PARTNERSHIP OPPORTUNITIES.

TAMPA BAY SPORTS & ENTERTAINMENT
BRANDING / ACTIVATION / EXPERIENTIAL / DIGITAL / COMMUNITY

2016 - 2017
A WORLD-CLASS ORGANIZATION UNIFYING TAMPA BAY THROUGH THE POWER OF LIGHTNING HOCKEY & LEGENDARY EVENTS.
FULFILLING A PROMISE

“I’VE ALWAYS SAID THERE ARE THREE THINGS THAT WILL ULTIMATELY DEFINE A FRANCHISE. IT’S THE MARKET. TAMPA’S A GREAT SPORTS MARKET. IT’S THE BUILDING, AND THIS BUILDING, AS GOOD AS IT WAS, WAS MADE BETTER. AND IT’S OWNERSHIP, WHICH IS PROBABLY THE MOST IMPORTANT THING AND THE LIGHTNING ARE IN GOOD HANDS WITH JEFF VINIK.” — GARY BETTMAN, NHL COMMISSIONER

WORLD-CLASS BUSINESS OPERATION: Jeff Vinik recruited Tod Leiweke & Steve Griggs to lead the Lightning front office and Derrick Brooks to lead the Storm

BUILDING A CHAMPIONSHIP FRANCHISE: Vinik hired Steve Yzerman to build a perennial Stanley Cup Playoff contending team inspired by championship values through youth prospects and seasoned veteran leadership

STATE-OF-THE-ART ARENA: Amalie Arena has been transformed into a world class venue with nearly $90 million in renovations

COMMUNITY LEADERSHIP: Since his arrival, Vinik and the Lightning organization continually give back, including the Community Heroes program which has given over 10 million dollars to local heroes to date

JEFF VINIK, TBSE OWNER

SINCE BUYING THE TEAM:

Vinik moved all in and relocated his family and business to Tampa. Lightning made the Playoffs in 3 of 5 seasons, including the 2014/15 Stanley Cup Final.

STEVE GRIGGS, TBSE CEO

Over 20 years of sports experience

Held executive roles with franchises including the Orlando Magic & Minnesota Wild

STEVE YZERMAN, LIGHTNING GM

20 year Captain of the Detroit Red Wings

NHL Hall of Fame Member & Team Canada GM

Four-time Stanley Cup Champion

DERRICK BROOKS, STORM PRESIDENT

Pro Football Hall of Fame Member

14 year Veteran with Tampa Bay Buccaneers

Super Bowl XXXVII Champion
BUILDING A CHAMPIONSHIP FRANCHISE

“IT TAKES MORE THAN JUST GOOD PLAYERS TO WIN CHAMPIONSHIPS. IT TAKES A GREAT TEAM. WE BELIEVE WE ARE PUTTING THE PIECES IN PLACE TO BE JUST THAT FOR YEARS TO COME.” - STEVE YZERMAN

2014-15 SEASON HIGHLIGHTS

- Eastern Conference Champions
- Best Regular Season Home Record In The NHL (32-8-1)
- Highest Scoring Team In The NHL
- Single-season franchise record 50 wins & 108 points
- Steve Yzerman named NHL General Manager of the Year

“What we’ve seen so far this season is a team executing what their general manager has been building towards for the four previous campaigns. There’s a long way to go this season before we’ll know for sure if this team can deliver another title to Tampa Bay, but as much as last year looked like Tampa’s arrival, this season officially opens the title window. We may start hearing soon about the “Tampa Model,” but it will be awfully hard to replicate Yzerman’s hit rate.” - Chris Peters, CBS Sports
BUILDING A WORLD-CLASS ARENA

All new seats and suites, plus live indoor Lightning which strikes every time the team scores a goal

Knocked out eight suites to create four open air quadrants for better sight lines and communal experience

Built a Pipe Organ in replace of two seating sections, bringing deep hockey tradition to each home game

Purchased one of the largest center-hung, high definition video boards in the NHL stretching from blue line to blue line

Invested one million dollars in customer service training, transforming the guest experience and resulting in Amalie Arena staff consistently scoring above 90% in Secret Shopper evaluations with an average of 98% since 2011

NEW FOR THE 2015-16 SEASON, AN ADDITIONAL $25 MILLION IN RENOVATIONS WITH A FOCUS ON A BRAND NEW CLUB LEVEL.

$87 MILLION SPENT IN CAPITAL IMPROVEMENTS
NO INVESTMENT IS AS REWARDING AS ONE MADE IN OUR COMMUNITY

Funded by a five-year, $10 million commitment from the Vinik family to the Lightning Foundation, our Community Heroes program is the most unique giving program in all of sports. To date, more than $10 million has been given to the program, including $800,000 during the 2015 Stanley Cup playoffs.

