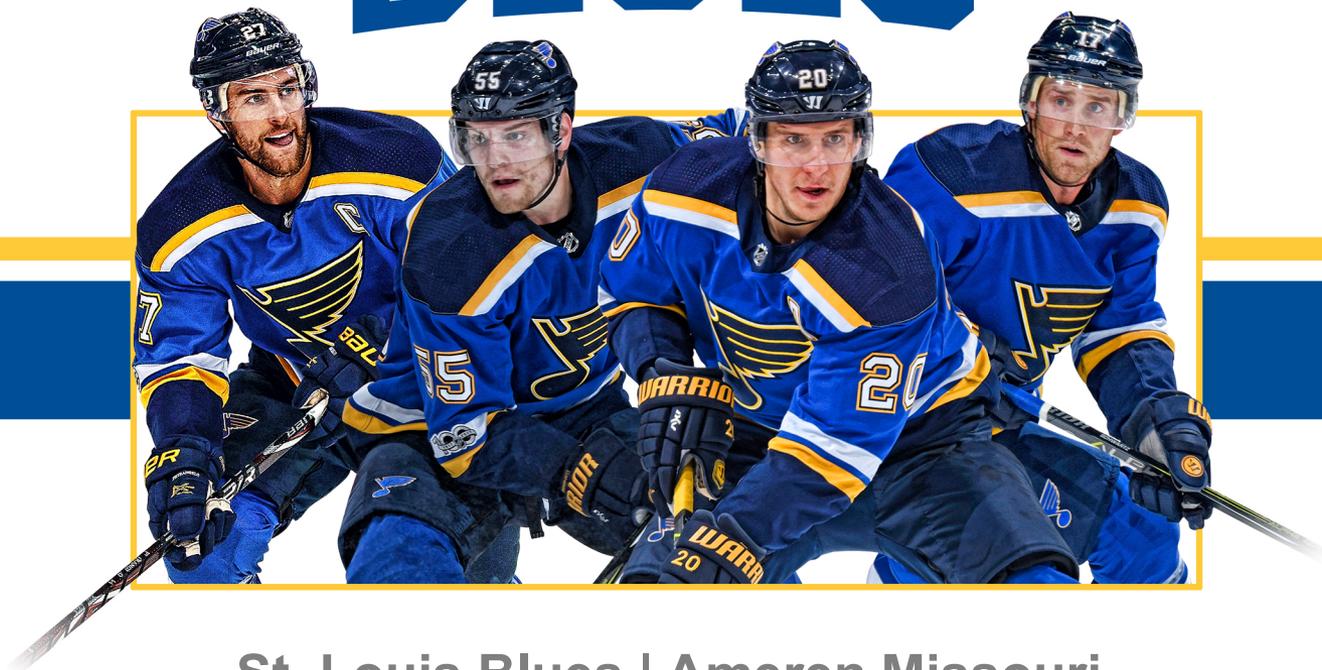


ST. LOUIS BLUES



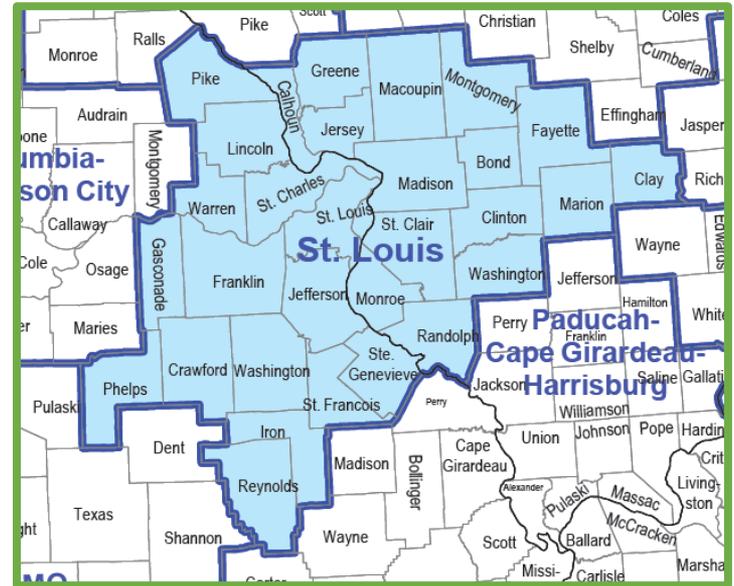
St. Louis Blues | Ameren Missouri 2018-2019 Partnership Recap



