

25/26 PARTNERSHIP OPPORTUNITIES



#17 KADEN PITRE
2024 NHL DRAFT



#76 NATHAN ASPINALL
2024 NHL DRAFT

THIS IS FLINT!



- THE 2025-2026 SEASON WILL BE THE 11TH YEAR OF FIREBIRDS HOCKEY IN FLINT
- THE TEAM HAS QUALIFIED FOR THE PLAYOFFS IN FIVE CONSECUTIVE SEASONS
- WE WELCOMED OVER 100,000 FANS DURING THE 2024-25 SEASON

AND SET A NEW REGULAR SEASON FRANCHISE ATTENDANCE RECORD WITH 3,141 FANS PER GAME

- WE HAVE HAD A PLAYER SELECTED AT THE NHL DRAFT EVERY YEAR SINCE THE TEAM'S INCEPTION IN 2015

GATEWAY TO THE NHL

SINCE 2015, THE FLINT FIREBIRDS HAVE HAD 18 PLAYERS DRAFTED BY NHL CLUBS

1ST ROUND DRAFT PICKS: 2



TY DELLANDREA - 2018 DRAFT

BRENNAN OTHMANN - 2021 DRAFT

2ND ROUND DRAFT PICKS: 3



TRISTAN BERTUCCI - 2023 DRAFT

3RD ROUND DRAFT PICKS: 7



COULSON PITRE - 2023 DRAFT

4TH ROUND DRAFT PICKS: 4



AMADEUS LOMBARDI - 2023 DRAFT

5TH ROUND DRAFT PICKS: 7



MATTHEW MANIA - 2023 DRAFT



NATHAN ASPINALL - 2024 DRAFT



CONNOR CLATTENBURG - 2024 DRAFT

6TH ROUND DRAFT PICKS: 4



NATHAN DAY - 2023 DRAFT



KADEN PITRE - 2024 DRAFT

7TH ROUND DRAFT PICKS: 3



TYLER TUCKER - 2018 DRAFT



SAM McCUE - 2024 DRAFT



ABOUT THE OHL



- THE OHL IS THE PREMIER DEVELOPMENT LEAGUE IN THE WORLD
- 25% OF ALL PLAYERS ON OPENING NIGHT ROSTERS IN THE NHL IN 2024-25 WERE OHL ALUMNI
- 2024 NHL DRAFT: 39 OHL PLAYERS SELECTED (INCLUDING NINE FIRST ROUND PICKS), THE MOST PLAYERS SELECTED OF ANY DEVELOPMENTAL LEAGUE AND THE MOST PLAYERS THE OHL HAS EVER SELECTED
- 2024 NFL DRAFT: BIG 10 FOOTBALL HAD 42 PLAYERS SELECTED



- **68 GAME SEASON**

(34 HOME, 34 AWAY)