As an organization, we want to lead by example and inspire others. This past season, over 4,000 volunteer hours were recorded and nearly 60 charitable organizations were touched through the C.H.A.R.G.E. [Contributing Hours Across our Region through our Generous Employees] program.
We believe less is more when it comes to Corporate Sponsorship. Less partners; better brands. We've transformed our sponsorship philosophy from cluttered, devalued partnerships to objective based activation platforms with true measurement.
SEEING SUCCESS.
2015 ULTIMATE STANDINGS.

RANKINGS BASED ON: Affordability, Coaching, Fan relations, Ownership, Players, Stadium experience, Title track, Bang for the buck

#1 IN NHL

TBL RANKED AHEAD OF: DALLAS COWBOYS, LOS ANGELES LAKERS, AND NEW YORK YANKEES

#3 IN ALL PRO SPORTS
ELEVATED FAN INTEREST & AVIDITY - ATTENDANCE

As we’ve worked towards putting a team on the ice that competes at the highest level, our fans have shown great confidence in the present and future of the Tampa Bay Lightning, offering your brand a growing, engaged audience.

- Doubled Season Ticket Member base since 2010
- Average attendance up 30% since 2010
- 99% capacity for 2014-15 season
- Total attendance surpasses league average

*Top 10 in NHL attendance during the 2014-15 season ahead of:

2014-15 MEDIA NOTES

- Ratings were 200% higher than when Vinik bought the team
- The Lightning had a higher television rating than Dallas, LA & Miami
- In the 2015 playoffs, the Lightning averaged an 8.2 rating, spiking at 17.9
- Video views are up 137% YOY on TBL.com
ELEVATED FAN INTEREST & AVIDITY - MEDIA REACH

**TV**

2015 Playoff Ratings By Round

<table>
<thead>
<tr>
<th>Round</th>
<th>Page Views</th>
<th>Unique Visitors</th>
<th>Video Views</th>
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</thead>
<tbody>
<tr>
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<tr>
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<tr>
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<td>2,000,000</td>
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**DIGITAL**

Digital Engagement Summary

13 MILLION PAGE VIEWS - 3.5 MILLION UNIQUE VISITORS - 2.5 MILLION VIEW STARTS YEAR OVER YEAR
18% INCREASE IN PAGE VIEWS - 37% GROWTH IN UV - 137% GROWTH IN VIDEO STARTS

ON AVERAGE, OVER 300,000 PEOPLE FROM TAMPA TUNED IN TO WATCH THE LIGHTNING DURING THE PLAYOFFS

**RADIO**

Percent Increase In Listenership

Lightning Radio ranked 5th in the market in 18+ CUME persons (listeners listening for a minimum of 5 minutes at a time) during the entire post-season.

In market share, Lightning Radio ranked 3rd in the market in 18+ listeners during the Playoffs.

Fans That Earn $75,000+

34% 66%
LIGHTNING FANS ARE: EDUCATED. WEALTHY. YOUNG.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Lightning Fans</th>
<th>Tampa Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Grad</td>
<td>30%</td>
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<tr>
<td>Median HHI</td>
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<td>$117,000</td>
</tr>
<tr>
<td>Ages 18-34</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Ages 18-49</td>
<td>44%</td>
<td>45%</td>
</tr>
<tr>
<td>White Collar</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>At least 1 Child</td>
<td>28%</td>
<td>32%</td>
</tr>
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</tr>
</tbody>
</table>

Compared to the Tampa Market Average, Lightning Fans are:

- +30% more collegiately educated
- +36% higher median household income
- +20% more likely than the market to be 18-34

Source: Scarborough Release

*Scarborough does not survey Tampa residents under 18

*Source: Scarborough Release 1
**BETTER RETURN FOR PARTNERS**

**Supporting Lightning Sponsors**
- Do you feel it is important to support Lightning sponsors?
  - Yes: 80%
  - No: 20%

**Influence on Brand**
- How is your opinion of a brand impacted if it is a sponsor of the Lightning?
  - Very positively: 27%
  - Positively: 31%
  - Neither: 42%

**Lightning Brand Association**
- Are you more likely to try a product/service because it is associated with the Lightning?
  - Yes: 29%
  - No: 71%

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**SEEING SUCCESS**

**72%**
- Of fans are rooting for the Lightning more now, thanks to Vinik's efforts.

**84%**
- Of fans agree that brands partnered with the Lightning convey credibility and confidence.

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Sources: 2014-15 Lightning End of Season STM survey, Tampa Bay Business Journal

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Sources: 2012-13 Lightning End of Season STM survey, 2013-14 Lightning End of Season STM survey
Steve Yzerman was named General Manager of the Year at the 2015 NHL Awards Show in Las Vegas last summer. Yzerman used patience through drafting and adding key free agents to help build a strong contender. The Lightning continue to rank as one of the youngest teams in the league, while also being one of the top teams over the last few seasons.

