

01-02 partnership opportunities

more than just a game!

At a time when advertisers are looking for unique and effective ways to reach their customers and clients, sports marketing has become the best way to achieve both. The Chicago Freeze and the Fox Valley Ice Arena are committed to customizing a program that takes full advantage of the wide range of opportunities for delivering your targeted business message to our audience.



FOX VALLEY ICE ARENA & FITNESS CENTER

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FOX VALLEY ICE ARENA HOME OF THE CHICAGO FREEZE

www.chicagofreeze.com

HISTORY OF A TEAM...

The Chicago Freeze Played their first season in 1997-98 in the North American Hockey League and have never looked back!

The franchise had improved its record each season and continues to develop top-notch hockey players who continue on to college or professional hockey.

One of the league leaders in attendance each season, the Chicago Freeze are committed to providing a quality product that consistently provides high value entertainment and are determined to become an integral contributor to the civic, charitable and corporate communities.

CHICAGO FREEZE GET IN THE GAME!



Freeze celebrate third place finish at the Gold Cup National Championships (hosted by Fox Valley Ice Arena) in May 2001.

A BUILDING TO BRAG ABOUT...



CHICAGO FREEZE GET IN THE GAME!

The home rink of the Chicago Freeze is the Fox Valley Ice Arena, a state of the art facility housing 2 ice sheets, a 20,000 square-foot fitness center, full-service restaurant, pro shop and "The Rock" hockey training center. The 2,700 seat NHL rink also has 13 skyboxes.

The Fox Valley Ice Arena hosts many exciting events and programs throughout the year. From the 1,000 youth hockey participants to the sold-out annual Extreme Figure Skating Expo & Exhibition, this facility generates over 1 million visitors per year!

THE NAHL... A LEAGUE TO RESPECT

The North American Hockey League was founded in 1975. The 2001-2002 campaign marks the 26th season of North American Hockey League competition.

NAHL Members include the Pittsburgh Forge, Capital Centre (MI) Pride, Chicago Freeze, Cleveland Barons, Compuware Ambassadors, Danville Wings, Soo Kewadin Casino (MI) Indians, Springfield (IL) Jr. Blues, St. Louis Sting, Texas Tornado and the US National NAHL Team.

Since its inception, the NAHL has placed nearly 1,000 graduates into collegiate hockey and more that 275 have been drafted by the National Hockey League.

CHICAGO FREEZE GET IN THE GAME!

"Over the years the North American Hockey League has been the most consistent in producing outstanding players not only for Division I college hockey, but Division II and III as well."

- Ron Mason

Head Coach, Michigan State University



"The NAHL is a hotbed for college scouts, and I made a enormous progress in my development playing junior hockey."

- Brian Rolston

Boston Bruins Center & former NAHL player

FREEZE GREATS...

The Chicago Freeze team proudly watched as 3 former Freeze players were drafted in the 2001 NHL Entry Draft.

Most notably, Jason Bacashihua, the Freeze netminder for the 1999-00 and 2000-01 seasons, was drafted in the first round (26th overall) by the Dallas Stars. In addition, former goalie Craig Anderson (1997-1998) was chosen in the third round by the Chicago Blackhawks and defenseman Mikko Viitanen (1999-2000) was then selected in the fifth round by the Stanley-Cup Champion Colorado Avalanche.

The Freeze also sent 9 players to the ranks of collegiate hockey, including such established schools as Dartmouth, Western Michigan, Ohio State, Connecticut and Air Force.

CHICAGO FREEZE GET IN THE GAME!



THE DEMOGRAPHICS OF A HOCKEY FAN...

Fox Valley Ice Arena and Chicago Freeze Customer Demographics

Average HH Income:
\$84,470

Average Age:
33

Married:
61%

HH with Children under 18:
43.5%

Own Home:
72%

College Education:
9.7%

Based on demographics within a 10 mile radius.

CHICAGO FREEZE GET IN THE GAME!



Hockey fans are a special breed - extremely loyal and proud of their team, win or lose!

NAHL hockey delivers what marketers want: young, affluent, educated fans with an eye toward the new and exciting.

The Fox Valley Ice Arena reaches over 1 million potential customers within a 30-mile radius.

Want to send them a message? www.chicagofreeze.com

PARTNERSHIP GOALS...

At a time when advertisers are looking for unique and effective ways to reach their audience, sports marketing has become the media tool that achieves both.

The Chicago Freeze and the Fox Valley Ice Arena are committed to initiating a customized program that will meet the needs of each corporate client within our surrounding communities.

