

Partner with the Condors ... Partner with the Community



*Owned by the
Edmonton Oilers*

*One step away
from the NHL*





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.

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

Source: B Well Magazine, June 2015

Base: Kern County adults (615,626)



COMMITMENT TO THE COMMUNITY

\$516,661

THE CONDORS COMMITMENT TO THE COMMUNITY WAS ONCE AGAIN EVIDENT IN 2018-19. THE ABOVE NUMBER REPRESENTS THE AMOUNT OF CASH, GOODS, AND SERVICES RAISED FOR LOCAL NON-PROFITS IN KERN COUNTY. ALL-TIME, OVER \$6.8 MILLION HAS BEEN RAISED BY THE ORGANIZATION AND GIVEN BACK TO THE COMMUNITY. JOE GAMBARDELLA'S TEDDY BEAR TOSS GOAL BROUGHT OVER 8,400 TEDDY BEARS FOR THE UNITED WAY OF KERN COUNTY AND AN ALL-TIME TOTAL OF OVER 130,000 TEDDY BEARS IN HISTORY.

FROM JERSEYS AUCTIONS, WHICH GARNERED OVER \$100,000 FOR LOCAL NON-PROFITS, TO HUNDREDS OF APPEARANCES FROM PLAYERS, COACHES, STAFF, AND MASCOTS, THE CONDORS CONTINUED TO RAISE THE BAR ON COMMUNITY EFFORTS.



YEAR IN REVIEW

2018-19 BAKERSFIELD CONDORS

7,023

PLAYOFF AVERAGE ATTENDANCE

5,034

5% INCREASE
AVERAGE REGULAR SEASON ATTENDANCE

8,810

FIELD TRIP DAY ATTENDANCE

SOCIAL & MEDIA NUMBERS



FACEBOOK

39,342

LIKES

10% INCREASE

TWITTER

45,526

FOLLOWERS

8.4% INCREASE

INSTAGRAM

23,700

FOLLOWERS

43.6% INCREASE

WEBSITE

1.2 MIL

VIEWS

257,000
UNIQUE VIEWS

CONDORS.TV

2.6 MIL

VIEWS

2,164
SUBSCRIBERS

MOBILE APP

5,200

DOWNLOADS

60.3% INCREASE



TEAM ACCOMPLISHMENTS

2018-19 PACIFIC DIVISION REGULAR SEASON CHAMPIONS

**42
WINS**

**MOST BY ANY
CONDORS TEAM EVER**



17 CONSECUTIVE WINS
**2ND LONGEST IN THE 84-YEAR HISTORY
OF THE AHL**



3.56

GOALS FOR PER GAME - MOST IN THE AHL



THE STREAK

01/12/19	AT COLORADO	2-0
01/16/19	Vs STOCKTON	4-2
01/18/19	Vs STOCKTON	5-4
01/19/19	AT SAN DIEGO	6-2
01/21/19	AT SAN JOSE	6-5
01/23/19	Vs COLORADO	7-2
01/25/19	AT TUCSON	3-1
01/26/19	AT TUCSON	3-1
02/01/19	Vs IOWA	4-2
02/02/19	AT ONTARIO	6-2
02/08/19	Vs SAN JOSE	3-1
02/09/19	Vs SAN DIEGO	7-1
02/13/19	Vs STOCKTON	4-1
02/15/19	AT ONTARIO	7-6
02/16/19	Vs ONTARIO	2-1
02/23/19	AT TUCSON	2-0
02/25/19	AT TUCSON	3-1



INDIVIDUAL ACCOMPLISHMENTS

AN HISTORIC SEASON



LW - TYLER BENSON (AHL ALL-ROOKIE TEAM)

G - SHANE STARRETT
(AHL ALL-ROOKIE TEAM, AHL SECOND ALL-STAR TEAM)



FIVE CONDORS MADE THEIR NHL DEBUTS THIS SEASON WITH EDMONTON INCLUDING FAN FAVORITE JOSH CURRIE WHO SCORED HIS FIRST NHL GOAL.



JOE GAMBARDELLA SCORED 29 GOALS IN THE REGULAR SEASON, MOST BY A CONDORS PLAYER, AND ADDED A HAT TRICK IN THE PLAYOFFS AGAINST SAN DIEGO.



COOPER MARODY SCORED THREE OVERTIME WINNERS INCLUDING ONE AT HOME IN GAME 15 OF THE TEAM'S HISTORIC 17-GAME WINNING STREAK.