

Kansas City Brigade

9423 Nall Ave.

Prairie Village, KS 66207

Who is the AFL?



AFL ownership includes the following important sports related owners (NFL, NBA, and NHL) and other notable individuals:

- Neil Smith, Chiefs Hall of Famer, Broncos Superbowl Champion, Kansas City Brigade
- Jon Bon Jovi, Entertainer, Philadelphia Soul
- Tim McGraw, Entertainer, Nashville Kats
- John Elway, NFL Hall-of-Famer, Colorado Crush
- Jerry Jones, Dallas Desperados/Dallas Cowboys
- Deion Sanders, Former NFL Star, Austin Wranglers
- Tom Benson, New Orleans VooDoo/New Orleans Saints
- Arthur Blank, Georgia Force/Atlanta Falcons
- Pat Bowlen, Colorado Crush/Denver Broncos
- Stan Kroenke, Colorado Crush/St. Louis Rams
- Bud Adams, Nashville Kats/Tennessee Titans
- John McConnell, Columbus Destroyers/Columbus Blue Jackets
- Charles Wang, New York Dragons/New York Islanders
- Jacksonville Jaguars, San Francisco 49ers and Washington Redskins own rights to future teams.

“The Royals and the Chiefs have done an outstanding job of fusing the entire community with a sense of belonging, pride and sharing. We hope to be an integral part of that for decades to come. This sense of destination is shared by everyone in the Brigade organization, including the ownership, staff, coaches, and players.”

- Chris Likens

Neil’s Bio

- 2006 Chiefs Hall of Fame Inductee
- 2 time Super Bowl Champion
- 6 time Pro Bowl selection
- 13 year career with the Chiefs and Broncos
- Scouts and evaluates talent for the team



Chris M. Likens
Owner

Brad Likens
Executive Director

Neil Smith
Owner



- ESPN / ABC
- 5 year broadcast agreement
- 26 games per season including Monday Night Football (17 regular season, 9 playoff)
- 2008 is the AFL's 22nd season, scheduled for late March through July.
- AFL attendance has risen in four of the last five years (up 60% from 2002) and totaled over 1.8 million fans in 2007.
- AFL team values have increased dramatically over the past 10 years. In 1996 teams were reportedly worth \$500,000; expansion teams for 2008 are valued at over \$20 million.
- EA Sports debuted an Arena Football video game in 2006 and exceeded sales goals.
- Nearly 50,000 fans participated in the inaugural AFL Fantasy Football league.
- Extensive network and cable coverage of AFL games
- Weekly regular season telecasts
- 100% of AFL regular season games are broadcast either on national or local television and/or radio.
- Seven of the top 10 U.S. media markets currently have AFL teams
- Coaches Corner every Monday night live from 810 Zone.
- AFL game of the week broadcast on Sirius Radio, 97.3.

