





WELCOME TO THE GEORGIA SWARM

WELCOME TO FAST-PACED, FAMILY-ORIENTED FUN.

WELCOME TO WORLD-CLASS PROFESSIONAL

LACROSSE, ONE OF THE FASTEST

GROWING SPORTS IN NORTH AMERICA.

WELCOME TO A TRUE PARTNERSHIP DRIVING
GENUINE VALUE.

SWARM HISTORY





THE 2021 NLL SEASON marks the
Swarm's sixth season in Georgia, having
moved here from Minnesota in 2015 after 11
seasons in the Minnesota-St. Paul metro
area. The Swarm play nine regular season
home games at their home venue at Gas
South Arena in Duluth, Georgia and
compete in the National Lacrosse League,
the third-highest attended pro

indoor sport.

The Swarm are part of the four-team East
Division along with the Philadelphia Wings,
New York Riptide, and Albany FireWolves.
The NLL shifted division alignments ahead
of the '19-20 season, adding a North division
to go along with the West and East to
accommodate its now 14 franchises.





THE SWARM BROUGHT ATLANTA its first professional sporting world championship in 22 years in 2017. The Swarm have gone to the postseason each of their four seasons in Georgia and were poised for another playoff run in 2020 when the COVID-19 pandemic cut the season short.

JOHN ARLOTTA





John Arlotta has spent over 40 years as a leader, advisor, and advocate within the healthcare industry with both public and private company CEO experience. His general management experience includes turnarounds, start-ups, and initial public offerings. He has sold three healthcare companies and has worked either directly or as an advisor for private equity firms assisting with healthcare product and service portfolio companies.

On July 1, 2008, Arlotta entered the sports management business by purchasing the Minnesota Swarm professional indoor lacrosse franchise, and he is now a member of the Board of Governors of the National Lacrosse League.

Arlotta was named NLL Executive of the Year for 2009 and NLL General Manager of the Year in 2012. He is an active alumnus of the University of Notre Dame where he is a member of the Athletic Council, and he was the lead donor for Arlotta Stadium, the new lacrosse stadium at Notre Dame.

ANDY ARLOTTA



Andy Arlotta is Co-Owner of the Swarm along with his father, John Arlotta.

Arlotta enters his 13th season as Co-Owner and 8th as President in 2021.

Arlotta was named to the Gwinnett Chamber of Commerce Board of Directors as a Chairman's Appointee in Sept. 2019, serves on the Board of Directors for the Metro Atlanta Chamber of Commerce Atlanta Sports Council, Executive Board Member of the Northeast Georgia Council - Boy Scouts of America, and a Board Member for the Gwinnett YMCA.

In 2021, Arlotta was tapped as the Vice Chair of the National Lacrosse League's Marketing, Commercial Properties, and Broadcast Committee, the league's largest committee.



















THE NLL is a multi-country league, having teams across the United States and Canada. The NLL consists of 14 teams:

- Albany FireWolves (USA)
- Buffalo Bandits (USA)
- Calgary Roughnecks (CAN)
- Colorado Mammoth (USA)
- Georgia Swarm (USA)

- Halifax Thunderbirds (CAN)
- New York Riptide (USA)
- Panther City LC (Ft. Worth USA)
- Philadelphia Wings (USA)
- Rochester Knighthawks (USA)

- San Diego Seals (USA)
- Saskatchewan Rush (CAN)
- Toronto Rock (CAN)
- Vancouver Warriors (CAN)
- Las Vegas (USA new franchise in 2022-23 season)





^{*} A 15th franchise owned by Joe Tsai and located in Las Vegas will begin play in the 2022-23 season.



