PROUD MEMBER OF THE FPHL

MONARCHS

Professional Hockey Returns to the Mid-South

LANDERS CENTER ◆ INAUGURAL SEASON 2026 ◆ MIDSOUTHPROHOCKEY.COM

01 — THE OPPORTUNITY

The Return of *Professional Hockey*

For the first time in more than a decade, professional hockey is returning to the Mid-South.

This is more than a new team. *It is the beginning of a new tradition.*

02 — THE MARKET

Why the *Mid-South*

The Mid-South is one of the most vibrant and connected regions in the country. The Monarchs give businesses a singular platform to reach the people who power it — night after night, all season long.

FAMILIES

Multi-generational audiences building traditions together.

PROFESSIONALS

Decision-makers & earners across the metro.

COMMUNITY LEADERS

Civic, school & nonprofit networks that anchor the region.

SPORTS FANS

Passionate, loyal supporters hungry for hockey's return.

SPECIALTY JERSEY SUPPORTING THE MILITARY

03 — THE VENUE

Landers *Center*

One of the region's premier entertainment venues — premium seating, luxury suites, modern digital displays and a true professional game experience, all under one roof in the heart of the Mid-South.

- Premium & club seating
- Private luxury suites
- HD video & LED displays
- Pro game presentation

04 — THE ATMOSPHERE

Where the Mid-South *Comes Together*

Concerts, graduations, family entertainment and sporting events bring thousands of guests through the doors all year — and now, professional hockey anchors the calendar.

CONCERTS & LIVE EVENTS

SOLD-OUT CROWDS

Thousands of guests, every season.

05 — THE CONNECTION

Creating *Lasting* Memories

Hockey creates moments families remember for years — first games, school outings, birthday celebrations and community nights. Every night, the Monarchs are building *lifelong fans* across the Mid-South — and your brand can be part of every one of them.

06 — GAMEDAY

A First-Class *Fan Experience*

PRO PRESENTATION
High-energy, broadcast-quality game production

LED RIBBON BOARDS
Dynamic in-arena branding that moves with the action

HD VIDEO BOARDS
Full-color features, replays and sponsor spotlights

FAN ACTIVATIONS
Interactive experiences & community recognition

SIGNATURE ASSET

Your Brand *on the Ice*

Example: a partner brand featured on-helmet.

Helmet and jersey branding is the most-seen, most-photographed real estate in the building — front and center on every player, every shift, every broadcast and highlight.

HELMET DECALS | JERSEY PLACEMENT | PRACTICE GEAR

SIGNATURE ASSET

Rinkside Dasher *Boards*

Boards put your brand inches from the action — in the sightline of every fan in the building and in the frame of every photo, livestream and highlight that leaves it.

CENTER-ICE

Premium broadcast-facing position

BENCH & GOAL

High-traffic action zones

IN-ICE LOGO

Branding frozen into the surface

Example shown: a partner brand on rinkside boards.

THE PREMIUM EXPERIENCE

Suites & The *Fan Experience*

PRIVATE SUITES — LUXURY HOSPITALITY FOR PARTNERS & GUESTS

UP CLOSE TO THE ACTION

From rinkside seats to suite-level comfort, every guest is part of the energy — the perfect setting to entertain clients, reward your team and build relationships that last.

