

THE ART OF POSSIBLE



OUR MISSION

Deliver the most impactful and accessible entertainment experience for our fans and partners, while embodying our commitment to the growth of hockey and the Milwaukee community.

THE OPPORTUNITY

Be part of a one-of-a-kind partnership that brings your brand to life in the center of Milwaukee, explores fully-integrated partnership integration and enables national storytelling possibilities.



WHAT OUR PARTNERS ARE SAYING

SCOTT BUCHER

President
Traction Factory

"Our partnership with the Milwaukee Admirals is a complete win for Traction Factory. Jon and his team make sure that our clients and my organization are getting full value every night, all season long. Our associates love the product on the ice. Beyond the Superior ROI, the team's priorities are aligned with ours when it comes to making Milwaukee a better place. For all of these reasons, the Admirals partnership is annually on the no-cut line in our communications budget."

DAVID P. NEVILLE

President & CEO
Beer Capitol
Distributing

"In addition to having a successful hockey program, the Admirals have one of the most unique fan experiences and innovative promotional and marketing programs in sports and entertainment. We are extremely proud to have our brands aligned with their organization."

CHRIS HOGAN

VP Sales Kohl's
Account Team

"Our partnership with the Milwaukee Admirals goes back many, many years, and it has been a first-class experience. Our employees/customers have enjoyed many entertaining evenings and afternoons watching Admirals hockey at the Bradley Center and more recently, UW-Milwaukee Panther Arena. It has been—and will continue to be— an honor to have a great relationship with a great organization, filled with so many great people."

ATMOSPHERE

"The atmosphere is awesome, all the energy you expect from a pro sports team, but much more affordable."

EXCITEMENT

"Games are full of awesome excitement and lots of fun."

QUALITY

"All I can say is thank you to Mr. Turer and his staff and the players for giving us a quality hockey team and an Old Time Hockey venue to watch great hockey in."

FUN

"Fun promotions during the game.
But most of all great hockey."



BY THE NUMBERS



**50 Years
of Hockey**



**Nearly 10
Million
Attendees**



**Nearly 115K
Social
Followers**



**365-Day
Presence**



**89% of current
NHL players are
AHL graduates**





Marcus Center
for the Performing Arts



#MILHOCKEY

THE HUB OF HOCKEY IN MILWAUKEE & THE EPICENTER OF HOCKEY IN WISCONSIN



THE ADMIRALS MEAN BUSINESS

The Admirals Advantage

Our “yes” mentality allows us to think differently and turn big-ideas and dreams into reality.

World-Class Collaboration

We put our partners at the forefront of everything we do. When you’re with us, you’re family.

Business Solutions

Through our partnership, we can drive your business in an authentic way to put your brand in front of dedicated fans and families.



WORLD CLASS LEADERSHIP

With the vision of Milwaukee sports ownership Harris Turer and leadership of President Jon Greenberg, the Milwaukee Admirals are setting a new standard of sports and entertainment in the state and city of **#MILHOCKEY**.




NATIONAL STORYTELLING & EARNED MEDIA



Hockey player Bobby Butler never thought he'd have a shot at making the U.S. Olympic team.

Typically, those coveted spots are reserved for America's top NHL stars. But a surprising announcement from the league – this year, they've decided not to allow rostered players to compete in the Olympics – has opened the door to lesser-known players like Butler.



