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

NEVER BEFORE IN THE HISTORY OF THE LIGHTNING AND STORM FRANCHISES HAVE THE TEAMS ENJOYED THE STABILITY AND CLARITY OF VISION THAT JEFF VINIK’S OWNERSHIP PROVIDES. EVEN MORE IMPRESSIVE IS HIS COMMITMENT TO HIS WORD AND HOW HE HAS DELIVERED ON IT.

WORLD-CLASS BUSINESS OPERATION: To ensure that his vision was properly executed, 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: Spending over $2 million dollars on arena renovations, the Amalie Arena has been transformed into a world class venue

COMMUNITY LEADERSHIP: Since his arrival, Vinik and the Lightning organization continually give back, including the Community Heroes program

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 2 of 3 seasons, including an Eastern Conference Finals Game 7.

In the 2014 ESPN Ultimate sports rankings, the Lightning finished 6th out of 122 franchises, which takes into account quality of arena and its guest services staff, gameday experience, involvement in the community and team performance.

TOD LEIWEKE, TBSE CEO
Over 30 years of sports experience
Led and transformed franchises including the Seattle Seahawks & Minnesota Wild

STEVE GRIGGS, TBSE PRESIDENT
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

DERRECK BROOKS, STORM PRESIDENT
Pro Football Hall of Fame Member
14 year Veteran with Tampa Bay Buccaneers
Super Bowl XXXVII Champion

STEVE ZYRMAN, LIGHTNING GM
20 year Captain of the Detroit Red Wings
NHL Hall of Fame Member & Team Canada GM
Four-time Stanley Cup 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

2013-14 SEASON HIGHLIGHTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>Participated in the 2014 Stanley Cup Playoffs</td>
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<tr>
<td>Tied franchise record for most wins in a season with 46</td>
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<td>Third most points in franchise history with 101</td>
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<tr>
<td>Ondrej Palat became the third Lightning player to finish with a plus-minus of 30 or better (+32)</td>
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<tr>
<td>Ben Bishop set new Lightning records for most wins in a season (37), save percentage (.924) and goals-against average (2.23)</td>
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<tr>
<td>Finished the regular season 2nd in the Atlantic Division and 3rd in the Eastern Conference</td>
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VEZINA TROPHY FINALIST BEN BISHOP
(GOALIE OF THE YEAR AWARD)

CALDER CUP FINALISTS
TYLER JOHNSON & ONDREJ PALAT
(ROOKIE OF THE YEAR AWARD)

JACK ADAMS AWARD FINALIST JON COOPER
(COACH OF THE YEAR AWARD)

MOST ROOKIE POINTS IN THE NHL
BUILDING A CHAMPIONSHIP ARENA.

$62 million in capital improvements on the Amalie Arena, including 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

Replaced every seat in the arena, from the glass seats to the top row

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
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.

As an organization, we want to lead by example and inspire others. So far this season, over 5,410 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.
ELEVATED FAN INTEREST & AVIDITY.

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.

Season Ticket Member Growth

Double season ticket member base since 2010

Total Attendance Surpasses League Average

Average attendance up 29% since 2010

98% capacity for 2013-14 season

2013-14 Media Notes

• Ratings are 200% higher than when Vinik bought the team
• The Lightning last season had a higher television rating than Dallas, LA & Miami
• The Lightning averaged a 2.74 rating in the ’14 playoffs
• During the playoffs we spiked at a 6 rating for the ’14 playoffs

Top 10 in NHL attendance during the 2013-14 season ahead of:

*Source: SportsBusiness Journal
BETTER RETURN FOR PARTNERS.

Supporting Lightning Sponsors
Do you feel it is important to support lightning sponsors?

- Yes 80%
- No 20%
- 2011-12: 76%
- 2012-13: 78%

Opinion of Product Impact
How is your opinion of a brand impacted if it is a sponsor of the Lightning?

- 27% Slightly positive
- 27% Strong positive
- 30% Slightly negative
- 10% Strong negative
- 2011-12: 76%
- 2012-13: 75%

Lightning Brand Association
Are you more likely to try a product/service because it is associated with the Lightning?

- Yes 70%
- No 30%
- 2011-12: 80%
- 2012-13: 80%

Lightning Impact on Chase
How does Chase’s sponsorship of the Lightning affect your opinion of Chase?