Ben Bishop has continued to be stellar for the Lightning between the pipes in 2015-16. He represented the Lightning at the 2016 NHL All-Star Game in Nashville in January. Bishop was one of just four goalies last season to reach the 40 win plateau.

Victor Hedman has solidified himself as one of the NHL’s top defensemen in the league. The smooth-skating Swede is one of the Lightning’s top producing point getters and leads the team for time on ice per game.

Lightning head coach Jon Cooper added to his strong coaching resume by leading the Bolts to the Stanley Cup Final in 2015. Cooper has turned the Bolts into a contender each season since becoming the Bolts’ bench boss.

Steven Stamkos notched his 300th career NHL goal in mid-February, becoming one of the youngest players to reach that mark. The Lightning captain represented the Lightning at the 2016 NHL All-Star Game in Nashville and has been one of the league’s top goal scorers again this season.

Nikita Kucherov has blossomed into one of the Bolts’ top goal scorers in 2015-16. After elevating his play during the 2015 Stanley Cup Playoffs, Kucherov has carried it over into this season.

Ondrej Palat has battled through injuries at times during the 2015-16 but has been one of the most important pieces of the puzzle for the Bolts.

Tyler Johnson is one of the leaders on the Lightning for game-winning goals this season. Johnson ranked tied for first with Patrick Kane for scoring during the 2015 Stanley Cup Playoffs.

“I THINK THE LIGHTNING ARE GOING TO BE THE EASTERN CONFERENCE’S MOST DANGEROUS TEAM.”  - Adam Proteau, The Hockey News
EPICENTER FOR CENTRAL FLORIDA’S ENTERTAINMENT

1.5 Million Annual Visitors • 365 Day Venue • Over 120 events per year

SEEING SUCCESS

1.5 Million Annual Visitors • 365 Day Venue • Over 120 events per year

FAMILY SHOWS

200,000 ANNUAL GUESTS

- Ringling Bros & Barnum & Bailey Circus
- Nuclear Cowboyz
- Disney on Ice
- Disney Live & Marvel Universe Live!

CONCERTS

250,000 ANNUAL GUESTS

- Billy Joel
- Bruno Mars
- Eagles
- Kanye West
- Andrea Bocelli
- Maroon 5
- Pink
- Bon Jovi

SPORTING EVENTS

60,000 ANNUAL GUESTS

- NCAA Men’s Basketball Championships
- ACC Men’s Basketball Championship
- SEC Men’s Basketball Championship
- Frozen Four Men’s College Hockey Championship
- Women’s Final Four Basketball Championship

FAMILY SHOWS

200,000 ANNUAL GUESTS

- Ringling Bros & Barnum & Bailey Circus
- Nuclear Cowboyz
- Disney on Ice
- Disney Live & Marvel Universe Live!

AMALIE ARENA RANKED SECOND IN THE UNITED STATES AND FOURTH IN THE WORLD BY VENUES TODAY

Award Based on Worldwide Ticket Sales for Concerts, Events and Family Shows - January 2015

PEOPLE THAT ATTENDED AN EVENT AT THE AMALIE ARENA IN THE PAST 12 MONTHS

60% from Outside Tampa Proper

20% from Outside Highlighted Counties

- Pasco
- Hillsborough
- Hernando
- Pinellas

25% Traveled > 50 Miles

- 50-75 Miles Traveled
- 100-200 Miles Traveled
- 75-100 Miles Traveled
- 200+ Miles Traveled

OUT OF THE 25% WHO TRAVELED > 50 MILES:

- 25%
- 25%
- 30%
- 20%
- 25%

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TAMPA WATERFRONT 20/20.

Since purchasing the Tampa Bay Lightning, Jeff Vinik has secured nearly 25 total acres of land that sit adjacent to our arena within the desolate downtown community. With an eye on the future, Jeff’s master plan is about to become reality as he just acquired the last parcel of land required to transform and unite the Tampa region. In 2015, the Lightning broke ground on Tampa’s new Waterfront District, the premier riverfront entertainment and business district this city has been missing. This billion dollar project is the largest downtown improvement project in the Southeast.

