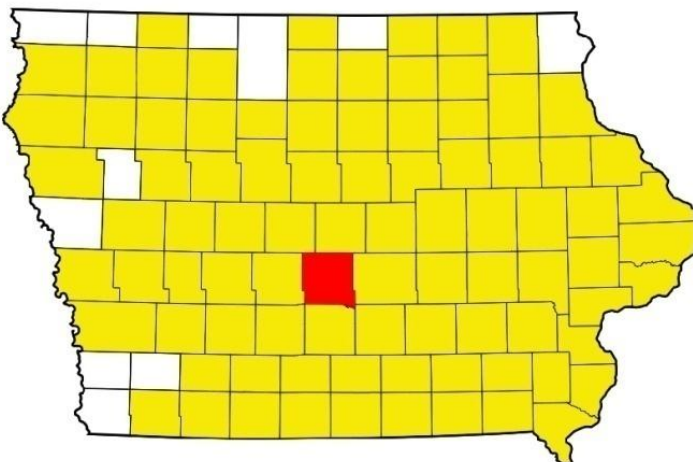


Market research commissioned by the Barnstormers indicates that the franchise enjoys an incredibly broad based appeal among gender and age demographics.

Nearly 40% of game attendees are female, while the age demographic is in near perfect balance, with Barnstormers fans ranging from ages 18-64, providing a broad based marketing audience for companies of all size and scope.

## ***Barnstormers' Appeal is State Wide***

The Iowa Barnstormers tracked all ticket purchases throughout the last six seasons. This map indicates that residents from 88 of the 99 counties in Iowa purchased tickets to at least one Barnstormers home game. The Barnstormers truly have statewide appeal.





## ***Barnstormers Media Coverage***

The Barnstormers have an aggressive media strategy which provides maximum exposure to not only fans locally, but also statewide and nationwide. This additional exposure has provided multiple advertising and marketing platforms for our corporate partners of all sizes and budgets.



Returning this season is the Arena Football League's national television contract with CBS Sports Network. Each weekend throughout the season a select AFL game will be shown live nationally to over 50 million households. CBS Sports Network is carried locally in throughout Iowa by Mediacom cable, and on satellite providers Dish Network and DirecTV. The Barnstormers were featured twice on this broadcast last season.



NEW for the 2014 season is the AFL's introduction of ESPN as the league's second national television partner. Games will be aired weekly on ESPN2 reaching over 100 million households, nationwide. By partnering with the worldwide leader in sports, AFL fans will have more exposure to their favorite teams throughout the season.



For the sixth straight season, all non-nationally televised Barnstormers home games will air live on Mediacom's Connections Channel 22. Each broadcast reaches over **200,000** households throughout the state of Iowa, and games are frequently re-aired throughout the following week. All games are also available on Mediacom's popular On-Demand system.



WHO 1040 AM is back for a second season as the flagship radio station for the Iowa Barnstormers. Once again, all 18 games, home and away will air live on the station with the largest reach in Iowa. The majority of WHO's listeners are 25-54 years old and have an income of \$75,000 and above. All games will also be streamed live on [www.whoradio.com](http://www.whoradio.com)



KXNO Radio is back for a 2<sup>nd</sup> season as the host of the weekly "Barnstormers Coach's Show". The show airs live from a local establishment once a week from 6-7pm and features player and coach interviews and an inside look at Barnstormers Arena Football. The show is also streamed live on [www.kxno.com](http://www.kxno.com)



# Partnership Opportunities



## Field Naming Rights

*The Iowa Barnstormers can offer your business something that few professional sports franchises can, Exclusive Sponsorship of our home playing field at Wells Fargo Arena. As the exclusive field naming rights sponsor, you will receive the ultimate sports sponsorship package. Elements of this package include:*