- STRONG POSITIVE 80%
- STRONG NEGATIVE 6%
- POSITIVE 9%
- NEGATIVE 1%
- Slightly positive 27%
- Slightly negative 3%
- 2011-12: 76%
- 2012-13: 75%

Aware of Designated Driver Program
Are you aware of the Lightning sponsored designated driver initiatives?

- Yes 98%
- No 2%
- 2011-12: 98%
- 2012-13: 96%

Designated Driver Program Purpose
Do you feel like the Lightning’s designated driver programs are good initiatives to promote safe driving?

- YES 89%
- NO 8%
- STRONGLY YES 1%
- STRONGLY NO 3%
- 2011-12: 89%
- 2012-13: 89%

Top 4 Recognition Increases Year over Year

- Florida Blue +12%
- Subway +12%
- Outback +6%
- Chase +6%

Sources: 2012-13 Lightning End of Season STM survey, 2013-14 Lightning End of Season STM survey
EPICENTER FOR CENTRAL FLORIDA’S ENTERTAINMENT.

365 VENUE. Partnership with the Lightning offers a truly year round platform that reaches past hockey. The Amalie Arena is the hub for all of Central Florida’s premier events. While the Lightning welcome over half a million fans each year, our audience reaches much further. Entertainment and sporting events such as Katy Perry, Bon Jovi, Ringling Brothers and the Tampa Bay Storm draw diverse crowds 365 days a year from all over Florida.

SEEING SUCCESS

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
Pink
Bon Jovi

SPORTING EVENTS

60,000
ANNUAL GUESTS

Men’s Basketball 1st and 3rd Rounds
ACG Men’s Basketball Championship
SECU Men’s Basketball Championship
NCAA Women’s Volleyball Championships
Frozen Four Men’s College Hockey Championship
Women’s Final Four Basketball Championship

AMALIE ARENA RANKED THIRD IN THE UNITED STATES AND TENTH IN THE WORLD BY VENUES TODAY

Award Based on Worldwide Ticket Sales for Concerts, Events and Family Shows - July 2014

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

60% from Outside Tampa Proper
20% from Outside Highlighted Counties
25% Traveled > 50 Miles
0-50 MILES TRAVELED
50-75 MILES TRAVELED
75-100 MILES TRAVELED
200+ MILES TRAVELED

NO
YES
FROM TAMPA
60% FROM OUTSIDE HIGHLIGHTED COUNTIES
PASCO
PINELLAS
HILLSBOROUGH
HERNANDO
25% TRAVELED > 50 MILES

60% FROM OUTSIDE TAMPA PROPER
20% FROM OUTSIDE HIGHLIGHTED COUNTIES
25% TRAVELED > 50 MILES
0-50 MILES TRAVELED
50-75 MILES TRAVELED
75-100 MILES TRAVELED
200+ MILES TRAVELED

40% FROM TAMPA PROPER
25% FROM OUTSIDE HIGHLIGHTED COUNTIES
20% TRAVELED > 50 MILES
0-50 MILES TRAVELED
50-75 MILES TRAVELED
75-100 MILES TRAVELED
200+ MILES TRAVELED

60% FROM OUTSIDE TAMPA PROPER
20% FROM OUTSIDE HIGHLIGHTED COUNTIES
25% TRAVELED > 50 MILES
0-50 MILES TRAVELED
50-75 MILES TRAVELED
75-100 MILES TRAVELED
200+ MILES TRAVELED

OUT OF THE 25% WHO TRAVELED > 50 MILES:

25% TRAVELED > 50 MILES
15% TRAVELED 75-100 MILES
10% TRAVELED 200+ MILES
20% TRAVELED 0-50 MILES
25% TRAVELED 50-75 MILES

Steve Yzerman has set the organization up not only to win now, but make a playoff run for the next ten years. Since he started drafting players for the Lightning, the organization has seen its minor league affiliate make it to the Calder Cup in back to back seasons and produce an unprecedented 28 game win streak.

In 2013, Hockey Prospectus recognized the Lightning's rejuvenated development system, ranking Tampa Bay having the best prospects in the NHL, highlighted by former first-round picks Jonathan Drouin at forward and Andrei Vasilevskiy in goal. Last year, Coach Jon Cooper was promoted from the minor league affiliate along with several of his young players. The Lightning relied more on rookies than any other team. A league-high eight played in at least 40 games, thirteen saw action overall.

