

THE WEST TEXAS Warbirds

“OFFICIAL” SPONSORSHIP OPPORTUNITIES

“OFFICIAL” & “EXCLUSIVE” STATUS

YOUR COMPANY will own the “Official” status and will have the right to THE WEST TEXAS Warbirds logo in all types of media advertising (with the concept approved by WEST TEXAS Warbirds) during the 2022 season. It seems that whatever our players do, that is what the fans do so take advantage of this special relationship!

WEST TEXAS Warbirds will utilize the YOUR COMPANY as “The Official XXXXX of the WEST TEXAS Warbirds”, wherever possible.

An exclusive sponsor ensures that no competitors of YOUR COMPANY will have an advertising presence in and around the arena.

THE WEST TEXAS Warbirds

ARENA SIGNAGE OPPORTUNITIES

DASHER BOARD ADVERTISING

YOUR COMPANY will receive one (1) field level Dasher Board in our arena during the 2022 season.

Dasher Board Advertising, which is imprinted on the sidewalls of the playing surface itself, offers powerful exposure at THE WEST TEXAS Warbirds home games sending a message to the in-arena crowd that your company is a big-time player in the community.

Additionally, Dasher Board signage may also be captured on local news broadcasts and in background photography of newspapers and magazines!



GIANT BACK-DROP BANNER

The newest and perhaps biggest addition with the team's home arena, YOUR COMPANY will receive their logo and ad on one (1) of these limited GIANT banners! Presented behind the entire width of the field, the WEST TEXAS Warbirds will create just a limited number of 15' tall sign that is 10' wide and will be seen by thousands of fans over and over during the course of each game! Show that

YOUR COMPANY is a big player in the community by promoting yourselves on this awesome sign all season long!



ARENA BANNER

YOUR COMPANY will receive one (1) sign that will hang in the rafters at the Ector County Coliseum. YOUR COMPANY assumes installation costs related to printing and hanging estimated at \$100 per sign.

DASHER BOARD TOPPERS ADVERTISING

YOUR COMPANY will receive all field level Dasher Board “TOPPERS” in our arena during the 2022 season. Dasher Board TOPPERS Advertising, which is imprinted on the top of the sidewalls of the playing surface itself, offers powerful exposure at THE WEST TEXAS WARBIRDS home games sending a message to the in-arena crowd that your company is a big-time player in the community. Additionally, Dasher Board Toppers signage may also be captured on local news broadcasts and in background photography of newspapers and magazines.



ON-FIELD LOGO ADVERTISING

YOUR COMPANY will receive one (1) in-field logo in our arena during the 2022 season. There is nothing hotter than your company logo bold and bright on the actual playing surface! Not to be missed by a single fan or news camera all season, there is nothing that solidifies your business a major player in the community and at WEST TEXAS WARBIRDS games than a field logo! There is also an opportunity to be the Field Naming Sponsor; so, when we advertise the team we will say they play on YOUR COMPANY field. Field naming rights come with one large logo and two (2) field squares. YOUR COMPANY assumes all production and installation costs estimated at \$1,000 per on-field logo per game.



GOAL POST BANNER ADVERTISING

YOUR COMPANY will receive two (2), 2' x 10' banner in our arena during the 2022 season. Goal Post Banners, which are hung on the lower cross bar of each goal post in the arena, are a great way to advertise during THE WEST TEXAS WARBIRDS home games during the season.



UNIFORM LOGOS

YOUR COMPANY will have the opportunity to place their logo in the hottest spot that we offer! Boldly displayed on the right chest of all the team players will be the YOUR COMPANY logo and ad! All season long, at home here in the Permian Basin and on the road in cities across the United States, YOUR COMPANY will be promoted with pride by the publics' favorite stars! In addition, the players will wear these uniforms to appearances all over the community and beyond! At radio remotes, school functions, appearances at corporate gatherings and more, your ad will be featured on the guests of honor!



THE WEST TEXAS WARBIRDS PRINT OPPORTUNITIES

SCHEDULE POSTER

YOUR COMPANY will appear on all of our schedule posters! These posters will be hung up around town for all of the Permian Basin to see. This is a great opportunity to get your logo in front of people as they check to see when their favorite team is playing again!

