



# ***'STORMING*** **RED**

**SPONSORSHIP PROGRAMS**



## WHO WE ARE...

Clipper Magazine Stadium, home of your Lancaster Barnstormers, opened on May 11, 2005. This multi-purpose stadium has seen more than just Barnstormers Baseball. It has been home to high school and college baseball games, concerts, marching band competitions, a professional soccer match and a political rally, just to name a few. Clipper Magazine Stadium is a state-of-the-art facility that sits comfortably in downtown Lancaster. The stadium accommodates over 7,000 fans from its seating bowl, 22 luxury skyboxes, five fully-catered party suites, a 550-person picnic pavilion and can accommodate up to 1,500 fans in our lawn area. Other unique features of the ballpark include an interactive kids play area that is made up of play sets, inflatables and a carousel. Clipper Magazine Stadium is also home to one of two bumper boat ponds in a minor league baseball setting throughout the country.

## WHAT WE CAN DO...

During the past five seasons, nearly 2 million fans have been through the gates of Clipper Magazine Stadium. That's an average of 5,150 fans per game! Here is what we can help you to accomplish:

- **Reach out to new customers and generate new business**
- **Retain brand loyalty with top-of-mind awareness**
- **Stay ahead of your competition**
- **Increase sales**
- **Generate store traffic**
- **Display positive images of your business**

## DEMOGRAPHIC PROFILES

### • Gender Demographics:

- Men .....52%
- Women .....48%

### • Age Demographics:

- Under 18 .....8%
- Ages 19-24.....22%
- Ages 25-39.....29%
- Ages 40-54 .....24%
- Over 55.....15%

**(53% of our fan base is between the ages of 25-54)**

### • Annual Household Income:

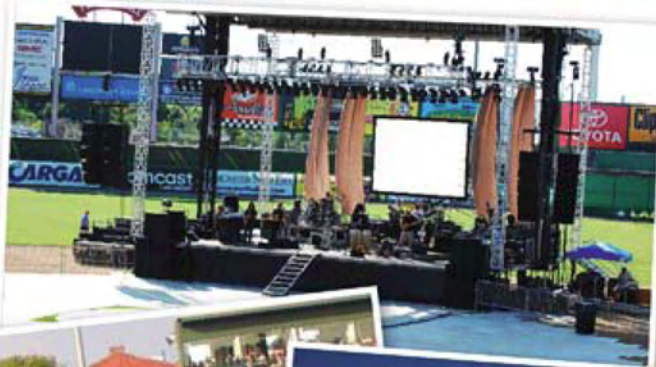
- Student .....9%
- Less than \$30,000 .....10%
- \$30,000-\$49,999 .....21%
- \$50,000-\$74,999 .....26%
- \$75,000-\$99,999 .....16%
- \$100,000-\$149,999 .....8%
- Over \$150,000.....7%

### • How far do Barnstormers fans travel to see a game at Clipper Magazine Stadium?

- Less than 5 miles.....26%
- 6-15 miles .....52%
- 16-30 miles.....17%
- Over 30 miles .....5%

### • With whom do Barnstormers fans attend games?

- Alone .....2%
- Business associates.....10%
- Part of a group .....19%
- With friends .....15%
- With family.....44%
- With family & friends .....10%





Use our  
Season Tickets as  
a way to reward your  
hard-working employees  
or loyal customers.

Combine a ticket  
package with your  
own promotions!

## FULL-SEASON TICKET PLANS

### *Benefits*

- Season Ticket Holders Only gate
- 15-minute early entry to ballpark prior to general public
- More guaranteed giveaways!
- Early entry to watch Barnstormers batting practice for select games
- You-take-the-field batting practice and picnic
  - VIP picnic with the team
- Free tickets to Spring Training games
- Priority privileges for other Clipper Magazine Stadium events
- First opportunity to purchase additional Opening Day tickets and playoff tickets



## MINI 20 & MINI 10 TICKET PLANS

### *Benefits*

- Exclusive opportunity to purchase Opening Day tickets
- Discount off individual game pricing
- Weekly Barnstormers email newsletter

## 5 FOR \$50—THE ULTIMATE IN VALUE AND CONVENIENCE!

### *5 FOR \$50 includes:*

- 5 undated field box vouchers for the upcoming baseball season
- \$10 in Food Credit to use while you are at the ballpark
- All for ONLY \$50!

**SEASON TICKETS**

## PARTY SUITES

Clipper Magazine Stadium's fully catered upper-level suites are perfect for a business function or personal celebration. Our suites are ideal for entertaining clients, rewarding employees, networking or celebrating personal milestones. Take your group to the next level and enjoy a luxurious suite with professional catering, delicious menus, courteous wait staff and a spectacular view of the ballpark!

**Hamilton Suite** (10-25 guests)

**Conestoga Suite** (10-25 guests)

**Susquehanna Suite** (30-50 guests)

**Buchanan Suite** (50-70 guests)

**Wheatland Suite** (30-190 guests)

Each suite allows you to choose from a variety of different dining options. Whether you prefer ballpark favorites like hot dogs or your tastes are more refined, our menus are catered to you and your guests.

*\*Prices vary based on suite and menu selection.*

Use our Group Areas as a way to host an employee or customer appreciation night at the ballpark. Combine a catered suite with your own promotions!



## BALLPARK PICNICS

Enjoy your mouth-watering barbecue favorites from Hess's BBQ in the Amelia's Picnic Pavilion, located down the first baseline and beyond our right field Green Monster. You and your guests will enjoy an award-winning meal with a view that can't be beat and a chance to catch a home run ball!