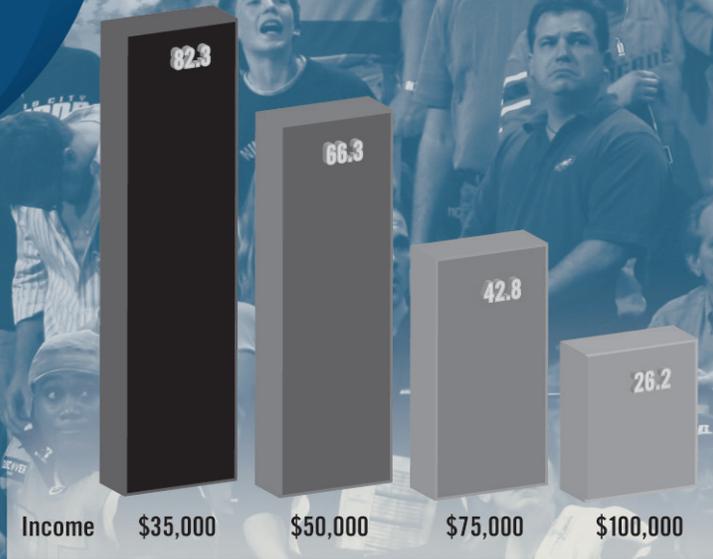
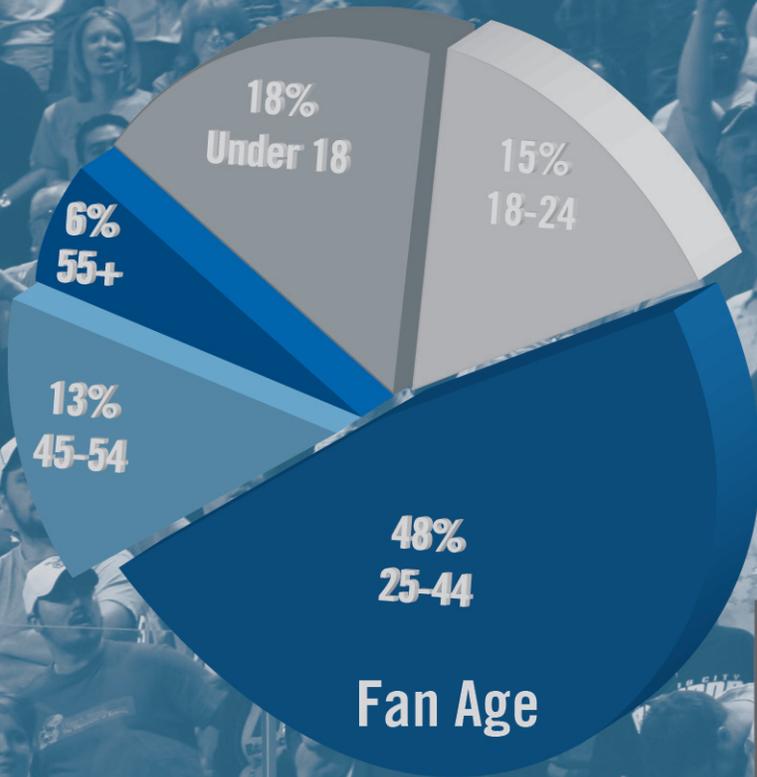


30.4% of AFL fans stated that they would try a product because of its sponsorship of an AFL team.
 22.3% of AFL fans stated that they would switch products because of its sponsorship of an AFL team.
 29.8% of AFL fans stated that they are loyal to a product because of its sponsorship of an AFL team.

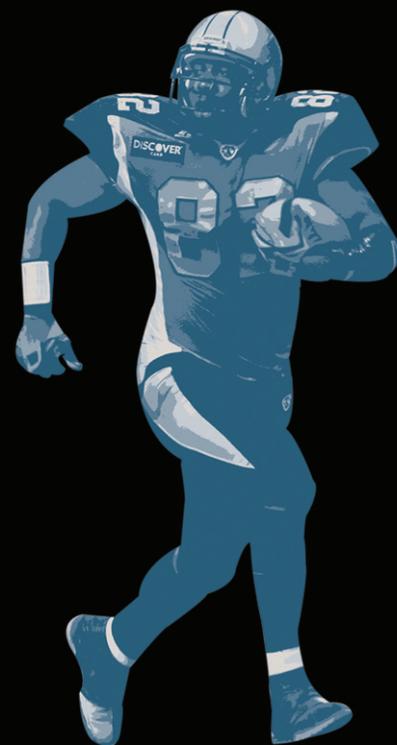
League	Try	Switch	Loyal
	30.4%	22.3%	29.8%
	27.9%	20.3%	26.5%
	26.9%	18.7%	24.7%
	24.8%	17.3%	23.1%
	24.1%	16.6%	23.9%
	23.7%	16.6%	22.6%

source: ESPN Sports Poll 2006

Fan Demographics



- 99.50% of Brigade fans surveyed watch pro sports on television.
- 44.80% of Brigade fans surveyed listen to pro sports on the radio.
- 50.90% of Brigade fans surveyed have purchased alcohol in the last month.
- 46.40% of Brigade fans surveyed own a 1996 or newer vehicle
- 68.50% of Brigade fans surveyed subscribe to wireless/cellular service
- 80% of Brigade fans surveyed purchase clothing every 3 months.
- 76.30% of Brigade fans surveyed access the internet per month.
- 99.70 % of Brigade fans surveyed visit fast food restaurants per month.
- 67.50% of Brigade fans surveyed have traveled in the last year.



