

# Arena Football is coming to the Heritage Bank Arena!

## What Is the International Arena League?

Arena football is played indoors on a 50-yard field with rebound nets, creating a unique and exciting sports experience. This fast-paced format delivers high-energy entertainment that keeps fans engaged throughout the entire game.

The intimate indoor setting creates an electric atmosphere where every play matters and fans feel closer to the action than traditional outdoor sports.



 YouTube



**IAL- The Future Of Arena Football**

  The wait is almost over... The International Arena League (IAL) football season is about to kick off, and it's bringing the fastest, hardest-hitting, and most exciting indoor...

# International Arena League

## Original 8 Announced

1. Las Vegas
2. Cincinnati
3. Salt Lake City
4. North Carolina
5. Stuttgart
6. Dusseldorf
7. Nottingham
8. Glasgow



Inaugural 16 to be announced October 6, 2025

Las Vegas Custom Local Partnership

**Be Part of the Fun**



# High-Energy Entertainment

**80+**

## Points Per Game

Non-stop action that keeps fans on the edge of their seats

**60%**

## Multi-Generational Appeal

Strong brand receptivity across age groups

**75%**

## Passionate Fans

Entertainment seekers with expanding market reach

**16**

## International Teams

Across North America, Canada, UK & Western Europe



# Fan Demographics

## Age Profile

Average age: 35-54, skewing slightly younger than NFL fans

## Family-Oriented

60% attend games with children, creating multigenerational appeal

## Gender Balance

60% Men - 40% Women, higher female demographic than most major sports

## Spending Power

40% earn \$75,000+ annually with strong disposable income



# Brand Benefits

## Positive Association

Brand enhancement through connection with a growing, dynamic league that represents innovation and excitement.

## Family Values

Alignment with family-friendly sports experience that builds trust and positive brand perception.

## Cause Marketing

Opportunities for charitable partnerships and social initiatives that demonstrate corporate responsibility.

## Local Activation

Grassroots marketing with regional focus, building strong community connections and brand loyalty.

# Additional Partnership Opportunities

The International Arena League provides a fast-paced, high-energy environment to reach an **engaged, family-friendly audience**. Our partnership opportunities are customized to meet your specific needs and deliver an affordable, impactful platform.



## Integrated Branding

Jersey, helmet, game ball, and more



## In-Arena Engagement

Fan promotions, contests, experiential opportunities



## Entertainment Options

Client, prospect, and employee experiences

Contact Us Today for a custom Partnership

