

20114-15 | MIAMI HEAT



PARTNERSHIP OVERVIEW



The HEAT Group is the premier innovative leader in the sports and entertainment industry comprised of the Miami HEAT and AmericanAirlines Arena. We provide quality entertainment in a fan-friendly environment and seek to inspire our guests and the community. We are empowered and motivated to create an extraordinary experience by delivering Five Star service to guests, partners and fellow employees.



We will work together to design unique and innovative programs that highlight your brand positioning and achieve your business objectives. A partnership with The HEAT Group provides access to and association with South Florida's premier entertainment venue, as well as one of the most globally recognized and accomplished teams in professional sports.

As part of this partnership, the following promotional assets are available:

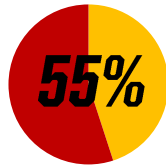
- Rights to use the HEAT logo and marks in "local market" advertising and marketing programs (local market is defined as a 75-mile radius around downtown Miami per NBA regulations)
 - Rights to use AA Arena logo and marks in local, national and/or global advertising and marketing programs
-

Key partnership elements for the 2014-15 HEAT season include:

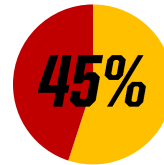
- Permanent & Digital Signage
- Arena Activation
- Internet & Mobile Advertising
- Social Media
- Promotions & Appearances
- Print & Radio Broadcasts
- Community Initiatives
- Hospitality Programs



GENDER BREAKDOWN

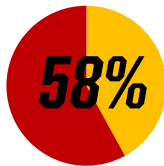


MALE

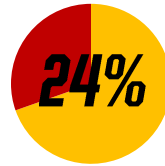


FEMALE

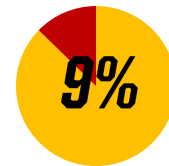
GEOGRAPHIC BREAKDOWN



MIAMI-DADE

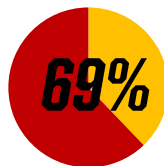


BROWARD

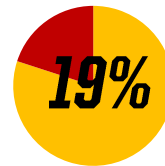


WEST PALM

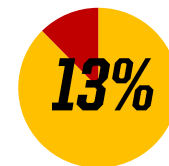
ETHNIC BREAKDOWN



HISPANIC



CAUCASIAN



AFRICAN-AMERICAN

- The HEAT ranks #2 among NBA teams in Hispanic attendance at 54.7%
- Miami-Dade County is the 2nd largest Hispanic County in the U.S. (1.29 Million)
- The average age of an adult HEAT fan is 42, and 40 for HEAT attendees – younger than any other professional sports team in South Florida
- The HEAT ranks #3 among NBA teams in Market Engagement – 53% of the MIA-FTL market watched, attended or listed to a HEAT game in the past 12 months

AmericanAirlines Arena offers a variety of permanent and rotating digital for HEAT games and arena events. To achieve maximum media value and exposure, we will tailor a customized signage package to fit your brand.

COURTSIDE ROTATIONAL PACKAGE



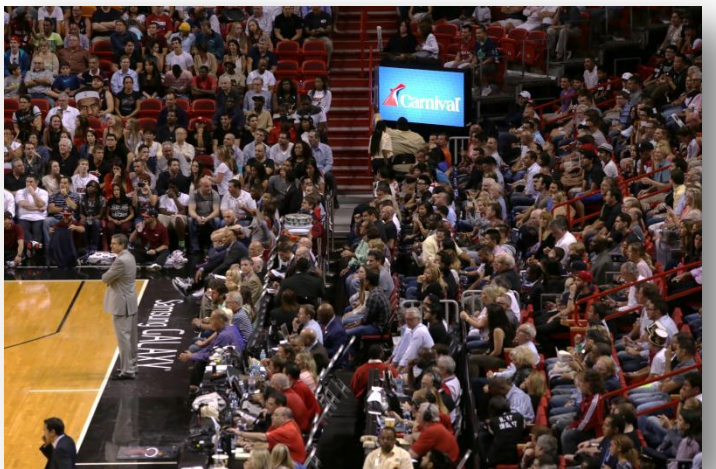
360 LED FASCIA AND RING



PERMANENT BACKLIT VOMITORY



DIGITAL ROTATING VOMITORY



APRON BRANDING



POLE PAD BRANDING



SCOREBOARD FEATURES/IDENTIFICATION



HEATV REPLAY WIPES



CORNER STAT BOARDS



DJ BOOTH



MIAMI MEDIA MESH



CONCOURSE TVS



AmericanAirlines Arena is an ever-evolving, ever-improving environment for achieving a personal, one-on-one connection to HEAT fans and Arena attendees. We seek out new technologies and interactive displays and will help you find unique and groundbreaking ways to turn Arena consumers into your newest customers.