“It is singularly one of the most important things that will occur in our lifetime.” - Tampa Mayor Bob Buckhorn

CREATING A DOWNTOWN COMMUNITY

HERE’S HOW THE 1 BILLION DOLLAR DEVELOPMENT PLAN BREAKS DOWN:

OFFICE SPACE: 1.1 million square feet of new office space

RETAIL: 250,000 ground feet of ground-level retail space for shops and restaurants

CHANNELSIDE BAY PLAZA (ENTERTAINMENT): Plans are still in flux, with the team considering everything from complete teardown to a major renovation, but construction should begin in 2015

HOTEL & CONVENTION CENTER: 575,000 square feet

UNIVERSITY OF SOUTH FLORIDA MEDICAL SCHOOL AND HEART INSTITUTE: 330,000 square feet

RESIDENTIAL: 660,000 square feet

PARKING GARAGES: 5,000 spaces in 5 parking garages
WHY SPONSORSHIP WORKS
AMPLIFICATION IMPACT

Sponsorship with the Lightning offers partners the vehicle to significantly increase the effectiveness of their marketing tactics. In aggregate, marketing materials featuring our marks and logos receive a 30% lift over standard marketing tactics.

BY PARTNERING WITH THE LIGHTNING WE CAN HELP:

- AMPLIFY YOUR BRAND  Make all your existing marketing tactics more effective
- CREATE LOYALTY  Attract, retain, grow your most profitable clients and employees
- EDUCATE YOUR BRANDS POSITIONING  Reach all our fans what makes your brand better and different
- DRIVE SALES  Without debiting brand equity
- INTEGRATION  Increase awareness, break through the clutter
- TRANSFERENCE  Transfer positive image attributes to your products and services
- EXCLUSIVITY  Own a market amongst your competitors

According to a third party survey,

- Fans pay 40% more attention to sports team advertising
- Feel 38% more connected to the brand
- Believe a product or service to be 25% more superior because of the affiliation
CUSTOMIZED TURN-KEY PLATFORM

Within Central Florida, the Lightning brand resonates as trustworthy, prestigious, generous, and innovative. With over 1.5 million annual attendees, the Lightning and Amalie Arena offer your brand exposure to a diverse, affluent audience year round. In addition to Lightning hockey, the Amalie Arena hosts over 120 events per year including concerts, family shows, arena football and special events. All of which provide your brand with the opportunity to engage with our fans and attendees in a multitude of unique and interactive ways.

GAIN EXPOSURE, CREDIBILITY AND RELEVANCE FOR YOUR BRAND BY ASSOCIATING WITH THE LIGHTNING THROUGH:

TV VISIBLE BRANDING  |  Signage, LED, Dasherboards
BRANDING ENTITLEMENT  |  Restaurants, Branded Bars, FanZam, Videoboard Features, Logo Rights
PROMOTIONS  |  Drive to retail campaigns, Game Day Presenting, Appearances, Sweepstakes, Ingress/Egress offers
ACTIVATION  |  Ford Thunder Alley, Concourse Tabling, Rolling Thunder, Experiential Prizes
COMMUNITY  |  Military, Education, Fundraisers, Lightning University, Community Hockey
MEDIA  |  Radio, Web, Social, Mobile, Print, IPTV
HOSPITALITY  |  Season Tickets, Executive Suites, Group Nights
IN-ARENA BRANDING

SIGNAGE
Garner fan attention both in-bowl and via TV broadcasts through fixed signage including player benches, penalty boxes and player tunnel signage.

LED
Encompassing the arena bowl, two 360-degree LED rings offer partners exclusive, customizable and interchangeable messaging throughout the year. Pair this asset with a videoboard feature to “own the building” exclusively.

DASHERBOARDS
- This highly visible, ice-level signage offers partners amplified exposure via Tampa and visiting team TV markets as well as in-arena exposure
- Average game attendance of over 18,500 fans per game allows your brand to be seen in-arena by over 763,000 during the season
- Average of 22 minutes of television visibility during each broadcast, totaling 15 hours for the season
- Adjusted media value for an average dasherboard is $1.7 million for the season

IN-GAME VIDEObOARD FEATURES
Work with our Game Presentation team to entertain fans and amplify your brand by incorporating partner messaging during a break in the action.