POCKET/MAGNET SCHEDULE

Imagine benefiting from a pro sports team's efforts by having your ad distributed to over a hundred and fifty thousand people! Pocket or magnet schedules will be distributed all over the Permian Basin this upcoming season! You will have one of only a few bold, full color ads in this brochure, which will be posted and regularly referred to on refrigerators and office walls everywhere for the entire season!



THE WEST TEXAS WARBIRDS PROMOTIONAL OPPORTUNITIES

PROMOTIONAL THEME NIGHT

YOUR COMPANY will be the official host of a game during the 2022 season! A special promotion will be planned on a date to be agreed upon for your promotion. This event will include YOUR COMPANY listed as the title sponsor in all radio, television, and print advertising promoting the game! Additionally, your name will be flooded over the public address system all night long, special in-arena promotions will be designed to promote YOUR COMPANY, and your selected company executive will be recognized as he/she drops the ceremonial "Coin Toss" before thousands of attentive fans! YOUR COMPANY assumes all expenses related to any promotional give-aways or professional acts booked for this event.



SEASON TICKET BACKS

YOUR COMPANY will have the opportunity to be a sponsor of the Season Ticket backs. There's no better way to build traffic, sales and revenue than by having your valuable coupon or special offer in the hands of thousands of proven buyers. There are only 2 opportunities for this type of sponsorship



ON-FIELD PROMOTION

YOUR COMPANY will receive a promotional opportunity, right on the field during the 2022 season. As the sponsor of an on-field promotion you will have YOUR COMPANY in front of thousands of team's fans, during the game at one of the breaks. The promotion will be agreed upon by both the WEST TEXAS WARBIRDS and YOUR COMPANY.

YOUR COMPANY will be responsible for providing the prize for the promotion.



IN-STAND PROMOTION

YOUR COMPANY will be the sponsor of one of our many in-stand promotions. Our “man-in-the-stands” will interact with fans on your behalf up on the Jumbotron! You can have the fans do silly stunts, answer trivia questions, or come up with a creative idea all on your own! We even have section of the night opportunities available! YOUR COMPANY is responsible for providing the prize for the promotion

IN ARENA PUBLIC ADDRESS ANNOUNCEMENTS

YOUR COMPANY will receive one (1) Public Address Announcement at every WEST TEXAS WARBIRDS home game during the 2022 season. Public Address Announcements are an easy way to consistently send a message to a targeted audience. Easily customizable, P.A. announcement content can be altered every game to keep your message fresh, promote new offers, etc.

GAME BALL OFFICIAL SPONSORSHIP

YOUR COMPANY will own the “Official” status of the WEST TEXAS WARBIRDS Game ball. It seems that whatever our players do, that is what the fans do, so take advantage of this special relationship! Fans will have the opportunity to catch a game ball and have the opportunity to see the beautiful logo that will accompany each home game ball. Every fan that has one in their possession will be constantly reminded of YOUR COMPANY and you have the opportunity to gain business from this type of advertising. In addition to each ball being recovered in the stands, YOUR COMPANY will be flooded over the public address system all night long reminding fans that the ball they received was provided “Courtesy of YOUR COMPANY, the “Official” Game Ball Sponsor.



QUARTER SPONSOR SPECIAL PROMOTION

YOUR COMPANY will be the sponsor of a quarter, national anthem, coin toss, or other special promotion that is agreed upon by YOUR COMPANY and The WEST TEXAS WARBIRDS! There are other opportunities available that we can work with!

SPECIAL PLAY SPONSORSHIP

YOUR COMPANY will receive what seems like unlimited Announcements at every home game during the 2022 season. Announcements will be made for every play that is made throughout the game, announcing this is a YOUR COMPANY (touchdown, field goal, kickoff, turnover, penalty, timeout, first down, etc.) This is an easy way to consistently send a message to a targeted audience.

IN ARENA TABLE – INFORMATION

DISTRIBUTION YOUR COMPANY will have the ability to host a table each night in the concourse to promote and demonstrate products and service, hand out literature and more! No fan will enter the arena and miss this display! If representatives are not available, then THE WEST TEXAS WARBIRDS will display your information at the fan assistance center (additional fee for staff) and even hand out such materials at the door.



