

THE CHICAGO WOLVES

MISSION FOR MILLENNIALS

G4 COMMUNICATION GROUP



ORIGINAL GOALS

2017-2018

- ^\$4 million in ticket sales
- ^1.5 million single game buyers
- 25,000 additional “butts in seats”
- Get Millennials to the game!
 - single game tickets
 - Two and fours/groups
- Expand B2B engagements

WHAT WE FOUND

#1

Millennials are watching less sports than previous generations.

#2

Spending less on items and more on experiences.

#3

Visibility Issue



THE RELATIONSHIP BETWEEN

MILLENNIALS

AND THE CHICAGO WOLVES



76%

of the millennials we interviewed say that they enjoy attending sporting events.

53%

of the millennials we interviewed know what the AHL is.



38%

of the millennials we interviewed know who the Chicago Wolves are.

23%

of the millennials we interviewed have been to a Chicago Wolves Game.



84%

of the millennials we interviewed say that they would attend a game if they had transportation to Rosemont.

G4
COMMUNICATIONS
GROUP



YOUNG PROFESSIONALS



Between 22-40

Expendable income

Retain party habits from
college years

Tend to go out in
groups.



2

AWARE

THERE

It's a Match!

You and Skates have liked each other.



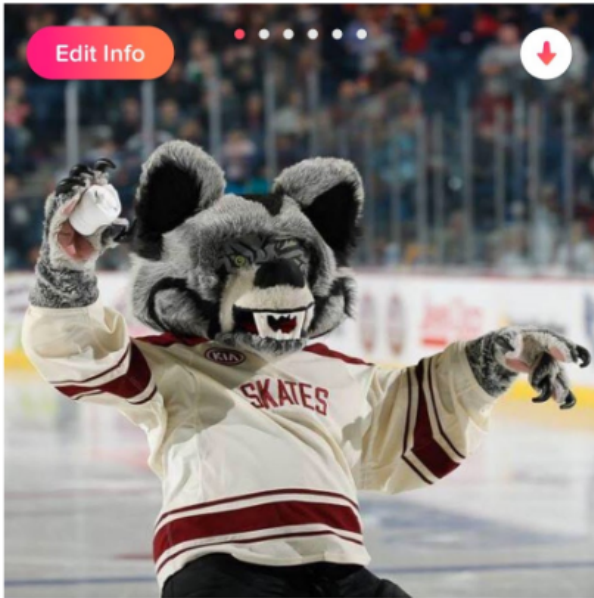
Buy Tickets



Learn More



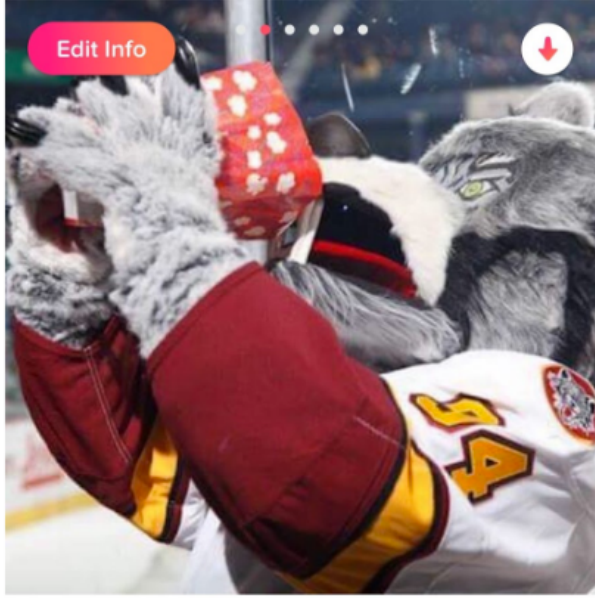
Tell your friends



Skates, 27

📍 less than a mile away

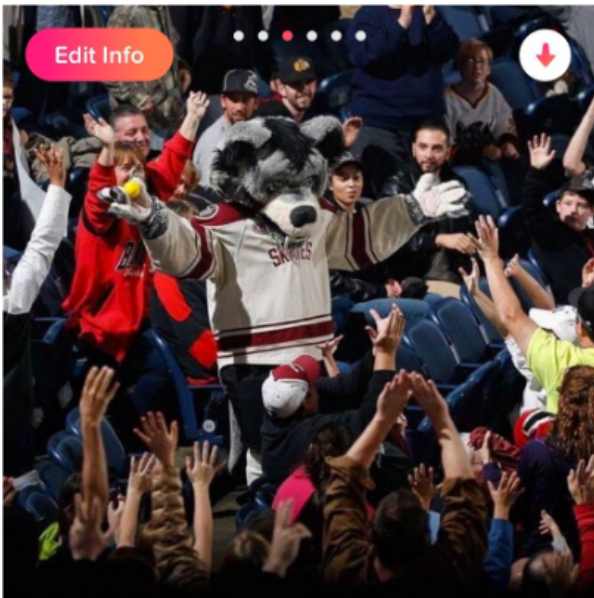
6'11"
I love to skate, eat and drink, and hang out with friends.
If you are looking for someone who is athletic, fun, competitive and entertaining swipe right.