CONTINUE TO DRIVE VALUE FOR PARTNERS:
- Lightning dasherboard values increased 67% since the 2012-13 season
- Lightning ice branding values increased 40% since the 2012-13 season
- Lightning generated the most value out of the NHL’s southeast teams
- Southeast teams inclusive of Tampa, Florida, Carolina, and Nashville
- The Lightning saw a 4% increase in local home viewership for the 2014-15 season

REACH EXTENDS BEYOND THE TAMPA BAY MARKET:
- Brands received over $8.7M in Canada, over-indexing the U.S.-based team average by 24%
- Top Canadian away markets: Montreal ($3.1M), Toronto ($3.7M), and Winnipeg ($867K)
- Brands received over $14.9M across the U.S., over-indexing the league average by 36%
- Top U.S. away markets: Boston ($1.9M), Chicago ($1.1M), and New York ($1.1M)

PLAYOFF VALUE OPPORTUNITY:
- Lightning partners received a bonus of over $28.2M during the 2014-15 playoffs with team-retained assets
- Ice branding saw a 1366% uplift in ROI during the 2014-15 playoffs with $1.88M QI media value generated per second of exposure compared to $128K in the regular season
ENTITLEMENT AREAS

BUD LIGHT PARTY DECK
The party deck is a premier destination in Amalie Arena. Complete with a breath-taking view of downtown Tampa, this rooftop space allows millennials the opportunity to grab a drink, socialize, and listen to live music before, during, and after games.

BRANDED CONCESSIONS
Grow your customer base and reach taste buds from the 1.5 million annual patrons that attend Amalie Arena events throughout the year via concession stand entitlement. Different food concepts are available on the promenade, Club and Terrace levels.

LEXUS LOUNGE
The ultimate VIP treatment at the Amalie Arena. Guests are welcomed with valet parking and a private entrance for hockey games, concerts, events, family shows and football. The Lexus Lounge is adjacent to the locker rooms, with seats ten feet from the ice.

WEST PROMENADE PATIO DECK
With more than 90% of arena attendees entering the facility through Ford Thunder Alley, the West Promenade Deck offers partners entitlement of a high energy area where attendees first enter the arena. Transform this area to portray the spirit of your brand portfolio through naming rights.
LOGO RIGHTS

Utilize the Lightning logo to transfer positive brand attributes to your brand. Put our marks on your product, website or marketing collateral to make your current marketing tactics even more effective.

PROMOTIONS: DRIVE TO RETAIL

Capture the attention of the Lightning fan base by creating an exclusive offer or discount for fans which can be activated by a customized trigger.

IT WOULDN’T BE TEMPTATION IF YOU COULD RESIST IT.

Exclusive Luxury Vehicle Partner of the Tampa Bay Lightning

BOLT JOLT WEDNESDAYS
- $9.9 SMALL HOT OR ICED COFFEE - EVERY WEDNESDAY DURING THE REGULAR SEASON

THUNDER THURSDAZE
Wear your favorite Tampa Bay Lightning gear to any Bay Area Tampa Flats on Thursdays and receive ONE FREE TACO!

#ThunderThursdaze
From Military Night to College Night, we have a wide range of promotions throughout the year to captivate our fans and connect your brand through Game Presenting Nights. Partners messaging can resonate beyond the night with customized giveaways that fans take home.

90% of fans enter the arena through the Ford Thunder Alley. Set up an entertaining space on the plaza during pre-game and educate our passionate fans about your brand. This is a great opportunity to capture data, showcase product or provide special offers during pregame.

Own the market for a day and drive fans to retail locations with a 360 degree marketing plan, including player and coach appearances.

Utilize the Lightning fanbase’s passion by offering game tickets or once in a lifetime experiential opportunity to contest winners.

The Lightning’s mobile marketing vehicle, Rolling Thunder, is active at over 200 events each year in the Tampa Bay community. Become the presenting sponsor and add branding to the truck and distribute your products at each of these events.

Drive fans back to your retail store by handing out promotional offers as they are entering or leaving the arena.

**EXPERIENTIAL PRIZE OPPORTUNITIES FOR PROMOTIONAL WINNERS:**
- FanZam: Give retail promotion winners a chance to have the spotlight on them as they ride on the FanZam during intermissions
- Fly Away: Take fandom to the next level and travel with the team to an away game
- Pregame Bench: Catch the action from ice-level by sitting on the bench during pregame warmups.
- High Five Tunnel: Be the first to greet the team and give them a high five as they make their way from the locker room to the ice
- Ice Box: Be in the heart of the action between both team benches giving you game access like the pros.
- Locker Room Tour/Morning Skate: Go behind the scenes and attend a morning skate to watch the Bolts get ready for the game
COMMUNITY: MILITARY

Tampa is home to the second largest military base in the country. Because most of our fans have a direct tie to our nation's heroes and we desire to give back to those who serve, the Lightning have multiple military programs.