During the off-season Yzerman added seasoned veterans to complement the core of young high caliber players. This summer the Lightning added 2,710 games of regular season experience and 301 in the Stanley Cup Playoffs with five acquisitions.

“LIGHTNING GENERAL MANAGER STEVE YZERMAN, MADE IT CLEAR HE EXPECTS HIS TAMPA TEAM TO CONTEND FOR THE STANLEY CUP NEXT SEASON BY UPGRADE THE DEFENSE. IT ALL ADDS UP TO A TAMPA BAY TEAM THAT APPEARS STRONG AT EVERY POSITION.” - Helen St. James, Detroit Free Press

Anton Stralman Defenseman

- Anchored the Rangers defense that helped the team to the Stanley Cup Final last season
- Stralman boasts a combined plus-32 rating in the previous three seasons, all with New York
- Viewed as a consensus top four defensemen in the league

Jason Garrison Defenseman

- Led all Vancouver defensemen for points in 2013-14 with 33
- Garrison finished third in the NHL for goal scoring by blue-liners in 2011-12
- Has played in 318 career NHL games with Vancouver and the Florida Panthers with 38 goals, 16 on the power-play, and 108 points

Brian Boyle Center

- Played in all 82 games with the Rangers last season, helping them to the Stanley Cup Final
- Was second among forwards in the NHL with more than 500 face-offs taken with a 52.9 win percentage
- Has played in 392 career NHL games, recording 52 goals and 100 points with 311 penalty minutes

Jonathan Drouin Left Wing

- The third overall selection of the 2013 NHL Entry Draft
- Drouin a gifted scorer, racked up 108 points (79 assists) in the minor league regular season last year, along with a league-leading 43 in the playoffs.
- Named MVP of all Canadian junior leagues in 2012-2013

THE FUTURE IS BRIGHT.

“I THINK THE LIGHTNING ARE GOING TO BE THE EASTERN CONFERENCE’S MOST DANGEROUS TEAM NEXT SEASON.” - Adam Proteau, The Hockey News
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. Starting in 2015, the Lightning will break ground on Channelside 20/20, the premier riverfront entertainment and business district this city has been missing. Imagine a pristine new retail and entertainment center connected to a larger Channelside district located on the water, which would reenergize downtown, celebrate our waterside beauty, entertain visitors, and serve our community.

Lightning partners will receive first rights on engagement opportunities within the Channelside District development providing partners greater reach, amplification and value outside the Amalie Arena.
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: Teach 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
BRAND INTEGRATION.
CUSTOMIZED TURN-KEY INTEGRATION.

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**: Quadrants, Restaurants, Branded Bars, Club Level Loft, FanZam, Videoboard Features, Logo Rights
- **PROMOTIONS**: Game Day Presenting, Retail Appearances, Sweepstakes, Ingress/Egress offers
- **ACTIVATION**: Ford Thunder Alley, Concourse Tabling, Rolling Thunder, Experiential Prizes
- **COMMUNITY**: Military, Education, Fundraisers, Lightning University, Community Hockey
- **MEDIA**: TV, Radio, Web, Social, Mobile, Print
- **HOSPITALITY**: Season Tickets, Executive Suites, Group Nights
Garner fan attention both in-bowl and via TV broadcasts through fixed signage including player benches, penalty boxes and player tunnel signage.

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.

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 dasher board is 1.2 million for the season. Lightning broadcasts peaked in the 2014 playoffs spiking 40%.

Lightning dasherboard values increased 64% since the 2012-13 season
Lightning ice branding values increased 37% 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

Brands received over $9.9M in Canada, over-indexing the U.S.-based team average by 26%
Top Canadian away markets: Montreal ($4.1M), Toronto ($1.9M), and Ottawa ($1.9M)
Brands received over $7.7M across the U.S., over-indexing the league average by 30%
Top U.S. away markets: Boston ($1.4M), Chicago ($1.1M), and New York ($1.1M)

Lightning partners received a bonus of over $2M during the 2013-14 playoffs with team-retained assets
Ice branding saw a 926% uplift in ROI during the 2013-14 playoffs with $393 QI media value generated per second of exposure compared to $38 in the regular season

CONTINUE TO DRIVE VALUE FOR PARTNERS:

PLAYOFF VALUE OPPORTUNITY:
BRANDING ENTITLEMENT.

