



2026 SEASON *SPONSORSHIP*

Fast-Paced. High-Impact. Nationally Televised.



WWW.THEOREGONLIGHTNING.COM



WELCOME TO THE OREGON LIGHTNING

THE OREGON LIGHTNING DELIVERS ONE OF THE MOST EXCITING SPORTS EXPERIENCES IN AMERICA: FAST-PACED, HARD-HITTING, ARENA FOOTBALL PLAYED JUST INCHES FROM THE FANS. COMBINED WITH LIVE NATIONAL BROADCASTS ON VICE SPORTS, THE LIGHTNING OFFER UNMATCHED EXPOSURE FOR BRANDS SEEKING BOTH LOCAL LOYALTY AND NATIONAL VISIBILITY.

AS WE ENTER OUR SECOND SEASON IN ARENA FOOTBALL ONE, WE ARE EXPANDING OUR FOOTPRINT, STRENGTHENING OUR ROSTER, GROWING OUR DIGITAL REACH, AND DEEPENING OUR ROOTS IN CENTRAL OREGON. EVERY PARTNERSHIP ELEVATES THE GAME-DAY EXPERIENCE, FUELS OUR ATHLETE PIPELINE, AND ENERGIZES A FAN BASE THAT SHOWS UP LOUD, LOYAL, AND READY FOR LIGHTNING.

WELCOME TO A SPONSORSHIP OPPORTUNITY BUILT FOR IMPACT — ON THE FIELD, IN THE COMMUNITY, AND ACROSS THE COUNTRY.



ABOUT AF1 (ARENA FOOTBALL ONE)

ARENA FOOTBALL ONE (AF1) HAS BECOME ONE OF THE MOST IMPORTANT DEVELOPMENTAL STAGES FOR PROFESSIONAL FOOTBALL, WITH NFL ORGANIZATIONS ACTIVELY SCOUTING AF1 ATHLETES FOR THEIR SPEED, AGILITY, AND ABILITY TO PERFORM IN HIGH-PRESSURE, HIGH-VELOCITY ENVIRONMENTS.

THE LEAGUE'S FASTER PACE, CONDENSED FIELD, AND CONTACT INTENSITY CREATE A PROVING GROUND WHERE PLAYERS REFINE SKILLS THAT TRANSLATE DIRECTLY TO THE NFL. IN RECENT SEASONS, MULTIPLE AF1 ATHLETES — INCLUDING PLAYERS FROM THE OREGON LIGHTNING — HAVE BEEN RECRUITED INTO NFL PROGRAMS, SOLIDIFYING AF1 AS A TRUE FEEDER SYSTEM.

AF1'S PARTNERSHIP WITH VICE SPORTS BRINGS NATIONAL VISIBILITY TO THIS TALENT PIPELINE. EVERY GAME IS BROADCAST LIVE ACROSS THE COUNTRY, GIVING AF1 ATHLETES, TEAMS, AND SPONSORS UNPRECEDENTED EXPOSURE

AND PROVIDING NFL SCOUTS WITH CONSTANT ACCESS TO EMERGING TALENT.

WITH ELITE ATHLETES, PROFESSIONAL-LEVEL COACHING, AND A MEDIA-FORWARD LEAGUE STRATEGY, AF1 IS POSITIONED FOR EXPLOSIVE GROWTH — AND THE OREGON LIGHTNING ARE LEADING THAT MOVEMENT WITH NATIONAL-LEVEL PERFORMANCE AND NFL-CALIBER PLAYER DEVELOPMENT.



NATIONAL *BROADCAST* EXPOSURE

FOR THE 2026 SEASON, EVERY OREGON LIGHTNING GAME — HOME AND AWAY — IS BROADCAST LIVE ON VICE SPORTS, REACHING HOUSEHOLDS ACROSS THE UNITED STATES.