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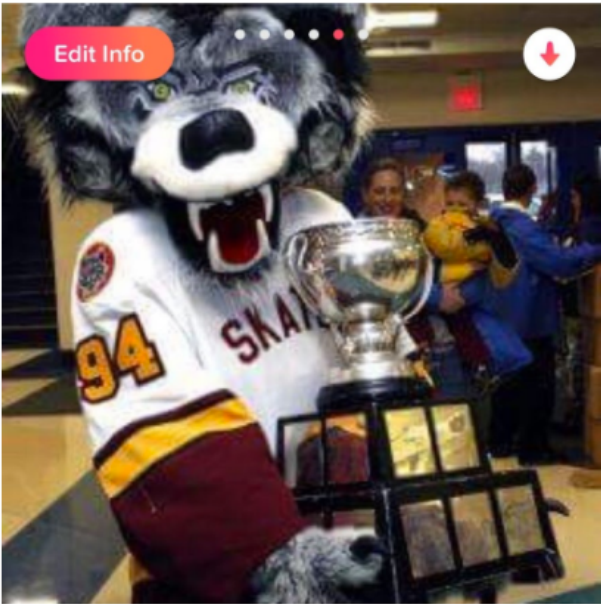
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Edit Info



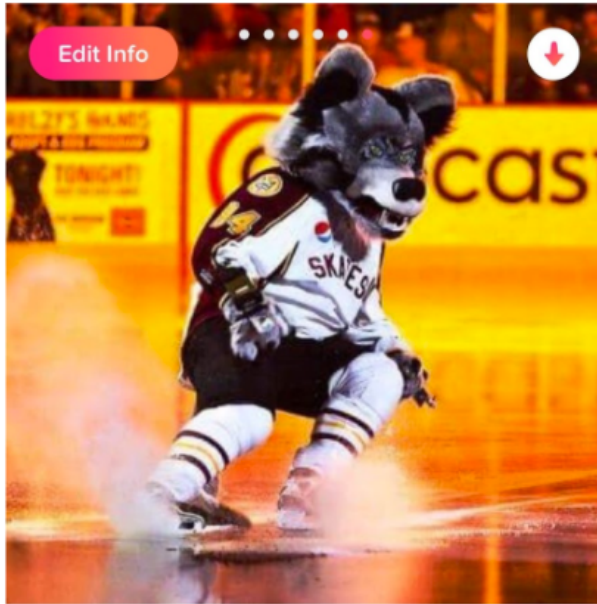
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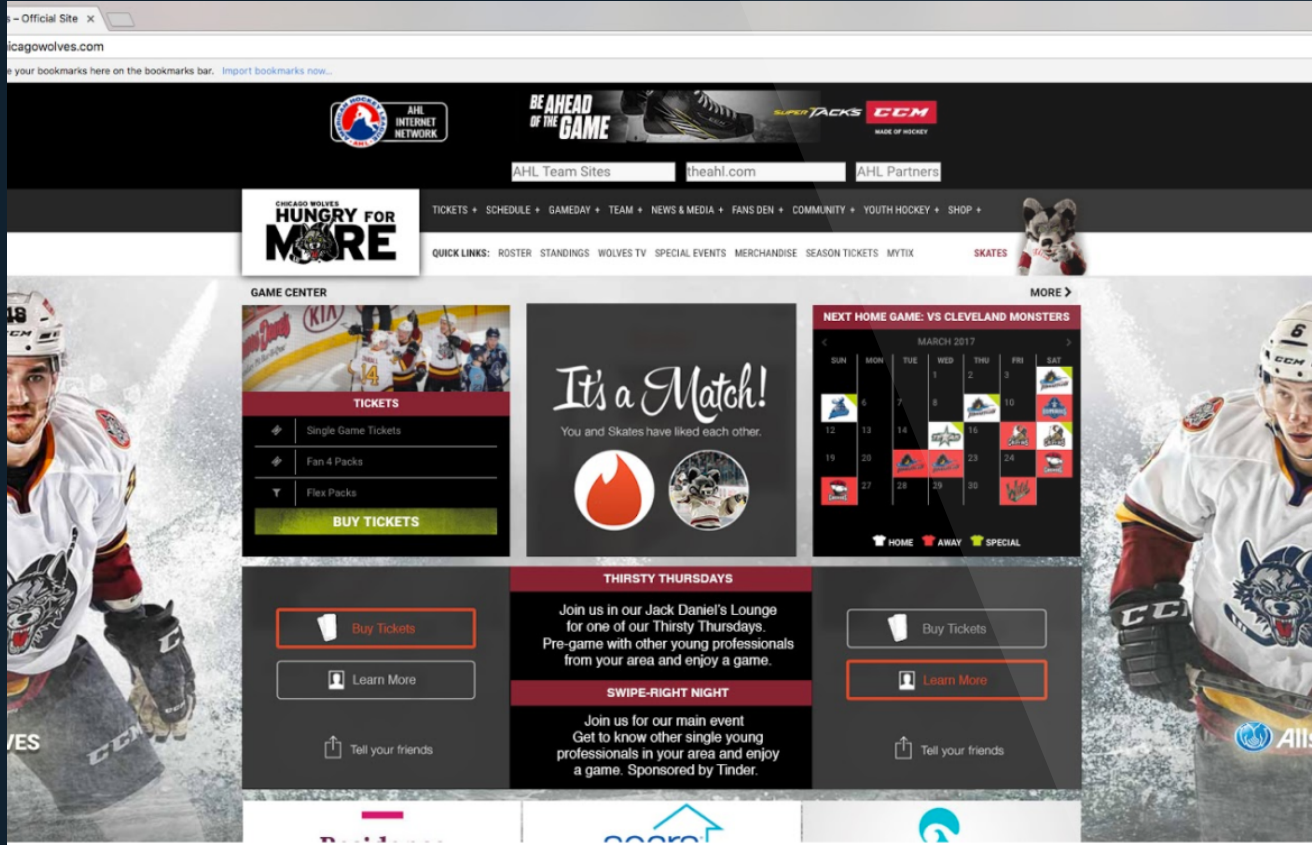
Buy Tickets