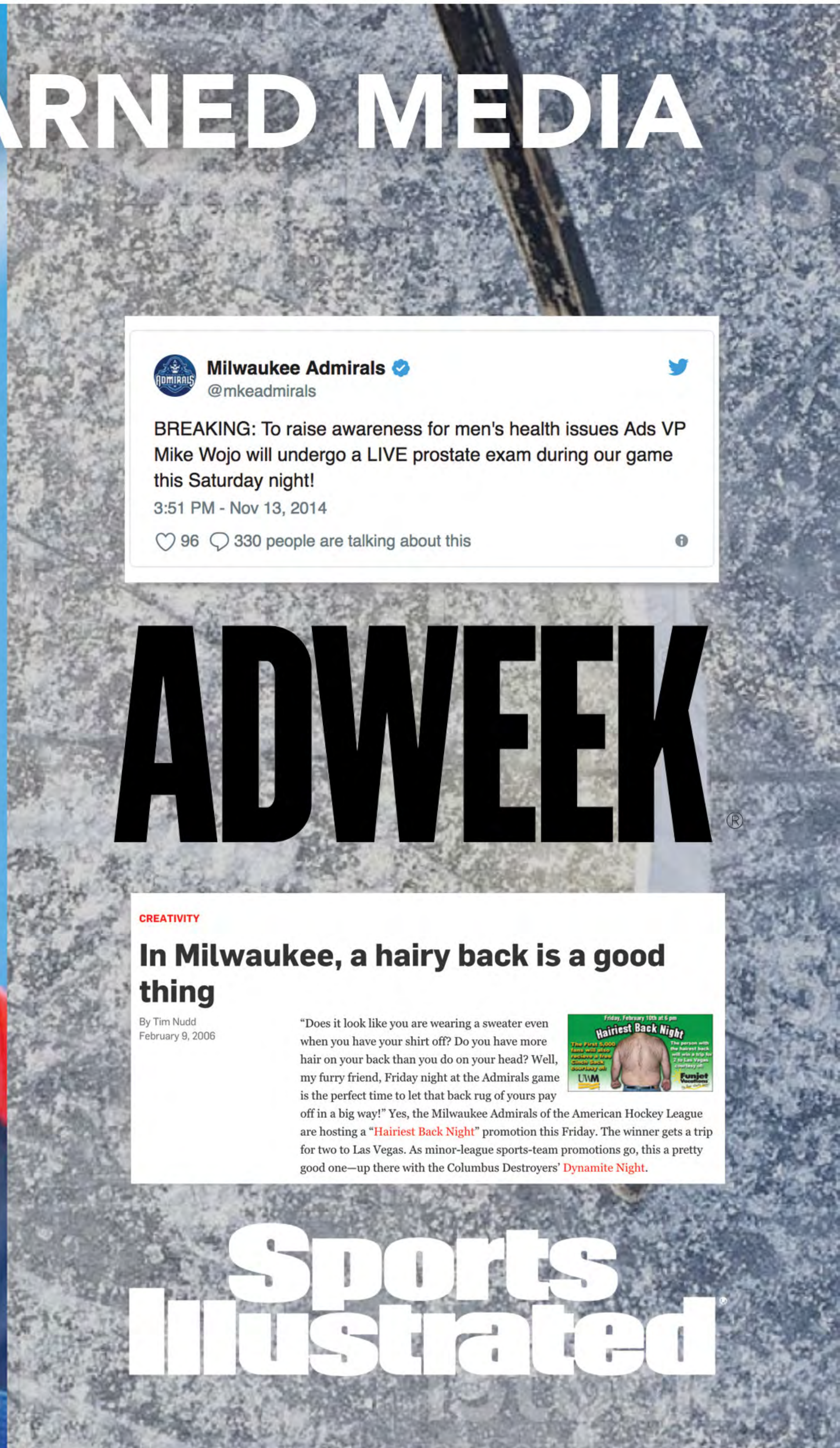
Milwaukee Admirals To Host 'Don't Be Like Mike Night'

Rick Chandler
2/13/09 10:30am • Filed to: HOCKEY



"Anyone named Michael, Phelps, Mary Jane, Cheech, Chong, Weed (Wied) or anyone who has won an Olympic Gold Medal can get their ticket for only \$2." [Milwaukee Admirals]

Sports Illustrated
DEADSPIN



Milwaukee Admirals @mkeadmirals

BREAKING: To raise awareness for men's health issues Ads VP Mike Wojo will undergo a LIVE prostate exam during our game this Saturday night!

3:51 PM - Nov 13, 2014

96 330 people are talking about this


ADWEEK

CREATIVITY

In Milwaukee, a hairy back is a good thing

By Tim Nudd
February 9, 2006

"Does it look like you are wearing a sweater even when you have your shirt off? Do you have more hair on your back than you do on your head? Well, my furry friend, Friday night at the Admirals game is the perfect time to let that back rug of yours pay off in a big way!" Yes, the Milwaukee Admirals of the American Hockey League are hosting a "Hairiest Back Night" promotion this Friday. The winner gets a trip for two to Las Vegas. As minor-league sports-team promotions go, this a pretty good one—up there with the Columbus Destroyers' *Dynamite Night*.