THE NLL has partnered with these major national brands:











THE SWARM BRAND & DEMOGRAPHICS



















LYLE THOMPSON

- Considered the best men's lacrosse player in the world
- NLL Sportsmanship Award Winner (2017-18, 2018-19, 2019-20)
- 2017-18 NLL MVP
- Two-time Tewaaraton Trophy winner
- Current record-holder for most career points in NCAA Div 1 Lacrosse (400) and second most career assists (225)
- One of six Native athletes on the Georgia Swarm

SHAYNE JACKSON

2019-20 NLL MVP

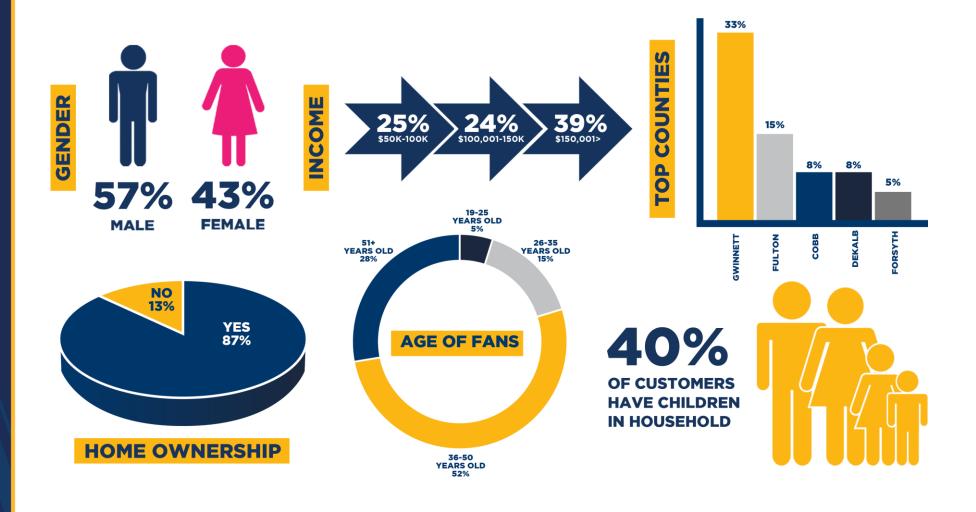
MIKE POULIN

NLL Teammate of the Year (2016-17, 2017-18, 2019-20)

ED COMEAU

2017-18 NLL Head Coach of the Year







WEB
250,000

ANNUAL
IMPRESSIONS

EMAIL
75,000
SUBSCRIBER LIST

SOCIAL 3.5 million

ANNUAL ENGAGEMENTS ACROSS THREE MAJOR SOCIAL CHANNELS

(NEW DEDICATED SWARM SOCIAL RESOURCE FOR 2021 & BEYOND)









EXPLOSIVE GROWTH

Lacrosse is the fastest-growing participatory sport in the country for both boys and girls, according to numerous studies in 2019.

- Lacrosse participation growth dramatically outpaces all other participatory sports – including football, baseball, basketball, and soccer – among high schools across the U.S., growing at over 50% in each of the last three years.
- There are over 250 boys and girls high school
 lacrosse programs in Georgia, most of which are
 concentrated in the counties around the metro
 Atlanta area, as well as hundreds more organized
 lacrosse clubs and competitive travel teams.
- Georgia has become a major hotbed of lacrosse in the U.S., seeing an explosion of freshmen athletes playing Division 1 collegiate lacrosse, with most coming from Gwinnett, Cobb, Forsyth, and Fulton counties.







DESIRABLE DEMOGRAPHIC

Swarm fans comprise that elusive mix of Gen-Z/Millennial former lacrosse players/athletes and families with discretionary income. Both these demographics love the Swarm's infectious and energetic gameday experience, non-stop action, and the affordable price to attend a game.

39% 40% 87%

of Swarm fans have household incomes over \$150K

of Swarm fans have children in their households

of Swarm fans own homes









SUCCESS LIVES IN GWINNETT

Home to just under 1 million people, the Swarm organization sits in the middle of a dynamic, diverse, and growing county that comprises the demographics that drive growth for large and small businesses, including over 600 internationally-based corporations.



A COMMUNITY CATALYST

The Georgia Swarm work with local youth and high school lacrosse organizations, non-profits, and local churches to assist in raising the profile of their organization and raise money to grow and enrich their programs.



FAMILY-DWNED

Swarm ownership understands the importance of family, working as responsible and collaborative stewards in the community and being an ambassador for Gwinnett County and the region.



PEOPLE LOVE AND RECOMMEND THE SWARM

How many businesses, much less sports entities, can boast an NPS score of 90 or above? Nearly everyone who leaves a Swarm game feels uplifted. Associating with such positivity will resonate with your own brand.