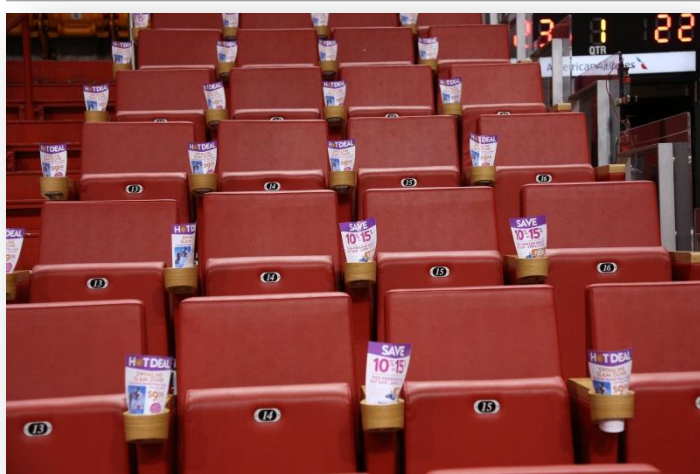
ENTITLEMENT AREAS



HIGH IMPACT WALL SPECTACULARS



CUP HOLDER INSERTS



KIOSK DISPLAYS



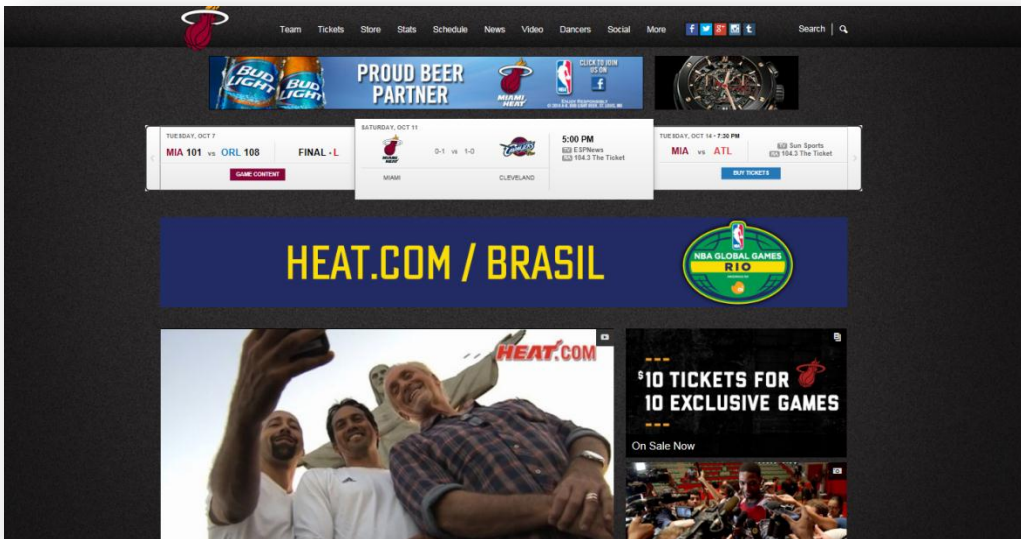
PREMIUM ITEMS



IN-ARENA PROMOTIONS



While the HEAT and Arena databases continue to grow and we improve on digital communication every day, we will work with you to find the appropriate and most effective ways to connect. Digital advertising platforms will be customized to fit your campaign goals and can include assets from our email newsletters, www.HEAT.com and the brand new HEAT App (coming soon).



