



# 2020 MARKETING OPPORTUNITIES



**Community-owned** since 1957, Rochester Community Baseball Inc. and the Red Wings provide a high quality, affordable, family entertainment product - and regardless of how the team performs on the field, we make sure our fans and marketing partners leave the ballpark with a winning feeling.

The Red Wings posted a total paid attendance of 451,853 in 2019 (6,846 average) - the most in a season since 2010, despite four games postponed by weather. The 2019 total was nearly 14,000 more than in 2018, and included seven nights of at least 9,000 or more.

Our affordable outdoor fun, dining variety and quality, innovative promotions, giveaways and theme nights add up to a winning atmosphere to connect with families from all over the region. It's a great time to be a Wings fan - and a great time to be a marketing teammate of Red Wings Baseball.

## In-Stadium Closed Circuit Telecast/MiLB.TV

A four-camera production of each home game is shown on monitors in every suite, the Team Store, and above concession stands throughout the concourse. A limited number of full inning sponsorships and between-innings video spots are available. The same telecast is also available as a live stream with MiLB.TV and the First Pitch app, with fans across the country able to watch on a variety of devices.



## Video Board

Our video boards showcase player photos, sponsor and game information, and video clips. It's a dynamic way to reach Red Wings fans using a 10-second message with your color logo on the video board between innings.

## At-Bat Sponsorships

Your full-color logo is part of the game throughout an entire at-bat. You'll receive a minimum of two player at-bats per game.



## Social Media Sponsorships

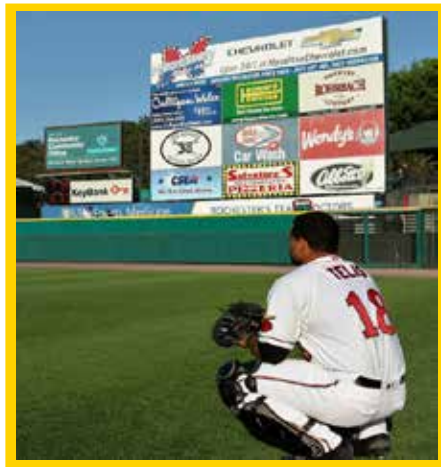
Leverage the power of our official social media platforms to boost your brand. Be part of game day, season-long, or year-round opportunities including Home Game Weather Forecast, Keys to the Game, Pic of the Day, Game Recaps, and more.





## Swing for the Fences

Signage space at Frontier Field gives you high visibility, with a captive audience of thousands of fans from around the area who will attend baseball games and non-baseball events at the ballpark this season.



## OUTFIELD BILLBOARDS

Outfield signs are visible to everyone in the ballpark for an average of three hours per game, in addition to being seen in the background of television highlights and newspaper photographs. Outfield billboards are visible at all non-baseball events held at the stadium, including concerts, amateur games and other special events.

**Dimensions: 16' x 8'**

*Scoreboard signage may also be available; sizes and costs vary.*

## TRI-VISION SIGNS

The Tri-Vision sign in right field contains three-sided panels that rotate frequently.

**Dimensions: 19' x 9'**

## RAMP SIGNS

These prominent back-lit signs are located above the ramps through which fans enter and exit the stadium's grandstand. These signs provide repeated, up-close exposure to fans while they are seated, and when they move around the stadium.

**Dimensions: 8' x 2 1/2'**

## CONCOURSE SIGNS

Affixed throughout the stadium concourse, these back-lit signs are visible to fans as they make their way through the concourse on their way to their seats, to concession stands and picnics, and to restroom facilities.

**Dimensions: 8' x 4'**

## PLYMOUTH AVE. GALLERY SIGNAGE YEAR-ROUND OPPORTUNITY

The back of the left field scoreboard and outfield signage stanchions are available for unique signage, visible to Plymouth Avenue and State Street traffic year-round and the adjacent Monroe Community College/Kodak/Frontier Field parking lots.

**Dimensions: 16' x 12'**

## THIRD BASE GRANDSTAND SIGNS

These signs provide dramatic, high-impact exposure throughout the ballpark.

**Dimensions: 30' x 6'**





## Radio

Become a sponsor of live Red Wings radio broadcasts... it's an opportunity to deliver your message to Red Wings fans during every game, home and away, whether they enjoy games while driving, in their homes, or even at the ballpark.

Full-season (140 spots) radio packages available, with one 30-second spot per game.

*Full-season (140 spots) radio package, with one 60-second spot per game, and 70-spot packages for first half or second half of season also available.*



Title sponsorship of an in-game broadcast feature available, with premium spot placement and live mentions attached to dynamic in-game content - with added exposure through the on-line audio webcast and First Pitch app. Features include the pre-game show, starting lineups, post-game show, star of the game, trivia, scoreboard, pitching changes, injury report and more.