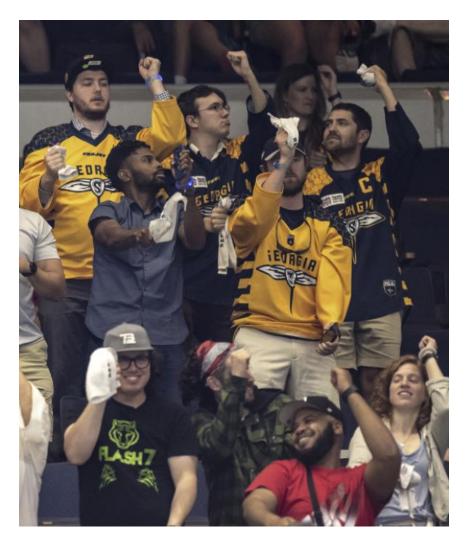




#LETSDANCE

MORE THAN A MANTRA:

- AN EMBODIMENT OF THE SWARM SPIRIT
- THE REACTION TO EVERY SWARM GOAL
- A CONVERGENCE OF OUR DIVERSE FAN BASE
- A REFLECTION OF OUR GAME'S NON-STOP ENERGY





"I went to my first home game, and I was hooked."

- AMANDA B.

Swarm Season Ticket Member

"I had never seen box lacrosse, just the outdoor game. Indoor is so different – the action never stops."

- MARK M.

Swarm Season Ticket Member

"The atmosphere, the arena...there's not a bad seat in the house. It's really an all-in social event, not just a game. It's simply great entertainment value."

- JOHN S.

Swarm Season Ticket Member

"My family and I had no idea what to expect at our first Swarm game. When we left, we knew would be coming back many times. Our kids love the entertainment and the goal dance, and my wife loves the fellowship. And of course I love having the Swarm checking guys into the boards and scoring goals. A real action-packed night...trust me, it's a must-see!"

- JEFF FRANCOEUR

Swarm Season Ticket Member, former Atlanta Braves outfielder, and current MLB broadcaster "Partnering with the Swarm was one of the best decisions we've ever made. The organization understands our business' needs, and every year we see an incredible return on our investment."

- RICHARD SNEED

Principal of Eastern Band of Cherokee

Indians & Harrah's Cherokee Casino Resort

The Swarm is dedicated to servicing and providing its partners with valuable exposure to thousands upon thousands of loval Swarm fans each season. The Georgia Swarm has partnered with these major brands:





Georgia Power





GAS () SOUTH















Foundation Repair & Waterproofing

PARTNERSHIP ELEMENTS





A GEORGIA SWARM GAMEDAY PRESENTING PARTNERSHIP affords our Swarm partners the opportunity to completely integrate with Swarm fans and the frenzied Swarm gameday experience. From the time fans arrive at the stadium until the moment they walk back to the parking lot, a Swarm gameday presenting partner will be top-of-mind for each fan in attendance and watching on live, local television.



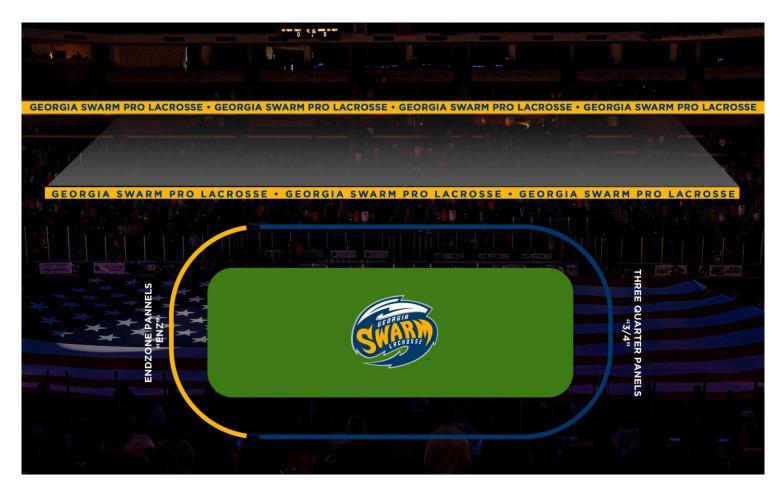
ASSETS INCLUDE:

- Co-branded gameday giveaway for the first 5,000 fans through the turnstiles.
- Opportunity to set up display area on the concourse.
- On-field ceremonial face-off.
- Four (4) minutes of LED time 1 minute per quarter.
- One (1) in-game specific promotion via PA read and/or Jumbotron.
- Halftime presenting sponsorship.
- Name and inclusion on all Swarm social media outlets through entire game week.
- 250 tickets to the game for employee use and/or community outreach.
- One (1) 16-person suite.