- **CLOSEST TEAM**

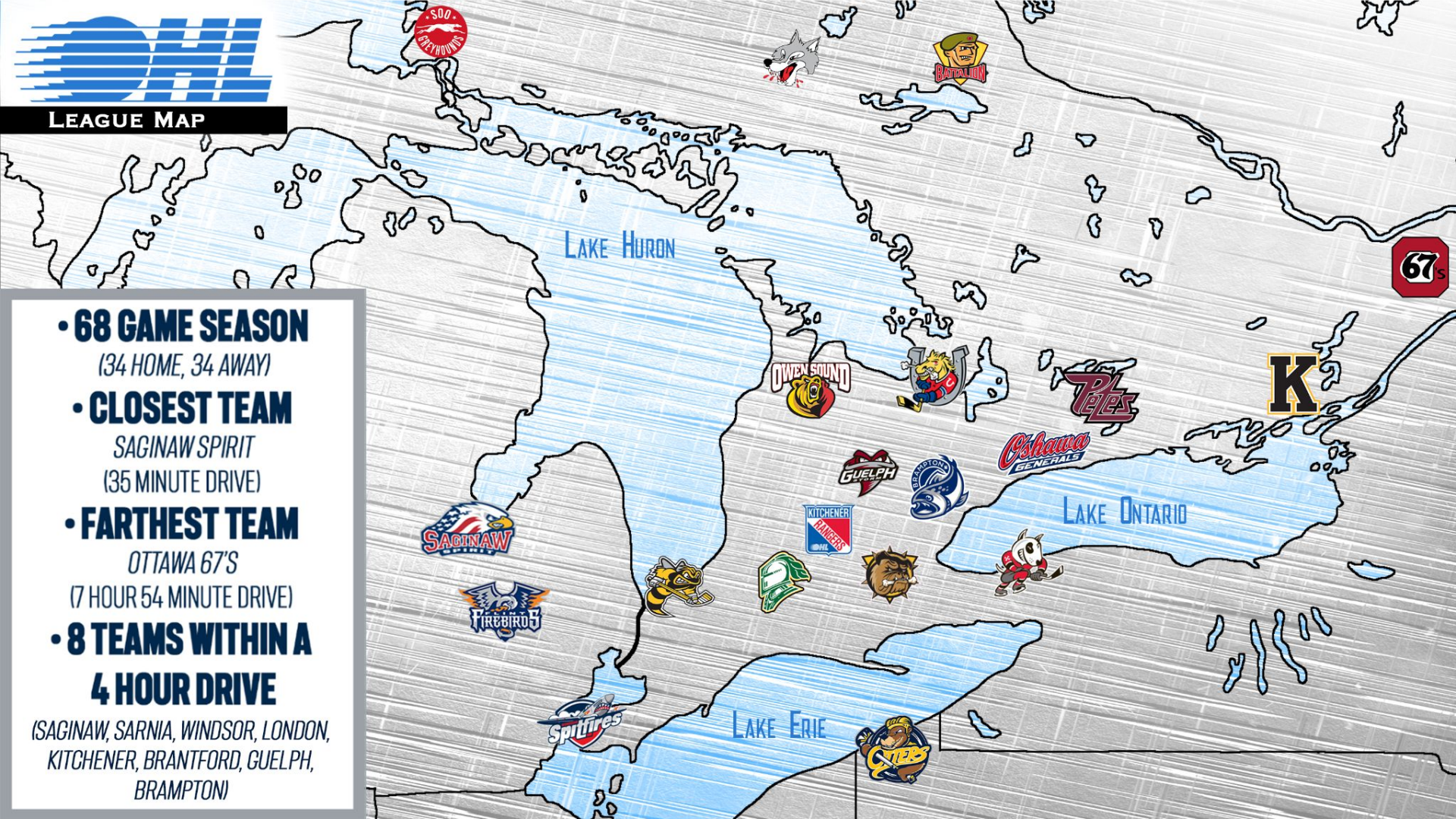
SAGINAW SPIRIT
(35 MINUTE DRIVE)

- **FARTHEST TEAM**

OTTAWA 67'S
(7 HOUR 54 MINUTE DRIVE)

- **8 TEAMS WITHIN A
4 HOUR DRIVE**

(SAGINAW, SARNIA, WINDSOR, LONDON,
KITCHENER, BRANTFORD, GUELPH,
BRAMPTON)



OVER \$9 MILLION IN CAPITAL IMPROVEMENTS



- NEW HD VIDEO BOARD

- MEDIA SUITE

- LED RIBBON

- LED LIGHTING

- PREMIUM PADDED SEATS

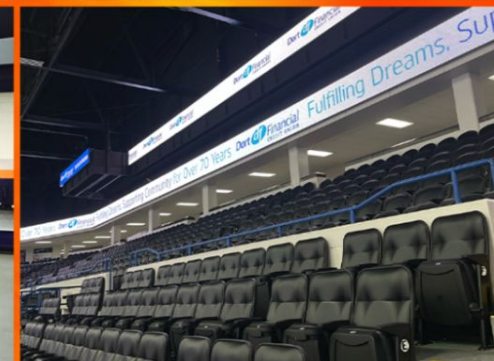
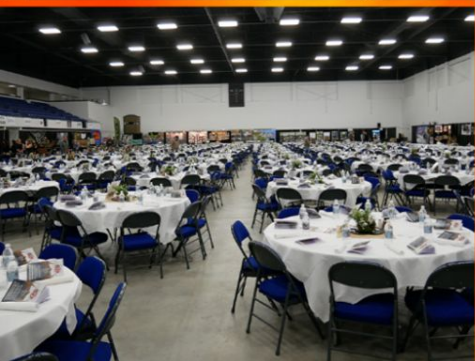
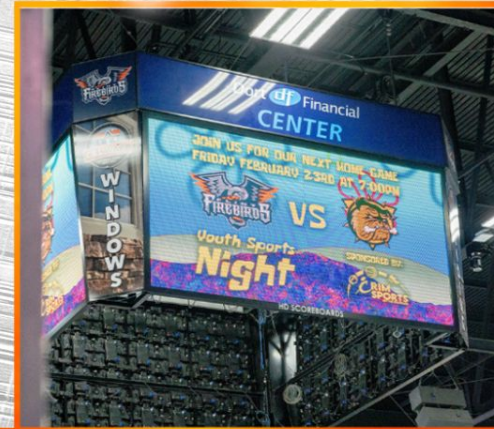
- REFURBISHED ARENA 2

