



SCHEELS arena

PARTNERSHIP OPPORTUNITIES

A PARTNERSHIP WITH SCHEELS ARENA & FARGO FORCE
GIVES YOUR COMPANY THE EXPOSURE IT NEEDS — AND DESERVES



PARTNERSHIP OPPORTUNITIES

Welcome to Scheels Arena, home of the Fargo Force, Fargo High School Hockey, and a variety of other exciting events to experience year-round!

We'd like to take a few moments to provide information and ideas on how you can take advantage of sponsorship opportunities at Fargo Force games and within Scheels Arena.

The information included in this packet explains and highlights some of the most popular sponsorship opportunities. With such a variety of sponsorship choices available and knowing that each business and organization has a different mission, we are happy to customize a sponsorship package to meet your needs.

Scheels Arena can deliver your message and produce results. Please call upon one of our sales executives when you have questions and comments. We value your partnership.

Sincerely,



Jon Kram
President Scheels Arena/Fargo Force



FARGO FORCE INFORMATION

FARGO FORCE QUICK FACTS

League: United States Hockey League

Stadium: Scheels Arena
5225 31st Ave S
Fargo, ND 58104

Established: 2008

GM/President of Hockey Ops: Cary Eades

Head Coach: Pierre-Paul Lamoureux

2017-18 Clark Cup Champions

4-Time Western Conference Champions

2-Time Organization of the Year

FARGO-MOORHEAD SPORTS ATTENDANCE

Year	Sports Team	Games	Average	Total
2019	NDSU Football (Regular Season)	9	17,440	156,962
2019	Concordia College Football	5	3,514	17,569
2019	Fargo-Moorhead RedHawks	47	3,444	161,857
2019-20*	Fargo Force Hockey	22	3,429	75,427
2019-20	NDSU Men's Basketball	14	2,676	37,462

*Season cut short due to COVID-19. Regular season was scheduled for 30 home games.

SCHEELS ARENA INFORMATION

SCHEELS ARENA QUICK FACTS

Stadium Address: Scheels Arena
5225 31st Ave S
Fargo, ND 58104

Established: 2008

General Manager: Jon Kram

Overall Attendance Since Building Opening: 2,330,534

Overall Attendance During 2019-2020 Event Season: 197,334

Events Held: President Trump Rally, Florida Georgia Line, Alan Jackson, NCAA West Regional Hockey Tournament, ND State Boys High School Hockey Tournament, Pride of Dakota, etc.

INVENTORY

Media Dasher Boards



These 11ft x 3ft boards surround the ice, making your advertisement virtually part of the action! Plus, you receive the added exposure when the media cameras shoot the game.

Non Media Dasher Boards



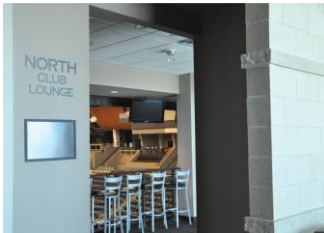
These 3ft x 11ft boards surround the ice, making your advertisement virtually part of the action!

FUIC Dasher Boards



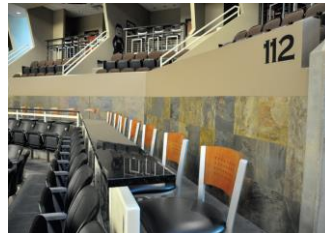
These 3 ft x 11 ft boards surround the ice in the Farmers Union Insurance Center (connected to Scheels Arena), where high school and youth hockey games are held.

Club Lounge Naming Rights



48 person lounge reserved for groups on North end of arena. Not only do fans see it from inside the bowl, they also see it from walking around the concourse. Naming rights only.

Club Row



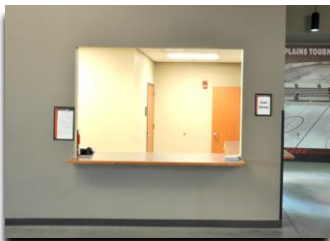
Have your company name associated with our Club Row seating. Goes all the way around the bowl and can be seen wherever you're sitting.

Player's Bench



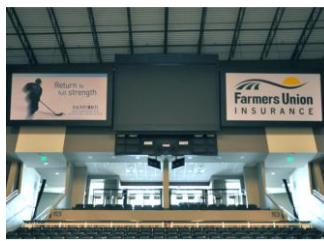
A 16ft x 2.5ft board behind each team's bench. When fans are looking at the team, they're looking at your advertisement.

Guest Services



Your name and company will be mentioned every time guest services is mentioned. You will also be allowed to customize guest services with company name and logo.

Arena Backlits



One of four of the most visible signs in the arena. Visible for all Force games and most other in arena events. Located above the North and South ends of the arena.

Penalty Box



An oversized wall graphic located behind the whole penalty box. Great in game exposure and great media exposure.

INVENTORY

Section Sponsorship



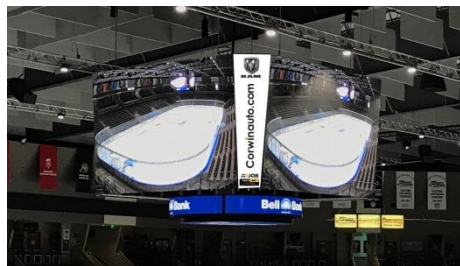
Your company will get noticed as an official sponsor of a section in Scheels Arena. The section is branded in three locations (down the handrails, at top of section and on concourse at the top of the stairs). Four sections are available that also include the steps wrapped with your logo on them.