The Infinite Energy Arena LED ribbon boards are an excellent way to deliver your message to Swarm fans within the frenetic and unparalleled environment of a Georgia Swarm game. The ability to persistently reach a highly-coveted demographic makes this opportunity especially unique.

Your company will receive two (2) minutes of LED time in each of the four quarters of the game, ensuring your message reaches every Swarm fan in attendance. Swarm partners will receive a minimum of 72 minutes of LED ribbon board time during the Swarm regular season.



Georgia Swarm On-field Turf Logos are the highest profile piece of inventory in the National Lacrosse League. These logos are literally part of the non-stop action of indoor lacrosse and are captured during every play throughout a Swarm game. Field Turf partners comprise the actual field of play and receive non-stop message exposure to more than 45,000 fans invenue through the season.

Additionally, your turf logo will receive a minimum of 17 minutes of television exposure per game.

Your turf logo will dominate both the ingame and broadcast viewing experience.



TURF LOGO DIMENSIONS

• Turf logos are 108"W x 72"H



Georgia Swarm dasherboards afford an incredible high-visibility opportunity to promote your company and association with the Georgia Swarm. Your company's logo and branding will literally be part of the action!

This high-profile inventory comes in pairs and exists along the outer ring of the field of play and delivers your message to the more than 45,000 fans in attendance over the course of the Swarm season.

Additionally, your dasherboards will receive a minimum of 17 minutes of television exposure per game.

Your dasherboard messaging delivers the best of both worlds: reaching fans in-arena and those watching on television or online.



DASHERBOARD DIMENSIONS

• 60"W x 20"H

The Goal Zone Club is an exclusive, expansive VIP area directly behind one of the goals at Infinite Energy Arena. Featuring unparalleled branding, all-you-caneat options and other high-profile exposure, it's the best opportunity in the building to make the Swarm's home your own.

ASSETS INCLUDE:

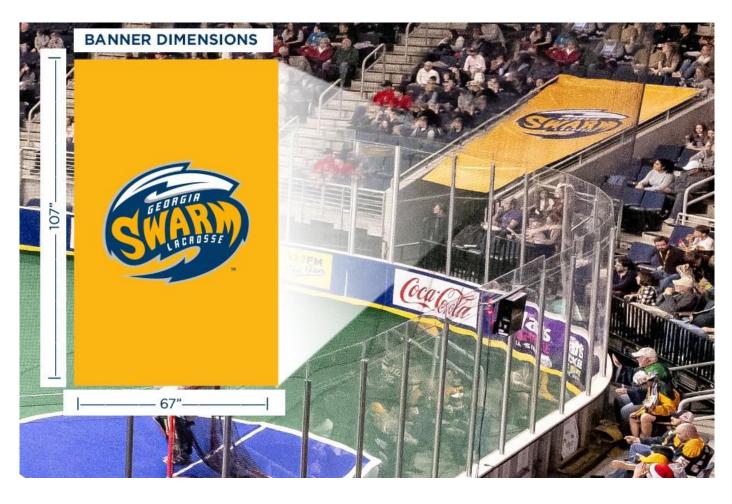
- Naming rights of Goal Zone Club
- All-inclusive experience and entertainment for VIP fans.
- Branding throughout area, seat backs, signage, vehicle display, and more
- High visibility during television and streaming broadcasts.











Fans in attendance and watching on television see this large piece of inventory throughout the game, providing a tremendous opportunity to cement your association with the Swarm and drive home your brand messaging.



