

Omaha Beef

PARTNERSHIP INFORMATION



2012 Season

OMAHA CIVIC AUDITORIUM



- Home to the Omaha Beef since beginning of the team's existence
- One of the most feared places to play in the Indoor Football League
- Opened in 1954, a multi-purpose convention center in Omaha, Nebraska, Currently seats up to 9,300 people for sporting events and up to 10,960 for concerts
- Also used for trade shows, smaller conventions, and local graduations

Ralston Arena

- New Home to the Omaha Beef in 2013
- State of the Art arena will hold 3,500 fans plus standing room
- 12 New Suites Available for Fans or Business Outings
- Seating all on one level – Fans will be closer to the game

Ralston Arena 2013



Price Level 1- \$294
(First 2 rows of arena)

Price Level 3- \$140
(Endzones)

Price Level 2- \$210
(Sideline-rows 3 on up)

Price Level 4- \$105
(Corners)



Omaha Beef

FACTS

Celebrating 13 YEARS of Professional Indoor Football in Omaha!!!



- One of the LONGEST RUNNING and most consistent indoor football teams of all time and at any capacity.
- The Omaha Beef are the ONLY team in the IFL to have a male dance team, the Rump Roasters.
- The Omaha Beef are also home of the 5-time Mascot of the Year the SIR LOIN
- The Prime Dancers were selected as the 2009 Dance Team of the Year
- We have had 12 consecutive seasons making the playoffs and we have hosted a home playoff game nine of the last twelve years
- The Omaha Beef received SIX OF NINE available 2008 league awards including:
 - UIF Coach of the Year -UIF Most Improved Player -Dance Team of the Year
 - Mascot of the Year -Game Operations -Executive of the Year

Indoor Football League (IFL)

- The League began in 2008 out of the merger between the Intense Football League and United Indoor Football
- Currently the world's largest Professional Indoor Football League



2011: 16 Teams & 14 U.S. States

2012 BEEF HOME SCHEDULE



March 3	Wichita Wild
March 17	Wyoming Cavalry
March 24	Green Bay Blizzard
April 6	Wichita Wild
April 28	Sioux Falls Storm
May 12	Nebraska Danger
June 1	Cedar Rapids Titans

**All games in the 2012 Beef season
will be played at 7 p.m.
at the Omaha Civic Auditorium**

WHY MARKET WITH US?!

- Captive Audience of 5,000 or more per game; 3 Hours at a time
- No DVR or fast forwarding through commercials, fans can't help but notice our corporate sponsor's message
- Fans and corporate partners are not merely customers, but are literally an extension of our team and family
- The Omaha Civic Arena and next year, Ralston Arena, present unique opportunity for us to join forces and drive people into your location
- We reach out via Facebook & Twitter to keep fans up to date on corporate events & sponsorships
- Constantly touching base to ensure you are completely satisfied with our end



OFFICIAL & EXCLUSIVE SPONSORSHIP

**YOUR COMPANY can have the opportunity to own the
“Official & Exclusive”
status of having the “Right” to our Omaha Beef logo**

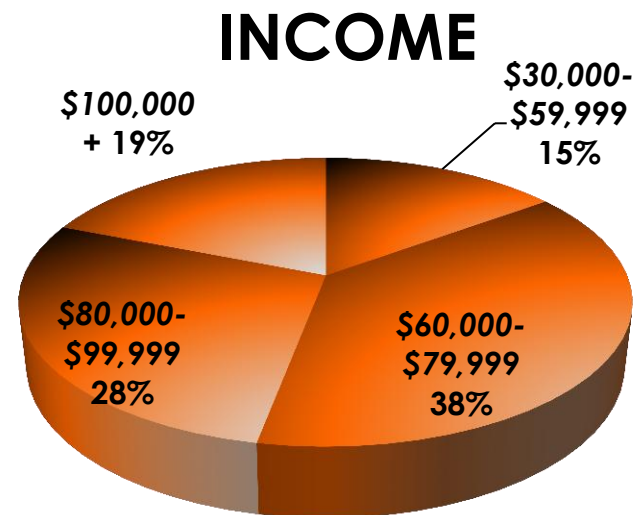
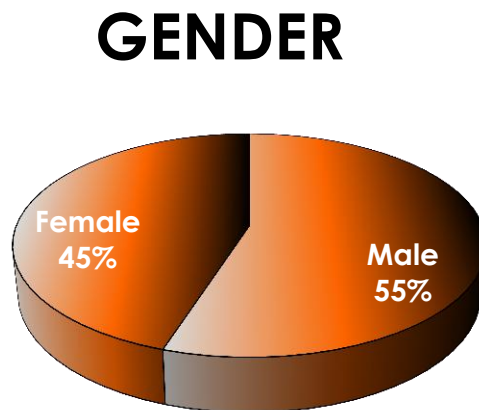
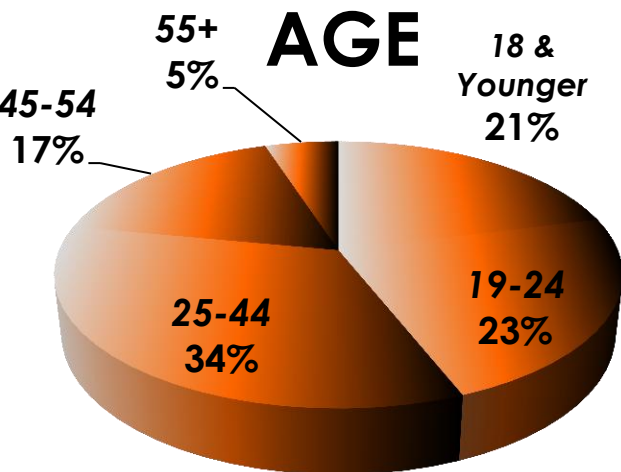