Demographics

St. Louis DMA

- #23 DMA with 2.491 million adults 18+
- Made up of 30 counties and the City of St. Louis
 - 15 (& St. Louis City) Missouri; 15 Illinois
 - Three Largest by population
 - 31% St. Louis County (780,000)
 - 12% St. Charles County (306,000)
 - 10% St. Louis City (244,000)
 - 47% All Others (1.16 million)

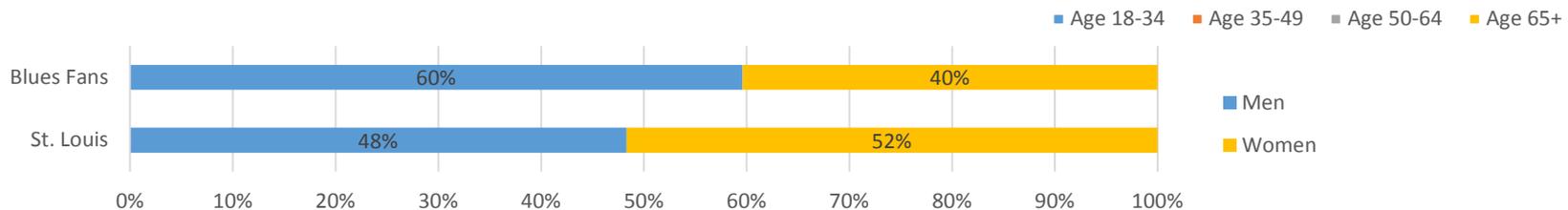
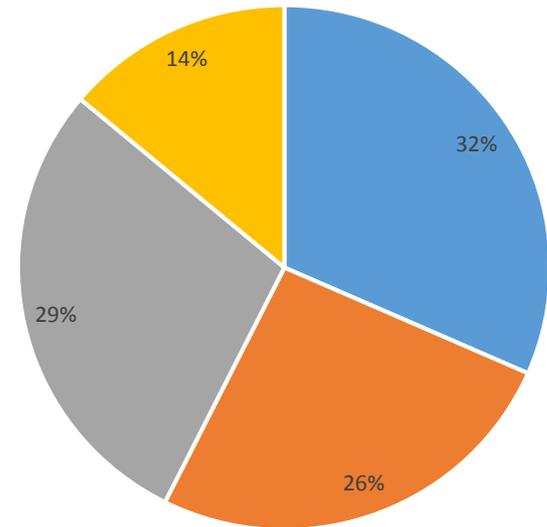


St. Louis Blues

Fan Profile (attended/viewed/listened to a game past 12 months)

- 1,041,000 people in the St. Louis market are Blues Fans
 - That's 42% of the population in St. Louis, growth of 15% since 2016– among the highest in the NHL
- 60% Men; 40% Women
- Average Age: 45
 - 32% between the ages of 18-34
 - Youngest average age among major STL sports teams
- 30% have at least 1 child under 18
- Average Household size is 3 people
- 33% have at least a four year college degree