WHAT THIS MEANS FOR SPONSORS:

- ACCESS TO MORE THAN 40 MILLION U.S. CABLE HOUSEHOLDS CARRYING VICE TV
- LIVE NATIONAL BROADCASTS EVERY WEEK
- ON-SCREEN BRAND EXPOSURE THROUGH FIELD GRAPHICS, UNIFORMS, HELMETS, AND IN-ARENA SIGNAGE
- ORGANIC VISIBILITY DURING HIGHLIGHTS, REPLAYS, INTERVIEWS, AND SOCIAL MEDIA CLIPS
- MULTI-PLATFORM REACH THROUGH VICE'S GROWING SPORTS ECOSYSTEM

YOUR BRAND ISN'T JUST VISIBLE TO FANS IN THE ARENA — IT BECOMES PART OF A NATIONAL FOOTBALL AUDIENCE THAT'S EXPANDING EVERY WEEK.



ABOUT THE OREGON LIGHTNING

THE OREGON LIGHTNING REPRESENT THE NEXT GENERATION OF ARENA FOOTBALL — ELECTRIC, MODERN, COMMUNITY-DRIVEN, AND BUILT FOR FANS WHO WANT MORE THAN A GAME. OUR TEAM BRINGS TOGETHER ELITE ATHLETES, RISING STARS, AND PROVEN PROFESSIONALS, CREATING A COMPETITIVE ROSTER WITH LEGITIMATE NFL ATTENTION.

OUR IDENTITY IS ROOTED IN:

EXCELLENCE — ELEVATING THE STANDARD OF ARENA FOOTBALL

COMMUNITY — A TEAM BUILT BY AND FOR CENTRAL OREGON

OPPORTUNITY — DEVELOPING ATHLETES INTO NFL PROSPECTS

EXCITEMENT — HIGH-ENERGY ENTERTAINMENT FROM WHISTLE TO WHISTLE

CONNECTION — FANS AND PARTNERS WHO FEEL PART OF SOMETHING REAL

***WE PLAY HARD. WE ENTERTAIN NONSTOP. AND WE
REPRESENT OUR REGION WITH PRIDE.***



THE OREGON LIGHTNING IN THE COMMUNITY

THE OREGON LIGHTNING ARE MORE THAN A FOOTBALL TEAM. WE ARE A YEAR-ROUND PRESENCE IN CENTRAL OREGON. OUR ORGANIZATION LIVES, WORKS, AND GIVES BACK LOCALLY. WE SHOW UP AT SCHOOLS, COMMUNITY EVENTS, SMALL BUSINESSES, AND REGIONAL CELEBRATIONS TO KEEP THE LIGHTNING SPIRIT ALIVE LONG AFTER THE SEASON ENDS.

OUR PLAYERS AND STAFF ENGAGE WITH FANS FACE-TO-FACE, MAKING THE LIGHTNING ONE OF THE MOST ACCESSIBLE PROFESSIONAL SPORTS ORGANIZATIONS IN OREGON. THIS VISIBILITY CREATES POWERFUL OPPORTUNITIES FOR PARTNERS TO CONNECT THEIR BRAND WITH THE COMMUNITY IN MEANINGFUL, AUTHENTIC WAYS.

BUT OUR IMPACT GOES FURTHER.



OREGON LIGHTNING *YOUTH* INITIATIVE

WE ARE COMMITTED TO HELPING CENTRAL OREGON YOUTH LEARN, GROW, AND THRIVE THROUGH SPORTS.

OUR YOUTH INITIATIVE PROVIDES:

- SKILLS CLINICS LED BY LIGHTNING PLAYERS AND COACHES
- MENTORSHIP AND LEADERSHIP DEVELOPMENT
- SCHOLARSHIPS TO HELP REDUCE FINANCIAL BARRIERS
- PROGRAMS DESIGNED TO EXPAND ACCESS TO FOOTBALL AND

ATHLETICS

OUR MISSION IS TO LOWER THE BARRIER TO ENTRY SO MORE YOUNG ATHLETES CAN PARTICIPATE, DEVELOP CONFIDENCE, AND BUILD A PATH TOWARD THEIR FUTURE — ON AND OFF THE FIELD.