- PARKING LOT LED LIGHTS

- MECHANICAL SYSTEMS

- EMC SIGN ON I-69

- UPDATED RESTROOMS





FIREBIRDS COMMUNITY SUPPORT

- OVER **\$1,000,000** RAISED FOR LOCAL CHARITIES AND NON-PROFITS
- PLAYERS AND STAFF HAVE PARTICIPATED IN HUNDREDS OF EVENTS SUPPORTING LOCAL CHARITIES, YOUTH ORGANIZATIONS, AND VISITING HOSPITALS

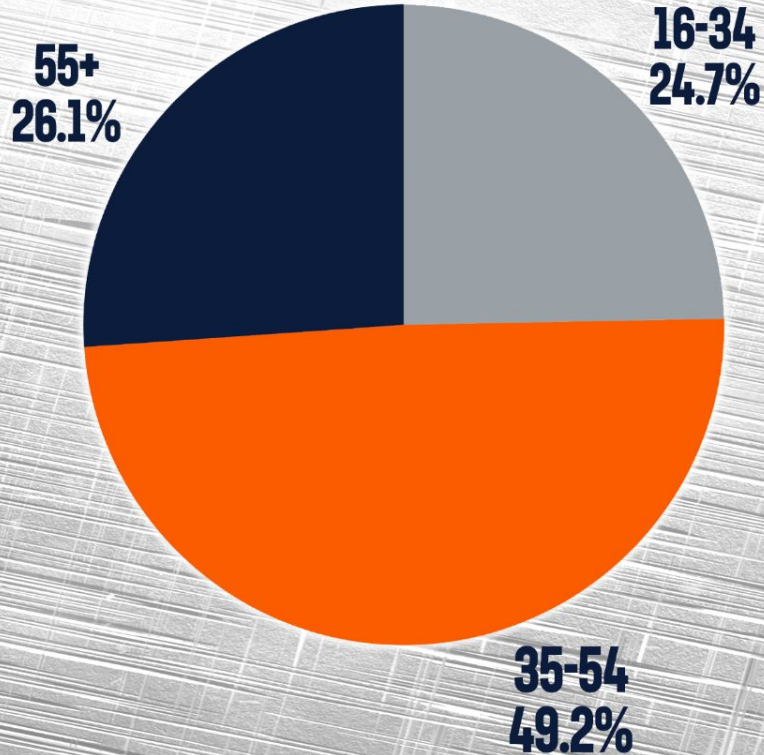
EVENTS INCLUDE

- TEDDY BEAR TOSS
- JERSEY AUCTIONS
- FLOOR HOCKEY AND MANY MORE!

WHO ARE
OUR FANS?

WHO ARE OUR FANS?

AGE



HOUSEHOLDS WITH CHILDREN UNDER 18

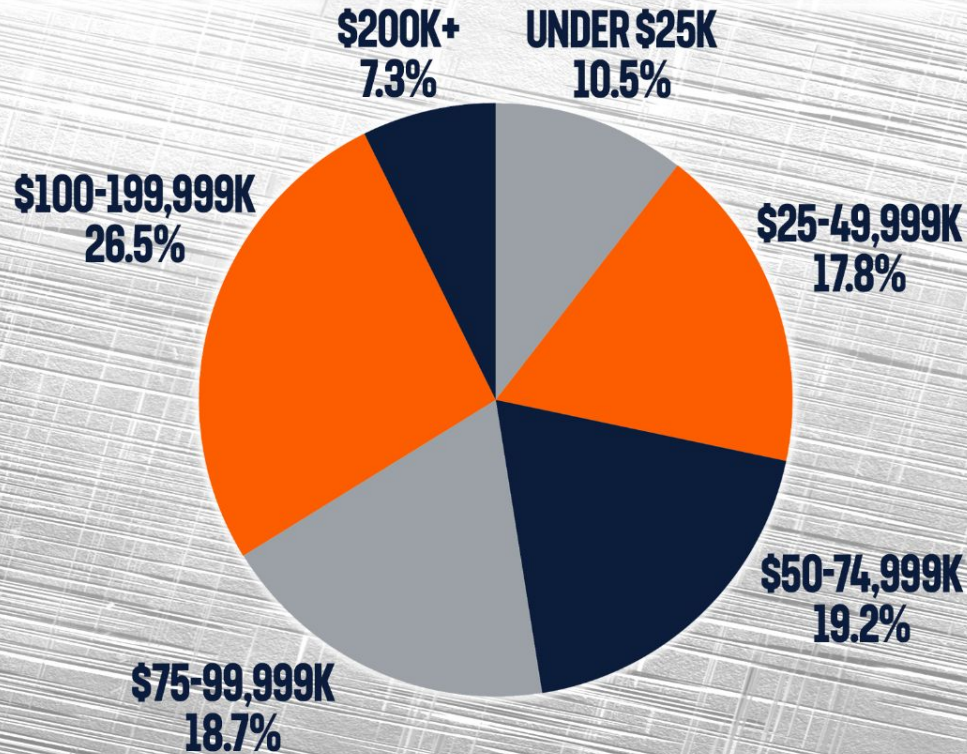
•42.4% YES •57.6% NO

GENDER

•51.9% MALE •47.4% FEMALE
•0.7% UNSPECIFIED

WHO ARE OUR FANS?