****We also
guarantee that
NONE of YOUR
competitors will
have their logo
or any type of
presence in or
around the
arena**

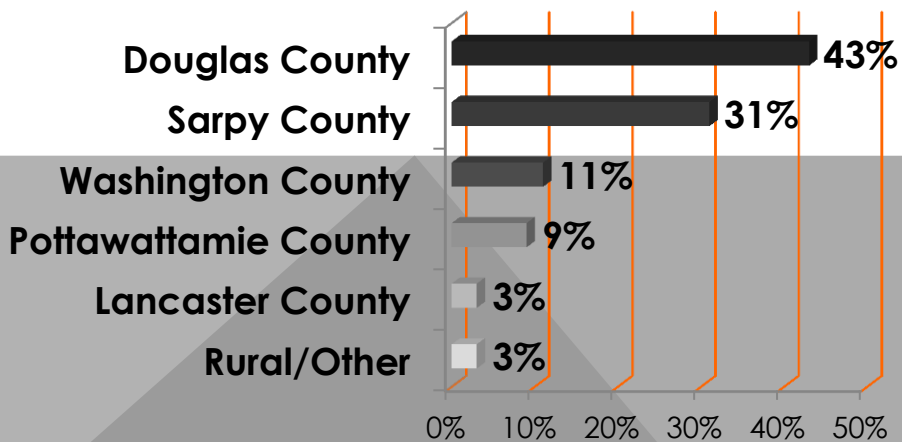
What We Can Do For You:

**Can You Envision YOUR COMPANY as
“The Official XXXXX of the Omaha
Beef.”**

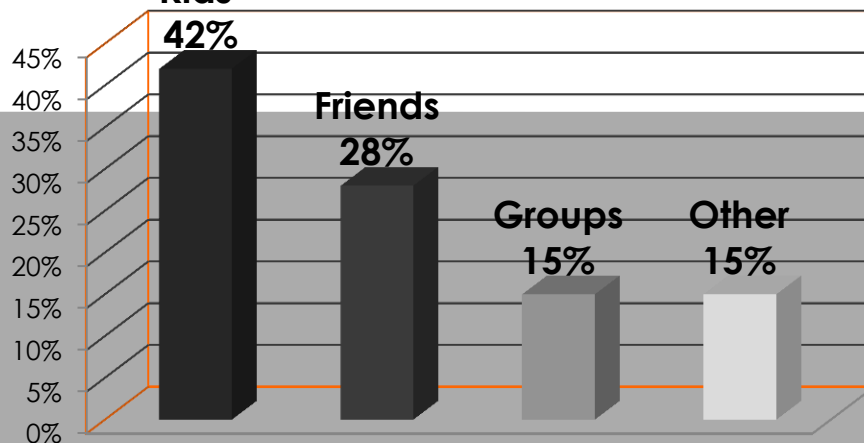
Beef Demographics



Geographic Reach



Family & Ticket Sales



YOUR COMPANY Logo will be on Each & Every game ball



✧ Loud Speaker announcements ALL night long of YOUR COMPANY!