QUADRANTS
Serving both as a meeting spot for patrons and an activation space for brands, Quadrant entitlements are a great way to reach and interact with fans on the main concourse throughout the game.

RESTAURANTS & CONCESSION STANDS
Grow your customer base and reach taste buds from the 1.5 million annual patrons that attend Amalie Arena events throughout the year via restaurant and concession stand entitlement.

BRANDED BARS
High traffic concourse bars offer brands the opportunity to reach fans throughout the year during a wide range of Amalie Arena events. Portable bars also serve as a bar entitlement option to showcase product and increase sales.

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.

CLUB LEVEL LOFT
Located on the inside of the bowl, this space allows a brand to showcase its products and services in a unique atmosphere. Entertain clients, prospects and employees while having a great view of the game.

FANZAM
When the period ends is when the fun begins for some lucky fans. During intermissions, an oversized Zamboni provides fans the opportunity to be a part of the game experience. Zamboni entitlement offers partners the chance to not only brand the FanZam and receive in-game exposure, but to increase retail traffic via in-market promotions for fans to win tickets and the chance to ride the FanZam by visiting partner locations to enter.

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.

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.
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.

Over 1.5 million people have come through the Amalie Arena in the past year to take in hockey games, concerts, events and Storm games. Set up a table and introduce your brands points of differentiation from its competitors in this intimate space.

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.

LIGHTNING PLAYER BONDING DAY AT MACDILL

This unique shadowing program allows military personnel to come to the Amalie Arena to be a “Bolt for a Day” while Lightning players go to MacDill to be “Airman for a Day.” Community potential with USO, Reserves, Veterans Association, ROTC, and VA Hospitals.

DEPLOYED FAMILIES

Support of financial literacy for young wives. Support programs for the “dependents” of the military program.

MILITARY HONORARY LUNCHEON

The Lightning provide lunch for over 100 military personnel at the Amalie Arena. Keynotes speakers from the Lightning organization will honor these heroes and players will interact with our veterans.
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.

SCORE WITH READING

Now in its third 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

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.

FLORIDA ORCHESTRA

The Florida Orchestra’s fall educational youth concerts, focus on themes such as teamwork and educate 8,000 Tampa Bay area 4th and 5th graders about how each section works together to create a song, just as players work together to score a goal.

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.

LIGHTNING UNIVERSITY ON THE ROAD

New for the 2014-15 season, Lightning University will travel to local businesses to present the program to your employees in support of your staff programming initiatives. The program can be tailored to the experience levels of your clients/prospects and/or employees.
COMMUNITY: FUNDRAISING.

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 14th year that the Lightning will host the Bolt Run, a 5k that donates all proceeds to the Lightning Foundation. Become a sponsor and showcase your product or brand and earn a positive image in the community.

**BOLTS FAMILY CARNIVAL**

In January, the Lightning Foundation will host its first-ever Bolts Family Carnival, right inside the Amalie Arena. With fun for all ages, there will be 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 14). There will be 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 second annual Bolts & Bulls Golf Classic this February. Participants will have the opportunity to play with Lightning players, coaches, alumni, and executives at the exclusive Avila Golf and Country Club. The tournament will benefit the USF Sport and Entertainment Management MBA Program.

UNITED WAY COMMUNITY PRESCHOOL, PINELLAS COUNTY

BUILT A PLAYGROUND AND LANDSCAPED THE PROPERTY
COMMUNITY: HIGH SCHOOL HOCKEY.

The Lightning support the growth and development of hockey initiatives throughout the State of Florida. The Florida High School Hockey Association (FHSHA) is a non-profit organization dedicated to teaching and promoting ice hockey to high school aged youth. The FHSHA operates the Lightning Conference which includes 18 Tampa Bay area high school hockey teams and is open to all high school students. The regular season runs from September through February.

Every February the Amalie Arena hosts an annual high school all-star and championship game known as the Lightning Cup. These games are televised across the Brighthouse Network, and attendance continues to grow, resetting the high every year.

COMMUNITY: LIGHTNING MADE.