## GROUP TICKETS

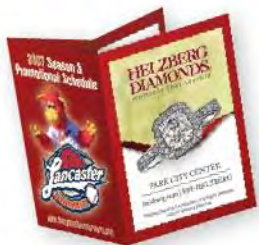
Group tickets are a great way to reward your employees and customers. Why not host a customer appreciation night at the ballpark!



## FUNDRAISING MADE EASY

Host a fundraising night at the ballpark and earn money for your favorite non-profit organization! We make fundraising simple! No money up front! No handling of tickets! No risk! Earn \$4 for each ticket purchased online using your personalized fundraising code!

**GROUP OUTINGS**



## POCKET SCHEDULES

Place your company's ad on a full panel of our pocket schedule. Your message will be in the hands of hundreds of thousands of Barnstormers fans throughout Lancaster and the surrounding counties.



## TICKET BACKS & TICKET ENVELOPES

Here are two effective means of increasing your company's visibility! The only way to enter Clipper Magazine Stadium is with a ticket. By offering discount coupons on the backs of tickets or the envelopes in which they are placed, you encourage fans to visit your business. Let our fans become your customers.

## FIRST PITCH GAME PROGRAM

Your advertisement will be featured in over 250,000 copies of this game-day publication handed out FREE to all in attendance with new editions every homestand throughout the season. Options range from black and white one-eighth page ad to a full-color, full-page ad.



## MARKETING TABLES

Get in touch with our fans at the games! Set up a marketing table on our concourse to educate the fans about your company's products or services. Utilize enter-to-win opportunities as a proactive way to create or add to your database.



**PRINT & MARKETING PROGRAMS**

## VIDEO BOARD

All eyes are on you as our state-of-the-art video board provides the ultimate exposure! With both audio and video capabilities, your message to the fans is the main focus. Every game day our video board is used for many types of entertainment that really capture Barnstormers fans' attention. The video board displays pre-game sponsorships from the time gates open until the game begins. During the game, our video board presents different sponsorships like video board contests or instant replays. Our Major League-style video board significantly enhances the entertainment value of a Barnstormers game, and it allows our fans to see your message in a big way!



## INNING SPONSORSHIP

There is no better way to impact thousands of Barnstormers fans during one-half inning of a selected home game. Picture your company's logo on our state-of-the-art 16'h x 30'w video board located in left center field during the ENTIRE top half of your selected inning. In addition, your company will receive a PA announcement before each game's selected inning.

## BETWEEN-INNING PROMOTIONS

Whether on the field or in the stands, be a part of the fun and family-oriented atmosphere at Barnstormers games. Themed games, races and contests provide fans with a greater level of interactivity and awareness of your company. As an added value, we place your company's name and logo on the video and scoreboards, giving thousands of fans recognition of your passion for Lancaster Barnstormers baseball. Let us help you to create a unique promotion catered to your company's personality.



**VIDEO BOARD & IN-GAME PROMOTIONS**



## FIREWORKS

The most exciting nights at Clipper Magazine Stadium are our fireworks displays that light up the night sky. When you sponsor the night, your company's logo will be featured on our state-of-the-art video board and scoreboard during the fireworks show.

## GIVEAWAYS

Everybody appreciates a gift when they come to the ballpark! Your company will take center stage at Clipper Magazine Stadium by establishing lasting brand presence with Barnstormers fans through a giveaway item. Your company logo is placed on all giveaway items that will be worn, used and seen inside and outside the ballpark for years!



## THEME NIGHTS

Be a part of some of the more quirky nights at the ballpark by presenting a theme night! Your company could host a theme night tailored to your industry or in support of your company's favorite cause.



## WHEN YOU SPONSOR ONE OF THESE NIGHTS, YOU RECEIVE THE FOLLOWING:

- A representative from your company will throw out a first pitch
- A pre-game ceremony for employee recognition or charity donation
- Twenty (20) complimentary tickets to the game
- Your choice of a 24-person executive suite that includes food and non-alcoholic beverages or a 35-person picnic buffet in our picnic pavilion
- One (1) 30-second television commercial on our video board at the bottom of the 1st inning
- Your company will be recognized over the public address system at a minimum of two (2) times throughout the night
- One (1) marketing table on the concourse for direct marketing purposes
- Your company's name featured on all pre-event media including, but not limited to, radio, pocket schedules, Barnstormers website, email blasts, upcoming events calendar as well as in-house promotions
- Opportunity to distribute your company's collateral to all fans as they exit the stadium

**PROMOTIONAL NIGHTS & GIVEAWAYS**

## HOME PLATE AND FIELD FENCE SIGNS

These signs are displayed behind home plate and down the first and third base lines, where all eyes are directed when players are up to bat, sitting in the dugout or in the bullpen. These banner signs remain on display for all events at Clipper Magazine Stadium.



## MEZZANINE SIGNS

Just like the ones you see at Major League ballparks around the country, these highly visible signs display your company's name and logo next to the line score, pitch count or speed of pitch. These signs remain visible for all additional events at Clipper Magazine Stadium.



## PREMIUM CONCOURSE LOGO PLACEMENT

These backlit or non-backlit signs are located on the stadium concourse. Placed in the highest traffic areas in the stadium, fans will notice your backlit sign as they enter and exit their seating areas or visit the concession stands and other areas of the stadium. Concourse signs are up all year 'round.