✧ Courtesy of
✧ “YOUR COMPANY”
the Official Game Ball Sponsor!

✧ Our fans have opportunities to catch game balls which would have
✧ YOUR COMPANY logo

Game Ball Sponsorship

What Type of Opportunities Do We Have for Advertising For YOUR COMPANY?

✧ Print Opportunities

✧ Promotional Opportunities

✧ Community Opportunities

✧ Arena Signage Opportunities

✧ Ticket Opportunities

✧ Multi-Media Opportunities

✧ BeefFootball.com

Print Opportunities

Omaha Beef Souvenir Programs:

- Full-page Program Advertisement
- Seen by fans & media for player and team information
- Programs become Collector's Item in which is constantly referred back to
- YOUR COMPANY assumes all artwork & design costs**



Omaha Beef Program Inserts:

- Insert will be put into centerfold of all Programs every night
- Inserts can be updated on a nightly basis for new information
- Insert is located right by player information for easy reading by fans
- YOUR COMPANY will produce & provide ALL flyer inserts within a minimum of 48 hours prior to each game



Print Opportunities

Pocket Schedule:

- Ad will be distributed to over 50,000 fans & media
- Ads will be spread across the Omaha & Iowa area
- This ad will be one of the only **BOLD & COLORFUL** ads listed



Season Ticket Backs:

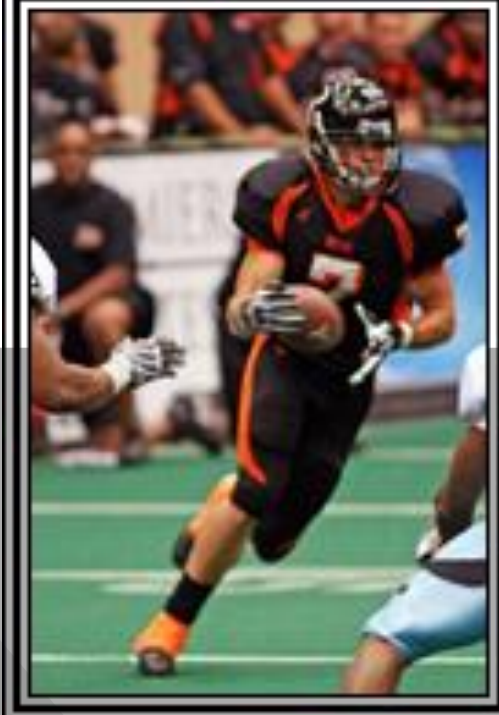
- Have the right to be “Exclusive Sponsor” for the back of Season Tickets
- Builds YOUR COMPANY sales and revenues when seen by over 20,000 buyers
- YOUR COMPANY will be the only advertised company on back of tickets



PROMOTIONAL OPPORTUNITIES

Uniform Logos:

- Bold logo on front of Beef Jerseys
- YOUR COMPANY Logo will be on HOME & AWAY jerseys for state to state advertising
- Players will wear jerseys at Community Appearances which include: School Functions, Corporate Gatherings, Radio Functions, etc.



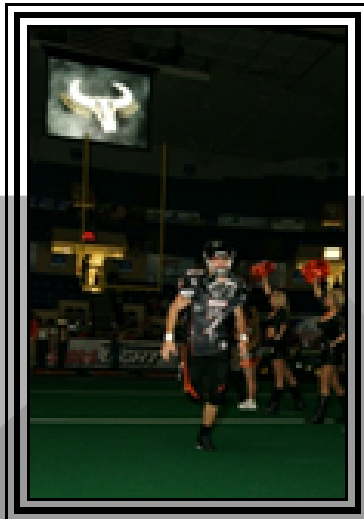
Helmet Logos:

- Logo on helmet itself
- Availability limited to ONE sponsor
- Home & Away advertisement
- Helmets show on photographs and videos taken by media and fans
- Maximum Exposure

Promotional Opportunities

Jumbo Tron:

- Ability to use Video Board in Advertising at Home Games
- YOUR COMPANY logo will be seen by entire auditorium
- YOUR COMPANY logo will have a minimum of 4 different runs across video board



Penalty Flags:

- Guaranteed part of every game
- YOUR COMPANY will be heard by PA system throughout game as official sponsor



Chain Gang:

- Unique Branding Opportunity
- YOUR COMPANY logo will be placed on back of the Chain Gang Shirts worn at every game
- Constant branding of YOUR COMPANY



Promotional Opportunities

Sir Lion OR Petite Filet:

- Exclusive rights to the Omaha Beef Favorite Mascot!
- Mascot attends every home game & community outings
- YOUR COMPANY logo is on front and back of jersey
- Mascot is introduced as, "Presented by YOUR COMPANY."