The Tampa Bay Lightning and USA Hockey are proud to provide local youths with the best instruction when it comes to developing their games through a wide variety of year-round clinics and hockey camps. The Tampa Bay Lightning host a series of camps/clinics annually under the umbrella of the “Lightning Made” family.

LIGHTNING MADE YOUTH CLINICS

Four times throughout the NHL season, the Lightning host four beginner level clinics. Coached by the Lightning alumni and staff, the clinic is open to aspiring hockey players between the ages of 5 and 12. Each kid that participates receives a camp bag including a Lightning Made Jersey. Over 600 participants in the past two years.

LIGHTNING MADE ON THE ROAD CLINICS

The ten rinks we partner with each receive two free Lightning Made Clinics per year at their facility. Similar to our Youth Clinics held at the Amalie Arena, the Lightning alumni and coaches teach hockey skills and knowledge tailored to the needs of each rink. Each participant receives a goodie bag complete with a Lightning Made jersey. Over 500 participants in the past two years.

LIGHTNING MADE FATHER / SON CLINIC

Once a year, we host a father-son clinic that focuses on general skills and knowledge of the game. All participants receive a goodie bag, including a Lightning Made jersey.

LIGHTNING MADE TRAINING CAMP

Lightning Made’s first elite level program launched in 2013 and received rave reviews. This four day program replicates a true NHL training camp for high school aged (13-18), elite level players. Former Lightning players and current coaches teach both on-ice as well as off-ice lessons to participants.
LIGHTNING MADE HOLIDAY CAMP
Held annually in December, the Lightning host a 3 day camp for 100 kids between the age of 6 and 14. Includes both on-ice as well as off-ice instruction. All participants are fed lunch each day of camp. All participants receive a special edition Lightning Made Holiday Camp jersey and a goodie bag.

LIGHTNING MADE SUMMER CAMP
Five days of both on ice as well as off ice training take place at three different rinks during the summer. Over 100 kids between the ages of 5-15 came to each session to learn from Lightning Alumni Jassen Cullimore with special appearances by fellow Lightning Alumni and current players. All participants are fed lunch each day receive a special Lightning Made Summer Camp jersey and goodie bag.

LIGHTNING MADE ADULT CLINICS
The Lightning offer adults a chance to learn the game as well two times each year. Coached by Lightning Alumni and staff, clinics are open to beginner level hockey players over the age of 18 and receive a Lightning Made jersey.

LIGHTNING MADE FANTASY CAMP
This is an adult level program designed to give participants a true NHL experience. Hosted during February, Lightning Made Fantasy Camp offers four days of instruction from former Lightning alumni and a commemorative Fantasy Camp jersey, duffle bag, replica Tampa Bay Lightning shells, and official game socks.

LIGHTNING MADE SHOOTOUT CHALLENGE
This is a Tournament to crown the best shooter and goalie in 3 separate age groups (9-12, 13-15, over 30) in the Tampa Bay Area. Preliminary and qualifying rounds held at partner rinks while the champion shooters and goalies get the opportunity to skate in the final round during the intermission of a Lightning home game.
LIGHTNING INTEGRATED MEDIA PLATFORM: TV.

In a world where consumers can fast forward through commercials, our media platform offers opportunities for marketers to engage fans through uninterrupted, integrated messaging. Because we believe that less is more, our team partners with brands to deliver a balanced message that educates consumers through co-branded content.

Our media presents a wealth of opportunity for marketers to engage our fans. Leverage their passion for hockey and become a Lightning integrated media partner. Engage fans through:

TELEVISION

- 72 of the Lightning’s 82 regular season games aired on Sun Sports, with 5 more on Fox Sports Florida, covering the state of Florida from the Everglades north (Ft. Myers, Melbourne - FL/GA border)
- TV rating was a 1.18 with 22,000 households on average for 13-14 regular season.
- Ratings are back on par with 2003-2004 season (won Stanley cup)
- Playoff TV ratings were 132% higher, averaging a 2.74 and 35,000 households.
- During one quarter hour measurement in the post-season, ratings spiked at a 6.0!
INTEGRATED MEDIA PLATFORM: RADIO.

RADIO
- 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 1.2 rating among the 35-64 male audience during the regular season; During the 2014 Playoffs, rating jumped to a 2.6 and a 6.5% share.
- Ratings over the past 5 years have increased (and maintained) compared to the previous five seasons.
- 42% of radio listeners make 75k+.