Concourse Wall Backlit



3.6ft x 2.5ft signs located around the concourse.

Scoreboard Advertising



Put your company name and logo at center ice on the center hung scoreboard. Logo advertisement is located on the corners of the board.

In-Ice Logos



Put your company name and logo where all the action is at on the ice. This is one of the best locations in the arena for high visibility.

Concourse Wall Signs



These large 17ft x 9.75ft signs are very prominent in the concourse and sure to get your company noticed.

Box Office Sign



This 10ft x 6ft sign is visible for all arena events. Located east side of box office. Highly visible in the upper and lower lobbies near stairs at main entrance.

Corner Backlights



A 5ft x 3ft lit up sign located high up inside the bowl makes your company's logo easily seen from most seating locations.

SPONSORSHIP NIGHTS

GAME SPONSORSHIP

This is your company's special night at a Fargo Force game. Your company will be recognized several times throughout the game and your company's information will be shared with a broad demographic of fans the week leading up to your chosen game night. Limited spots remaining, so be sure to book yours today!

Sponsorship Benefits Include:

- Company name listed on 75,000+ pocket schedules (Must have signed contract before print deadline in early August)
- 3 PA Announcements recognizing you as game sponsor
- Company name up on full fascia along with each PA announcement
- Included in all e-blasts and social media sent out during the week leading up to the game
- Listed on our website promotions page the week of game sponsorship

Even More Benefits:

- Opportunity for a representative of your company to drop the puck (subject to availability)
- Opportunity for a 1st intermission interview to promote your business
- Opportunity to provide contestants for intermission contest (subject to availability)
- Opportunity to set up a display table in the upper lobby before the game to market to our fans
- Opportunity to give out souvenirs to our fans before the game with your logo on them*
- 50 reserved seat tickets on your sponsorship night for your employees/customers

**Giveaway Minimums: 1,000 items. Cost of giveaway item not included in package. Our sales representatives can put together a package with a giveaway item included.*



IN-GAME PROMOTIONS

In-Game Commercial	<i>One 30 second commercial per Fargo Force game.</i>
Birthday Announcements	<i>Company name announced as the birthday announcement sponsor when all birthdays are announced at each home game during the first intermission (accompanied with a video board graphic).</i>
Season Ticket Holder of the Game	<i>In game promotion highlighting a season ticket holder of the game. Sponsor provides a prize to give the season ticket holder for all home games.</i>
3 Stars of the Game	<i>Once post-game where three stars of the game throw out a t-shirt with sponsor logo on them to the fans in the crowd that they autograph.</i>
Media Time-Out	<i>Guaranteed 60 second time-out during the game—media time-outs can be created to fit sponsor's needs and to also help entertain the crowd. Sponsor can also provide prizes for one fan, a whole row of fans or an entire section of fans. There are two media time-outs per period. Sponsor may purchase more than one if available.</i>
In-Game Promos	<i>Stoppage in play during the game. With an in-game promo, there is no guarantee on how long the stoppage will be as it is just in between whistles. In-game promos are typically contests where a prize is provided for the winner(s).</i>
Post-Game Party	<i>Host a post-game party at your location after a home game. Sponsor post-game party will be announced over the PA during the game.</i>
Entertainment On Ice	<i>Sponsor a contest during the first and second period.</i>
Chuck a Puck	<i>Sponsor board on the ice during the chuck-a-puck contest. Sponsor provides a prize for the winner valued at a minimum of \$25 per game.</i>
Starting Line-Ups	<i>Company announced with home team's starting line-ups. Company logo on video boards and video ring advertisement during line-up announcements.</i>

National Anthem	<i>Company announced as presenting anthem sponsor.</i>
Pic of the Game	<i>Company announced as sponsor of pic of the game.</i>
Kids Club	<i>Naming sponsor of the Fargo Force Kids Club.</i>
Group Welcome	<i>Company name announced as the group welcome sponsor when all groups are announced at each home game during the first intermission (accompanied with a video board graphic.)</i>
Birthday Announcements	<i>Company name announced as the birthday announcement sponsor when announced at each home game during the first intermission (accompanied with a video board graphic)</i>
Player Spotlight	<i>Sponsor of all player spotlights during the regular season. Sponsor logo on lower third of all spotlight videos played during home games.</i>
On the Bench w/ Coach	<i>Sponsor of the intermission interviews with Force coaches on the bench. Sponsor logo on lower third of the video board during interview.</i>
Scores Around the League	<i>Official sponsor of the scores around the league announced during each intermission with a lower third graphic.</i>
Stat Sheet Ad	<i>Printed each game for fans, scouts and media.</i>
Pocket Schedule Ad	<i>75,000+ schedules printed and distributed within a 45-mile radius to the Fargo-Moorhead area.</i>
Ticket Envelopes	<i>Sponsor logo/ad printed on all ticket envelopes.</i>
Website Ad	<i>Ad on Fargo Force website (subject to availability).</i>
Icing	<i>Company announced as icing sponsor every time the puck is iced.</i>
Penalty Box	<i>Company name announced every time opposing player goes to the penalty box, along with a video ring advertisement with logo.</i>

CONTACT US

If you are interested in becoming a corporate partner with the Fargo Force, please contact one of the sales representatives below and they will be in contact with you to put together a proposal based on your company's needs.

Contact Information:

Steven Ratti

VP of Sales

sratti@scheelsarena.com

701.356.4393