



CAROLINA

COBRAS™

CAROLINA COBRAS
CORPORATE PARTNERSHIPS PLAYBOOK



The Carolina Cobras provide our corporate partners with a unique, exciting and effective marketing environment. We look forward to building on the successes of the NAL and by adding your company to our team we will work to achieve your marketing goals.



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League Page



2018 NAL TEAMS

GREENSBORO, NC (CAROLINA)
COLUMBUS, GA
ORLANDO, FL
JACKSONVILLE, FL
WHITE PLAINS, NY
WORCESTER, MA (MASSACHUSETTS)

FANS' BILL OF RIGHTS

- **We believe** that every fan is entitled to a wholesome environment for guests and family members, free of violence, profane gestures and language or rude and invasive behavior that could in any way interfere with a first-class entertainment experience.
- **We believe** that every fan demands that we maintain absolute respect for the game of arena football and maintain the integrity of the finest of fair competition at all times.
- **We believe** that every fan deserves our very best effort on a consistent basis, on every play on the field, every action in the stands, every call to our office, and every involvement in our community.
- **We believe** that every fan is entitled to a total entertainment experience at an affordable cost for all members of the family from the time they arrive at the arena to the time they depart.
- **We believe** that every fan should receive the very best in competitive football, entertainment, merchandise, food and beverage for their purchasing power.
- **We believe** that every fan is entitled to interact with and have access to players and coaches for autographs and conversation in recognition of their support at every game.
- **We believe** that fans are entitled to fast, accurate, and complete information about our players, coaches, league, games, and performance.
- **We believe** that fans expect the National Arena League to be comprised of gentlemen and ladies who are examples and role models for youth, free of physical violence, drugs, alcohol, and gambling abuse.
- **We believe** that fans expect us to honor our country and to be involved in our communities to make contributions for a better, safer, and more positive place to live.
- **We believe** that fans should know that we are committed to serve and not to be served, to give and not to just take, and to inspire and encourage people to higher levels of personal and professional achievement, growth, maturity, and respect for each other.

NATIONAL ARENA LEAGUE

MISSION STATEMENT

To serve our community with pride and passion as a quality example of individual and team excellence on the field, in the office, at the arena and within the community by consistently exceeding our customers' expectations while demonstrating the highest character, appreciation and respect for our game, customers, teammates and partners as a cost-effective and visionary organization providing a total entertainment experience.



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- Associate your brand with the high energy experience of arena football
- Maintain a consistent advertising campaign covering Q2 and Q3 (April - July)
- Impactful programs and opportunities customized to meet your goals and objectives
- Provides a great platform to connect with consumers during their leisure time
- Immerse your brand in a passionate arena football fanbase
- Sponsorship sends a message that your brand is strong and vibrant

Introduction

Company Description

The Carolina Cobras is a Professional Arena Football organization representing the Piedmont Triad region of North Carolina. As members of the National Arena League, The Cobras host visiting teams at the Greensboro Coliseum, located in Greensboro, North Carolina.

Mission Statement

The Carolina Cobras are committed to promoting the great game of Arena Football through the creation of a safe, friendly, and exciting environment for fans, sponsors and players to enjoy the game. Our premier entertainment product is a direct result of our hard-working, innovative staff that continually strives for excellence. The front office executives are the foundation upon which we build our success, through dedication to affordability and family-fun for fans of all ages. Further, we are committed to our community, including assisting businesses reach the various markets in which they operate. We offer players excellent facilities, qualified personnel and a platform to perform in hopes of elevating to the next level. Guided by the high standards and values mentioned, our daily goal on and off the field is: Comprehensive Excellence.

Background

The Carolina Cobras were officially announced as the newest franchise of the National Arena League on December 4th, 2017. During the press conference, Billy Back was announced as the first Head Coach. The Cobras hosted the Jacksonville Sharks for their inaugural game, on April 7th at the Greensboro Coliseum. In a back and forth battle, the Carolina Cobras came up just short, losing 41-38. The very next week, the team bounced back for the first win in team history against the Maine Mammoths in a 56-42 win on April 14th. The Cobras finished the regular season in 2nd place in the league with a record of 10-5 and a playoff birth. The Cobras once again defeated the Jacksonville Sharks 73-48, earning a spot in the championship game. On August 27th, the Cobras hosted the NAL Championship game at the Greensboro Coliseum vs the Columbus Lions. In an incredible 66-8 victory, the Cobras won the NAL Championship in their first year of existence.