GAMEDAY OPPORTUNITIES:
- Pre game, in-game and post game commercial units
- Pre game, in-game and post game features
- Lightning Radio Network entitlement
- Post Game Show entitlement (aired network wide)
- Intermission entitlement

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
INTEGRATED MEDIA PLATFORM: WEB.

10.4 million pages views during the season • 2.3 million unique visitors • 1.1 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 2.3 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 follows remains visible. With over 11 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 custom your message to our fans.
INTEGRATED MEDIA PLATFORM: SOCIAL.

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.
INTEGRATED MEDIA PLATFORM: MOBILE.

In 2011, the Lightning became the first pro sports team to provide Season Ticket Members (STMs) with jerseys embedded with RFID chips. These gave STM’s a 25% discount on food & beverage and 35% on retail merchandise. Thunder 2.0 is the next generation of the STM jersey, offering one central platform that aggregates existing data from our different POS & CRM systems when fully developed. This will create a full 360 degree view of our fans so we can send contextual & relevant messaging to smart groups. The new Lightning mobile app will be used 365 days a year, creating a range of new partnership opportunities in and outside the arena.

TARGETED SMART OFFERS

- APP ENTITLEMENT
  Reach all visitors as they open the app via title sponsorship on the home screen.

- OFFER CARD
  Present a special offer or marketing message to targeted users on the main page content feed. Utilize these offers as traffic drivers, offering partner location redemption.

- OFFER CENTER
  Post a special offer or marketing message to targeted users on the offer center, which is located on bottom navigation bar.

- RETAIL LOCATIONS
  Deliver a smart offer that presents a scanable code that is redeemed at a retail location.
INTEGRATED MEDIA PLATFORM: PRINT.
Add exposure to your marketing mix via Lightning print mediums varying from publications to pocket schedules.

**BLUE LINE GAME PROGRAM**
Blue Line, the Lightning’s game day publication, features player bios, unique behind-the-scenes stories and upcoming game matchups for fans throughout the season. With over 200,000 distributed during the year, ads offer partners exposure throughout the season with the ability to change messaging each print run. Full and half page ads available.

**YEARBOOK**
The Lightning yearbook features player spreads fans seek to fill with autographs each season. Full and half page ads offer partners the opportunity to be integrated into this Lightning fan favorite.

**POCKET SCHEDULES**
Distributed throughout Tampa Bay at the beginning of each season, Lightning pocket schedules are fans go-to source for game dates and times. Small enough to fit in a wallet, pocket schedules stay with fans throughout the season. Partners have the ability to have a full panel ads as well as distribute them at their own locations, driving traffic.
HOSPITALITY.

CHASE CLUB
Known as the premier business-to-business networking area at the Amalie Arena, Chase Club offers partner 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.

LEXUS LOUNGE
Enjoy 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. Enjoy complimentary food and beverages, including cocktails, with your tickets and never miss a moment of the action! The Lexus Lounge is adjacent to the locker rooms, with seats ten feet from the ice.

BLUE LINE CLUB
New to 2014-2015 season, the Blue Line Club will bring 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 a $440 food and beverage credit.

EXECUTIVE SUITES
Entertain key prospects or reward employees in our recently renovated state of the art executive suites.

NORTH PARTY SUITE
This large group area seats up to 130 guests each event and is perfect for hosting a group night. Includes all inclusive premium catered buffet, beer, wine, & beverage and a great view of the game from the attack side.
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.
THANK YOU FOR YOUR INTEREST IN A PARTNERSHIP.
WHY PARTNER WITH THE NHL?

Over 68 million fans in North America
401 million regular season TV viewers, 317 million for Playoffs
Over 22 million fans attended games during the 2013-14 regular season
The premier league in an international sport

ATTENDANCE
- Season ticket renewal rate during summer: 92.5%, +5% vs. spring 2011; 1-2% cancellation during lockout
- Average gate receipts: +4.4% year-over-year ($1.1M)
- Capacity Total at 97%, +2.1% vs. year ago, highest of the major 4 sports

DIGITAL MEDIA
- GameCenter Live: 241K subs, +79% vs. 2011-12 total (135K)
- NHL.com in-season page views +5% year-over-year
- Mobile: 2.3M app downloads, +31% vs. year ago