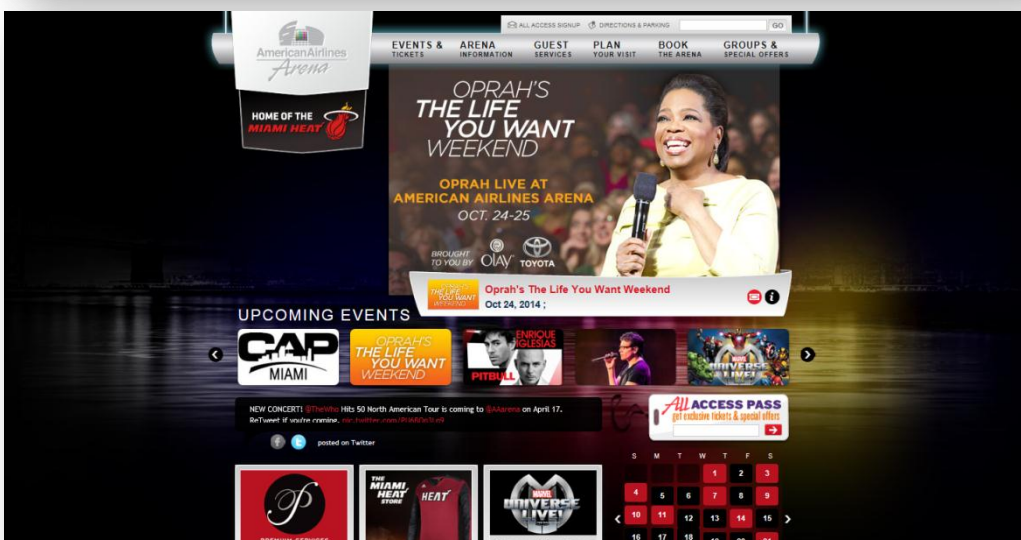
HEAT.COM

- Banner Advertisements
- Promotions
- Features
- Page Sponsorships
- Pre-Roll Video