CURRENT PROGRAMS

STANDING SALUTE

Presented by Laser Spine Institute, each game the Lightning provide a member of the military and their family with an all-inclusive VIP experience, and acknowledge their dedication with a customized salute during the game.

OPPORTUNITIES

DEPLOYED FAMILIES

Help support families while loved ones are deployed overseas by providing access to family oriented events and shows at Amalie Arena.

MILITARY HONORARY LUNCHEON

Host a lunch event at Amalie Arena for over 100 military personnel. Keynote speakers from the Lightning organization will honor these heroes and players will interact with guests.
COMMUNITY: EDUCATION

In addition to the military, the Lightning aspire to reach each and every segment of the community through various outreach programs including educational platforms for reading, music and art.

CURRENT PROGRAMS

SCORE WITH READING
Presented by Brighthouse and now in its fourth year, over 10,000 1st graders from over 560 schools in Hillsborough, Pinellas, and Pasco counties participate in this fun program that rewards students who read 20 minutes a day for 20 days. Students that complete the task earn a ticket to a game and select schools receive pep rallies based off the goals they exceed.

HOCKEY BY THE NUMBERS
Presented by Stantec and led by Lightning Broadcaster Rick Peckham, Hockey by the Numbers is a math based program for 5th and 6th graders utilizing the sport of hockey to energize math in local schools. Over 17,000 students in 300 classrooms have participated.

OPPORTUNITIES

LIVE, LEARN, PLAY CENTERS
The Tampa Bay Lightning are seeking a partner to work with to renovate the library of select schools in the community. After the renovation, the library would be Lightning themed, including new books, technology and shelving.
COMMUNITY: LIGHTNING UNIVERSITY

Presented in an intimate setting by Lightning Legends including 2004 Stanley Cup Captain Dave Andreychuk, Brian Bradley and owner Jeff Vinik, Lightning University strives to grow and develop the game of hockey in the Tampa Bay community through the Tampa Bay Lightning brand. Hockey 101 is an interactive presentation that focuses on the basic rules and strategy of the game and showcases the speed, grace and agility needed to excel. Hockey 201 and 301 build off the foundational knowledge and dive deeper into the sport.

Lightning University allows partners to arm its business development team with a unique setting to build relationships with a key client or prospect.

HOCKEY 101
Teaches the basic fundamentals, terms, and positions involved in the game of hockey through this introductory course for beginners or a refresher for experts.

HOCKEY 201
Goes deeper into the game with more complex discussions around rules and coaching discussions.

HOCKEY 301
The final course in the Lightning University is focused on coaching strategies and tactics.
COMMUNITY: FUNDRAISING & EVENTS
The Lightning have become staples in the Tampa community and continue to look for ways to leverage the Lightning brand to raise funds for worthy causes through the Lightning Foundation.

CHARGE EVENTS
Charge events feature an “all-in” mentality and bring the entire front office of the Tampa Bay Lightning to help with a charitable cause. Become the title sponsor and donate money towards the cause or bring our front office to one of your charitable initiatives.

BOLT RUN
This year will mark the 15th year that the Lightning will host the Bolt Run, a 5k that donates all proceeds to local charities through the Lightning Foundation. Become a sponsor and showcase your product or brand and earn a positive image in the community.

BOLTS FAMILY CARNIVAL
Each year the Lightning Foundation hosts the Bolts Family Carnival, right inside the Amalie Arena. With fun for all ages, there are carnival-style games on the event floor (including a strong man competition and dunk tank) as well as modern games on the Promenade Level of the arena (Mario Kart, Wii Sports and NHL Hockey 15). There are themed prizes and food and multiple opportunities to engage with Lightning players based at games and stations located throughout the event.

BOLTS & BULLS GOLF CLASSIC
The Tampa Bay Lightning and the University of South Florida will host the fourth annual Bolts & Bulls Golf Classic next winter. Participants will have the opportunity to play with Lightning players, coaches, alumni, and executives at the exclusive Asla Golf and Country Club. The tournament will benefit the USF Sport and Entertainment Management MBA Program.
COMMUNITY: HIGH SCHOOL HOCKEY

The Lightning launched the Tampa Bay Lightning High School Hockey League (TBLHSHL), an organization managed, administered, governed and run by the Community Hockey Department of the Tampa Bay Lightning. The goal of the league is to grow participation in the game of ice hockey at all levels, and to create an environment in which top hockey talent in the Tampa Bay region can compete against one another.

