

Partner with the Condors ... Partner with the Community



*Owned by the
Edmonton Oilers*

*One step away
from the NHL*





THIS IS CONDORSTOWN!

The Condors 2nd season in the American Hockey League brought new memorable moments, new highlights on the ice, and saw former Condors rise to prominence in the National Hockey League.

The 2016-17 season was highlighted by the Condorstown Outdoor Classic – an 18-day event that featured an ice rink on the football field at Bakersfield College’s Memorial Stadium. Public skating, youth hockey tournaments, a zip line, inflatables and obstacle courses all under the palm trees of the BC campus, provided a truly unique experience to thousands of people. An Alumni & Celebrity Game brought Hall of Famers, Stanley Cup Champions and even Oscar winners into our community for an exciting celebration of hockey in Bakersfield. And of course, the rain-soaked Outdoor Classic became an unforgettable event that brought the international spotlight to our city.

Indoors, over 5,000 fans per game filled Rabobank Arena and cheered on a Condors team that battled for playoff position down to the last weekend of the season. And with a dozen players skating in both Condorstown and the National Hockey League, fans are getting used to seeing some of the most talented players in the world come through the doors.

In Edmonton, the best Stanley Cup Playoffs run in over a decade saw some familiar faces play impact roles with ex-Condors lighting up the scoresheet, accounting for four of the seven game winning goals and 28 total points for the Oilers in their run.



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 Size

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

Household Income

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

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.



2016-2017 BAKERSFIELD CONDORS YEAR IN REVIEW



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EDMONTON OILERS

COMMITMENT TO THE COMMUNITY

LAST YEAR THE CONDORS DONATED **\$411,922** IN CASH, GOODS AND SERVICES TO LOCAL NON-PROFITS. BRINGING THE TEAM'S ALL-TIME TOTAL TO OVER **\$5.9 MILLION**.

7,371 STUFFED ANIMALS WERE THROWN ON THE ICE DURING TEDDY BEAR TOSS, DISTRIBUTED TO LOCAL ORGANIZATIONS, FOR A 18-YEAR TOTAL OF **110,872**.

CONDORS PLAYERS, STAFF AND MASCOTS ATTENDED MORE THAN **100** COMMUNITY EVENTS.



12,330

TICKETS SOLD TO FIRST EVER OUTDOOR HOCKEY GAME IN BAKERSFIELD!



WAYNE



LUC

GRETZKY ROBITAILLE
THE NHL ALUMNI/CELEBRITY GAME FEATURED **24** FORMER NHL PLAYERS WHO COMBINED FOR **32** STANLEY CUP CHAMPIONSHIPS, WITH **3** NHL HALL OF FAMERS.



3 - 2

FINAL: OT

MILLIONS
OF LIKES, VIEWS, SHARES, RETWEETS, AT THE LOCAL & NATIONAL LEVEL

CONDORS ON THE ICE

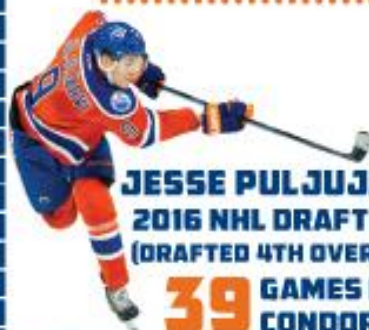
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CONDORS PLAYED 1 3 7
IN EDMONTON 9 11 15
& BAKERSFIELD 20 26 31
THIS SEASON 33 41 51



8 CONDORS PLAYED IN THE 2017 STANLEY CUP PLAYOFFS

FORMER CONDORS SCORED FOUR OF THE SEVEN GAME-WINNING GOALS AND HAD A TOTAL OF **28 POINTS** IN 13 GAMES (12G-16A)



JESSE PULJUJARVI 2016 NHL DRAFT

(DRAFTED 4TH OVERALL BY THE OILERS)

39

 GAMES PLAYED FOR THE CONDORS THIS SEASON

LIKES

36K



13% ↑



FOLLOWERS

35K



72% ↑



FOLLOWERS

13K



47% ↑



VIEWS

2.3 MILLION

SUBSCRIBERS

1,200



APP DOWNLOADS

3,700

CONDORSTOWN.COM

2016-17

WEBSITE VIEWS

1.1 MILLION

WEBSITE SESSIONS

357,500

CONDORS ATTENDANCE



5,000+ FANS
PER GAME AVERAGE

TEDDY BEAR TOSS: 7,855
FIVE OTHER GAMES OF 6,000+

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