Community Involvement



Being in the Community

During 2018, the Carolina Cobras were giving opportunities that allowed our players and staff to be more involved with helping the Triad area. The events ranged from assisting the community after the Tornado devastation, telethon with Fox 8 after Hurricane Florence, partnered with a local company for Breast Cancer awareness in Oct and so much more.



Charitable Ticket

Carolina Cobras' 2018 season gave us an opportunity to give back in many ways. With Charitable Tickets we were able to donate over 2,000 tickets to VetTix (Veterans Ticket Foundation) and various kid based charitable organizations. Also, by partnering with the Greensboro Coliseum, we were able to treat the Tornado victims with an evening out.



Youth Camps

Every year the Cobras put on camps to inspire youth of all ages to reach their potential in football and dance.



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Partnership Inventory

Sideline Dasher Boards

Highlight your company during every high-scoring, hard-hitting, heart-stopping, action-packed game with a 4' x 8' full color dasher board sign. Big sign, big hits, big results!

- One (1) 4' x 8' sign placed on the padding surrounding the field
- Effective and offers high consumer response and recall
- Highly visible and receives high frequency of impressions



Sideline Dasher Boards

Field Naming Rights Logos

Get in the middle of the action with your logo applied onto the playing surface. This can't-miss piece of signage keeps your company at the forefront of the action all game long.

- Highest visibility of all opportunities
- Logo on 16' x 9' square, applied directly onto the playing surface
- Excellent media coverage through print as well as TV



Field Naming Rights Logos

Red Zone Field Logos

Get in the middle of the action with your logo applied directly onto the 5 and 10 yard lines. Associate your brand with success, as you will be prominent every time the Cobras score a touchdown.

- Highest visibility of all opportunities
- Logo on 6' x 9' square, applied directly onto the playing surface in the end zone
- Excellent media coverage through print as well as TV



Red Zone Logos

Football Branding

Fans don't come to the games to just have fun, they come to have a ball! Our spectators can keep any footballs thrown into the stands, providing a great opportunity to get your brand into our fans' hands.

- Company logo etched onto all game balls
- PA announcement for your company when ball enters the stands



Football Branding



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Partnership Inventory

Presenting Sponsor Night

Take ownership of one of the Cobras' unique theme nights, including Education Appreciation Night and Military Appreciation Night.

- Partner logo featured on "splash page" of CarCobras.com and other ancillary advertisements (TV, print, etc.)
- Partner featured on eye-catching Ribbon Boards throughout arena



Game Day Program Advertisements

Ribbon Board Identification

Showcase your brand identity on the arena's 360 degree eye-catching electronic display that is highly visible to all fans in attendance.

- Effective and offers high consumer response and recall

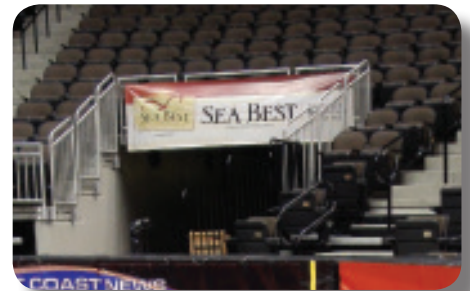


Ribbon Board Identification

Tunnel Banners

Make your company part of the action - literally. Fly your banner in highly visible locations throughout the arena offering multiple exposures to fans.

- One (1) 3' x 10' hanging banner at a prominent location
- Effective and offers high consumer response and recall



Hanging Banners

Dasher Toppers

Dasher toppers offer great exposure during games for all the fans in attendance and any media taking photos or recording video footage of the games.

- Effective and offers high consumer response and recall
- Highly visible and receives high frequency of impressions
- Dasher boards receive additional coverage through TV and other media sources



Dasher Toppers



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Partnership Inventory

Player Uniform Patch

Don't just be a part of the team, be a part of the uniform! Your company logo will be placed on either shoulder of the official jerseys.