Georgia Swarm and Visiting Team Bench Banners consist of the largest display areas on the field of play. Team Bench partners will have their brand in the middle of coach. player, and referee interaction, creating excellent exposure both inarena and on television and streaming broadcasts. In addition to the 45,000 fans in attendance throughout the season, the Visiting Team Bench Banners realize an average of 17 minutes of television exposure per game on the Swarm's local TV partner, Atlanta's

CW 69, as well as our global

Live.

streaming partner, Turner Sports' B/R



TEAM BENCH BANNER DIMENSIONS

• 352.5"W x 29.5"H



A Penalty Box Title Sponsorship is an extremely visible piece of inventory that weaves in tightly with an organically-driven fan tradition: telling opposing team's players to "Take A Seat!" after incurring a penalty. The asset is extremely high profile, especially for an extended period of time within our live local television broadcast and global streaming platform, amassing over 17 minutes of air time on both (153 minutes per season).

Your branding will also appear on "Take A Seat" posters free to fans at every game at our Fan Central location near the main entrance to the arena. Fans hold up these posters at every opposing team penalty during the game, proudly chanting "Take...A...Seat!"

PENALTY BOX BANNER DIMENSIONS

- 115"W x 27"H (Home Box)
- 136W x 30.5"H (Away Box)







A new element for 2020-21, shot clock signage is a great way to get your brand in front of the 45,000 Swarm fans in-arena and on our local broadcast and global streaming platforms.

In addition to permanent
presence above the shot clock
in each of the two goal zones
(behind the net), your brand's
logo will also appear next to
the running shot clock that
appears at the bottom of the
screen during our local television
broadcasts on Atlanta's CW 69.





New for 2020-21, a barricade banner at Section 103 within Infinite Energy Arena showcases your brand in an extremely high-profile location, garnering both inarena and broadcast exposure.

This new banner barricade will receive a minimum of 17 minutes of television exposure per game on the Swarm local television partner, Atlanta's CW 69, and Turner Sports' global streaming distribution platform, B/R Live. Your barricade banner messaging delivers the best of both worlds: reaching fans in-arena and those watching on television or online.

SECTION 103 BARRICADE BANNER DIMENSIONS

Approximately 27"H x 325"W







Pillar wraps represent an extremely high-visibility asset in the main-level concourse of Infinite Energy Arena.

Pillars will be wrapped 360degrees with your company
branding in the highest traffic
areas of the Gas South Arena
concourse. With 45,000 fans over
the course of a season viewing
your pillar wrap several times per
game, this piece of inventory
affords our partner excellent value
and visibility.

PILLAR WRAP DIMENSIONS

Approximately 2.5' W
 (wrapped 360-degrees around pillar) x 8' H





There are few ways to experience the pulse- pumping action of Georgia

Swarm lacrosse than from the privacy and comfort of your own luxury suite!

From the moment you arrive for an event, you will enjoy the ease, luxury, and high-quality service specially tailored for you and your guests.

Infinite Energy Arena's luxury Club
Suites are located on the Club Level
and provide outstanding views,
televisions, and a perfect
environment to socialize in style.



ASSET INCLUDES:

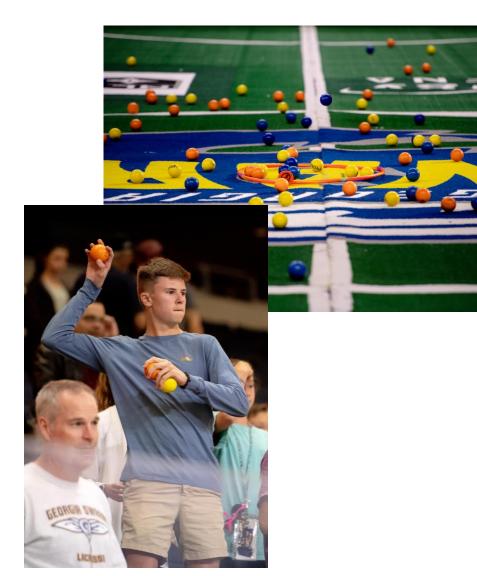
 A 16-person suite to each of the nine Georgia Swarm home games.



Chuck-a-ball is a cherished Swarm tradition and fan-favorite activity!

