



Dear Firebirds Fans,

As we prepare to launch our fourth season in the desert, I want to take a moment to thank you for the passion, energy, and feedback you've shared with us since day one. Your support has been the driving force behind everything we do, and it has helped shape the way we continue to grow Firebirds Territory.

Over the past three years, we've listened carefully to your suggestions about how we can make the gameday experience even better. I'm proud to share that, for the 2025-26 season, we are rolling out a number of enhancements designed with you in mind.

Parking: We know the cost of parking has been a top concern for many fans, so we've worked to make parking on game days more affordable and efficient. When you purchase parking in advance through the ParkWhiz app, you'll now pay \$20 to access the Main Lot, with prices increasing on gameday. Our goal is to help fans with an economical parking option, as well as improve traffic flow and make it easier to plan game days in advance.

Pocket-Friendly Food & Beverage Picks: We're introducing new value-driven food and beverage options throughout Acrisure Arena during hockey games. With rotating menus, combo meals, and a variety of items priced under \$10, we're making sure you can enjoy more affordable options on game days.

Weekday Start Times & Happy Hour: In an effort to enhance our weekday game experience, we reviewed fan feedback and have adjusted our Monday through Thursday puck drop to 6:30 p.m. An earlier puck drop allows you to join us for happy hour at *The Oasis* (formerly *The Patio*), which will open at 5:30 p.m., offering \$5 draft beer, \$10 wine, rotating menu items, live entertainment, and pop-ups from local restaurants – all set in a relaxed outdoor atmosphere. The earlier start time also makes it easier for families to enjoy the game together on school nights while still getting home at a reasonable hour.

Flexible Ticket Packages: We understand that not every fan's schedule or budget looks the same, which is why we've expanded our ticket options for this season. Alongside full-season memberships, you'll now find half-season plans and three distinct 9-game plans, each built to give you access to top matchups, promotional nights, giveaways, and exclusive benefits. Whether you're with us for every game, every weekend, or just a select few, there's a plan designed for you.

Individual game tickets for the 2025-26 season will go on sale Tuesday, September 9. But if you want the best value, benefits, and access to seats, becoming a ticket plan holder remains the best way to experience the Firebirds all year long. Group ticket options are also available for fans who want to celebrate together.

On behalf of our entire organization, thank you again for your loyalty and your voice in shaping the Firebirds experience. This is your team, your arena, and your territory - and we can't wait to welcome you back this fall.

Sincerely,

John Page
Senior Vice President
Acrisure Arena & Coachella Valley Firebirds