- High visibility both in the arena and on television
- Logo on 3" x 4" patch, on the home and/or away player jersey
- Only 2 are available - premium uniform signage
- Excellent exposure during game plays, close-ups with players and interviews



Player Uniform Patch

Staff Apparel Patch

Don't just be a part of the team, be a part of the uniform! Your company logo will be sewn into the shirts worn by the coaches and staff of the Carolina Cobras.

- High visibility both in the arena and on television
- Logo on 3" x 4" patch on staff apparel
- Only 2 are available - premium uniform signage
- Excellent exposure during close-ups and interviews



Staff Apparel Patch

Helmet Decal

Don't just be a part of the team, be a part of the uniform! Your company logo will be placed on the back of the helmet.

- Logo placed directly on the back of each Cobras player's helmet
- Excellent exposure during game plays and close-ups with players
- Gives partner both a home and away presence



Helmet Decal

Coaches Show on My 48

Be the proud sponsor of Cobras Weekly Coaches Show, during the season on MY48.

- Advertised on all media outlets as "Cobras Weekly Sponsored by your company name."
- Include a :30 second commercial spot during show.
- High visibility and impressions.





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Partnership Inventory

Jumbotron Promotion

Proudly showcase your company's logo to the thousands of fans each home game on the arena's new high-definition video board with your unique promotion or your company's commercial.

- Thirty second partner video and/or logo recognition on our high-definition Jumbotron during break in play
- Partner receives "full bowl dominance" for duration of promotion

Broadcast Segment

Don't just advertise during breaks in the game, brand yourself as part of it. Your logo will be displayed on video broadcasts as well as tagged after the element by our announcers on both television and radio.

- First Down Partner
- Television Replays
- Scoring Drive Summary

Television Advertising

Tie your company into the action for all Cobras games, home and away, with video broadcast advertising (TV, webcast, highlights).

- Partner a segment or run commercials for all games
- Receive commercial spots during team televised games
- Gives partner a home and away presence

Webcast Advertising

Reach Cobras fans during every game, both home and away, by branding your company during YouTube webcasts.

- Partner a webcast segment or run live reads for all games
- All home and away games are to be broadcast online via YouTube
- Webcast advertising enjoys high recall rates by listeners
- Gives partner a home and away presence

Digital Advertising

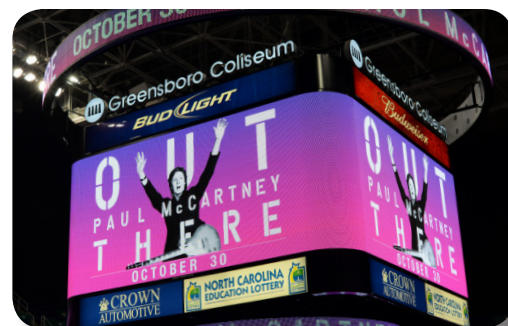
Join the Cobras as a leader in social networking by advertising through our e-newsletters, Facebook, Twitter, and Instagram accounts, and other forms of electronic media that will reach Cobras fans.

- Reach Cobras fans through Facebook, Twitter, Instagram.
- Reach Cobras fans through the Team App
- Connect Cobra fans to your brand's social media platforms to increase traffic

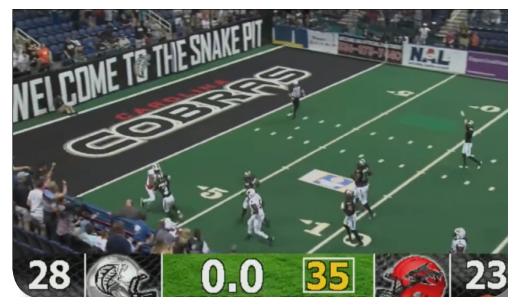
Website/App Advertising

Fans constantly check carcobras.com - the official Cobras website - for news and information about their team. Brand your company for visibility every day of the year.