Age Distribution



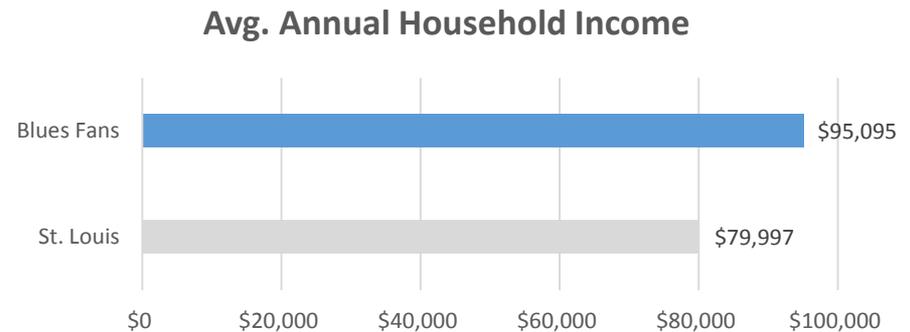
Scarborough 2018 St. Louis Release 2



St. Louis Blues

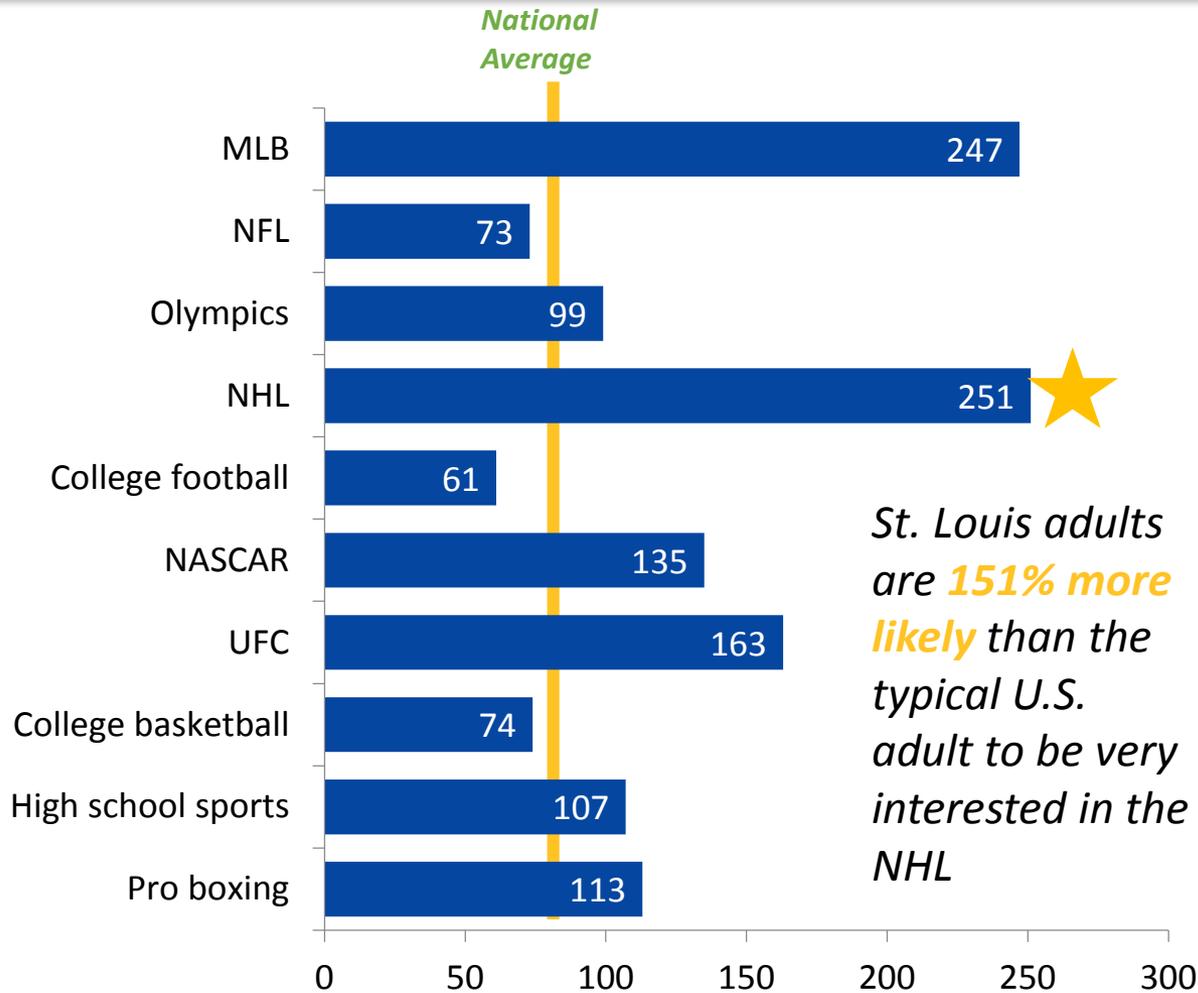
Fan Profile (attended/viewed/listened to a game past 12 months)

- Mean HH Income: \$95,000 (STL avg. - \$80,000)
 - *Growth is twice that of regular population*
 - *37% have household income of \$100k or higher*
 - *Most fans own their own homes and vehicles*



St. Louis Blues Fans

Top 10 sports St. Louis adults are very interested in compared to total U.S. (Index)



Enterprise Center Attendance



Event	# of Events	Attendance
Blues	47	798,395
Sports	7	67,384
Concerts	18	243,700
Other	16	91,442
Total	88	1,200,921



Arena Elements



Ameren Missouri Power Play Goals for Kids

- Ameren Missouri donated \$200 for each Power Play goal of the 2018-2019 regular season
- Ameren Missouri picked (4) local charities to be the beneficiaries
- On 2/11/19 Fox 2 hosted Ameren Missouri & the St. Louis Blues on air to announce the winner of the PPG4K's Contest - STL Youth Sports Outreach
 - STL Youth Sports Outreach
 - Big Brother, Big Sisters of Eastern Missouri
 - Super Sam Foundation
 - Project Backpack