COUPON DISTRIBUTION AT EXITS

As thousands of fans leave the arena after each game during the 2022 season, the WEST TEXAS WARBIRDS dance team/cheerleaders will man each of these exits and hand every fan a coupon or flyer from YOUR COMPANY! Simply design and produce these print pieces and get them to the team at least two days prior to game day and all WEST TEXAS WARBIRDS fans will leave with YOUR COMPANY on their minds! Or, if you prefer, have representatives from YOUR COMPANY man these exits in YOUR COMPANY shirts so that you will have the opportunity to make a direct impression on these fans yourselves!



TEAM MASCOT PARTNERSHIP

YOUR COMPANY will be the official and exclusive sponsor on what is sure to be the community's new favorite mascot! This exciting bundle of joy will begin promoting both the team and YOUR COMPANY around the community and at all home games featuring the YOUR COMPANY logo on both the front and the back of their team jerseys! Additionally, the team will introduce them at games as presented by YOUR COMPANY when his name is announced over the P. A. system!



DANCE TEAM SPONSORSHIP

YOUR COMPANY will receive a full sponsorship opportunity with THE WEST TEXAS WARBIRDS DANCE TEAM during the 2022 season. The dance team will make Exclusive appearances throughout the community and each member will also make separate appearances where a banner will be used to identify YOUR COMPANY as the dance team sponsor, in addition to; appearances throughout the game, passing out t-shirts, half-time appearances and getting involved with the fans in the stands.



THE WEST TEXAS WARBIRDS DANCE TEAM will display the YOUR COMPANY logo on their uniforms, t-shirts, and any collateral marketing pieces. The P.A. Announcer will recognize YOUR COMPANY as the sponsor for the dance team every time the dance team is on the field. Awesome exposure and service explanation and it is done creatively and with style!

PLAYER & DANCER & MASCOT APPEARANCE

YOUR COMPANY will be given the opportunity to use a minimum of three (3) players in addition to the team's new mascot and even a few dance team members at one of your special events! Grand openings, special sales events and more, you will have the WEST TEXAS WARBIRDS professional football players to drive traffic, mingle with your customers and sign autographs. The team will promote each of these events in the arena at prior games. Both parties will agree upon these dates. We will attempt to have all members of the teams present.



POST-GAME PARTY

THE WEST TEXAS WARBIRDS will bring the party to your place after one (1) game this season! It seems that our players draw fans after the game to wherever they go to eat and celebrate the big game and, on a night, to be agreed upon between you and the team this season, it will all happen at YOUR COMPANY! This is a sure way to generate revenue while promoting your business! YOUR COMPANY will provide light snacks for up to thirty (30) team members at the beginning of this event.

INFLATABLE ENTRANCE ADVERTISING

YOUR COMPANY will receive an exclusive promotional opportunity, utilizing a 20 Foot inflatable Logo-Tunnel, during each home game of the 2022 season. No one will leave the arena without having seen your logo on the entrance for the players and coaches. As the sponsor of the tunnel you will have YOUR COMPANY in front of the team's fans, as well as the opportunity to have YOUR COMPANY seen as we inflate the helmet throughout Odessa and other Permian Basin locations. The WEST TEXAS WARBIRDS will work with YOUR COMPANY during the course of the season, to set-up dates and locations where the Helmet will be inflated. Imagine fans recognizing this helmet all over town, with your logo visibly located on the side as the sponsor of the helmet.



ROAD GAME WATCH PARTY

Every time the Warbirds hit the road to play in cities across America, fans will know that the one place they can go and watch the game is at YOUR COMPANY! Promoted through pocket schedules, game announcements, social media, and more, the team will do all they can to inform and entice fans to join the dance team and scratched players at YOUR COMPANY and watch every minute of the action! There can even be an occasional visit from Alamo, the team's Mascot! YOUR COMPANY will provide a meal for up to five (5) team members and will cover any costs related to the broadcast of these games.



HALF-TIME SHOW

YOUR COMPANY will be the presenting sponsor of the half-time show! The half-time show is when we have special games, musical acts, and performances for the fans to enjoy! During this time YOUR COMPANY can participate in the show by driving vehicles onto the field, doing fan giveaways, or any other way that will reach your target audience!

PRE-GAME SHOW

The lights go out and the show begins! Flames and fountains of sparks light the entire arena back up as fans stand on their feet and cheer the team onto the field! This remarkable display is billed on social media, through PA announcements in the arena and in other areas as being presented by YOUR COMPANY! YOUR COMPANY is able to participate in the pre-game show by driving vehicles onto the field, or many other options we have.