FAN ENGAGEMENT & EXPERIENCE

07 — BEYOND THE GAME

Connecting Businesses *With Communities*

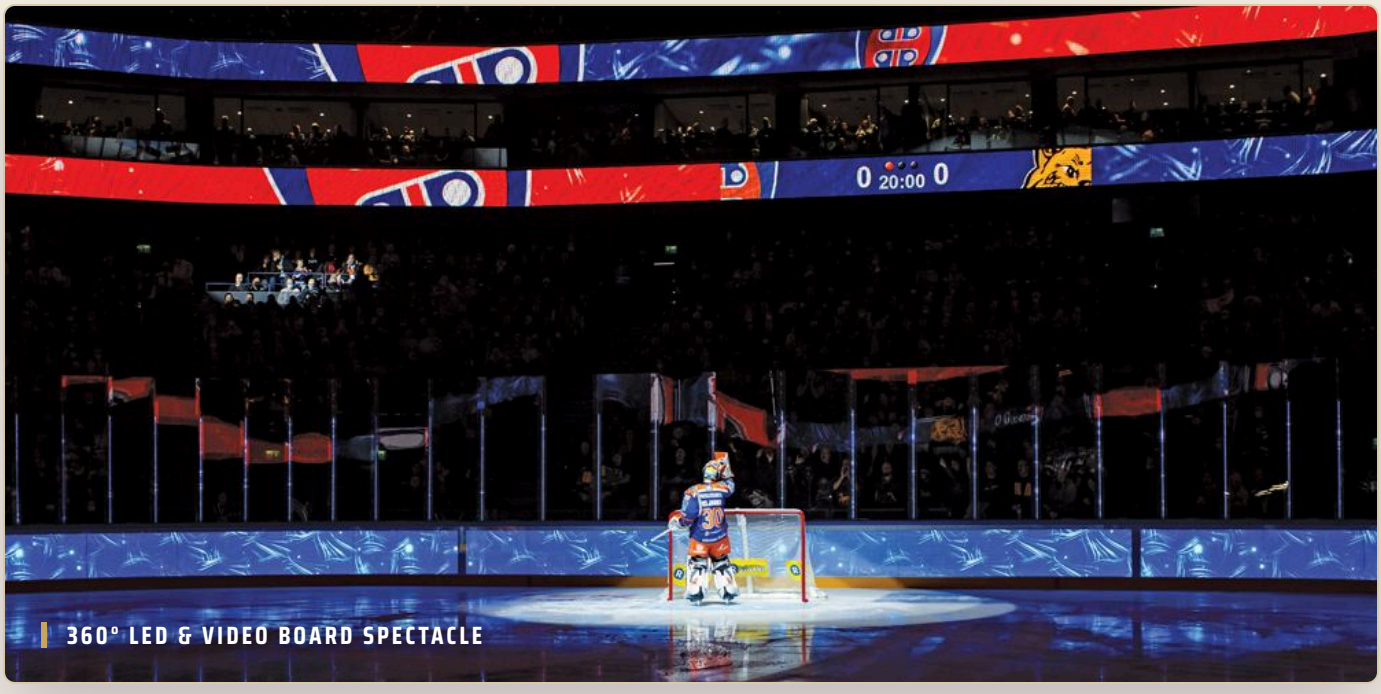
A Monarchs partnership extends far beyond game nights — embedding your brand in the moments that matter to the region.

01	Community initiatives & regional partnerships
02	Youth hockey & school programs
03	Charitable events & fundraising nights
04	Digital campaigns & co-branded content
05	Hospitality & client entertainment experiences

08 — REACH

Multiple Platforms. *One Powerful Brand.*

Your message reaches fans far beyond the arena — across every channel the Monarchs own.



360° LED & VIDEO BOARD SPECTACLE

◉

TEAM WEBSITE

Always-on placement & tickets traffic

❖

SOCIAL MEDIA

Daily content across every platform

✉

EMAIL ALERTS

Direct-to-inbox fan database

▶

LIVESTREAM

Every game broadcast region-wide

▦

IN-GAME DISPLAYS

HD boards & LED ribbon exposure

★

ORIGINAL VIDEO

Co-branded features & series

09 — THE TOOLKIT

Built Around *Your Objectives*

Mix and match the assets that move your business — we build the package around your goals.

IN-ARENA BRANDING

Dasherboards, ice logos, signage & LED.

DIGITAL EXPOSURE

Web, social, email & livestream presence.

GAME PRESENTATION

Sponsored segments, promos & giveaways.

COMMUNITY IMPACT

Youth, charity & school activations.

HOSPITALITY

Suites, club seats & VIP experiences.

IN-GAME ACTIVATION

Concourse booths, sampling & fan zones.

Relationships Are Built *Face-to-Face*

Premium hospitality gives you the room — and the moment — to do business that email never could.