Throughout pregame and the game itself, fans purchase these colorful numbered "Chuck-a-balls" at prominent locations throughout the concourse. At the conclusion of the game, fans can toss their ball onto the field and try to land it in the middle of a small hoop placed at midfield. Successful tosses are greeted with attractive prizes from the Swarm's esteemed partners.

Chuck-a-ball partners receive highvisibility branding at point-of-sale, PA
announcements throughout the game
supporting their products and services, a
PA announcement during the Chuck-a-ball
event itself, and the aforementioned
prizing opportunities for Swarm fans who
win the Chuck-a-ball event each game.

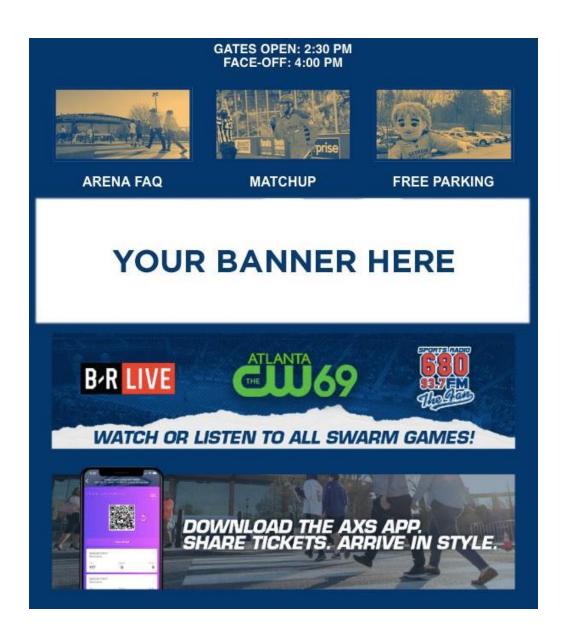




The Swarm and its unique demographic affords partners an opportunity to get their messaging in front of 65,000+ B2C contacts. Our email database is carefully cultivated, de-duped, and updated on a frequent basis, ensuring our targeted sends are relevant and timely.

We do not take a "shotgun" approach to email marketing – we will work with you to provide messaging and activation that drive true value and support our "win—win—win" approach: a win for our partner, a win for our fans, and a win for the Swarm.

We will provide extensive analysis of your sends and modify as necessary to improve bottom-line metrics throughout the course of your engagement with the Swarm.





The Georgia Swarm include your company branding prominently on the annual schedule magnet, which will be distributed to fans at ingress and egress gates during one home game during the 2020-21 season.

ASSETS INCLUDE:

- Stylishly-crafted magnetic die-cut schedule (approximately 4"x6") with your company logo and tagline (if preferred) available for distribution during presenting game. (Fans love to put these on their refrigerators, where they view them every day!)
- Several hundred magnets will also be delivered to your company to be distributed to customers and employees alike.





The Georgia Swarm website,
georgiaswarm.com, is a destination
for fans to find news, podcasts, video
features and highlights, scores,
standings, and so much more. Newlyredesigned for the 2021 season with a
mobile-first philosophy, the Swarm
site will be even more effective at
attracting and retaining repeat
visitors and helping them access the
information they're seeking more
quickly and efficiently.

A banner ad (with link back to your company website) on the site's most popular section and in the footer of most pages of the site ensure your brand's partnership with the Swarm is strongly established and well-represented.

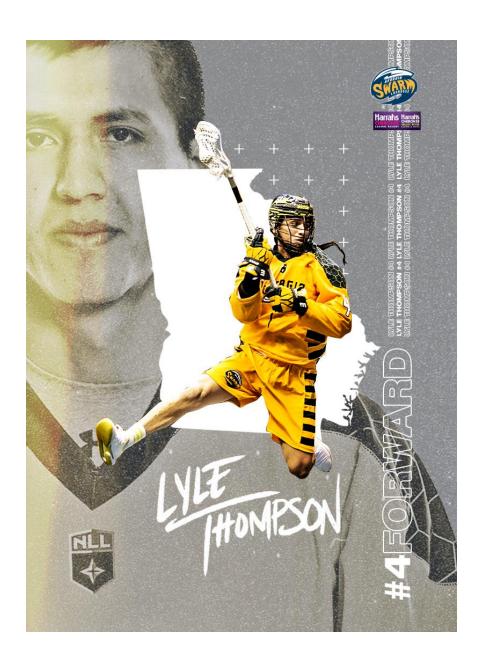




A hallmark of the Georgia Swarm are the club's fan accessibility to players and coaches. So it naturally follows that autograph sessions with the Georgia Swarm constitute a full-blown event, often with lines of hundreds of people waiting – cards in hand – to interface with players and coaches.