- ❖ *Field Signage*
- ❖ *Dasher Board Signage*
- ❖ *Game Night Sponsorship*
- ❖ *Season & Group Tickets*
- ❖ *VIP Access to Field and Suite*
- ❖ *Potential Give-Away Item*
- ❖ *Recognition and Mentions on print materials.*



**Your Cost: \$100,000**

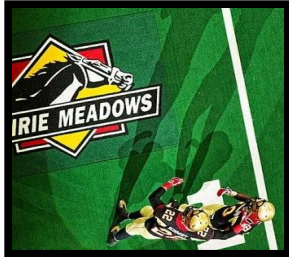




# Traditional Signage



The most visible way to build your corporate image is through arena signage. The Barnstormers offer many unique opportunities that offer your business exposure to thousands of fans both in-arena and watching on local or national television.



## Field Turf Logos:

6'x9' Turf Square Logos

**Your Cost: \$35,000 (per pair)**



## Dasher Boards:

4'x8' (single) or 4'x16' (double)

**Your Cost: \$15,000 / \$25,000 (per pair)**



## Dasher Board Toppers:

**Your Cost: \$25,000 (full)  
\$15,000 (half)**



## Rotating End Zone Sign:

**Your Cost: \$5,000 (per pair)**



## Field Entrance and Railing Banners

3'x15' Banners

**Your Cost: \$7,500 (field banner)  
\$4,000 (railing banner)**



# ***Non-Traditional Signage***



*If you're looking for a one of a kind opportunity to build your corporate image, the Barnstormers are sure to have something unique and creative for you!*



## **Official Jersey Sponsor:**

3"x5" Chest Patch

**Your Cost: \$25,000 (full season)  
\$15,000 (half season)**



## **Official Game Ball Sponsor:**

**Your Cost: \$7,500**



## **Official First Down Sponsor:**

**Your Cost: \$7,500**



## **Official Helmet Sticker Sponsor**

2" Circle Logo

**Your Cost: \$2,500**



## **Official Coaching Staff Apparel Sponsor**

Logo on all team-issued apparel

**Your Cost: \$10,000**



# Game Night Opportunities



## Game Night Sponsorship:

Make the next Barnstormers home game an exclusive night to promote your corporation or business. As a game night sponsor, you'll receive:

- ❖ Title Sponsorship of one home game
- ❖ Tickets for VIP's
- ❖ Use of Barnstormers Suite
- ❖ Opportunity to give-away promotional item
- ❖ Concourse Display table or booth
- ❖ Coin Toss/Anthem Opportunities
- ❖ Tags / Mentions in all pre-game advertising
- ❖ PA / Video Board mentions

**Your Cost: \$10,000**



## Official Starting Lineup Sponsor:

**Your Cost: \$7,500**



## Official Dance Team Sponsor

**Your Cost: \$ 10,000**



## Official Post Game Autograph Sponsor

**Your Cost: \$10,000**







# Print Opportunities



**2011 IOWA BARNSTORMERS SCHEDULE**

DATE	TIME	OPPONENT	LOCATION
MARCH 19	6:00PM	AT PITTSBURGH POWER	6:00PM
MARCH 25	7:00PM	AT OKLAHOMA SOONERS	7:00PM
APRIL 1	7:00PM	AT NEW JERSEY GIANTS	7:00PM
APRIL 9	7:00PM	AT KANSAS CITY COMMAND	7:00PM
APRIL 16	7:00PM	AT CHICAGO RUSH	7:00PM
APRIL 23	7:00PM	AT TEXAS TIGERS	7:00PM
APRIL 30	7:00PM	AT PHOENIX SUNS	7:00PM
MAY 4	7:00PM	AT DALLAS COWBOYS	7:00PM
MAY 11	7:00PM	AT JACKSONVILLE JAGUARS	7:00PM
MAY 18	7:00PM	AT UTAH ELKS	7:00PM
MAY 25	7:00PM	AT CHICAGO RUSH	7:00PM
JUNE 1	7:00PM	AT ARIZONA RATTLES	7:00PM
JUNE 8	7:00PM	AT INDIANAPOLIS COLTS	7:00PM
JUNE 15	7:00PM	AT CINCINNATI BENGALS	7:00PM
JUNE 22	7:00PM	AT NEW YORK GIANTS	7:00PM
JULY 1	7:00PM	AT KANSAS CITY COMMAND	7:00PM
JULY 8	7:00PM	AT KANSAS CITY COMMAND	7:00PM
JULY 15	7:00PM	AT KANSAS CITY COMMAND	7:00PM
JULY 22	7:00PM	AT KANSAS CITY COMMAND	7:00PM

