



Condors move to AHL in 2015-16

The Bakersfield Condors are set to embark on an exciting move to the American Hockey League in 2015-16 as part of the brand new Pacific Division with Ontario, San Diego, San Jose, and Stockton. The AHL is the highest level of minor league hockey in North America and is one step away from the National Hockey League. Beginning next season, the Condors will become the top development team for the Edmonton Oilers, with future stars playing right here in Condorstown. Nearly 90% of all NHL players played in the AHL, making it one of the top leagues in the entire world. Bigger, better, and more fun!

With the new league comes a new look for the Condors in 2015-16. A new logo was unveiled in April featuring the team's new colors of blue and orange along with an updated and more dynamic Condor. The colors symbolize the partnership with the team's owners, the Edmonton Oilers, and the name remains unchanged from the one known throughout the hockey world.

One of the constant traditions in Condorstown is that of giving back to the Kern County community. In 2014-15 alone, the Condors, with the generosity of fans and supporters, helped raise over \$320,000 in cash, goods, and services for local charities in Kern County. In November, the team's signature event, the 16th annual Teddy Bear Toss saw nearly 7,400 stuffed animals thrown on the ice and with the help of the United Way of Kern County, donated to over 40 local organizations. In their 17-year history the Condors have donated over \$5.3 million in cash, goods, and services to Kern County including a whopping 95,593 teddy bears.



The Condors will be part of the American Hockey League’s new 7-team Pacific Division in 2015-16. The Pacific Division will be comprised of the five California teams including the Bakersfield Condors, Ontario Reign, San Diego Gulls, San Jose Barracuda, and Stockton Heat along with the two Texas teams, the Texas Stars (Dallas) and San Antonio Rampage (Colorado).

Condors Fan Demographics

Marital Status

Married	72%
Single	28%

Age

18 to 24	8%
25 to 34	39%
35 to 44	22%
45 to 54	18%
55+	13%

Household Income

25k-29k	13%
30k-49k	16%
50k-74k	12%
75k-99k	12%
Over 100k	37%

Household Size

One	5%
Two	12%
Three	23%
Four	34%
Five +	26%

Ethnicity

White	54%
Hispanic	37%
Black	4%
Asian	1%
Other	4%

Fan Location Breakdown

Bakersfield	78%
Tehachapi, Ridgecrest, Mojave	7%
Arvin, Lamont	7%
Delano, McFarland, Shafter, Wasco	6%
Taft	2%

50% of Condors fans hold a “white collar” occupation, versus just 28% of the Bakersfield market.

Local numbers on recreational activities in Kern County



Source: Scarborough Research R2 2014

Activities in the past 12 months

Jog or run:	186,771
Swimming:	183,829
Camping:	155,610
Bicycling:	153,216
Fishing:	107,621
Bowling:	99,882
Hike or backpack:	87,375
Basketball:	54,311
Soccer:	51,382
Football:	48,834
Baseball/softball:	48,796
Boating:	43,627

Attended in the past 12 months

Bakersfield Condors game:	62,645
Dodgers game:	43,559
Bakersfield Blaze game:	32,960
Bakersfield Speedway race:	32,342
Famoso Raceway race:	24,543
Bakersfield College football game:	22,121
CSUB Roadrunners game:	18,636
NASCAR race:	18,559
Pro Bull Riding event:	14,703
Lakers game:	10,127
Buttonwillow Raceway Park race:	6,253
Bakersfield Jam game:	758

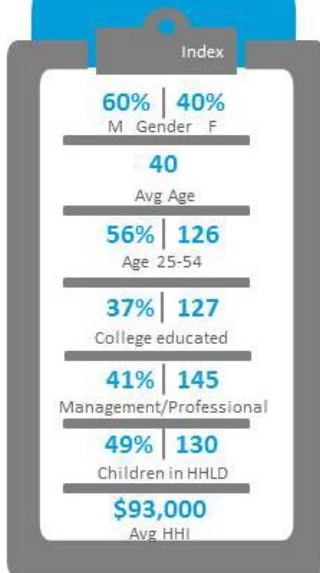
Base: Kern County adults (615,626)