From in-ice logos to corporate buy-out nights, the Chicago Freeze can help your business achieve its goals!

CHICAGO FREEZE GET IN THE GAME!



sponsorship opportunities

IN-ICE LOGOS

The ice surface is the premium means of advertising within the arena. Your corporate I.D. is strongly visible to a captive audience watching non-stop hockey action. Placing your message along the blue lines, the face-off circles or in the neutral zone will ensure great exposure.

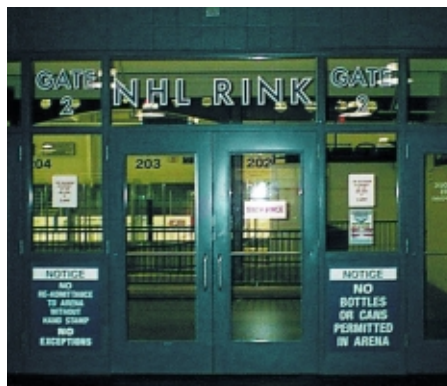
BACK-LIT SIGNS

Illuminated signs have created a new dimension in advertising. These strategically placed and highly visible signs will surely draw the attention of the fans. Located at the arena entrance and on arena walls these bright, colorful signs will stand out above the rest.

WINDOW SIGNS

Located above the arena entrance doors, these signs are sure to capture the attention of the fans both coming and going. These exclusive signs are double sided and hard to miss whether fans are in the lobby buying tickets, purchasing concessions or entering and exiting the arena for any reason.

CHICAGO FREEZE GET IN THE GAME!



SPONSORSHIP OPPORTUNITIES

CHICAGO FREEZE GET IN THE GAME!

SCOREBOARD SIGNS

Rising shot---SCORE!!! Fans can't help noticing your business prominently displayed in this location. Scoreboard advertising will prove to be winning combination when fans see their home team ahead as the seconds on the clock tick away.



DASHER BOARDS

The most exciting advertising medium in hockey, dasher boards place your message right where the action is. In addition to exposure to spectators, dasher boards surround the arena playing surface can often be exposed to local television news coverage, newspaper action photos and team promotional pictures. Whatever location you choose, advertising along the boards is sure to be a big hit.



PLAYER BENCHES

This creative advertising opportunity located behind the player's benches is hard to top. With a large part of the audiences attention drawn to these locations throughout the game. Highly visible signs will be placed in panels tailored to your corporate message.



SPONSORSHIP OPPORTUNITIES

CHICAGO FREEZE GET IN THE GAME!

ZAMBONI

Be a part of the action on the ice with your logo prominently displayed on the most recognizable machine in sports...the Zamboni. All eyes watch as the ice is resurfaced during intermissions and as the Zamboni driver interacts with the crowd.



JERSEY, HELMET, & PANT

At home or on the road, your corporate I.D. could be the only advertising medium that truly becomes part of the team. Your business will be exposed at the Fox Valley Ice Arena and around the league through this intimate marketing approach.



BANNERS

Capture the attention of every fan with inexpensive, highly visible banners right at eye level. Skybox Banners are "the place to be seen". Full color banners can deliver your message at every event in the arena and ensure that our users get your message. Banners are truly cost effective, year long advertising for your business.



SPONSORSHIP OPPORTUNITIES

CHICAGO FREEZE GET IN THE GAME!

GAME PUCKS

High flying pucks will make their way into the stands during Freeze games with your logo on them more that we care to admit. Talk about making an impact! Don't worry these lucky unfortunates will leave with a good impression and something to talk about when they take the puck home with them as a souvenir.



CHILLY

The all-time favorite of kids, young and old, ranks above even the Easter Bunny and Santa Claus. The fact that Chilly is real may have something to do with it, but nonetheless, the association of your business with Chilly is sure to be a big hit with kids of all ages.



SECTION SIGNS

These double sided signs are regularly incorporated into game night promotions like the always popular "Chicken Dance". Everyone in your section gets into the action as they compete for prizes by doing the hilarious party dance. Guaranteed to have our fans rolling in your aisles.



EVENT NIGHTS

Capture the fan's excitement at a Freeze game. Invest in one of the most unique and effective promotions at a home game through a promotional event night. Event nights are an outstanding way to generate awareness for your business through many things. Live interactive intermission entertainment, merchandise giveaways promoting your company's image and space in the arena to showcase your business. **THEME NIGHTS AVAILABLE!**