Your brand will be represented alongside images of our prominent players, including Lyle Thompson, arguably the best indoor lacrosse player on the planet and Shayne Jackson, the reigning NLL Most Valuable Player.

A truly uplifting experience for fans will resonate well beyond the autograph event and your brand will live right alongside this momentous keepsake.





Invest in a creative way to reach a very important demographic by sponsoring an exclusive Mom's Lacrosse Clinic. As a Mom's Clinic partner, your brand will be included in all clinic promotional materials and (where applicable) you will have an opportunity to provide samples of your product or unique offers for your goods and services.



Made up primarily of females with children involved with the sport of lacrosse, Mom's Clinics provide participants the opportunity to learn directly from Swarm players and coaches, followed by a mixer with food and beverages.

The Swarm will tailor a program that ensures your group's offering is front and center to this deeply engaged, entertaining, and informative group of individuals.





At the core of any professional sports team is its schedule – it's top-of-mind for fans following the Swarm and serves as a literal roadmap through the course of the season.

Distributed at point-of-sale through existing partners and high-traffic retail, QSR, and restaurant/bar locations, pocket schedules pair your brand with the Swarm's in a very high-profile manner.

Pocket schedules are also made available to existing Season
Ticket Members in their
membership packs and are also provided free-of-charge at Fan
Central at all Swarm games.



As a partner of the Georgia







"THE BUZZ" IS THE ANNUAL SWARM GAME PROGRAM, WHICH CONSISTS OF OVER 100 FULL-COLOR PAGES, AND INCLUDES LOADED TICKET MEMBERSHIPS!



300.000+ REACH



- Visible on GeorgiaSwarm.com
- Sent to email database of 75,000+
- Embed custom hyperlinks within your ad



 Fans receive free copies at each Swarm home game























INCOME







HOMEOWNERSHIP



- 1. GMNNETT
- 2. FULTON
- 3. COBB
- 4. DEKALB
- 5. FORSYTH



The Georgia Swarm continues to grow its media reach after securing a season-long partnership with Atlanta's CW69.

Each game in the 2021 season will be broadcast on Atlanta's CW69.

We believe Atlanta's CW69 is a perfect partner for Swarm broadcasts, as they reach our two fastest-growing demographics: millennials and families.

Buoyed by the tremendous promotional support from Atlanta's CW69, home Swarm games in 2021 will be broadcast to the Atlanta market and deliver a sports audience known for its unwavering loyalty to the Swarm.





ASSETS INCLUDE:

• Nine (9) 30-second commercials per season



The Georgia Swarm also continues to grow year-round partnerships with 680 The Fan Radio and its affiliate stations.

Swarm partners will have the opportunity to marry its commercials on specific high-impact programming throughout the Dickey Broadcasting stable of AM and FM stations.

ASSETS INCLUDE:

- 30-second commercials during prime time periods on Dickey Broadcasting AM & FM stations
- Organic mentions and radio segment title sponsorships









THE GEORGIA SWARM ARE BUILT ON RELATIONSHIPS. Many properties convey this, but it's not lipservice to us. We look forward to building a long-lasting, mutually-beneficial partnership that will continue to evolve and achieve Grease Monkey's objectives.

3 YEAR TERM

YEAR ONE - \$xxxxx

YEAR TWO - \$xxxxx

YEAR THREE- \$xxxxx

Should the Swarm reach the NLL postseason playoffs in any of the three seasons, an additional investment of 5% of the annual investment will be collected for each of the postseason games (not to exceed \$XX,XXX per year).





TO DISCUSS POSSIBILITIES OF A
SWARM PARTNERSHIP FOR YOUR BUSINESS,
PLEASE CONTACT:

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