THE WEST TEXAS Warbirds MULTI-MEDIA OPPORTUNITIES

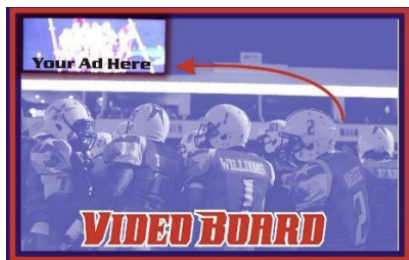
ON-LINE RADIO/TELEVISION BROADCAST SPOTS

THE WEST TEXAS Warbirds will not only pack fans in at home games, but will also draw listeners to their professional radio broadcast from all over the Permian Basin during all 12 games this season! Our professional broadcast team will lead the WTX Radio Network, an internet based radio effort that draws the attention of thousands of fans for each game as he hosts every game, home and away this season live as the action unfolds and YOUR COMPANY will benefit from being promoted right in the middle! Your :30-second radio ad will be aired at one (1) stoppage of plays, during these exciting events! YOUR COMPANY will provide the WEST TEXAS Warbirds with a pre-produced commercial to be aired.



VIDEO BOARD ADVERTISING

THE WEST TEXAS WARBIRDS will not only pack fans in at our Arena, but will also draw fans to the TEXAS SIZED video board. Your :15-second television commercials will be aired at one (1) stoppage of play during these exciting events! YOUR COMPANY will provide the WEST TEXAS WARBIRDS with a pre-produced commercial to be aired. In addition, YOUR COMPANY will receive a very unique promotional opportunity, utilizing the video board, during each home game of the 2022 season. As the sponsor of a video board promotion you will have YOUR COMPANY in front of thousands of the team's fans, during the game at one of the breaks. The promotion will be agreed upon by both the WEST TEXAS WARBIRDS and YOUR COMPANY. Some examples of possible promotions are: Kissing Cam, Movie Trivia, and Big Hit of the Game.



COACHES SHOW HOST AND SPONSOR

YOUR COMPANY will be the presenting host of our coaches show that will air at a minimum 12 times throughout the season! This is another way to drive business into your company as we bring the show to your location and invite fans to come and listen and interact with the show! YOUR COMPANY will provide meals for up to five (5) staff or media members.

THE WEST TEXAS WARBIRDS TICKET OPPORTUNITIES

FIELD-LEVEL SUITE SEATING

THE WEST TEXAS WARBIRDS have created a new level of “in the action” seating for just a limited number of Fans. From a premium valet parking service and spectacular sightlines, to a personal concierge/waitress service, Field-Level Suites are the new standard in seating. For those who have always wanted to experience great seats and great games... VIP Suites have arrived! YOUR COMPANY will receive XX (X)

Field-Level seats in the field-level area of our arena at all home games during the 2022 season.



SEASON TICKETS

This will become the hottest ticket in the Permian Basin and great seats are now yours! YOUR COMPANY will receive XX () regular season seats to every home game in our arena during the 2022 season. WEST TEXAS WARBIRDS season tickets provide partners with a perfect opportunity to entertain clients, reward key employees and conduct consumer sweepstakes to increase store traffic and sales.



SPECIAL GROUP NIGHT

YOUR COMPANY will receive XX (XX) group tickets to use for employees, customers and prospects! What a great opportunity for YOUR COMPANY staff to mingle with all of your best customers while this special group of people get to know one another! This is great for civic groups, churches, little league teams and corporations



THE WEST TEXAS WARBIRDS WEBSITE PROMOTIONS

WEB BANNER

THE WEST TEXAS WARBIRDS will boldly display the logo or ad of YOUR COMPANY on the “Partnership” page of our remarkably popular web site, warbirdfootball.com. One of the most visited sites in our local community, thousands will see your message during not just the season, but the entire calendar year!



HOME PAGE ROTATING WEB BANNER

THE WEST TEXAS WARBIRDS will boldly display the logo or ad of YOUR COMPANY on the home page of our remarkably popular web site, warbirdfootball.com. One of the most visited sites in our local community, thousands will see your message during not just the season, but the entire calendar year! Your ad will rotate through at all times!