Learn More



Tell your friends



Hockey Game Tickets | Things X

www.chicagowolves.com/tickets/

Quick access, place your bookmarks here on the bookmarks bar. Import bookmarks now...

CHICAGO WOLVES

HUNGRY FOR MORE

TICKETS + SCHEDULE + GAMEDAY + TEAM + NEWS & MEDIA + FANS DEN + COMMUNITY + YOUTH HOCKEY + SHOP +


QUICK LINKS: ROSTER STANDINGS WOLVES TV SPECIAL EVENTS MERCHANDISE SEASON TICKETS MYTIX

SKATES

TICKETS

SHARE >


SHARE | EMAIL | PRINT >



SINGLE-GAME TICKETS

Save on single-game tickets with a Chicago Wolves hockey Fan 4 Pack, presented by Orville Redenbacher's, for you, your family, or friends.



FIND OUT MORE




10-TICKET FLEX PACKS

It's a Match!

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 Buy Tickets

WOLVES TV - LEARN MORE



FEBRUARY 26, 2017

FEB. 25 VS. IOWA WILD

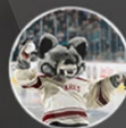
ROSEMONT, ILL. – Morgan Ellis netted two goals and Vince Dunn's third-period tally stood as the game-winner as the Chicago Wolves produced a 4-1 victory over the Iowa Wild Saturday at Allstate Arena.

[WATCH >](#)



It's a Match!

You and Skates have liked each other.



[Buy Tickets](#)



[Learn More](#)



[Tell your friends](#)



-

11 different bars

-

Lakeview, Old Town, West
Loop, Loop, River
NorthLakeview, Old Town,
West Loop, Loop, River
North

-

Popular with the 22-45
ages

-

Openly sports affiliated





-Healthy social media presence

most popular location 9k
Facebook Like and 8K
followers-

-
Frequent activity about
deals and events at
various locations.

-
GPS connected
notification could reach
thousands a night.





THIRSTY THURSDAY

Booze bus pick up and drop-off locations
at multiple points throughout the city

Promoted in/on
Four Corners Bars

Wolves & Four Corners owned Social Media
Pages

Tinder

Push Notifications

Jack Daniel's Lounge Pre-Game

\$3 Beer Night





SWIPE RIGHT NIGHT

Find Your Match With The Chicago
Wolves and Tinder

WOLVES vs ICE HOGS

Friday, March 10, 7:30PM





PROGRAM METRICS & ROI

Want to track the increase in AWARENESS and “MILLENNIAL BUTT’S IN SEATS”



Track inbound site traffic
and ticket sales with URL
builder (especially around
event nights)

Collect data from Tinder
to track impressions

Owned social media accounts
followers, interactions,
impressions, shares, etc.

Track interactions and
impressions on Four Corners Bars
Wolves-related posts

Track push notifications
interactions



BEYOND MARKETING

1

Integrated and scalable

2

Increase reach among
target audience, ripple
effect

3

Increase concession sales