Sponsorship Opportunities



2009 Kansas City Brigade Corporate Sponsorship Packages

In an effort to provide the most effective and valuable Sponsorship Opportunities for our 2009 Sponsors, the Kansas City Brigade has created the following membership opportunities based on your level of sponsorship. In addition to the items received below, a portion of your investment money will be donated to a charity of your choice through The Helping Hand Foundation, the official charity of the Kansas City Brigade.

Generals Club: \$80,000.00



Items Included

- *Endzone Dasher Board w/ Company Logo *OR* Turf Square in Endzone or Playing Field
- *Customized Halftime Promotion
- *Logo Placements (Players, Coaches, Helmet)
- *LED Board Promotion
- *30sec. Radio Commercial
- *Live Link on Brigade Website from Home Page
- *Coin Toss Presenter for (1) Brigade Home Game
- *In Game Check Presentation for \$10,000 to Appointed Charity
- *Jumbotron Commercial
- *4 Season Tickets in Sprint Center (Best Available of Lower Level Sideline Rows 2-4)

Majors Club: \$40,000.00



Items Included

- *Sideline Dasher Board w/ Company Logo
- *Company Logo Displayed on Ball Crew, Secondary Officials, and Game Day Crew
- *Presenter of Pre-Game Show at (1) Brigade Home Game
- *LED Board Logo Shown Entire Game
- *Pocket Schedule Logo
- *Live Link on Brigade Website
- *Charitable Donation of \$2,500 to a Charity of Your Choice
- *4 Season Tickets in Sprint Center (Best Available of Lower Level Sidelines Rows 13+)

Colonels Club: \$60,000.00



Items Included

- *Sideline Dasher Board w/ Company Logo
- *Game Break Presenting Sponsor
- *National Anthem Presenter
- *LED Board Promotion
- *Live Link on Brigade Website
- *Jumbotron Commercial
- *\$5,000 Charitable Donation Announced at Kansas City Brigade Home Game
- *Your "Company Night at the Brigade"
- *4 Season Tickets in Sprint Center (Best Available of Lower Level Sidelines Rows 5-12)

Captains Club: \$20,000.00



Items Included

- *Touchdown Sponsor for a Brigade Home Game
- *LED Board Logo Shown Entire Game
- *Official Sponsor of the Post Game Autograph Zone w/ Banner
- *Live Link on Brigade Website
- *Exiting Coupon Opportunity
- *4 Season Tickets in Sprint Center (Best Available of Lower Level Sidelines Rows 13)

***All Items are based on availability. Once an item below is sold out, it will be replaced by an item of equal value and exposure.**

Kansas City Brigade Sponsorship Opportunities 2009

- | | | |
|-----------------------------|---------------------------------------|---|
| Dasher Boards | Post-Game Coupon/Promotional handout | Logo Placement on Brigade Girl Autograph Card |
| Turf Squares | Game Day Program | Brigade Girl Uniform Sponsorship |
| Home Tunnel Banner | Logo Placement on Team Autograph Card | Brigade Girl Calendar Title Sponsorship |
| Visitor Tunnel Banner | Ticket Backs | Logo Placement on Brigade Girl Calendar |
| Jumbotron Commercial | Pocket Schedule | Stunt Crew: Presenting Sponsor |
| Autograph Zone Banners | Magnetic Schedule | Stunt Crew: Uniform Sponsor |
| First Down Sponsor | Brigade Website | Suites and Group Outing |
| Red Zone Sponsor | Live Link on the Brigade website | |
| Coin Toss | Brigade Girl Presenting Sponsor | |
| Game Ball Delivery | | |
| Promotional T-shirts | | |
| Halftime Presenting Sponsor | | |
| Promotional Vehicle | | |

Sponsorship Opportunities



Dasher Boards

One of the most unique things about Arena Football is the playing field itself. Each field is surrounded by walls which are covered by thick foam padding that protect the players when they CRASH into them. Displaying your company's logo on the Dasher Boards puts your company's name or logo right in the action.



Turf Square

Yet another way to incorporate your company's logo, literally, into the action of each Kansas City Brigade home game. Each Turf Square lies right on the playing surface of the field and end zones.



360 Degree LED Board & Scoreboard

Take advantage of the technology offered this year at Sprint Center with the State of the Art 360 LED and Scoreboard. Display your advertisement or logo before, during, and after each Brigade home game in 360 degree crystal clear digital quality.