## Publications YEARBOOK

- Our yearbook is packed with original content on the team and our rich baseball history, with player profiles and much more. Each yearbook also includes our day-of-game Insert Sheet with rosters and stats, plus a special scorecard section for fans to keep track of the action on the field. Your message reaches fans who purchase the Red Wings Yearbook at the ballpark; pass-along circulation multiplies readership of this yearly keepsake.
- Your message appears in the Yearbook at every Red Wings game (total of 70 games), providing repeat exposure throughout the spring and summer.



Rates	Size
Outside Back Cover Color	11" w x 11" h
Inside Front/Inside Back Cover Color	11" w x 11" h
Full-Page Color	9.5" w x 9.25" h
Half-Page Color	9.5" w x 4.55" h
Quarter Page Player Profile Color	4.68" w x 4.55" h
Quarter Page Color	4.68" w x 4.55" h
Eighth Page Player Profile Color	4.68" w x 2.25" h
Eighth Page Color	4.68" w x 2.25" h
Scoring Page Horizontal Strip Color	9" w x 2" h

## YEARBOOK INSERT SHEET

Our day-of-game Insert Sheet is updated with team rosters and statistics. A limited number of black and white ads are available; ask your Red Wings representative for details.



## POCKET SCHEDULE

Our Pocket Schedule provides game times, opponents, and promotion details. With 175,000 pieces distributed, our pocket schedule is a cost-effective option for couponing and branding. A limited number of full color ad panels are available. Ask your Red Wings representative for details.

*Note: Yearbook ad copy (digital files preferred) should be submitted by March 20...ad preparation cost not included in price listed.*





Former Yankees star Bucky Dent with a fan at a sponsored autograph and photo session.

### In-Game Promotions

Promote your business and entertain fans between innings. Let our experienced promotions team create a unique and fun event on the field or in the stands, starring your business and products. Fans can enter by signing up at the ballpark, your retail location, or on-line. You also have the chance to provide prizes as part of the promotion. You'll receive a live mention and your logo appears on the video board, while your event captures the attention of the crowd.



### Premium Giveaway Sponsorship Give Fans a Night They'll Remember

Whether your company sponsors a baseball cap, jersey or other keepsake, your logo will adorn a special premium item that will be worn, used and enjoyed by thousands of fans year-round.

#### Sponsorship benefits:

- Your corporate name and/or logo on all giveaway items.
- Your business name listed in local area print/digital, radio and/or TV ads when available.
- In-stadium publicity, including scoreboard messages, public address announcements, live radio broadcast mentions, listing in the yearbook insert sheet, website promotions schedule listing.
- A ceremonial first pitch and use of a Diamond Suite.
- Space in the stadium concourse to hand out coupons and set up promotional displays.



### Fireworks

Red Wings Fireworks Nights: a spectacular way to make an impression on current and potential customers. Sponsorship includes the same publicity as for a premium giveaway sponsorship, with the additional opportunity for a unique promotion on the field before the start of the fireworks show.

### Special Event Sponsorship

Recent special event sponsorships have included appearances by stars from "The Office" and "Gotham" TV series, stars from the films "The Sandlot" and "Slap Shot," WWE Hall of Famers Mick Foley and Bret Hart, Bills Hall of Famers Jim Kelly and Thurman Thomas, former Red Wings greats like Bobby Grich and Jeff Manto, former Major League Baseball stars Darryl Strawberry and Joe Carter, and Baseball Hall of Famers Jack Morris and Bert Blyleven.

Sponsorship includes the publicity detailed above for premium giveaway sponsorship.





★ **Group Tickets, Picnics and Catered Suite Events**

★ Entertain your customers, employees, family and friends at the ballpark! Group discounts and benefits start at 20 tickets. ★ Picnics are available in The Nest and The Walk of Fame Cafe for 50 or more people. ★ Catered suite events are available in The MLB Suite and Silver Stadium Club (up to 40 guests), The Power Alley Suite (up to 40), The Perch (up to 50) and The Hardball Cafe and Club 3000 (up to 100). We also cater events on non-game days and during the off-season, like trade shows, company picnics and team-building events, business meetings and holiday parties.



★ **SEASON TICKETS**

★ Season Ticket Holders get VIP benefits, including up to 49% off the regular ticket price, a private party with the team, Team Store discount and more.

★ **DIAMOND SUITES**

★ A limited number of individual Diamond Suites are available for each home game, for either 10 or 16 guests. The single game rental includes tickets, VIP parking passes and a food and beverage package. Additional tickets may be purchased for either size suite.

★ **BIG HITTERS CLUB**

★ The "Big Hitters Club" helps non-profit groups to attend Red Wings games. This community involvement program gives you exposure at the ballpark, with a scoreboard spot each time you provide tickets for a non-profit group plus a yearbook and website listing.

★ **Ask your Red Wings representative for more details, and a copy of our Group, Picnic and Ticket Information Guide.**

★ **RedWingsBaseball.com**

★ Our official team website provides a winning combination for fans and sponsors. RedWingsBaseball.com is part of the powerful MiLB.com/Baseball Advanced Media Network, providing a rich web content experience for visitors. We offer page and section sponsorships including Home Game Story packages and The Pics of the Day, plus customized advertorial content options.