<https://fox2now.com/2019/02/11/stl-youth-sports-outreach-wins-ameren-power-play-goals-for-kids-contest/>

FOX2 now ST. LOUIS NEWS LINKS VIDEOS AM SHOW SPORTS TRAFFIC CONTESTS EVENTS CONNECT WEATHER 47° Missouri! Automotive

STL Youth Sports Outreach wins Ameren Power Play Goals For Kids Contest

POSTED 10:59 AM, FEBRUARY 11, 2019, BY STAFF

FACEBOOK TWITTER REDDIT PINTEREST LINKEDIN EMAIL

CONGRATULATIONS! STL YOUTH SPORTS OUTREACH

Ameren MISSOURI POWER PLAY GOALS FOR KIDS

BILLY MAYHALL STL YOUTH SPORTS OUTREACH

POWER PLAY GOALS FOR KIDS

Ameren MISSOURI

SPONSORED CONTENT ON FOX2

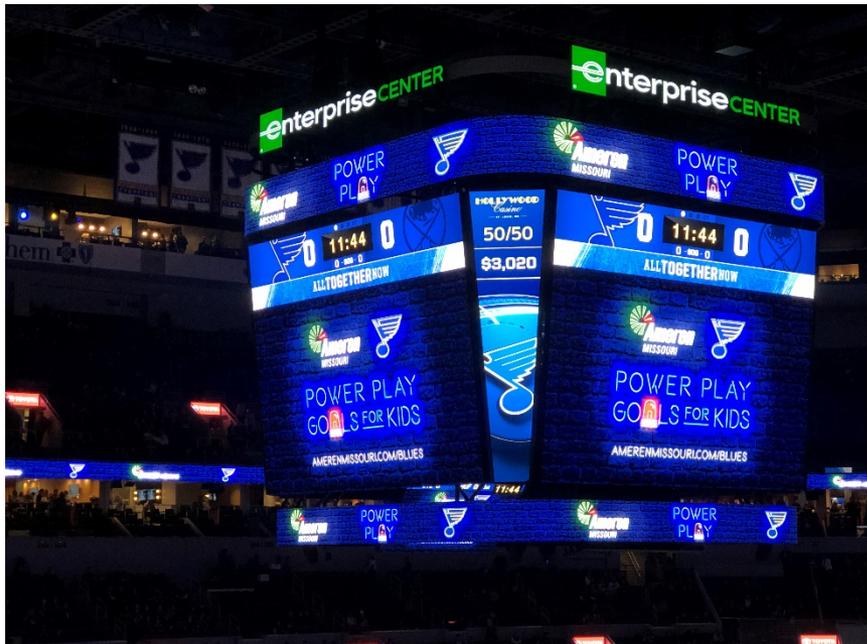
MacOS by Abhishek Sharma

ST. LOUIS - Ameren Missouri has partnered with the St. Louis Blues to help children in the area achieve their goals. STL Youth Sports Outreach was announced as the winner



Ameren In-Game Video

- Ameren Missouri has received (2) (:30) second videos for all (41) regular season home Blues games + (3) playoff games (as of 4/22/19)
- Colton Parayko was spokesperson for Power Play Goals For Kids
- Blue Note Productions shot, produced and uploaded the content for each video
- In-Arena Impressions: 798,395



Ameren Missouri Power Play

- Ameren Missouri received LED & PA announcement paired with every Blues power play during the regular season as well as playoffs
 - 237 power plays throughout the regular season (Home & Away)
 - 19 power plays through playoffs (as of 4/22/19)
- Total in-arena impressions: 798,395



Ameren Missouri PPG4K's Check Presentation

- Ameren Missouri received a pre-game check presentation on the last Blues regular season home game of the 2018-2019 season (4/6/19)
- Total in-arena impressions: 17,970



Concourse Blades

- Ameren Missouri received concourse blade rotational signage at all regular season Blues home games, as well as all other events at Enterprise Center
 - (:15) second rotations received throughout each Enterprise Center event
 - Ameren Missouri averaged 48 rotations per night
 - 1,200,921 impressions as of 4/20/2019



Digital



Ameren Missouri PPG4K's Landing Page

- Ameren Missouri received a landing page on stlblues.com updating fans on the Power Play Goals for Kid's Program



<https://www.nhl.com/blues/community/power-play-goals-for-kids>

NHL.com THE OFFICIAL SITE OF THE ST. LOUIS BLUES

ST. LOUIS BLUES

NEWS VIDEO SCORES **TICKETS** ROSTER SCHEDULE STATS STANDINGS COMMUNITY FANS ARENA

POWER PLAY GOALS FOR KIDS

When the Blues score, kids win!