E-NEWSLETTER

- LIVE! WIRE
- Premium
- AA Arena



AAARENA.COM

- Banner Advertisements

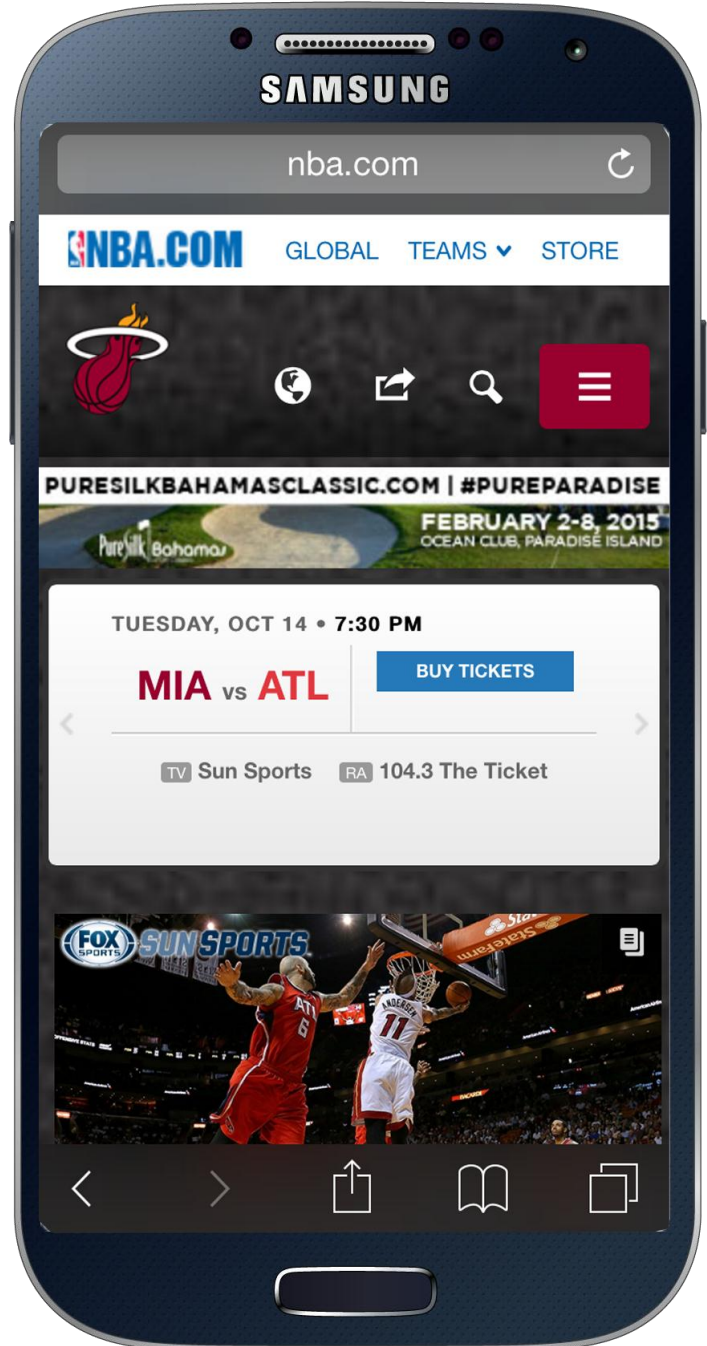
HEAT App

- Banner Advertisements
- Content Integration



HEAT.COM Mobile Site

- Banner Advertisements
- Page Sponsorships
- Pre-Roll Video

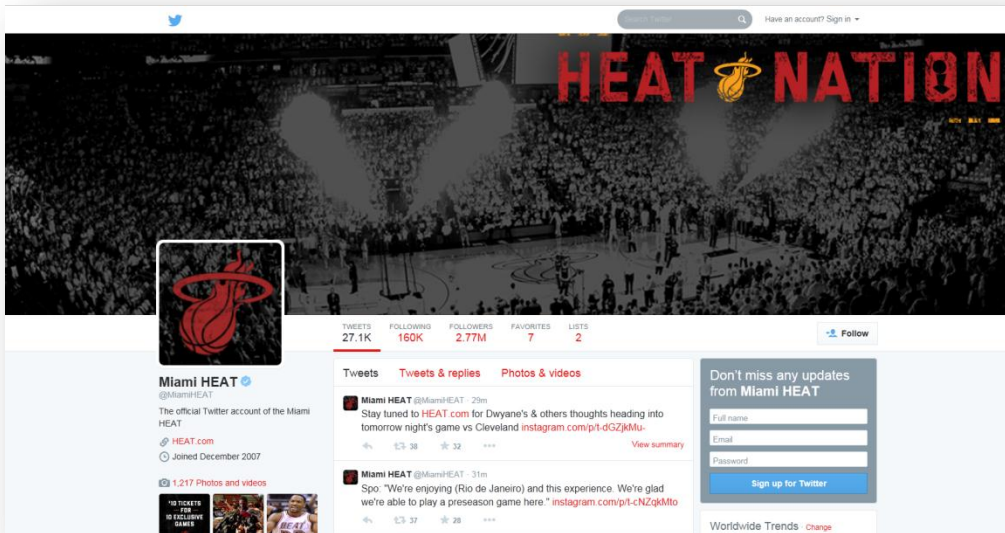


The Miami HEAT's Social Media network has the most dedicated and engaged fans in all of professional sports. Growth continues to exceed the highest levels, including number of followers, likes and shares.



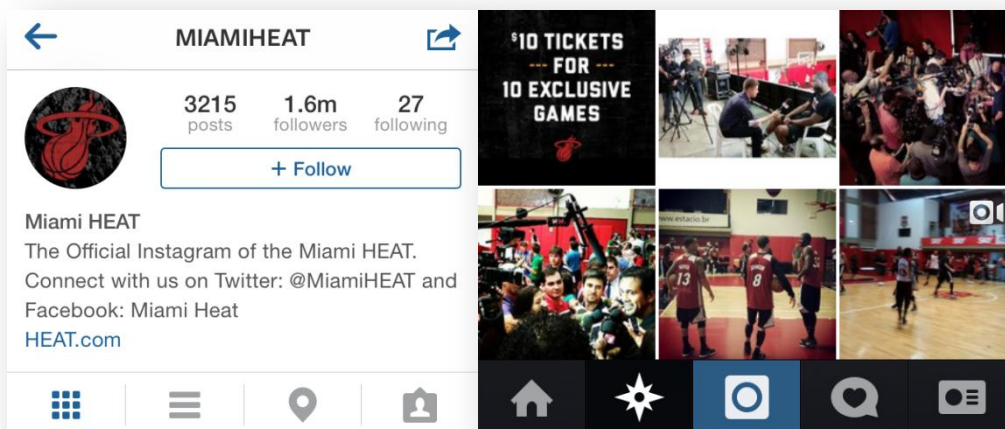
FACEBOOK

- 15M Followers
- Average growth of 200,000 per week



TWITTER

- 2.7M Followers
- Twitter Sports crowned the HEAT NBA Champions based on Team Mentions last season