2013 STANLEY CUP PLAYOFFS
- The most-watched Stanley Cup Final
- 27 Million U.S. adults 18+ watched the Stanley Cup playoffs
- NBC was consistently the top network in Prime among both M18-49 and M25-54 while also ranking second among P18-49 and P25-54
- NBC averaged a 3.86 rating during the Stanley Cup Finals, +80% year-over-year

WHY THE NHL IS HOT.
The NHL is averaging more sellout crowds than the NBA, according to the latest attendance records.
Throughout the 2013-14 season, 15 NHL markets averaged at least 100 percent capacity in their home stands.
The NBA, on the other hand, has only eight markets averaging at least 100 percent capacity this season

DIGITALLY AND SOCIALLY RELEVANT.
- Total reach of the NHL page on average during the 2013 postseason was between 2-4+ million people
- Total Social Audience is now 10.3M (+33% YOY)
- RSNs +35% average across 29 measured clubs

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DIGITALLY AND SOCIALLY RELEVANT.
- Total reach of the NHL page on average during the 2013 postseason was between 2-4+ million people
- Total Social Audience is now 10.3M (+33% YOY)
### NHL Fan Insights

**Total attendance as % of attendance for 2012-13 seasons**

<table>
<thead>
<tr>
<th>CAPACITY %</th>
<th>75%</th>
<th>90.4%</th>
<th>95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Fans</td>
<td>70%</td>
<td>74%</td>
<td>78%</td>
</tr>
</tbody>
</table>

**Percentage of fans who said they are more likely to consider trying a product/service if it is a league’s official sponsor.**

<table>
<thead>
<tr>
<th>HHI: $75K+</th>
<th>54%</th>
<th>60%</th>
<th>71%</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Fans</td>
<td>45%</td>
<td>43%</td>
<td>43%</td>
</tr>
</tbody>
</table>

**Average Age**

<table>
<thead>
<tr>
<th>No. of Children in Household: +1</th>
<th>36%</th>
<th>32%</th>
<th>36%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work Full-Time (30+ Hours)</td>
<td>58%</td>
<td>59%</td>
<td>54%</td>
</tr>
<tr>
<td>Average HHI</td>
<td>$107,626</td>
<td>$93,686</td>
<td>$91,784</td>
</tr>
<tr>
<td>Total attendance as % of attendance for 2012-13 seasons</td>
<td>60%</td>
<td>59%</td>
<td>54%</td>
</tr>
<tr>
<td>Average Age</td>
<td>45</td>
<td>49</td>
<td>47</td>
</tr>
<tr>
<td>Average HHI</td>
<td>$107,626</td>
<td>$93,686</td>
<td>$91,784</td>
</tr>
<tr>
<td>The Sport of Hockey occupies 3 of the top 5 spots in terms of adult sports fan’s median income</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MEDIAN INCOME</th>
<th>$90,000</th>
<th>$86,000</th>
<th>$82,000</th>
<th>$78,000</th>
<th>$74,000</th>
<th>$70,000</th>
<th>$66,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHL</td>
<td>$91,754</td>
<td>$88,369</td>
<td>$85,084</td>
<td>$81,810</td>
<td>$78,535</td>
<td>$75,260</td>
<td>$71,985</td>
</tr>
<tr>
<td>Minor League Hockey</td>
<td>$94,510</td>
<td>$90,725</td>
<td>$87,040</td>
<td>$83,354</td>
<td>$79,668</td>
<td>$76,082</td>
<td>$72,496</td>
</tr>
<tr>
<td>Media</td>
<td>$90,130</td>
<td>$86,345</td>
<td>$82,560</td>
<td>$78,775</td>
<td>$75,090</td>
<td>$71,305</td>
<td>$67,620</td>
</tr>
</tbody>
</table>

**Comparison to other major sports leagues, NHL Fans are the most...**

- **Youthful**: Average Age 45, 60% are 18-49
- **Affluent**: Average HHI $107,626, HHI: $75K+ = 54%
- **Educated**: Attended College 71%
- **Tech-Savvy**: 12% more likely to own a smartphone than the general population

Sources: SMRB Winter 2013 One Year & PMB Fall 2012; SMRB Winter 2013 One Year; Study (Arkansas Summer 2012 NCS Adult Study 12-months); Source: Street & Smith’s SportsBusiness Journal (2012)