



City of Indian Wells

Acrisure Arena

Acrisure Arena Assets	Value/Received:
1. 156 Ad Plays Per Day Holding for 6 Seconds Each Total of 15 Minutes of Ad Play per Day on 3 billboards	\$66,750
2. 56,940 Ad Plays Annually Holding for 6 Seconds Each Total of 99 Hours of Ad Play per Year	\$34,550
3. Hours of Operation per Sign Program for Freeway Area Digital: 5a – 1a (20 hours per day) Special Event: 5a – 2 Hours After Event End if Later Than 1a	\$123,000/\$311,802(total from all above)
4. Arena LED & TV Display Exposure (Interior & Exterior): The City of Indian Wells share of voice on integrated <u>interior</u> digital signage to be equal to all other Arena Partners	\$33,100/\$16,000
5. The City of Indian Wells share of voice on integrated <u>exterior</u> digital signage to be equal to all other Arena Partners	\$19,650/\$19,650
6. Minimum of one (1) minute of LED ring exposure within the seating bowl for all non-sporting events (approx. 60-70 events annually)	\$32,850/\$32,850
7. Facility (Club Space/Main Floor) Usage Usage of Acrisure Arena Club spaces three (3) days per year, dates based on availability. Hard costs to be responsibility of the City of Indian Wells (Security, F&B, etc.)	\$32,000/\$32,000
8. Acrisure Arena Website Integration ROS banner ads equal to or greater than other Arena Partners on Arena website	\$9,000/\$9,000
9. Resident Benefits for Residents of Indian Wells Minimum 1 event per quarter "Pre-Sale" ticket opportunities (events TBD)	\$10,000/\$10,000
10. Outdoor branded stage (number of events TBD)	\$10,000/\$26,297

Coachella Valley Firebirds Assets

1. LED Rotational Dasher Board 3 minutes per game for Coachella Valley Firebirds	\$17,500/\$17,500
2. Minimum of one (1) minute of LED ring within the seating bowl for all <u>AHL Coachella Valley Hockey</u> events (approx. 35 events annually) Includes potential NHL exhibitions to be played at Acrisure Arena	\$24,500/\$14,500(was down first half)
3. "Three Stars" of the game partner (Arena/Digital)	\$15,000/\$15,000
4. Firebirds Website ROS banner ads equal to or greater than other Arena Partners on AHL website	\$6,000/\$6,000
5. One (1) game entitlement." Tonight's game brought to you by the City of Indian Wells."	\$7,500/\$7,500
6. Game entitlement for Firebirds game at Climate Pledge Arena in Seattle Includes all promotion for game as well as associated media.	\$18,000/\$9,000

City of Indian Wells Game Night

1. Tickets to 5 games, 1 game promoted as Indian Wells Night 200 for Indian Wells Night and 100 for (4) other games Ability to purchase additional seats at 50% off.	\$33,000/\$33,000
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Coachella Valley Firebirds Training Facility

- 1. Inclusion in the Desert 9 \$11,700 /did not happen
 - Curation and creation of all artworks
 - Installation and insurance requirements (provided by Flat Black Art Supply)
 - Artist recognition plaques and large format signage highlighting the collection and each desert city.
 - 1,000 oversized postcards representing each mural.
 - Invitations for up to 12 guests to attend #TheDesertNine Reveal party.
 - Website highlight, minimum one post and story via social channels @AcrisureArena, and feature in Arena e-newsletter
 - Inclusion in Arena opening PR campaign, distributed nationally.

Seattle Kraken: Here’s what this four-game sponsorship entails (In Seattle) 1st year only:

- 1. The four games will be known as the Seattle Series Presented by the City of Indian Wells \$30,000/\$30,000
- 2. We will need to incorporate the city’s logo into our Game Day graphics 4 games \$12,400/\$12,400
- 3. We will need the city’s logo displayed on the digital dasher board for the Climate Pledge Arena 10/23. \$7,500/\$7,500
- 4. We will have a :05 video pre-roll before our video highlights packages for 4 games as a “logo bug” in the lower corner of the screen during the video highlights. \$12,000/\$12,000
- 5. We should do some live radio reads (:05 to :10) 3-4 times a game for the radio broadcasts for these four games. \$4,000/N/A

Broadcast (added value)

Broadcast was not part of the original negotiation as Acrisure did not have that partner secured but our value is estimated at: \$876,102/\$140,176 (IW Value)

Total Value per year \$570,000/\$762,175

Acrisure over delivery was in “Pre-Sale” opportunities, broadcast, LED ring, Marquee freeway, and significant added value due to broadcast. Important to note that tickets pricing did go up during the first season and our tickets have a higher value, especially in the second year of sponsorship.