2018-19 PARTNERSHIP

PROUD AFFILIATE OF THE MINNESOTA WILD
SIGNAGE - DASHER BOARD

Brilliant placement of the @exploreminn ad. Right in front of the @IAWild bench to remind players where they hope to someday explore.

2 DASHER BOARD INCLUSIONS WITH ONE POSITIONED IN FRONT OF THE IOWA WILD BENCH
SIGNAGE - ENTRANCE BANNER

ENTRANCE & BENCH BANNER
IN-GAME SIGNAGE - SCOREBOARD

SCOREBOARD: 30 IN-GAME SPOTS FOR ALL 38 HOME GAMES
WITH :15 PA (LIVE READS) PROVIDED AS ADDED VALUE
IN-GAME SIGNAGE SCOREBOARD OVERLAY
ADDED VALUE

SCOREBOARD IN-GAME LOGO INCLUSION FOR ALL 38 HOME GAMES FOR A MINIMUM OF 10 MINUTES
3 - :30 RADIO SPOTS PER GAME FOR ALL 76 GAMES ON 1460 KXNO.

*Added Value:*
- 9 - :30 spots
- 8 - :15 Live Reads

8 - :30 TV SPOTS FOR ALL 8 GAMES BROADCASTED ON MEDIACOM - Channel 22.
AHL TV PRESENTING SPONSOR

Sponsorship during all 76 streamed games.
SOCIAL - SCORE UPDATES SPONSORSHIP

EXPLORE MINNESOTA WAS TAGGED AND INCLUDED ON THE GRAPHIC WITH EACH SCORE UPDATE FOR ALL 76 GAMES. (APPROX. 250 TIMES PER SEASON ALL SOCIAL MEDIA CHANNELS)
SOCIAL MEDIA POST-BY THE NUMBERS

Score Graphics (average per game facebook)
Period 1 reach: 3,654 and 256 engagements
Period 2 reach: 5,327 and 342 engagements
Period 1 reach: 10,727 and 2,397 engagements

Score Graphics (average per game twitter)
Impressions: 17,000
Engagements: 250
EXPLORE MINNESOTA IS TAGGED WHEN IOWA WILD PLAYERS ARE CALLED UP TO MINNESOTA TO PLAY FOR THE MN WILD
Distribution at 3 home games of MN Explorers

OCTOBER 5: 3,000 (fall)
JANUARY 19: 5,000 (winter)
MARCH 20: 3,000 (spring)
We're 20 games into this historic season, and spirits are high despite a couple bumps & bruises. November was crazy (wasn't it JUST Halloween?), but we're still sitting near the top of the league with plans to keep our streak going through December and beyond.

Who needs a t-shirt cannon? Sam Anas shows off his pitching skills after a shootout victory over the Texas Stars on October 12.
DIGITAL PROMOTION

Craving a weekend of hockey, museums, and axe throwing? It’s your lucky day!

We partnered with Explore Minnesota to offer one lucky Wild fan a Saint Paul Getaway!

The winner will receive over $1,700 in prizes, including:

- Tom Reid’s Hockey City Pub
  - $100 gift card
- Bell Museum
  - 4 passes for museum & planetarium admission
- Hampton Inn & Suites of Saint Paul
  - 2 overnight stays
- Herbie’s on the Park
  - $150 gift card
- Flanneljax’s Axe Throwing
  - Voucher for 2 hour throwing session for up to 4 people
- Minnesota Historical Society
  - 4 passes to any MNHS site

#IWild is giving away two Explore Minnesota Tourism prize packs this Saturday! Here’s how you can win:

1. Post on Facebook, Twitter or Instagram what your favorite thing to do in Minnesota is (if you haven’t been, what do you think your favorite thing would be?)

2. Include the hashtags #OnlyInMN and #IWild in your post

Winners will be notified January 19. Good luck!
DIGITAL PROMOTION

Iowa Wild – Explore Minnesota Sweepstakes Results
Total Sign-ups: 1,817
Explore Minnesota monthly travel e-newsletter: 826
Visit Saint Paul monthly e-newsletter: 748

ENTER FOR A CHANCE TO WIN A SAINT PAUL GETAWAY,
INCLUDING MINNESOTA WILD TICKETS!

Iowa Wild has partnered with Explore Minnesota to offer one lucky Wild fan (21 and older) a Saint Paul Getaway!

Saint Paul Getaway Prize Package:

- Four (4) Minnesota Wild March 3, 2019 game day tickets
- Plus two (2) overnight stays at the Hampton Inn & Suites of Saint Paul (Reservations required. Subject to availability. Expires Feb. 1, 2020)
- Plus one (1) $100 Tom Reid’s Hockey City Pub gift card
- Plus one (1) $150 Herbie’s on the Park gift card
- Plus one (1) FlannelJax’s voucher two (2) hour axe throwing session for up to four (4) people (Reservations required. Subject to availability. Non-transferable and has no cash value. Conditions apply. Expires June 1, 2019)
- Plus four (4) Bell Museum passes good for combo museum and planetarium admission (Admissions must be used on same day and planetarium seating is subject to availability. Expires December 31, 2019)
- Plus four (4) Minnesota Historical Society passes, good for any MNHS site including the Minnesota History Center (Expires December 31, 2019)

ARV: $1,704

Visit SAINT PAUL.com
EXPLORE MINNESOTA SWEEPSTAKES / VISIT SAINT PAUL GRAND PRIZE WINNERS
MINNESOTA NIGHT (Jan 19)
ADDED VALUE

One lucky section will receive this hat tonight!

@exploreminnesota
MINNESOTA NIGHT (Jan 19)
ADDED VALUE

Section 101 rockin’ their new hats!

SECTION 101 GIVEAWAY: 250 CO-BRANDED WINTER HATS PAID BY IOWA WILD
MINNESOTA NIGHT (Jan 19)
ADDED VALUE
MINNESOTA NIGHT (Jan 19)
ADDED VALUE

SOCIAL WINNER: HOTDISH TOTE & MALL OF AMERICA
PLAYOFFS – ADDED VALUE

SIGNAGE & SOCIALS
PLAYOFFS – ADDED VALUE

Iowawild • Follow

mskurnicole Go WILD!! ❤️❤️
#thehuntcontinues

iowa wild with Explore Minnesota Tourism.
Paid Partnership -

Sweet sweet victory.

FINAL

1 2

EXPLORE MINNESOTA

MercyOne
#THEHUNTCONTINUES

You and 1.1K others
88 Comments 154 Shares
PLAYOFFS – ADDED VALUE

Last night we evened up the series against the Chicago Wolves. Tomorrow, we face them for a final time on home ice. Think the Wolves can handle life in the Wild?

READ MORE

UPCOMING GAMES
Just gonna leave this here.
Kyle Rau's True North summer checklist:

1a. Win the Calder cup
1. Lake Minnetonka
2. Fishing for walleye

Where is your True North? #OnlyInMN
PLAYOFFS – ADDED VALUE
“I just have to keep continuing to battle and being a smaller guy, it’s going to take a little more. But I enjoy it.”

Gerry Mayhew stays hot as Iowa Wild even the series → ow.ly/ataxQOh5o2

 producto: Iowa Wild
takes Game 1!

MINNESOTA WILD