SPONSORS DON'T JUST SUPPORT A TEAM — THEY SUPPORT THE ENTIRE REGION WE REPRESENT, INCLUDING THE NEXT GENERATION OF CENTRAL OREGON ATHLETES.



COACH LEADERSHIP



STRONG LEADERSHIP BUILDS WINNING TEAMS — AND WINNING TEAMS DRAW FANS, MEDIA ATTENTION, AND SPONSOR VALUE.

OUR COACHING STAFF BRINGS YEARS OF PROFESSIONAL FOOTBALL EXPERIENCE, CHAMPIONSHIP-LEVEL STRATEGY, AND A PROVEN ABILITY TO DEVELOP ATHLETES INTO NFL-CALIBER TALENT. THEIR COMMITMENT TO DISCIPLINE, PREPARATION, AND COMMUNITY CONNECTION SETS THE TONE FOR OUR ENTIRE ORGANIZATION.

FOR SPONSORS, THIS MEANS A STABLE, CREDIBLE, AND COMPETITIVE TEAM POSITIONED FOR LONG-TERM SUCCESS, ON THE FIELD, AND IN THE MARKETPLACE.

***THE ARENA** EXPERIENCE*

THE FIRST INTERSTATE BANK ARENA IN REDMOND, OREGON IS ONE OF THE PREMIER INDOOR SPORTS VENUES CENTRAL OREGON.

- 4,000-SEAT CAPACITY, EXPANDABLE TO 7,000
- MODERN, COMFORTABLE, AND BUILT FOR HIGH-ENERGY EVENTS
- STATE-OF-THE-ART LIGHTING AND SOUND
- PERFECT SIGHTLINES FROM EVERY SEAT
- A CLOSE-CONTACT ENVIRONMENT WHERE FANS FEEL PART OF THE ACTION

FOR SPONSORS, THE ARENA PROVIDES POWERFUL BRAND EXPOSURE — FROM DASHBOARD, TO FIELD LOGOS, TO CONCOURSE ACTIVATIONS — REACHING THOUSANDS OF FANS EVERY GAME.



FAN DEMOGRAPHICS & AUDIENCE PROFILE

THE OREGON LIGHTNING ATTRACT A DYNAMIC,
HIGH-ENGAGEMENT AUDIENCE SPANNING CENTRAL OREGON
AND BEYOND.

LOCAL ARENA AUDIENCE:

- 4,000-7,000 IN-PERSON CAPACITY
- FAMILIES, YOUNG PROFESSIONALS, AND SPORTS

ENTHUSIASTS

- STRONG REPEAT ATTENDANCE
- HIGH COMMUNITY LOYALTY

BROADCAST AUDIENCE:

- NATIONWIDE REACH VIA VICE SPORTS
- 18-49 SPORTS DEMOGRAPHIC

- MULTI-PLATFORM EXPOSURE THROUGH REPLAYS,
HIGHLIGHTS, AND STREAMING

DIGITAL AUDIENCE:

- NEARLY 3,000 INSTAGRAM FOLLOWERS
- OVER 1,000 FACEBOOK FOLLOWERS
- RAPID YEAR-OVER-YEAR GROWTH
- DEDICATED FAN INTERACTION
- NEWSLETTER LAUNCHING FOR 2026 SEASON

YOUR PARTNERSHIP CONNECTS YOU WITH FANS IN THE ARENA,
FANS AT HOME, AND FANS ONLINE — CREATING A COMPLETE
BRAND ECOSYSTEM.

WHY SPONSOR ARENA FOOTBALL?

SPORTS SPONSORSHIP IS ONE OF THE MOST EFFECTIVE FORMS OF BRAND MARKETING DUE TO EMOTIONAL CONNECTION, REPEAT EXPOSURE, AND DEEP FAN LOYALTY.