For the fourth consecutive season, Ameren Missouri and Blues For Kids have pledged to donate \$200 to a local charity for each power play goal scored by the Blues during the regular season. The program, which last year raised over \$7,000, launched during the Blues home game on Thursday, Oct. 25 vs Columbus.

Congratulations to STL Youth Sports Outreach as they will receive \$200 for every power play goal the



Ameren Missouri PPG4K's Social Media

- Ameren Missouri received 47 social posts on both Facebook & Twitter throughout the 2018-2019 Blues season promoting the Power Play Goals for Kids program
 - Ameren Missouri received (40) posts on Twitter
 - 1,225,440 Impressions
 - Ameren Missouri received (7) posts on Facebook
 - 294,276 Impressions



49 19 Comments 6 Shares

Like Comment Share



Ameren Missouri PPG4K's Press Release

- St. Louis Blues sent out a press release on behalf of Ameren Missouri & Blues for Kids promoting the Power Play Goals for Kids program
- Sent out at 9:30AM on 12/18/2019



Public Voting For The St. Louis Blues And Ameren Missouri's 2018-19 Power Play Goals For Kids Campaign Open Now

Ameren Missouri And Blues For Kids Donate \$200 For Each Blues Power Play Goal

(Dec. 17, 2018) – Public voting for the St. Louis Blues and Ameren Missouri's 2018-19 Power Play Goals for Kids program began 12/1 at 12:01AM. Throughout the Blues regular season, Ameren Missouri and Blues for Kids have pledged to donate \$200 for each Blues power play goal scored. The total donation for the season will go to the charity that receives the most public votes. This year's finalists include **Project Backpack, STL Youth Sports Outreach, Big Brothers, Big Sisters of Eastern Missouri and Super Sam Foundation**. Fans can cast their votes by visiting www.AmerenMissouri.com/Blues and clicking on the "Power Play" tab. Voting will commence on **Thursday, Jan. 31**, while the winning charity will be announced on or around **Sunday, Feb. 4**. A check presentation will take place at the end of the Blues season, on Saturday, April 6.

During the 2017-18 season, local charity **St. Louis Crisis Nursery** was named the Power Play Goals for Kids winner and received \$7,000. Runners-up **Camp Rainbow, Covenant House** and **Lift for Life Academy** each received \$1,000 from Ameren Missouri and Blues for Kids.

To learn more about the Power Play Goals for Kids program, please visit www.amerenmissouri.com/blues.

 stlouisblues.com  @StLouisBlues  St. Louis Blues

ST. LOUIS BLUES HOCKEY CLUB 1401 CLARK AVENUE AT BRETT HULL WAY, ST. LOUIS, MO 63103



Radio



Ameren Missouri Radio

- Ameren Missouri received (2) (:30) second radio spots for all (82) games in the 2018-2019 Blues regular season
 - Ameren Missouri received (2) (:30) second radio spots for all Blues playoff games (as of 4/22/19)
- Ameren Missouri was mentioned at least (1) time for every power play
 - 237 mentions throughout the 2018-2019 Blues regular season
 - 19 mentions through the 2019 playoffs (as of 4/22/2019)
- Total listenership: Average 41,000 per game



Ameren Missouri Radio Interviews

- Ameren Missouri received (4) radio interviews throughout the season to highlight the Power Play Goals for Kids program
 - 10/25 Radio Interview with Matt Forck to announce the PPG4K's program
 - 11/19 Radio Interview with (3) charities - Project Backpack, STL Youth Sports Outreach & Big Brothers, Big Sisters of Eastern Missouri
 - 11/30 phone interview with Super Sam Foundation
 - All (4) charities interviews aired 11/30/18
 - 2/9 Interview with Matt Forck to thank fans for being a part of the program
 - 4/10 Interview with Billy Mayhill over the phone aired during first game of playoffs on 4/10