HOUSEHOLD INCOME



AREA COUNTIES

- GENESEE COUNTY
- LAPEER COUNTY
- OAKLAND COUNTY
- LIVINGSTON COUNTY
- SHIAWASSEE COUNTY
- TUSCOLA COUNTY

JOIN THE TEAM



BRAND REACH

**THE FLINT FIREBIRDS HAVE A VAST DIGITAL REACH THROUGH
FLINTFIREBIRDS.COM, TRADITIONAL & SOCIAL MEDIA CHANNELS.**



WWW.FLINTFIREBIRDS.COM
AVERAGE OF 2,212 PAGE
VIEWS PER DAY. WITH 453
UNIQUE USERS PER DAY



26,000+ LIKES
6.9 MILLION VIEWS, GAINED 2,100
NEW FOLLOWS, AND REACHED OVER
656,000 FACEBOOK USERS DURING
THE 2024-25 SEASON



3,000+ SUBSCRIBERS
261,000+ VIEWS DURING THE
2024-25 SEASON



10,000+ FOLLOWERS
GAINED MORE THAN 3,100
FOLLOWERS DURING THE
2024-25 SEASON



16,000+ FOLLOWERS
AVERAGE DAILY
ENGAGEMENT OF 256
USERS PER DAY



24,500+ FOLLOWERS
4.3 MILLION VIEWS, GAINED 4,800
NEW FOLLOWERS, AND REACHED
OVER 685,000 INSTAGRAM USERS
DURING THE 2024-25 SEASON

BROADCASTING



***THE FIREBIRDS HOCKEY NETWORK
IS BROADCAST LIVE AS BOTH
A TELEVISION AND RADIO
PRODUCTION ALL SEASON LONG***

**• 34 HOME GAMES STREAMED
ONLINE ON OHL LIVE ON CHL TV,
AND THE OHL ACTION PAK THROUGH
ROBERS TV IN CANADA**

**• IN-HOUSE PRODUCTION,
MULTI-CAMERA WITH REPLAYS,
LIVE INTERVIEWS AND HIGHLIGHTS**

**• AVERAGE 1,864 VIEWERS
PER GAME ON OHL LIVE**

***ALL 68 GAMES CARRIED ON RADIO ON US 103.1 FM
AND STREAMING LIVE ONLINE***

ARENA EVENTS



THE DORT FINANCIAL CENTER ATTRACTS UPWARDS OF 200,000 VISITORS ON AN ANNUAL BASIS. HOSTING EVENTS SUCH AS:

- SPORTING EVENTS***
- BANQUETS***
- CONCERTS***
- GRADUATION CEREMONIES***
- EXPOS***
- TRADE SHOWS***
- BACK TO THE BRICKS EVENTS***

THE DORT FINANCIAL EVENT CENTER IS THE LARGEST ACTIVE EVENT VENUE IN FLINT AND GENESEE COUNTY.

SIGNAGE OPTIONS



STATIC

- DASHER BOARDS
- 8X16 JUMBO SIGNS
- CONCOURSE SIGNS
- IN-ICE LOGOS
- BENCH SIGNAGE
- ILLUMINATED SIGNS

DIGITAL

- VIDEO BOARD
- 360 DEGREE LED RIBBON
- SECOND TIER LED RIBBON
- CONCESSION MENU BOARDS
- LOBBY LED

TICKET PACKAGES



- CORPORATE SEASON MEMBERSHIPS
- FLEX PACKAGES
- SUITE RENTALS
- GROUP PACKAGES
- FUNDRAISERS TICKETS
- BIRTHDAY PARTIES

IN GAME PROMOS



- JERSEY THEME NIGHTS
- MEDIA TIMEOUTS
- INTERMISSION ACTIVITIES
- GAME SPONSORSHIPS
- PRE/POST GAME PROMO
- FAN CAMS
- FIREBIRDS HOCKEY NETWORK

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We are here for you and your community.
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at 800-521-3796.



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GAME DAY PROGRAM

- FULL PAGE
- HALF PAGE
- DIGITAL

THANK YOU!