The current league consists of 18 varsity teams and six junior varsity teams reaching from Orlando to Sarasota with plans on expanding state wide. The Lightning are committed to creating customized partnership programs that seamlessly integrate brands into the High School Hockey experience in a way that is beneficial to partners, players, coaches and parents.
COMMUNITY: LIGHTNING MADE, CAMPS/CLINICS

The Tampa Bay Lightning and USA Hockey are proud to provide local youths and adults with the best instruction when it comes to developing their game through a wide variety of year-round hockey clinics and camps. The Tampa Bay Lightning host a series of events annually under the “Lightning Made” family, all of which are led by Lightning Alumni, current players, and coaches.

**YOUTH**
- Youth Camps - For hockey players between the ages of 5 and 12, this camp is held at Amalie Arena four times throughout the NHL season
- Road Clinics - These clinics are a traveling version of our youth camps, allowing us to reach the greater Tampa Bay area
- Father/Son Clinic - Held once a year, the father-son clinic focuses on general skills and knowledge of the game
- Training Camp - This NHL style training camp was first launched in 2013 for elite level players ages 13 to 18
- Shootout Challenge - This tournament determines the best shooter & goalie in three separate age groups (9-12, 13-15, 30+) in the Tampa Bay area

**SEASONAL**
- Holiday Camp - Held each December, this three day camp hosts 100 kids between the ages of 6 and 14
- Summer Camp - Held at three different rinks during the summer, over 100 kids between the ages of 5 to 15 attend each of the five day camps

**ADULT**
- Adult Clinics - This beginner program offers adults 18+ the chance to learn the basic fundamentals of hockey
- Fantasy Camp - This four day camp is designed to give adult participants a true NHL experience
IPTV

New to the Amalie Arena in 2015, Internet Protocol Television (IPTV) will allow partners the opportunity to reach attendees throughout the arena via the in-arena TV network. Customizable, flexible messaging allows partners to engage fans via the 600 TVs located on each concourse level as well as in suites and premium areas.

Partners will receive twelve (12) fifteen (:15) second ads for a minimum of three minutes. The advertising time will feature two minutes of ICP (or 8 :15 second spots) and one minute FCP (or 4 :15 spots) for all Amalie Arena events. Our graphic designer will work with you to change messaging depending on where and when the ad runs.

**IPTV**

The television monitors in the arena will have two display settings:

- **Full Commercial Placement (FCP):** A format utilizing the full TV monitor and allowing partner, Lightning or Amalie Arena content to own the full screen
  - Programmed permanently in certain entitlement areas; can also be programmed pre-game, post-game, and during game breaks.
  - Can be static or animated in nature

- **Integrated Commercial Placement (ICP):** A format designed to integrate multiple content sources (partner, Lightning, Amalie Arena, live game footage, etc.) on the screen simultaneously
  - Can be programmed pre-game, in-game, and post-game
  - Can be static or animated in nature
**GAMEDAY OPPORTUNITIES:**
- Pre game, in-game and post game commercial units
- Pre game, in-game and post game features
- Pre Game Show entitlement (aired network wide)

**OTHER OPPORTUNITIES:**
- Lightning Hockey Night weekly show
- Entitlement, Commercial units, Features
- iHeartRadio channel
- Entitlement, Commercial units
- Podcast
- Entitlement, Features
- Use a player, coach or alum to record spots

**BRAND INTEGRATION**

- The Tampa Bay Lightning Radio Network consists of the home of the Lightning, 970 WFLA-AM, plus eight additional stations providing coverage throughout Central Florida and parts of the panhandle.
- Ratings show a consistent audience in each broadcast from start to finish, win or lose, home or away.
- Averaged a 1.3 rating among the 35-64 male audience during the regular season; During the 2015 Playoffs, rating jumped to a 2.6 and was number 1 in market share.
- Ratings over the past five years have increased (and maintained) compared to the previous five seasons.
- 66% of radio listeners earn more than $75,000.

**WHAT OTHERS ARE SAYING**

- “WWJB is very happy to be a Tampa Bay Lightning affiliate. The Lightning Radio crew goes above and beyond the call of duty to make our relationship special. The Tampa Bay Lightning Radio Network is a great opportunity for stations and your clients will love it!”
  - Peggy Hope, Manager, WWJB Brooksville

- “We have been carrying the Tampa Lightning for 7 seasons. Being a member of the TB Lightning network, not only is an asset to our station in the way of programming, but it has definitely raised our profile in our community. I can say that when our advertisers see the TB Lightning Logo in our sales kit, they know we are serious about sports.”
  - Susan Nilon, Program Director, WSRQ Sarasota
WEBSITE

13 million page views last season • 3.5 million unique visitors • 2.5 million video views
Website advertisers can sponsor an entire section of the website, purchase high-impact website banners or use pre-roll to reach a desired audience.