- Company logo posted on Official Partners page of CarCobras.com
- Incredible visibility through fans every day of the year
- Banner includes link from the official website to your company's official site



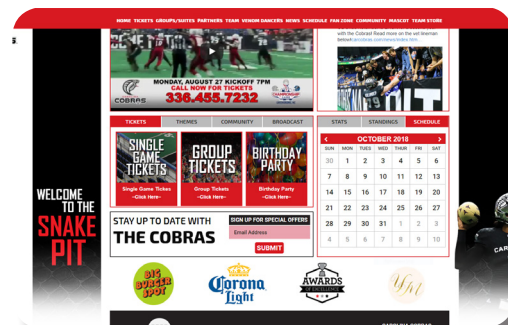
Jumbotron Promotion



Television Broadcast Advertising



Digital Advertising



Website Advertising



Partnership Inventory

Promotional Items

Brand your company with team memorabilia and keepsakes. Your company logo is printed on promotional items given to fans as they enter the arena.

- Your company branded directly on promotional items
- Tagged on advertisements for promotional give-aways
- Opportunity to be seen outside the game with keepsakes and memorabilia



Promotional Items

Promotional Tables

Everyone loves swag! Add to the excitement of the game in the concourse or outside at our CobraFest pregame party by setting up a table while simultaneously spreading the word about your company.

- Table in the concourse of the arena or a tent outside the arena at CobraFest during each home game
- Use table to promote services or build database through promotions or raffles



Promotional Tables

In-Game Promotions

Have fans cheering for your company during a break in action. These fan-first activities not only excite the stands, it's a great way to drive customers through your doors!

- Promotions either on field or in the stands held during breaks in play
- Tag during all home games before a captive audience
- Visibility on Jumbotron and all ribbon boards during promotion with PA support during promotion
- Excellent opportunity to distribute t-shirts, coupons, gift cards, or other collateral



In-game Promotions

Game Elements

Be part of the game itself with a game element. Make your company synonymous with every first down, penalty, touchdown, or any other element of high-octane arena football.

- Visibility on Jumbotron with PA support each time your element happens
- Drive business with special promotional elements (i.e. free burger with 5 TDs)

Post-Game Autograph Session

Part of the thrill of Arena Football is the intimacy and interaction the fans have with the players. At the conclusion of every Cobras home game, the players and dancers take the field with the fans for a meet and greet.

- Partner logo on autograph cards distributed to fans
- Your brand in close proximity to fans during interaction with players and dancers



Post Game Autograph Session



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Dance Team Presenting Partner

Associate your brand with the popular Venom Dance Team. Your corporate image will be synonymous with the Venom during their on-field performances, community appearances and much more.

- Partner logo and colors featured on custom Venom jerseys
- Partner logo on all Venom collateral and paraphernalia
- Partner logo on all web and social media pages for the Venom
- Appearance at partner's place of business on Monday after each game

Dance Team Posters

Hang with the Venom ... literally! Brand your company logo with the Venom Dance Team Poster or Venom Military Poster.

- Partner logo printed on each team poster design
- Total of 5,000 posters distributed FREE to fans before, during and after season

Post Game Autograph Session

Part of the thrill of Arena Football is the intimacy and interaction the fans have with the players. At the conclusion of every Cobras home game, the players and dancers take the field with the fans for a meet and greet.

- Partner logo on autograph cards distributed to fans
- Partner branding on jersey to be worn by Venom during autograph session
- Your brand in close proximity to fans during interaction with players and dancers

Junior Venom Dance Camp

Join the Venom as they host their annual camp for young aspiring dancers!

- Partner logo on all collateral for dance camp
- Partner logo on all paraphernalia for dance camp
- Partner logo on CarCobras.com for dance camp

Corporate Appearances

Make your next corporate event memorable with the Venom Dance Team. Entertain your employees and clients with dance routines, meet-and-greets and autographs. Gain exposure for your company through the Cobras' social media platforms before, during and after the event.

- Utilize the Venom Dance Team in corporate and client events
- Your event promoted via the Cobras' social media platforms



Dance Team Presenting Partner



Autograph Session



Junior Venom Dance Camp





BURGERS
BBQ &
MORE!