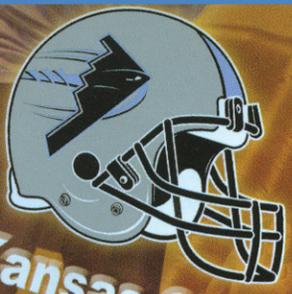


Sponsorship Opportunities

On-Field Promos

Possibly the most fan pleasing thing about an Arena Football game is there is always something exciting happening on the field. Whether it is shooting t-shirts with your company's logo into the stands, or a Brigade fan trying to kick a 30 yard field goal for a chance to win great prizes, an On-Field Promotion is a great way to get exposure at the games.





**Kansas City
Brigade**



Saturday

BRIGADE

Your Ad Here



CHICAGO RUSH	11:30 am
@ Colorado Crush	8:00 pm
DALLAS DESPERADOS	7:00 pm
- BYE WEEK -	
ARIZONA RATTTLERS	7:00 p
@ Las Vegas Gladiators	3:00
GRAND RAPIDS RAMPAGE	7:00
@ Nashville Kats	7:00
COLORADO CRUSH	7:0
@ Philadelphia Soul	6:
UTAH BLAZE	7
New York Dragons	
SEAS AVENGERS	

Print Advertising

The Kansas City Brigade offer a variety of opportunities in Print Advertising. Game Day Programs, Calendars, Ticket Backs, and Pocket Schedules just to name a few. Each game the Brigade produces a Game Day Program specifically for that day's game and opponent. This Program is available to each fan who comes to the arena!

Your Ad Here

This ticket is a revocable license and the purchaser's admission is refused anytime after purchase. Resale or attempt to resell or printed herein is prohibited without refund or other compensation. This ticket is not to be admitted on condition and she will not transmit or aid in the transmission of any account, picture or reproduction of him or her. This ticket is for promotional purposes (including contests) and is not valid for other purposes without the express written consent of the Kansas City Brigade.

Breach of the foregoing conditions of sale grants permission to their agents to utilize the name of the holder in any live or recorded reproduction in whole or in part of him or her.

THE HOLDER OF THIS TICKET AND DANGER OF PENALTY related in any way to whether occurring is a contract between the holder and all its extr

G/



FRIDAY
MARCH 30, 2007 • 7:00 PM
KEMPER ARENA
240 **K**
SEC ROW PRICE SEAT
ACCT# 29-40279 12

BRIGADE
VS.



Your Ad Here

Sponsorship Opportunities

YOUR LOGO
HERE

YOUR
LOGO
HERE



YOUR
LOGO
HERE

www.kcbrigade.com

One of our most prominent venues of creating exposure for the Brigade as well as our sponsors is the Kansas City Brigade website. As a sponsor you will have the ability to receive a live link to your company's site from our home page or our sponsors page. The Kansas City Brigade averages nearly 2 million hits per month