Sports Illustrated

THE ART OF POSSIBLE



Craig Counsell



Bonnie Blair



Bob Uecker

A HOLISTIC PARTNERSHIP

**Retail/Licensing
Extensions**

**Authentic Brand
Integration**

Employee Programs

Access & Experiences

Earned Media

Keys to the Arena

Ticket & Hospitality

Social/Digital/Mobile

Vendor Opportunities



ACTIVATION OPPORTUNITIES

IN/AT

Enhance the experience during Admirals games and in the concourse



NEAR

Activate in the local community



AWAY

Amplify partnership on social and digital





FAMILIES



KIDS



**Our Fans Are
YOUR CUSTOMERS**



BUSINESSES

MILLENNIALS



COMMUNITY CONNECTIONS

\$400K raised through our annual charity game to give back to local charities.

6,000 tickets distributed to non-profits in the area through our Jane's Kids Ticket Program.



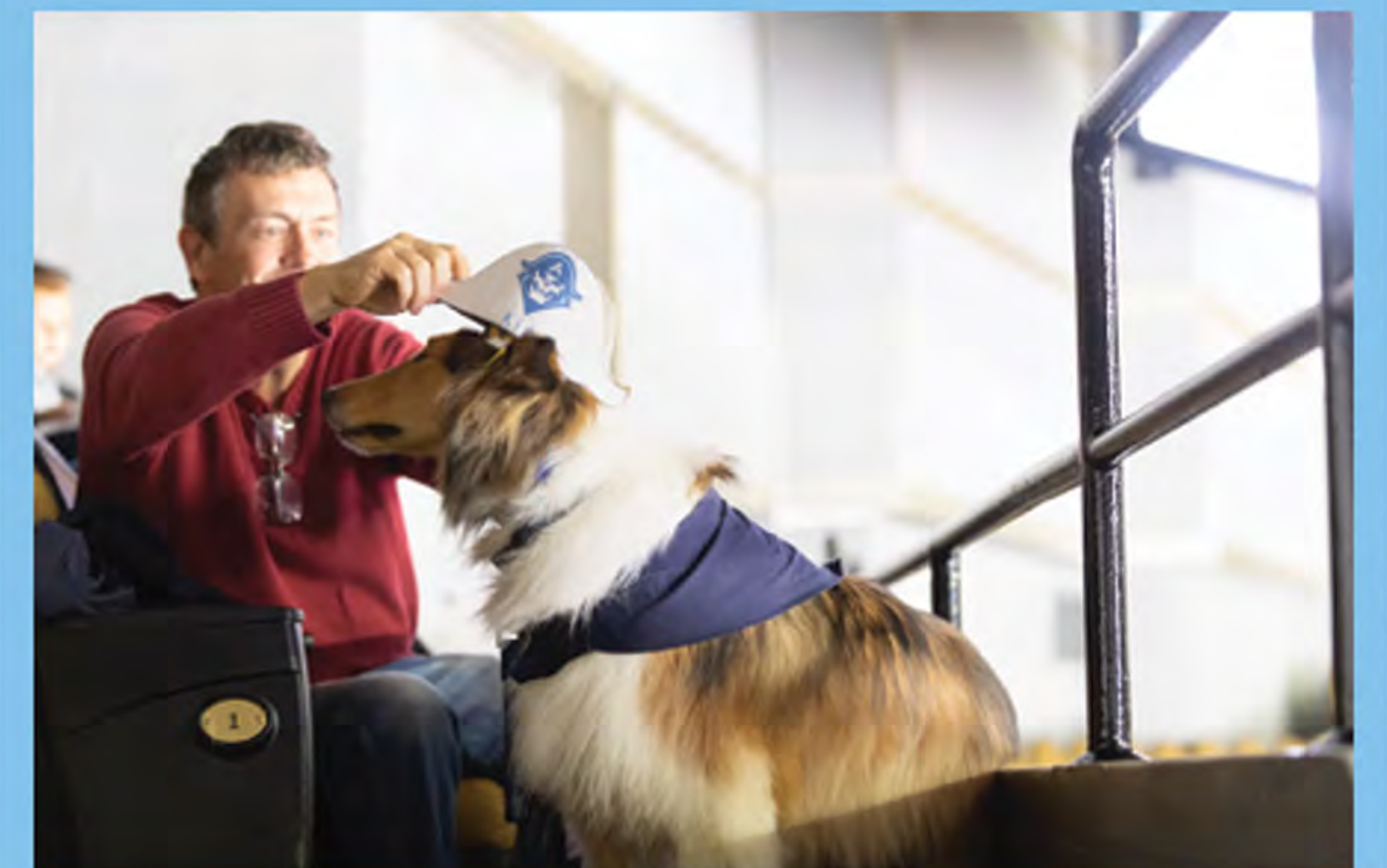
BREAKTHROUGH PARTNERSHIP OPPORTUNITIES



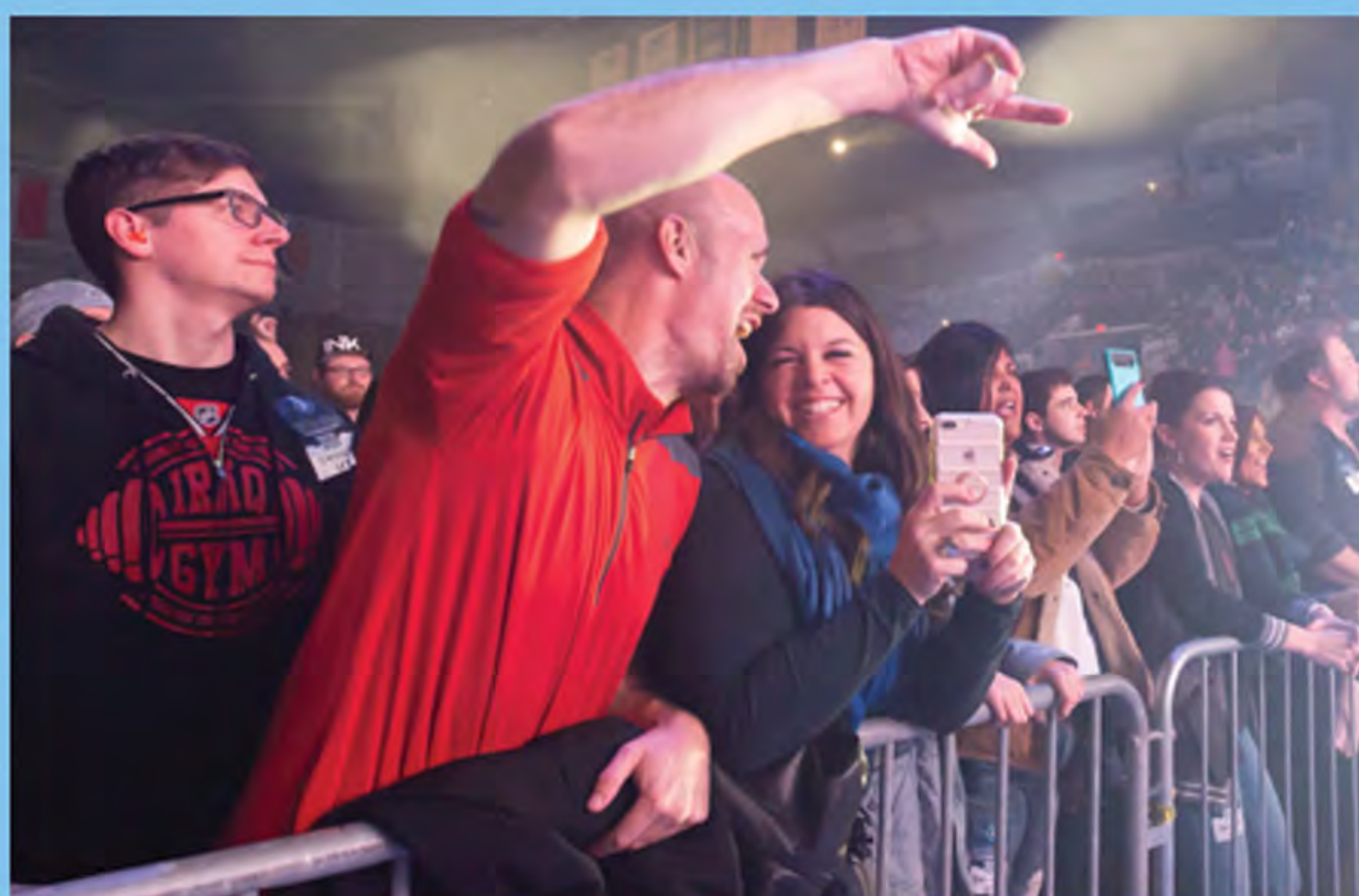
Warm-Up Jersey



Branded Destination



Promotional Night



Concert Series



Interactive Zone



Fan Giveaways

A PIVOTAL TIME

TO PARTNER WITH ADMIRALS HOCKEY

- The best family entertainment value in Milwaukee.
- Own hockey in the state of Wisconsin.
- Breakthrough opportunities in winter/fall.
- Reach fans 365 days a year.



#MILHOCKEY