INSTAGRAM

- 1.4M Followers
- Largest following in the NBA and 3rd in all of professional sports

Retail promotions and HEAT appearances are great methods for driving traffic and supporting existing promotions

RETAIL PROMOTIONS



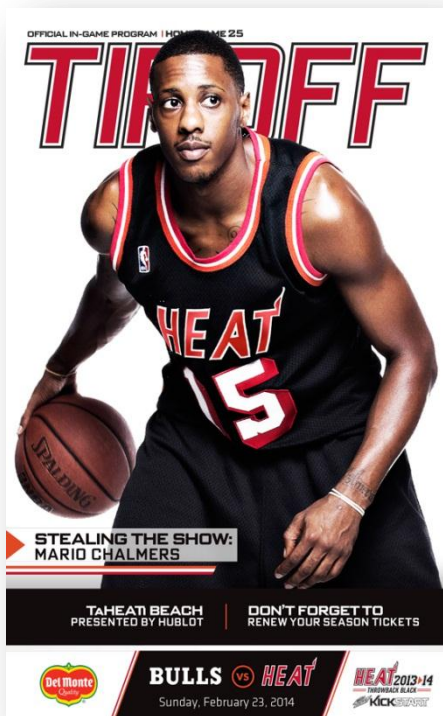
PLAYER APPEARANCE

LEGEND APPEARANCE

ENTERTAINMENT APPEARANCE



HEAT media assets are available to reach fans in attendance or tuned in at home.



PRINT

- Tipoff Game Day Program
- HEAT Yearbook
- Pocket Schedules



RADIO

- English & Spanish Radio
- :30 & :60 Commercials
- Live Mentions
- Billboards
- Special Features



The Miami HEAT are active leaders in the South Florida community. Hosting a plethora of annual charitable events, the organization prides itself in making an impact in the community year after year.

GOLF SCRAMBLE



FAMILY FESTIVAL



BEACH SWEEP



HOSPITAL VISITS



HISPANIC HERITAGE



THANKSGIVING



LEARN & PLAY



LEARN TO SWIM

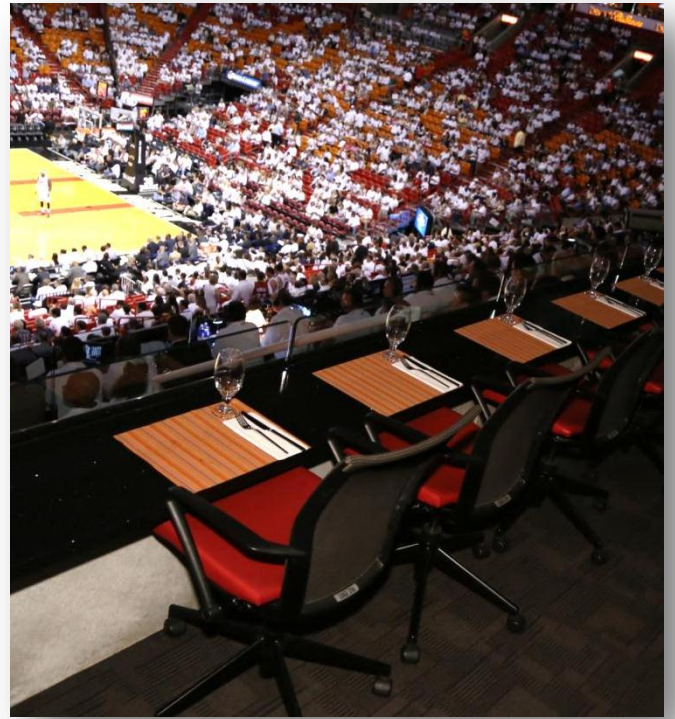


Whether a goal of entertaining potential clients or rewarding employees, customized ticket plans and packages are available to meet your specific needs.

SEASON TICKETS



LOGES



SUITE NIGHTS



GROUP TICKETS



The Miami HEAT and AmericanAirlines Arena offer several unique ways enhance guest experiences through several unique hospitality/dining options.

FLAGSHIP LOUNGES



DEWAR'S 12 CLUBHOUSE



HYDE



MIAMI HEAT

For more information contact Corporate
Partnerships at 786-777-4212 or email
cmaragno@HEAT.com