- Entertain your most valued clients
- Reward and motivate your team
- Strengthen the partnerships that grow revenue

A LIMITED OPPORTUNITY

FOUNDING PARTNERS

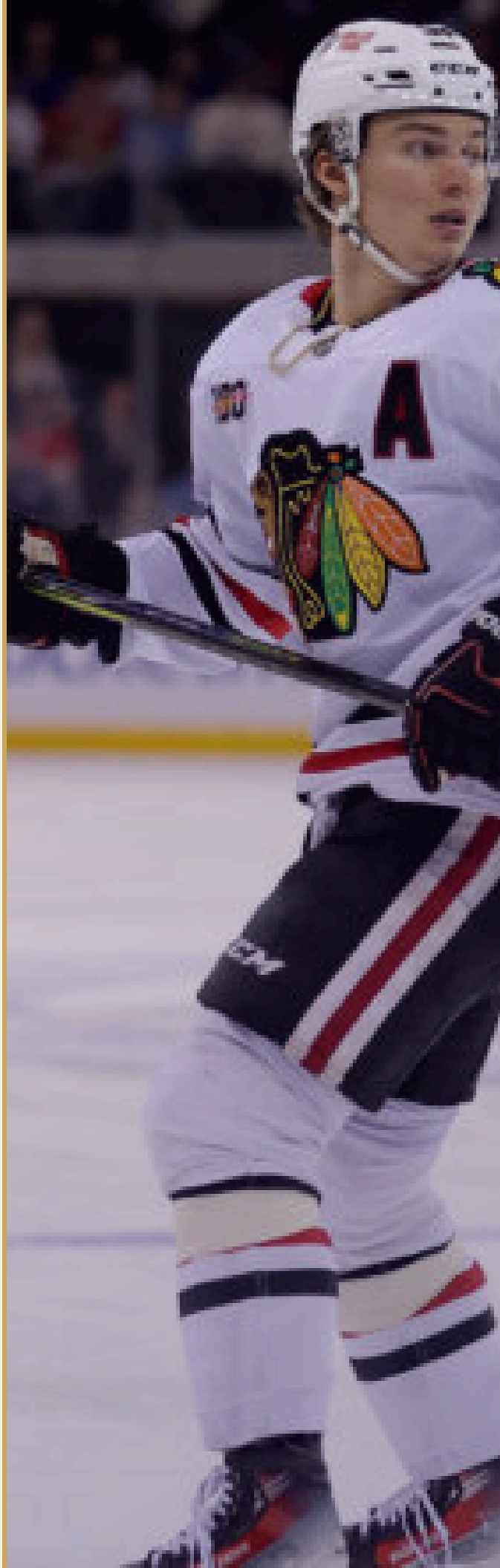
Founding Partners will forever be recognized as the organizations that helped bring professional hockey back to the Mid-South.

11 — OUR APPROACH

Every Partnership *Is Unique*

We don't sell packages off a shelf. We build customized solutions around the outcome that matters most to you.

- BRAND AWARENESS
- CUSTOMER ACQUISITION
- COMMUNITY ENGAGEMENT
- EMPLOYEE APPRECIATION
- CLIENT ENTERTAINMENT
- *...and more*



12 — THE INVESTMENT

More Than *Exposure*

Partnering with the Monarchs means investing in something bigger than a logo placement.

- *Community*
- *Family entertainment*
- *Regional pride*
- *Economic growth*
- *The future of pro hockey in the Mid-South*

BE PART OF SOMETHING HISTORIC

The Winning Mentality We're Bringing to *Memphis*

TEAM USA — 2026 OLYMPIC GOLD MEDALISTS

USA WINS GOLD · WINTER OLYMPICS 2026

This is the standard. This is the brand we're building.

That same winning mentality is what we're bringing to Memphis — and the brand your business can help build from day one.

BE A FOUNDING PARTNER.

MONARCHS

JOIN US

Become a *Founding Partner*

Join us as we write the next chapter of professional hockey in the Mid-South.

MID-SOUTH MONARCHS

Landers Center · Inaugural Season 2026 · FPHL

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