GRAND
C
UND AVE
CHOLAS



CATERING!
(336) 541-8861

RAMA

enjoy your
leave th
WYNDHAMH

VENOM
DANCE TEAM

Community Involvement Partnership

Mascot Presenting Partner

Brand yourself with the Cobras soon to be announced lovable mascot. Your corporate image will be synonymous with the mascot both at our games and in the community throughout the calendar year.

- Partner logo on the mascot's various jerseys
- Partner logo on all the mascot's collateral and paraphernalia
- Partner logo on all web and social media pages for the mascot



Charitable Ticket Programs

Be a champion in the business community by purchasing tickets donated directly to non-profit organizations specifically oriented to helping underprivileged children, as well as military members through the Veteran Ticket Foundation - for both active and retired - and their families (Cobras and Soldiers).

- Partner displayed on video board



Youth Camps

Join the Cobras as they host annual youth camps for aspiring football players and dancers!

- Partner logo on all collateral for initiative
- Partner logo on all paraphernalia for initiative
- Partner logo on CarCobras.com for initiative



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Print Inventory

Season Schedule Card Advertisements

Your company logo printed on each of our 125,000 pocket schedules that are distributed throughout the community leading up to kickoff.

- Partner logo printed on 2-panel schedule layout
- Schedules distributed FREE to fans throughout Triad area
- Contains valuable information regarding team schedule and ticket options

Cobras Posters

Hang with the Cobras ... literally! Brand your company logo with the Team Poster, Schedule Poster, Venom Dance Team Poster or Military Poster.

- Partner logo printed on several team poster designs
- Total of 15,000 posters distributed FREE to fans before, during and after season.

Game Day Program Advertisements

Captivate fans with your company's advertisement in our game day program. The publication offers information on the organization, the players, coaches and dancers throughout the season.

- Distributed FREE at every regular season home game
- Contains articles, team stats, team rosters, and more

Ticket Back Advertisement

Nobody gets in the door without a ticket. Drive business through your door by putting your logo - or better yet, your coupon - on the back of our tickets.

- Logo or coupon printed on the back of every ticket
- Advertisement on commemorative season ticket sheets
- Great way to drive additional business after each home game

Use of Cobras Logos

Be more than a fan, be a proud partner of the Cobras. As a proud partner, use the Cobras team logo on any pre-approved ancillary advertising.

- Utilize a championship brand to promote your business
- Use Cobras logos and wordmarks on print ads, social media platforms and more

06/20/17	SUNDAY	5:30 PM	R High Country Drive-In
06/24/17	MONDAY	9:00 PM	E Monterey Steel
06/20/17	SAFRDAY	7:00 PM	COLDMEUS LIONS
05/06/17	SAFRDAY	7:00 PM	CORPUS CHRISTI RAGE
06/24/17	SAFRDAY	7:00 PM	MONTEREY STEEL
05/26/17	SUNDAY	7:00 PM	R Corpus Christi Rage
05/03/17	SAFRDAY	7:00 PM	DAYTON WOLFPAK
05/10/17	SAFRDAY	7:00 PM	HIGH COUNTRY GUTZELLES
06/17/17	SAFRDAY	7:00 PM	MONTEREY STEEL
06/24/17	SAFRDAY	7:00 PM	PLAYOFFS
05/19/17	MONDAY	7:30 PM	REAL CHAMPIONSHIP



17th ANNUAL



BLACKFIN



87-3
PLANET R400

Season Schedule Card Advertisements



Cobras Posters



Ticket Back Advertisement



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Corporate Events

Corporate Suites

Enjoy the action in style from one of Greensboro Coliseum Complex's Corporate Suites. Perfect for entertaining clients and customers or celebrating that special event!

- Tickets for 8-14 guests
- Two parking passes
- 8-14 fixed theater-style seats w/ additional bar top seating in the suite
- Elevated view of the action



Corporate Suites

Snake Pit Seating

Enjoy the best seats in the house. These seats put you right next to the action. Just remember, If a player lands in your lap, you can keep the football, but you must give the player back!

- First two rows of seating in lower bowl sidelines
- Free parking pass in prime location
- Guaranteed give-aways delivered to your seats (if applicable)
- Ideal for networking and meeting influential Cobras fans and corporate partners



Snake Pit Seating



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