

Arena Football is coming to the Heritage Bank Center!



Kicking Off in April 2026, the Cincinnati Slings are bringing the exciting International Arena League action to the Heritage Bank Center!

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 football to fans across the globe...

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

Cincinnati 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

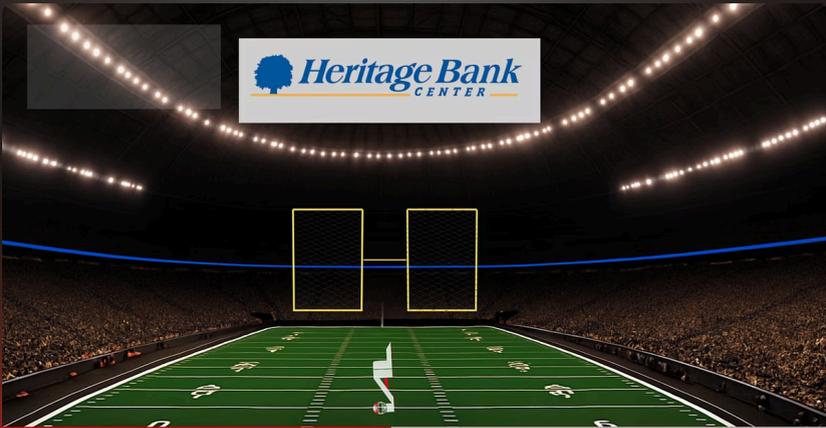
Alignment with family-friendly sports experience that builds trust and positive brand perception.

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.



SEASON TICKETS

BECOME A SEASON TICKET
MEMBER!

\$300

- 7 games
- Season Member VIP Discounts!
- Special invites to team gatherings

BUSINESS PROMOTION

WE SUPPORT LOCAL BUSINESS!

BUSINESS 4-PACK WE SUPPORT YOU!

\$1200

- Business name/slogan and phone number listed in the game day program
- Website listing
- Featured on the LED board scrolling in the arena

In-Game Integration

4 Great Seats

Great way to entertain friends and family or treat your employees or best customers

Website Listing

List your Company Name, Slogan and website on our Local Business Partners page.

IN-Game LED

During each Rockers home game, our Local Business partners information will scroll across the LED sign during the first and third quarter.

Game Day Program

We're going digital to make it more convenient for fans. Our Local Business Partners will be listed in each game day program for our fans to see whose supporting our team

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



Why Choose Arena Football?

Arena football delivers the same promotional opportunities as the big 5 sports leagues, but with more intimate fan engagement and affordable partnership packages that maximize your marketing investment.

Intimate Setting

Closer fan interaction than traditional outdoor sports

Year-Round Exposure

Indoor venue ensures consistent game schedule

Growing Market

Expanding international presence with passionate fanbase