For more info: (515) 333-2265 www.iowabarnstormers.com

**ROCKSTAR** satellite  
LOCAL DIRECTV STORE

www.rockstarsatellite.com  
CALL 515-262-7827  
2217 EAST UNIVERSITY AVENUE, DES MOINES

## Pocket Schedule Sponsor:

150,000 Printed Schedules

**Your Cost: \$5,000**

## Magnet Schedule Sponsor:

7,500 Printed Magnets

**Your Cost: \$5,000**



## Ticket Coupons:

**Season Ticket Front Cost: \$2,500**

**Season Ticket Back Cost: \$2,500**

**Stock Ticket Back Cost: \$2,500**

**50¢ OFF**  
ANY SIX-INCH  
OR  
FLATBREAD SUB  
**SUBWAY**  
★ NOW SERVING BREAKFAST ★

One coupon per customer per visit. Not good with any other offer or discount card. Coupon not valid on FRESH VALUE MEAL® purchases. Does not include Premium or DOUBLE STACKING® subs. Additional charge for Extras. Prices, participation and limitations may vary by restaurant. Coupon must be surrendered with purchase. No cash value. Not for sale. ©2010 Doctor's Associates Inc. SUBWAY® is a registered trademark of Doctor's Associates Inc. OFFER EXPIRES 30 DAYS AFTER GAME DATE.