Knit Hat & Scarf Giveaway



Ameren Missouri Giveaway In-Arena

- Ameren Missouri sponsored the knit hat & scarf giveaway at the 12/11/2018 game vs the Florida Panthers
 - 12,000 items with Ameren Missouri's logo were given away to fans as they entered Enterprise Center



Ameren Missouri Giveaway In-Arena

- Ameren Missouri received an in-arena thank you on the main videoboard accompanied by a PA announcement
- Total in-arena impressions: 16,257



Ameren Missouri Giveaway Web

- Ameren Missouri was mentioned on stlblues.com under the promotions schedule tab
 - 125,018 page views



Presented by Fry-Wagner (all fans)

November 19 vs. Los Angeles Kings

All fans at the Monday, Nov. 19 game against Los Angeles will receive a team poster, presented by Fry-Wagner.

IMAGE
COMING
SOON

Blues Yearbook

(first 12,000 fans)

December 5 vs. Edmonton Oilers

The first 12,000 fans at the Wednesday, Dec. 5 game against Edmonton will receive a St. Louis Blues Yearbook.

[Buy Tickets](#)

Heritage Beanie & Scarf Set

Presented by Ameren Missouri (first 12,000 fans)

December 11 vs. Florida Panthers

The first 12,000 fans at the Tuesday, Dec. 11 game vs. Florida will receive a St. Louis Blues beanie & scarf set, courtesy of Ameren Missouri.

[View Full-Size Beanie](#)

[View Full-Size Scarf](#)



Pat Maroon "Big Rig" Bobblehead

Presented by Pepsi (first 12,000 fans)

January 8 vs. Dallas Stars

The first 12,000 fans at the Tuesday, Jan. 8 game against Dallas will receive a Pat Maroon "Big Rig" bobblehead!

- Casino Night - Feb. 27
- Pink at the Rink - March 12

[Upcoming Events](#)

UPCOMING EVENTS



- Disney on Ice - Jan. 31 - Feb. 3
- Panic! at the Disco - Feb. 5
- Professional Bull Riders - Feb. 15-16

[View All Events](#)



Ameren Missouri Giveaway E-Mail

- Ameren Missouri received a noteworthy e-mail to promote their knit hat & scarf giveaway
- Noteworthy e-mails are sent to our Blues subscriber database which has approximately 90,000 subscribers

ST. LOUIS BLUES NOTE-WORTHY OFFERS

POST-THANKSGIVING GAME
FRIDAY, 7PM vs **BUY TICKETS NOW**

HERITAGE BEANIE & SCARF SET NIGHT
PRESENTED BY **Ameren MISSOURI**

DEC 11 vs **FLORIDA**

The Farmers' Almanac is calling for "teeth-chattering cold" and "plentiful snow" this winter, so gear up! Be one of the first 12,000 fans through the gates on December 11th when the Blues take on the Panthers to claim your beanie and scarf set.

>> BUY TICKETS

We've gone digital!
All tickets purchased will be mobile only.
[MORE DETAILS](#)



Ameren Missouri Giveaway Social

- Ameren Missouri received social posts on all (3) Blues platforms promoting Ameren Missouri's knit hat & scarf giveaway
 - Facebook
 - Twitter
 - Instagram



St. Louis Blues
Like This Page · December 4, 2018 ·

Bundle up, St. Louis! The first 12,000 fans through the doors Dec. 11 receive this Heritage Beanie & Scarf set, courtesy of Ameren Missouri!
<http://bit.ly/2KIXF9C>

👍❤️👍 171 46 Comments
19 Shares

👍 Like 💬 Comment ➦ Share

Most Relevant ▾

- Tony Two-Legs Rampold Daniel Graham**
do it for us!!!
Like · Reply · 19w
- Dylan Vitteose** Only 12,000? Don't worry, I'm sure there will be plenty left over.
Like · Reply · 19w
- Kybrey Leighan Brian McIntyre Jesse E Bruce** I need one
Like · Reply · 19w
- Kelly Clark** Sign the statue! He can't do much worse!
Like · Reply · 19w
- Tony Weber** Win games! That's what matters! Just! WIN!
Like · Reply · 19w
- Capone Buckley Jayna Rachelle** we need to get there on time to get this!
Like · Reply · 19w

St. Louis Blues
2 hrs · 🌐

The first 12,000 fans through the doors at tonight's game receive this Heritage beanie and scarf set, courtesy of Ameren Missouri!
GAMEDAY GUIDE: <https://atnhl.com/2QKa8iL>

👍❤️👍 55 28 Comments 5 Shares 3.6K Views