Promotional Opportunities

Prime dancers, Ball Babes, & Rump Roasters:

- Full sponsorship of dancers
- Dance team makes exclusive appearances throughout community
- Banner of YOUR COMPANY logo will be present at all events
- Dancers make appearances throughout game, half-time, & getting involved with fans
- YOUR COMPANY logo on uniforms, t-shirts, & any other collateral marketing piece
- Announced as, “Omaha Beef Prime Dancers/Ball Babes/Rump Roasters, Presented By XXXXX”



Other Options:

- Water boys
- Power Team



Promotional Opportunities

Beef appearance:

- Opportunity to use the Beef Staff: Including Coaches, Players, Dancers, Ball Babes, Mascots
- Help offered at Grand Openings, Sales Events, and More to direct traffic, mingle with guests, & sign autographs
- Promote event at games prior to events
- Both Parties will agree upon dates



Promotional Opportunities

Party box:

- **YOUR COMPANY logo on dasher board located in front of party box**
- **YOUR COMPANY logo on t-shirts & badges given to all fans in party box**
- **Will receive recognition at beginning of game for being sponsor of the party box**
- **Fun atmosphere**



Birthday Package:

- **Great for all ages**
- **Birthday Person gets Omaha Beef merchandise as well as Sponsoring YOUR COMPANY goodies**
- **YOUR COMPANY Name mentioned at beginning march on field**



Promotional Opportunities

Pre-game tailgate:

- **YOUR COMPANY Tailgate Town is located behind the Civic Center in Lot 4**
- **Open to All Ages**
- **Banner will be displayed with logo**
- **YOUR COMPANY is encouraged to go out and tailgate too**
- **We will work with your YOUR COMPANY in order to make experience unforgettable**

Post Game Party:

- **Bring the party to your location after game**
- **Players and Omaha Beef Members Attend**
- **Great Revenue Generator for your business**
- **YOUR COMPANY will provide a meal for up to 30 team members at the beginning of this event**

Promotional Opportunities

Fan Info Booth:

- **Busiest Booth at Game**
- **Located right when fans walk in through the main doors**
- **Handles Will-Call, Birthday Groups, & Questions**
- **YOUR COMPANY Banner on Booth**
- **P.A. Announcements throughout game**

In Arena Table Info Distribution:

- **YOUR COMPANY can host their own table every home game in main concourse to demonstrate products & services**
- **No fans will miss this spot when walking through**



Promotional Opportunities

Game Night Sponsorship:

- Date to be agreed on
- Sponsors title heard on radio, television, and print advertising promoting the game
- A member from YOUR COMPANY will drop the “coin toss”
- YOUR COMPANY assumes all expenses related to any promotional give away or any professional act

Half-Time Sponsorship:

- Half-Time is 20 minutes of non-stop acknowledgement
- Prime Dancers and Rump Roasters are a part of every experience

Game Ball Delivery:

- Official game ball deliver
- YOUR COMPANY will be sponsor delivery every game

First Down Call:

- Hey Fans, That's another XXXX first down!”
- Averages 20 first downs per game

Promotional Opportunities

Trading Card Night:

- First 1,000 Fans will receive a pack of team trading cards
- All Cards will have YOUR COMPANY Logo
- YOUR COMPANY name will be on P.A. System all night

Magnetic Schedule:

- Season Schedule with YOUR COMPANY logo
- Handed out to ALL fans
- Great for refrigerator or cabinet

Promotional Opportunities

Promotional night:

- Date to be agreed upon
- **YOUR COMPANY** will be the official host of the night



Other Opportunities:
Chuck-A-Ball, Promo Vehicle, Pizza After Touch Down

Arena Signage

Field Sponsor:

- YOUR COMPANY Logo on Field
- Can be seen everywhere in Arena
- P.A. Announcements of YOUR COMPANY



Dasher Board Advertising:

- YOUR COMPANY will get 1 (ONE) on field level Dasher Board
- Includes printed sidewall of YOUR COMPANY



Dasher Board Toppers:

- YOUR COMPANY will get 50 (FIFTY) on field level toppers
- Printed on top of the side walls
- Great advertising and publicity for YOUR COMPANY



Arena Signage

In-Field Logo:

- YOUR COMPANY will receive 1 (ONE) In-Field logo
- Bright display logo



Marquee Banner:

- YOUR COMPANY will receive 1 (ONE) 5x8 Banner hung in Arena
- Hung in most popular location with easy viewing access



Stairway Banner:

- YOUR COMPANY will receive 120 Stairway Banners in Arena
- 4 stairs per row throughout entire arena

Arena Signage

Ring of Honor Banner:

- YOUR COMPANY will receive 1 (ONE) Banner during season
- 2x10 Banners
- Hung in Prominent Area seen easily by fans



Inflatable Tunnel:

- Ability to utilize 15 Foot Inflatable Sir Loin Tunnel
- YOUR COMPANY Logo on Inflatable Sir Loin
- YOUR COMPANY will work with us to set up locations & dates to inflate tunnel



Goal Post Banner:

- 4 (FOUR) 2x10 Banner with YOUR COMPANY Logo
- Hung on side of each goal post

Corporate Corner:

- Located one in every section by the touchdown alley
- YOUR COMPANY logo on banner

Mini-Blimp:

- YOUR COMPANY provides artwork for blimp
- Ability to drop coupons during pre-game and half time



COMMUNITY OPPORTUNITIES

Youth Football/Dance Camps:

- Open to ALL kids ANY skill level
- Beef Players and Coaches work with kids
- YOUR COMPANY logo will be on sports t-shirts & any promotional items
- Kids will walk onto field that night at the home game and YOUR COMPANY will be a recognized sponsor



Other: Perfect Attendance Program

MULTI-MEDIA OPPORTUNITIES

B2 Broadcast Host:

- Host will have a live internet stream and will host every away game at a specified location
- Very Unique & Exclusive Opportunity

Radio Broadcast Spot:

- A major radio station will host games and the sponsor will be heard all over the U.S.
- 30 second radio ad will be aired on stoppage plays
- Pre-produced commercial to be added



TICKET OPPORTUNITIES

Season Tickets:

- YOUR COMPANY will receive 4 (FOUR) regular season seats to every home game
- Perfect Opportunity to entertain clients or reward employees

Special Group Outing:

- YOUR COMPANY will receive 50 tickets to use at leisure for employees, customers, or future prospects

Flex Tickets:

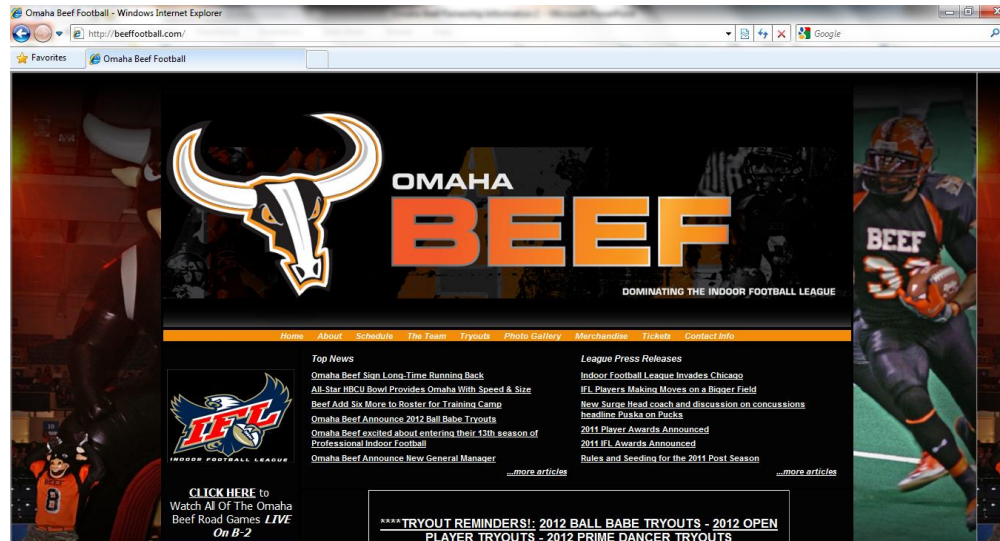
- YOUR COMPANY will receive 10 (TEN) vouchers to use at discretion
- The user of these tickets redeem them for the BEST AVAILABLE SEATS IN HOUSE



BEEFFOOTBALL.COM OPPORTUNITIES

Rotating Web Banner:

- Bold Banner displayed on the home page of website with YOUR COMPANY logo
- Visited daily by fans and future prospects



CURRENT LOCAL PARTNERS