SOCIAL MEDIA INCLUSION

The WEST TEXAS WARBIRDS have become experts in presenting our partners to the community through including YOUR COMPANY within our electronic efforts! On multiple occasions this season, the WEST TEXAS WARBIRDS will feature YOUR COMPANY on all available social media outlets presenting you right where people are already looking!

THE WEST TEXAS WARBIRDS

SPECIAL CONSIDERATIONS

YOUTH PROGRAM SPONSOR

YOUR COMPANY will become an integral part of our youth program which includes: Youth Flag Football, and free youth camps. Your sponsorship will ensure that our camps remain free to the families of the Permian Basin, and that our youth league stays at a cost that is affordable for all families! YOUR COMPANY will be seen on all media as well as will be put on all youth league jerseys!

PARTY ZONE SPONSOR

YOUR COMPANY will be the official sponsor of the party zone located in Ector County Coliseum during all home games! Your sponsorship will be seen on all tickets that are bought for this area. We will also put a dasher advertisement right in front of the raised platform. YES! We said raised platform. You will also receive twelve (12) tickets and exclusive access to use the platform so you can bring clients, or friends to the game! We will also put a large banner behind the platform to let everyone know who is there! It is highly encouraged that YOUR COMPANY bring some sort of swag that fans can leave with so they remember how great of a time they had in your party zone!

VEHICLE OR PRODUCT PARKING

This is a perfect opportunity to bring your product to the game! The WEST TEXAS WARBIRDS will ensure there is space outside of the exits for you to park your vehicles, equipment, trailers, or anything else that you may want to showcase to people as they enter and exit the Coliseum! YOUR COMPANY will also receive a banner with our logo on it so you can proudly display the banner at your location and with your products at the Coliseum!

CAPTAINS CLUB SPONSOR

As a Captains Club sponsor YOUR COMPANY will offer our season ticket holders and corporate sponsors a discount through December 31, 2022. This discount will be good for a minimum of 10% off their bill (non-alcoholic). The percentage of discount is up to YOUR COMPANY but must be a minimum 10%. Captain's Club members may present their card and receive the discount. We suggest creating a button in your POS system so you can track this sponsorship!

TEAM JERSEYS

As a special bonus, THE WEST TEXAS WARBIRDS will provide one (1) official team replica jersey to YOUR COMPANY.



***THE WEST TEXAS WARBIRDS
CASH INVESTMENT***

CASH INVESTMENT

The WEST TEXAS WARBIRDS will pay a cash sum of \$XXXX no later than May 1, 2022 to YOUR COMPANY.

TOTAL PACKAGE VALUE = \$XX,XXX

TOTAL YOUR COMPANY INVESTMENT, YOUR COMPANY WILL:

- Trade:
- Pay by cash/check sum of \$X,XXX
- Pay by card sum of \$X,XXX (5% increase from cash/check)
- Any payment plans that have more than 3 monthly payments will incur a 5% finance charge to the total amount of the contract.
- All contracts signed in 2021 require 25% down at time of signing. All other monies will be due by January 15th 2022 unless a payment arrangement is made. ● All contracts signed in 2022 require 25% down at time of signing with remaining monies due 30 days from contract signing unless a payment arrangement is made.
- All WEST TEXAS WARBIRDS corporate partners, including YOUR COMPANY will be billed a prorated amount in the event that the team hosts a post-season playoff game and will receive the same tickets and advertising as listed above wherever possible.

Approved By:

YOUR COMPANY

DATE

WEST TEXAS WARBIRDS

DATE

In the event that YOUR COMPANY violates any of the terms or conditions of this agreement and continues to violate them for a period of ten days after written notice, then YOUR COMPANY will be deemed in default of this agreement. In event of default, Kertis Sports & Entertainment, LLC, dba the WEST TEXAS WARBIRDS will have the right to terminate this agreement and/or accelerate all payments that are due pursuant to the contract and to charge 5% interest. Kertis Sports & Entertainment, LLC has the right to cancel this proposal if not accepted within ten (10) days of the date specified in this agreement.

Refund Clause: There are no refunds for corporate sponsor packages unless the WEST TEXAS WARBIRDS permanently cease operations. In the event that a situation arises where games are cancelled, corporate packages are rolled over in to the next season on a pro-rated basis