



2010 Lancaster Barnstormers Sponsorship Programs



Lancaster Barnstormers Professional Baseball

Overview of Lancaster Barnstormers

-Opened in 2005, Clipper Magazine Stadium seats over 7,000 people. The ballpark seating comprises of our seating bowl, 22 skyboxes, five party suites, a 500 person picnic area and lawn seating for up to 1,500 fans. The single game attendance record at Clipper Magazine Stadium is 8,485 was set on Opening Day of 2008. The 2009 single game record at Clipper Magazine Stadium was 8,082 fans on Friday May 15th.

-Since opening in 2005, the Barnstormers have had consistently strong community support. In the first five years, the Barnstormers averaged over **5,151** fans per game. That's over 1,775,000 fans that have enjoyed Barnstormers games in our brief history.



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Non baseball events hosted at Stadium

We strive to utilize Clipper Magazine Stadium to it's fullest capacity hosting non baseball events year round bringing in more people and expanded demographics. It presents further value for partners to gain exposure to those individuals year round with a presence here at Clipper Magazine Stadium. Some specific events held over the past year are:

- **Professional Soccer Exhibition Match (over 7,000 in attendance).**
- **Concerts**
- **High School Graduations**
- **Charity Walks, and events**
- **Corporate Events, training seminars, Business Expo**
- **Ice Park (over 20,000 skaters in fall/winter)**
- **High School & College baseball tournaments**
- **Vice Presidential Candidate Sarah Palin campaign rally (over 7,000 attendees).**



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AREA SPONSORSHIPS

Establish yourself as a premier business in Lancaster County with a naming rights partnership with the Barnstormers. Naming rights partnerships include”

Naming Rights to an area in Stadium
Referencing in all marketing materials
Marketing opportunities in Area

Prominent Signage in Area
PA's & Video Board Recognition – all games
Ad space in game program-free to all fans

Picnic Area

The picnic area is one of our most popular areas in our ballpark for hosting so many company outings, small and large.

Box Office

Display your company's name inside and outside the highest traffic area of the Stadium. Our entire ticket office will be completely customized with your help to fit your company's personality. The Box Office is the first place fans go to get tickets for ALL events.

Lawn Seating Area

Sponsoring the Lawn Seating Area of the Stadium is great way to do creative destination marketing. The section seats up to 1,250 fans and is one of the most attractive seating areas where fans can purchase a ticket for \$5.



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OUTFIELD SIGNAGE

Having a presence in the outfield is a great way for company branding. Over the course of the season, Clipper Magazine Stadium has close to 400,000 fans come through the gates. Outfield signage will present Your Company with the opportunity to establish a very prominent presence to those fans.



Type

OF Billboard (upper)

HR Wall Sign (lower)

Size

16' high X 20' wide

8' high X 28' wide



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MEZZANINE SIGNAGE

Just like the ones you see at major league ball parks around the country. These highly visible, backlit signs display Your Company's name and logo right beneath our skyboxes and function rooms. Furthermore, Mezzanine signs provide added value as they will gain Your Company exposure throughout the year, as Clipper Magazine Stadium hosts many non baseball related events such as Corporate Events, and the popular Ice Park, providing consistent exposure to over 400,000 annually.

- ***Approx size of signage:
4'h x 14'w, backlit.***
- ***Year Round Exposure.***



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CONCOURSE SIGNAGE

Concourse Signs are located throughout Clipper Magazine Stadium's main concourse, the highest foot traffic area in the Stadium! Fans will notice your backlit sign as they enter and exit their seating areas, visit the concession stands, restrooms, Barnstormers team merchandise store, Bumper Boat area, Kid's Play Area, and all other areas of the ballpark. Concourse signs are backlit and up all year round.



- *Approx size of signage is 4'h x 6'w, backlit.*
- *Year Round Exposure.*



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IN-GAME PROMOTIONS

Whether on the field or in the stands, in game promotions provide your company with the opportunity to take advantage of our non traditional means of advertising. Themed games, races and contests provide fans with a greater level of interactivity and awareness with the products and services being offered by your company. Let us help you to achieve your goals and needs for a unique promotion, catered to your company's personality.