## Game Program Advertisements :

5,000 Programs Printed per game

**Full Page Color Ad Inner/Outer Cover: \$5,000**

**Full Page Color Ad Inside: \$4,000**

**Half Page Color Ad: \$2,000**

**Quarter Page Color Ad: \$1,000**

## Poster Sponsorships:

**2014 Schedule Poster Sponsor: \$5,000**

**2014 Team Poster Sponsor: \$5,000**

**2014 Dance Team Poster Sponsor: \$5,000**





# Media Opportunities



## Mediacom Television:

**Presenting Sponsor Broadcast Booth: \$10,000**

**In-Game Features Cost: \$5,000**

**:30 Second In-Game Commercials: \$150 Each**



## WHO Radio Game Broadcast:

**Title Sponsorship: \$15,000**

**Halftime Show Sponsorship: \$10,000**

**Pre/Post Game Show Sponsorship: \$10,000**

**In-Game Feature Sponsorship: \$5,000**

**:30 Second In-Game Commercials: \$70 Each**

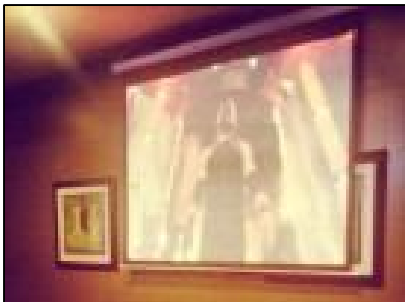


## Barnstormers Weekly Radio Show (KXNO):

**Title Sponsor: \$10,000**

**Feature Sponsor: \$5,000**

**:30 Second Commercials: \$50 Each**



## Road Game Watch Party Sponsorship

**Official Host Cost: \$10,000**



## Press Conference Backdrop:

**Your Cost: \$2,500**



# ***In-Game Promotions***



## **Half-Time Football Fling:**

***Your Cost: \$10,000 (primary)***



## **Barnstormers T-Shirt Cannon:**

***Your Cost: \$10,000***



## **Ball Boy / Girl Sponsorship**

***Your Cost: \$5,000 (1 quarter of replays each game).***

## **Additional In-Game Promotions**

***Your Cost: \$2,500 - \$5,000***

- |   |                        |
|---|------------------------|
| - Exclusive Touchdown Sponsor               | - Ironman of the game  |
| - Exclusive Red Zone Sponsor                | - Play of the game     |
| - Exclusive First Down Sponsor              | - Delivery of the game |
| - Kick-off Return Sponsor                   | - Hit of the game      |
| - Sponsorship of out of town scoreboard     | - Keys to the game     |
| - Additional On Field / In-Stand Promotions | - Design your own!     |





# Video Board Promotions



## VideoBoard Commercials:

**Your Cost: \$2,700 (1 per home game)**

## Scoreboard / PA Announcements:

**Your Cost: \$1,800 (1 per home game)**



## Instant Replay Sponsorship

**Your Cost: \$5,000 (1 quarter of replays each game).**



## Kiss Cam Sponsorship

**Your Cost: \$5,000**



## Dance Cam Sponsorship:

**Your Cost: \$5,000**



## Smile Cam Sponsorship:

**Your Cost: \$5,000**



# Community Opportunities



## Official Post Game Party Host:

**Your Cost: \$10,000**



## Mascot Sponsorship:

**Your Cost: \$5,000**



## Barnstormers Kids Club Sponsorship

**Your Cost: \$2,500**



## Football Camp / Dance Clinic Sponsorship

**Official Host Cost: \$10,000**



## Community Corner:

**Donate a Block of tickets to your favorite Charity. Your Cost: TBD**



# Ticket Packages



## Season Ticket Benefits:

- Enjoy same great seat for all home games and first playoff game!
- Private In-season VIP party with players and coaching staff
- Never a wasted ticket program
- 10% discount on team merchandise
- No box office surcharges or online fees
- Save money with new referral program



## Small Business Packages:

<b>Gold Package:</b> Four 100 level sideline season tickets & ½ page program ad:	<b>\$2,500</b>
<b>Silver Package:</b> Four 100 level corner season tickets & business card size program ad:	<b>\$1,000</b>
<b>Bronze Package:</b> Two 200 level end season tickets & business card size program ad:	<b>\$500</b>

## Group Tickets:

<u>200/300 Level Discounted Pricing.</u>		<u>100 Corner Level Discounted Pricing.</u>
Up to 100 Tickets	\$10.00 - \$16.00	\$16.00 - \$19.00
100-500 Tickets	\$9.00 - \$15.00	\$15.00 - \$18.00
500-1,000 Tickets	Call for pricing	Call for pricing
1,000+ Tickets	Call for pricing	Call for pricing





# Barnstormers Training Table



**Barnstormers Training Table** – The Barnstormers are seeking local restaurants and food outlets to provide our players with meals via the Barnstormers training table program. Ideally your business would provide one meal per week to approximately 25 Barnstormer players for the season (approx 22 weeks). In return, your business will receive advertising exposure from the Barnstormers which could include signage, PA's, web links, and/or ticket opportunities. Examples of some of our 2012 training table sponsors are shown below.



## Summary

As you can see, regardless of what your corporate needs might be, the Iowa Barnstormers can customize a package just for you! Partnering with the Barnstormers is a great way to increase your image and awareness, entertain clients and support the community. The Barnstormers are all about fun and entertainment, and we hope that your business will come along for the ride as we strive to win our first AFL Championship in 2014!

### Contact Info:

Iowa Barnstormers Arena Football  
730 Third St.  
Des Moines, IA 50309  
Phone: (515) 633-2255  
Email: [info@theiowabarnstormers.com](mailto:info@theiowabarnstormers.com)  
website: [www.theiowabarnstormers.com](http://www.theiowabarnstormers.com)