Source: B Well Magazine, June 2015

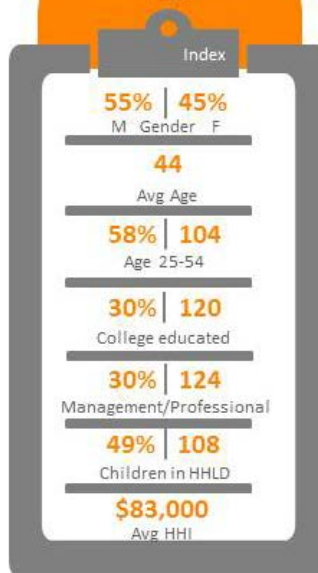
AHL ATTENDEE DEMOGRAPHIC COMPARISON



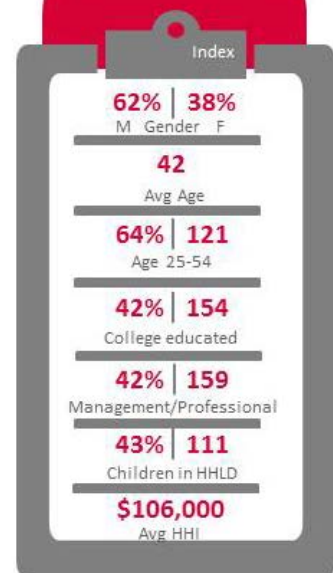
AHL Attendee



California Hockey Fan

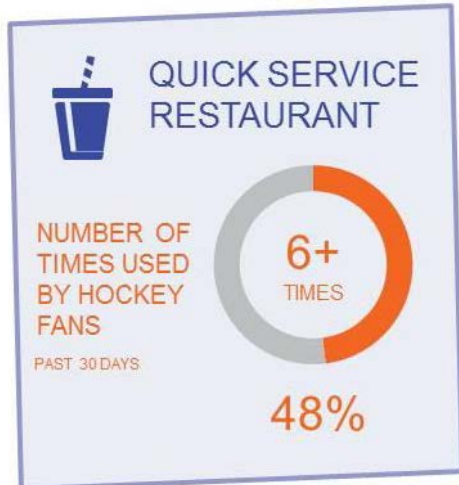


NHL Attendee

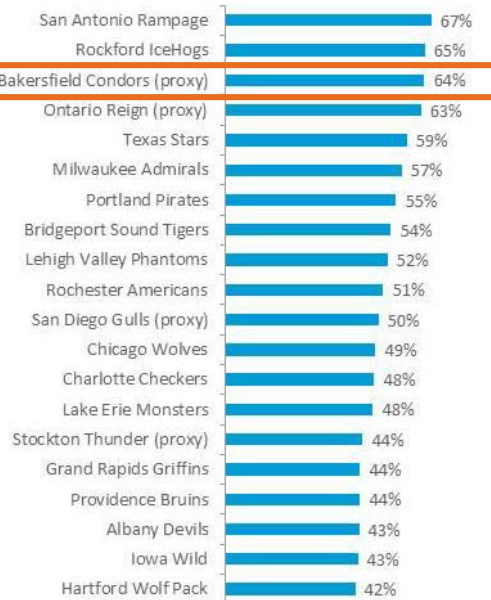


Source: Nielsen Scarborough Multi-Market R2 2014, CA Hockey Fan=ECHL Attendee OR Any MILH Attendee or Very Somewhat Interested in MILH in CA Markets

AHL/CALIFORNIA HOCKEY FANS & QSR USAGE










Top 20 Teams – QSR Usage Frequency



AHL ATTENDEE CONSUMER COMPARISON

Attendees/Fans – Retail Categories

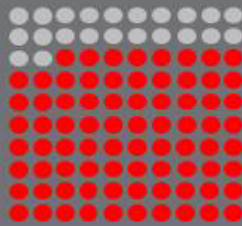
	 Dined at QSR 6+ Times Past Month	 Used Financial Planner Past Year	 Plan to Buy Vehicle Next Year	 Auto Repair Do-It-Yourselfer	 Used Urgent Care Facility Past 3 Yrs	 Plan to Buy Furniture/Mattress Next Year	 Spent \$150+ on Groceries Past Wk
AHL	48%	22%	20%	32%	32%	18%	47%
CA HOCKEY	48%	14%	27%	28%	20%	18%	48%
NHL	53%	21%	25%	26%	21%	20%	51%
MLB	49%	19%	22%	25%	22%	20%	48%
NBA	57%	15%	26%	23%	22%	23%	48%

Source: Nielsen Scarborough Multi-Market R2 2014. CA Hockey Fan=ECHL Attendee OR Any MILH Attendee or Very Somewhat Interested in MILH in CA Markets

AHL FANS & SOCIAL NETWORKING

Use Internet for
Social networking
(any device)

78%



35%

Spend at least an hour
on social networking
sites every day

Mobile device ownership



79% own a
smartphone

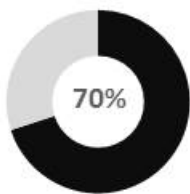


56% own a
tablet

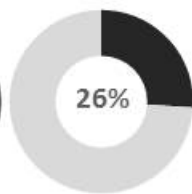


49% own both
a smartphone
& tablet

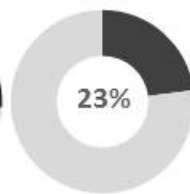
Social networking sites visited past 30 days



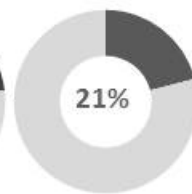
Facebook



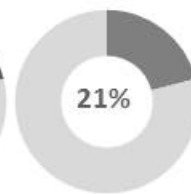
Twitter



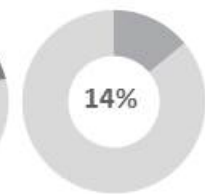
Instagram



Pinterest



LinkedIn



Google+