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INNING SPONSORSHIP

An Inning Sponsorship is a great way to take advantage of our captive audience and gain consistent company branding on a nightly basis. For every Barnstormers home game, during one (1) selected half inning, Sponsor's logo will be displayed on our state-of-the-art video board, located in left center field during the **ENTIRE** top half of your selected inning.

Features:

- Sponsor announcement before each game's selected inning. Full Season.
- Your company's logo and message will be on our 16'h by 30'w video board during the entire top half of selected inning.
- The opportunity to switch up messages during the season (once a month).



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PRINT ADVERTISEMENT

Our game programs are just like ones at major league games, but with a twist. It's our fan's guide to the evening's entertainment, and they don't have to pay for it like the big leagues! Your advertisement will be featured in over 250,000 copies of this game day publication handed out **FREE** to all in attendance. Options range from a black and white eighth of a page ad to the full color inside covers. With a new edition for every Barnstormers home stand, each series features fresh and exciting content, including guest writers, games, trivia, player profiles, entertaining stories, and more!



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OTHER PRINT AND WEB

Pocket Schedules

Place your company's ad on a full panel of our pocket schedules with over 250,000 distributed throughout Lancaster and surrounding counties.



Ticket Backs

Take advantage of our personalized ticket. Offer discounts on the back of our tickets and envelopes to provide incentives to drive store traffic and awareness.



Website Tile

The Barnstormers website is the main source for fans to find out information on the team and purchase tickets. With over 250,000 hits per month and an email blast data base of over 15,000, your web tile with link will be featured prominently to a lot of web traffic year round.



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FIREWORKS SPONSORSHIP NIGHT

Nothing brings more people to ballparks across the nation than having a post game fireworks show. Fireworks have been the #1 promotion in Minor League Baseball for years and it is no different here with the Barnstormers. Fans will sellout Clipper Magazine Stadium for the opportunity to see our awesome post game fireworks display, providing a great exposure opportunity for your company.

Features:

- PA announcements and logo spots on video board throughout the game.
- One (1) :30 in-game commercial on video board after 1st inning.
- Logo is on the video board for duration of the fireworks display.
- Pre-game ceremony for employee recognition or charity donation.
- Opportunity for representatives to watch fireworks show from the dugout or on field.
- Sponsorship of the fireworks series featured on all pre-event media including, but not limited to, radio, pocket schedules, Barnstormers Website, Email Blasts, Upcoming Events, as well as in-house promoting.
- Opportunity for representative(s) to throw ceremonial first pitch.
- Marketing table/display on the Stadium concourse.
- One (1) Executive Suite for up to 24 guests or 35 person picnic during game – includes food and beverage (alcohol to be arranged separately).
- Opportunity to have collateral distributed to all fans as they exit Stadium.



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GIVEAWAY NIGHT

Everybody appreciates a gift when they come to the ballpark! The Sponsor will take center stage at Clipper Magazine Stadium by establishing a lasting brand presence with Barnstormers fans through giveaway items. These collectibles will be worn, used and seen inside and outside the ballpark for years! With sponsorship of a giveaway night, Sponsor will receive:

Giveaway Sponsorship Features:

- Company logo featured prominently on all giveaway items.
- Representative will throw out the game's ceremonial first pitch.
- Pre-game ceremony for employee recognition or charity donation.
- One (1) thirty second in-game television commercial presented at the bottom of the first inning.
- PA Announcements and Logo spots throughout the game as game sponsor.
- Includes marketing table on the concourse for direct marketing purposes.
- Includes 24 Person Executive Suite with food and beverage or 35 Person picnic with food and beverage buffet for game.
- Sponsorship of giveaway featured on all pre-event media including, but not limited to, radio, pocket schedules, Barnstormers Website, Email Blasts, Upcoming Events, as well as in-house promoting.
- Opportunity to have collateral distributed to all fans as they exit Stadium.



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