ARENA FOOTBALL AMPLIFIES THESE BENEFITS:

- CLOSER ACTION = HIGHER BRAND VISIBILITY
- FASTER PACE = MORE IMPRESSIONS PER MINUTE
- SMALLER FIELD = SIGNAGE ALWAYS ON CAMERA
- INTIMATE VENUE = FANS ABSORB EVERY DETAIL
- YEAR-ROUND DIGITAL CONTENT = CONTINUOUS EXPOSURE

PARTNERING WITH THE LIGHTNING PROVIDES MULTI-TOUCH MARKETING THAT EXTENDS FAR BEYOND GAME DAY.



***SPONSOR** ASSET MAP*

YOUR BRAND CAN BE FEATURED ON:

- FIELD LOGOS
- END ZONE BRANDING
- DASHBOARD PANELS
- ARENA BANNERS ON SECOND LEVEL
- FIELD GOAL BANNER PLACEMENT
- PLAYER HELMETS
- UNIFORM PATCHES
- PROGRAM
- MEDIA BACKDROPS
- VIP LOUNGE SIGNAGE
- POSTERS AND ADVERTISEMENTS

EVERY PLACEMENT IS ENGINEERED FOR MAXIMUM FAN AND BROADCAST VISIBILITY.



DIGITAL & SOCIAL MEDIA INTEGRATION PACKAGES

- SPONSORED POSTS
- HIGHLIGHT CLIPS WITH SPONSOR TAGS
- “PLAYER OF THE WEEK PRESENTED BY ____”
- NEWSLETTER SPONSORSHIP
- WEBSITE BANNER ADS
- LISTING IN SPONSORSHIP SECTION



GAME **DAY** ACTIVATIONS



CREATE UNFORGETTABLE FAN MOMENTS WITH IN-PERSON ACTIVATIONS:

- CONOURSE BOOTHS
- PRODUCT SAMPLING
- GIVEAWAYS AND CONTESTS
- HALFTIME SHOW SPONSORSHIP
- KIDS CLUB PARTNER
- HYPE SQUAD PARTNER
- AUTOGRAPH SESSIONS
- POST-GAME ENTERTAINMENT SPONSORS

HIGH-ENERGY ENGAGEMENT = STRONGER BRAND RECALL.

SPONSORSHIP PACKAGES

SUPER BOWL LEVEL | \$20,000 – \$50,000

ELITE VISIBILITY, PREMIUM BROADCAST EXPOSURE, AND THE HIGHEST-IMPACT PLACEMENTS.

- **FIELD NAMING RIGHTS — \$25,000–\$50,000**
BUSINESS NAME OR LOGO DISPLAYED DIRECTLY ON THE FIELD, INCLUDES TWO FIELD BANNERS.
- **UNIFORM SPONSOR — \$20,000**
LOGO FEATURED ON TEAM UNIFORMS AT ALL HOME AND AWAY GAMES.
- **BALL SPONSOR — \$20,000**
YOUR BRAND ON EVERY OFFICIAL GAME BALL USED THROUGHOUT THE SEASON.
- **FIELD GOAL POST SPONSOR — \$20,000**
A 30" X 32" ADVERTISEMENT PANEL ON BOTH PADDED GOALPOST SQUARES IN EACH END ZONE. HUGE VISIBILITY DURING TOUCHDOWNS, EXTRA POINTS, AND REPLAYS.

CONFERENCE LEVEL | \$8,000 – \$15,000

HIGH-FREQUENCY BRAND EXPOSURE ACROSS MAJOR PLAYS AND VISIBLE ARENAS ZONES.

- **HELMET SPONSOR — \$15,000**
LOGO ON PLAYER HELMETS — VISIBLE EVERY SINGLE PLAY.
- **FIRST DOWN SPONSOR — \$10,000**
BUSINESS NAME ANNOUNCED AT EVERY LIGHTNING FIRST DOWN.
- **END ZONE SPONSOR — \$10,000**
BRAND PLACEMENT IN THE SCORING AREAS OF OUR HOME FIELD.
- **KICKOFF SPONSOR — \$8,000**
BRAND ANNOUNCED BEFORE EACH KICKOFF AT EVERY HOME GAME.
- **CHEER UNIFORM SPONSOR — \$10,000**
BRAND PLACEMENT ON CHEER TEAM UNIFORMS.