BANNER ADS
Expand your media mix and gain brand exposure to over 3.5 million unique visitors.

PERMANENT RAIL AD
This strategic rail ad is our best website asset because its visibility never leaves your eyesight. As a user scrolls down on our page, the ad remains visible. With over 13 million page views per year it’s clear to see how this asset can increase exposure.

PRE-ROLL VIDEO
Repurpose a television commercial unit or work with our Game Presentation team to customize your message to our fans.
SOCIAL MEDIA

Social media provides sponsors the opportunity to interact with fans at a higher frequency and gain feedback quicker than ever before. If the right campaign and approach is taken, a partner will find social media to give them their biggest bang for their buck.

TARGETED FACEBOOK ADS
Support promotional campaigns via Lightning targeted Facebook ads that reach the exact audience you desire. Filter based on age, location, sex, marital status, amount of children, likes/interests, education level and whether a fan has “liked” a competitor’s page. Once we determine the potential target market, our ad will stay within the Facebook newsfeed of those users that fit the profile. Available for six weeks or full season.

ORGANIC POSTS & TWEETS
Lightning fans from all around the world look to stay informed about the team by following our official social media pages. Work with our Social team to create a co-branded message to engage this growing audience.

POST-GAME SCORECARDS
After every home or away game in which the Lightning win or pick up a point, a post-game graphic is posted that briefly tells the game story. Posted to Facebook and Instagram, include your logo to garner brand awareness throughout the season.

ACHIEVEMENTS
Often posted during the game or shortly after the event happens, we celebrate a significant team or player record on Instagram and sometimes Facebook. Partners can be included in branding and even send the player a gift to help them celebrate.

FEATURE SPONSOR
Sponsor Lightning fan favorite contests like the Twitter Lightning Strikes promotion where fans try to guess which player will score the first goal. One winner is chosen to receive a prize pack that includes a Lightning Strikes Winner t-shirt. This prize pack can include partner prizing as well via feature sponsorship. Custom features can also be created like the current Outback #JustRightTrivia contest.

BOLTS SOCIAL CAPTAIN
Influential social media leaders share the fan experience from their own perspective. Featured on Lightning social channels and in-game, the Bolts Social Captain platform is the first of its kind in the Sports Entertainment Industry.

BIRTHDAY MESSAGES
Celebrate and include your brand through entitlement of our social birthday cards celebrating players, coaches and front office staff birthdays.
HOSPITALITY

CHASE CLUB

Known as the premier business-to-business networking area at the Amalie Arena, Chase Club offers partners the chance to conduct business, entertain clients and reward employees. Enjoy all-inclusive food, beer, wine, soda plus VIP garage parking. Help drive your business in the most exclusive sports and entertainment venue in Florida.

BLUE LINE CLUB

The Blue Line Club brings new excitement to one of our most popular areas of the Amalie Arena. These promenade level seats between the Blue Lines provide season ticket members with the best seat in the house, perfect for rewarding employees and retail promo winners. New members receive the new third jersey plus food and beverage credit.

Vology Loge seating combines first-class perks and privileges with a close-to-the-action feel that no other seating experience offers. Built in increments of four and six seat options, Vology Loge Boxes provide in-seat food service, private TV’s and state-of-the-art technology.

A brand new premium seating concept for the NHL and Amalie Arena in 2015-2016. When you’re not enjoying high end food & beverage fans will be able to sit in their seats and see all the action up close and personal. These boxes are sure to produce a memorable experience for anyone lucky enough to sit in them.
PARTNERSHIP FULFILLMENT

After partnering with the Lightning via any of the previous platforms, you’ll receive service from an agency style Partnership Activation Team. This team will ignite passion within our partners to engage in meaningful marketing strategies and create positive return on investment. The team will create an all-in turnkey marketing approach to allow partners to connect with fans, maximize brand awareness and demonstrate significant business results.

REDEFINE PARTNERSHIP ACTIVATION TEAM AND RELATED STRATEGIES

• Build best-in-class partnership marketing processes and procedures
• Define and embody a partnership management culture of accountability
• Align Partnership Activation and Partnership Development teams for seamless sales to service management

UNDERSTAND THE VALUE PROPOSITION OF OUR PARTNERS

• Understand business goals, objectives and desired outcomes to obtain revenue growth
• Define the Who (target market), What (business objectives, business attributes), How (what activation makes sense to be successful) and Why (why are they sponsoring us)
• Increase knowledge base and awareness of client business and community efforts (what is important to the client)
• Be a credible, sustainable resource to partners
TWO ORGANIZATIONS.
ONE GOAL.