KANSAS CITY
BRIGADE

Girls



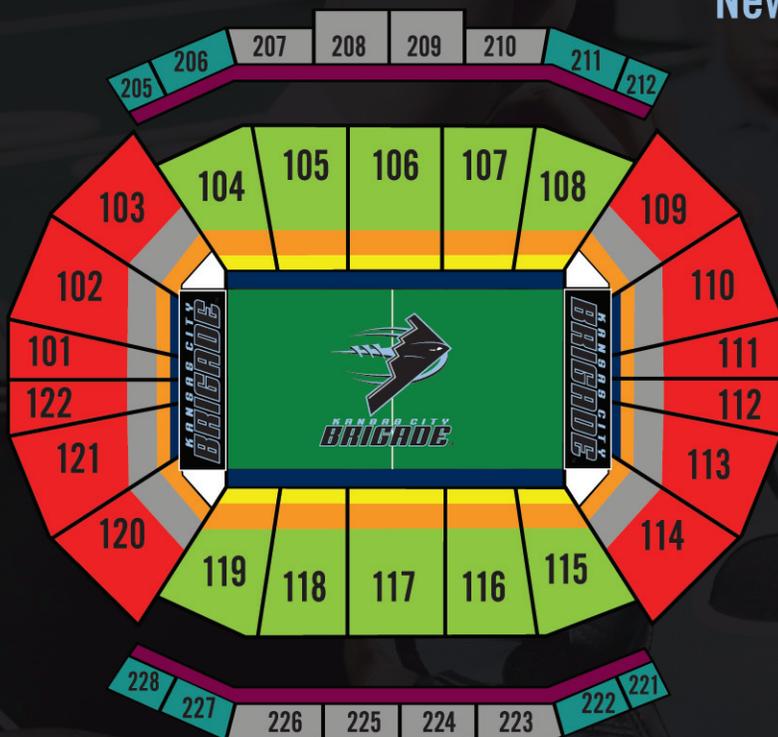
Opportunities

- Be the Title Sponsor of the Kansas City Brigade Girls
- Have your Logo incorporated in the Kansas City Brigade Girls Calendar or Poster
- Host the Brigade Calendar Release Party
- Be a Title Sponsor of the Brigade Girls Auditions, Halftime Shows, and other Community Events
- Enjoy Brigade Girl appearances at your next corporate outing
- Stunt Crew Presenting Sponsor
- Stunt Crew Uniform Sponsor

Brigade Girl Sponsorships

LANDING AT SPRINT CENTER

New Home of the Brigade in 2009!



	Season PLUS Ticket Price*	Season Ticket Price	Single Game Price
Lower Sideline : Row 1	\$1,360	\$1,200	\$160
Lower Endzone : Row 1	\$1,360	\$1,200	\$160
Lower Sideline : Rows 2-4	\$1,020	\$900	\$120
Lower Sideline : Rows 5-12	\$533	\$488	\$65
Lower Endzone : Rows 2-4	\$533	\$488	\$65
Lower Corner : Rows 7-8	\$533	\$488	\$65
Lower Sideline : Rows 13+	\$340	\$300	\$40
Upper Sideline : Rows 1-2	\$298	\$263	\$35
Upper Sideline : Rows 3+	\$187	\$165	\$22
Lower Endzone : Rows 5-12	\$187	\$165	\$22
Lower Corner : Rows 9-12	\$187	\$165	\$22
Lower Endzone : Rows 13+	\$128	\$113	\$15
Upper Corner : Rows 3+	\$77	\$68	\$9

* Includes 2009 round 1 home playoff game. In the event that the Brigade fail to have a home playoff game, this amount will be credited to your Brigade account.

BRIGADE GROUP TICKETS

Score the most exciting event with all of your closest fans!

- Groups of 10 or more receive a discount off the regular ticket price.
- Receive your tickets in advance, saving you time at the Box Office.
- Groups will be seated all together to enjoy the action as your own team.
- Everyone in your group will receive a free exclusive gift from the Brigade!
- Your group's name is announced during the game.

Seating	Group Seating			
	Regular	10-24	25-49	50+
Lower Sideline • Rows 13+	\$40	\$38	\$36	\$34
Lower Endzone • Rows 5-12	\$22	\$20	\$18	\$16
Upper Sideline • Rows 3+	\$22	\$20	\$18	\$16
Upper Endzone • Rows 13+	\$15	\$14	\$13	\$12
Upper Corner • Rows 3+	\$9	\$9	\$8	\$7



THE TURN AROUND: 3-13 TO 10-6 + 1 PLAYOFF

Kansas City Star

Kansas City • 2008

**BRIGADE OFF-SEASON ACQUISITIONS
AND DISMISSALS PROVE THE
BRIGADE ARE ALL BUSINESS IN '09**

Kansas City Star

Kansas City • 2008

**BRIGADE TOPPLE SOUL
ON THE ROAD 54-47**

Kansas City Star

Kansas City • 2008

**BRIGADE SIGNS FORMER COWBOY'S
QB SENSATION QUINCY CARTER**

Kansas City Star

Kansas City • 2008

**FORMER KANSAS CITY CHIEF
KEVIN PORTER SIGNS 5 YEAR
EXTENSION WITH BRIGADE**

Kansas City Star

Kansas City • 2008

**BRIGADE KICKER PETER MARTINEZ
DRILLS 58 YARD FIELD GOAL,
SETS NEW TEAM RECORD**

Kansas City Star

Kansas City • 2008

**BRIGADE'S FIRST YEAR AT SPRINT
CENTER NOTHING SHORT OF
SPECTACULAR**

