



| Item | Size | Availability |
|---------------------|----------------|----------------------|
| Pocket sched | 2.375" x 3.75" | limited availability |
| Ticket backs | 1.38" x 2.75" | imited availability |
| Game Night Magazine | | |
| mini | 1.75" x 2.75" | limited availability |
| panel | 5.5" x 1.5" | limited availability |
| full page | 5.5" x 8.5" | limited availability |



POCKET SCHEDULE

- The pocket schedule is the #1 source people use to find when our games are
- Multiple versions are printed to allow sponsors the privilege of having their name associated with the Condors
- 4-color ad space is 2 1/4" x 3 1/4"
- Distributed in high-traffic areas/retail outlets throughout the city
- Distribution of 75,000+



TICKET BACKS/TICKET BOOKS

- Advertising on the ticket backs allows companies to have exclusive coupons or discounts to those in attendance
- Spitter stock backs have distribution of 100,000+
- Between 1,200 and 1,500 season ticket books are produced



GAME NIGHT MAGAZINE

- Printed monthly, handed out at every home game.
- Contains updated stats and info pertaining to those game
- Limited advertising space allows maximum exposure in each issue
- Opportunity to have a "Lucky Signature", signed by a player, giving our a sponsor-supplied prize to the winner every game
- Each edition features a different player on the cover



MEDIA

| Item | Size | Availability |
|----------------|----------------|----------------------|
| Radio | :30 and :60 | available |
| Website | various/custom | available |
| Social media | custom | limited availability |
| Video board ad | :30 | limited availability |



RADIO & TELEVISION

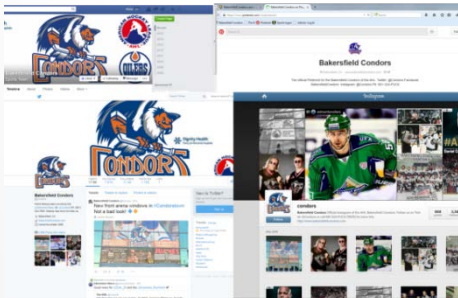
- All 68 games plus playoffs broadcast live on Fox Sports Radio 970AM, foxsports970am.com, & iHeartRadio app
- Packages include (3) :30 spots, and special features such as Out of Town Scoreboard, Star of the Game, etc.
- Premium sponsorships include the Pre & Post Game Shows, intermissions, power play, penalty kill

WEBSITE



- Advertise online by displaying your name and logo
- Panel & Skyscraper ads rotate throughout the inside pages
- Permanent ads also available upon request
- Ads are hyperlinked to sponsor website
- BakersfieldCondors.com had over 460,799 total page view in 2014-15, with over 419,000 unique visitors.

SOCIAL MEDIA/YOUTUBE



- Condors.TV YouTube page is the most viewed video website in minor league hockey, with over 2.1M views last season
- Condors Facebook page has over 27,514 likes
- Condors Twitter page has over 11,400 followers
- Condors Instagram page have over 3,447 followers
- Sponsorship opportunities include partnership mentions on Facebook and/or Twitter linking the sponsor's page (i.e. 2 mentions w/ images per month on FB, with link directing to sponsor FB page)

VIDEO BOARD COMMERCIALS

- :30 commercial spots run during all Condors home games on the jumbo-tron video board
- Availability to change commercial throughout the season
- Sponsor must provide the spot