SPONSORSHIP PACKAGES

DIVISION LEVEL | \$5,000

IN-GAME MOMENTS, CROWD ENGAGEMENT, AND REPEATED BRAND EXPOSURE.

- **GAME DAY BOOTH — \$5,000**
BUSINESS BOOTH AT ALL HOME GAMES.
- **TOUCHDOWN SPONSOR — \$5,000**
BRAND ANNOUNCED AFTER EVERY LIGHTNING TOUCHDOWN.
- **EXTRA POINT SPONSOR — \$5,000**
BRAND NAME ANNOUNCED BEFORE EVERY LIGHTNING EXTRA POINT.
- **COIN TOSS SPONSOR — \$5,000**
BRAND MENTIONED AT THE START OF EVERY HOME GAME.
- **CHAIN GANG SPONSOR — \$5,000**
LOGO PLACED ON CHAIN GANG UNIFORMS.

TEAM LEVEL | \$150 – \$3,000

ACCESSIBLE PACKAGES FOR SMALL AND LOCAL BUSINESSES.

- **BUSINESS BANNER — \$3,000**
FIELD-LEVEL BANNER VISIBLE AT ALL HOME AND TELEVISED GAMES.
- **GAME DAY MAGAZINE ADS:**
FULL PAGE — \$1,000
HALF PAGE — \$500
QUARTER PAGE — \$250
- **POSTER SPACE — \$150**
MULTIPLE PLACEMENTS AVAILABLE.

PLAYBOOK PARTNERSHIPS

CUSTOM, STRATEGIC, BUILD-YOUR-OWN SPONSORSHIP OPTIONS.

- **VIP LOUNGE NAMING RIGHTS**

EXCLUSIVE NAMING OF OUR PREMIUM, FIELD-LEVEL HOSPITALITY ZONE.

- **TUNNEL OR ENTRANCE NAMING RIGHTS**

BRAND OUR TEAM ENTRANCE TUNNEL OR MAIN ARENA ENTRYWAY.

- **“PRESENTED BY” GAME NIGHTS**

FULL OWNERSHIP OF A GAME NIGHT WITH REPEATED BRANDING AND CALLOUTS.

- **YOUTH FOOTBALL PARTNER**

SEASON-LONG ENGAGEMENT WITH YOUTH FOOTBALL PROGRAMS.

- **HALFTIME SHOW SPONSOR**

BRAND PLACEMENT DURING HALFTIME ENTERTAINMENT AND FAN INTERACTION.

- **COMMUNITY GIVEBACK PROGRAMS**

COLLABORATE ON CO-BRANDED CHARITY AND OUTREACH EVENTS.

- **EMPLOYEE APPRECIATION NIGHTS**

BULK TICKET PACKAGES AND SPECIAL RECOGNITION EXPERIENCES.

PLAYBOOK *MIX* & MATCH OPTION

INTERESTED IN MULTIPLE SPONSORSHIPS?

*LET US KNOW WHICH ASSETS YOU WANT TO COMBINE, AND WE WILL CREATE A CUSTOM PROPOSAL
TAILORED SPECIFICALLY TO YOUR GOALS AND BUDGET.*

IF YOU CAN IMAGINE IT — WE CAN BUILD IT.



THANK YOU FOR YOUR SUPPORT

LET'S BUILD YOUR 2026 PARTNERSHIP.

CONTACT US:

INFO@THEOREGONLIGHTNING.COM

WE LOOK FORWARD TO CREATING A POWERFUL, LASTING PARTNERSHIP THAT BENEFITS YOUR
BRAND, OUR FANS, AND THE ENTIRE CENTRAL OREGON COMMUNITY.