



# 2024 PARTNERSHIP GUIDE

# ABOUT THE SURGE

The Wichita Wind Surge are the Double-A affiliate of the Minnesota Twins and have called Wichita home since 2020.

The Wind Surge made an appearance in both **2021 and 2022** Texas League Championships.

The excitement for Minor League Baseball showcases talent from across the world, with players vying to make their Major League debut. Wichita has sent **25 players** to the majors since 2021.

Minor League Baseball has quickly made its mark on the sports industry. Minor League Baseball is the **2<sup>nd</sup>** most attended sports league in North America, drawing over 33 million fans to ballparks across the country.



# RIVERFRONT STADIUM

## 2023 Season Top Attended Events in Riverfront Stadium History

#1 – 9/16/2023 Wind Surge vs. Midland RockHounds

- Attendance: 10,442

#2 – 4/11/2023 Wind Surge vs. NWA Naturals

- Attendance: 8,506

#3 – 10/6/2023 Bishop Carroll vs. Kapaun Mt. Carmel

- Attendance: 8,212

In 2023, the Wind Surge saw a 49% increase in average attendance to 4,895 per game the Largest increase in Minor League baseball.





# DIGITAL ENGAGEMENT

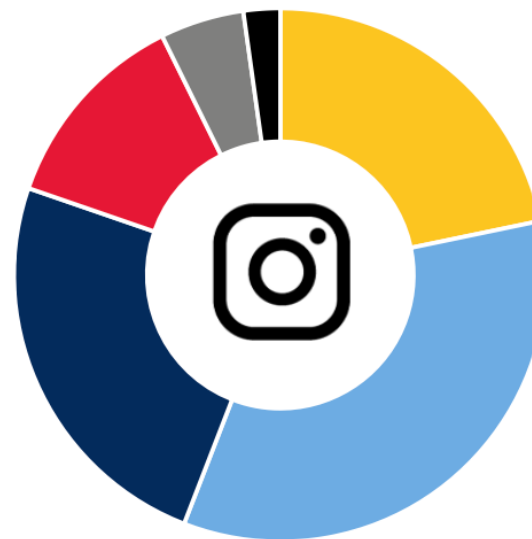
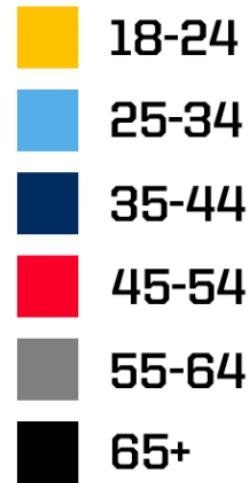


# @WINDSURGEICT OVERVIEW

**f** **23.8K**  
FOLLOWERS

 **15.2K**  
FOLLOWERS

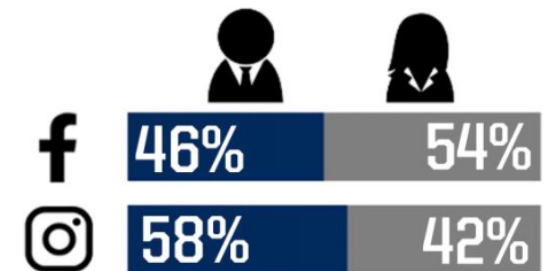
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FOLLOWERS



## TOP CITIES FOR ENGAGEMENT

**f** WICHITA DERBY HUTCHINSON ANDOVER NEWTON

 WICHITA DERBY ANDOVER NEWTON GODDARD



# THEME NIGHTS

To magnify the fun and help create a long-lasting and memorable experience, the Wind Surge supplements the baseball action by hosting a variety of special game day events and promotions at the stadium.

Our experienced team can fashion any type of theme night while customizing an ideal experience that is tailored to your organization's specific goals. Curate your own special theme night or sponsor an existing function that our team has planned for the upcoming season.



# IN-GAME PROMOTIONS

There is no other environment like Minor League Baseball! Every break from the action on the field is an opportunity for our partners to engage with our fans through in-game promotions.

In-game promotions offer creative ways to interact with fans and provide them with a memorable ballpark experience. Whether it's throwing out ice cream sandwiches to the loudest section in the stadium or sprinting across the outfield in a fruit costume- the opportunities are endless.



# GIVEAWAY ITEMS

Giveaways are the best way to get your organization's name and logo into the hands and homes of our fans! The hype of giveaway nights result in a significant attendance increase at the stadium, giving you a chance to engage with more potential consumers.

Whether it's a bobblehead, t-shirt, or other unique giveaway item, your branding will be front and center for all to see.





# STADIUM EVENTS

The fun doesn't stop with baseball at Riverfront Stadium! From concerts, sporting events, conferences and more – Riverfront Stadium is the perfect venue to host your event! From our 10,000 capacity seating bowl, to our various premium hospitality areas, we have the perfect arrangement for your next event!



# RADIO ADS

Veteran broadcaster, Tim Grubbs, handles the play-by-play duties for all home and away games. Grubbs has over 28 years experience within Minor League Baseball and has called more than 3,800 games in his career.

Wind Surge broadcasts include :30 and :60 commercials spots in between innings and live mentions and reads within the broadcast to promote your business within the game elements. Starting Lineups, pitching changes, MLB scoreboard, Texas League Scoreboard, this day in baseball history, etc.



# VIDEO BOARD ADS

With one of the largest video boards in all of Minor League Baseball, displaying your organization's message here is sure to capture the attention of fans all around the stadium.

Video board ads consist of :30 commercials that are displayed during select inning breaks. Commercials can be purchased to run during all 69 home games, or every other game. Inning sponsorships are also available, which include a video board graphics and a PA announcement before the start of each inning.

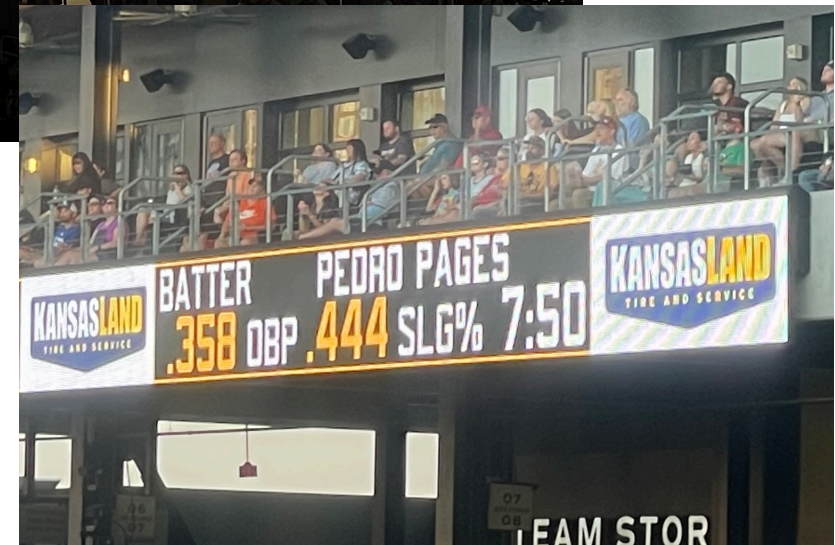


# RIBBON BOARD ADS

Riverfront Stadium is host to two ribbon boards, which are strips of high-definition, LED panels lining the upper-level façade, facing the field.

The ribbon board displays the score, balls and strikes, number of outs, and additional game information throughout every game. As such, this is a major focal point for fans. These ribbon boards are visible from virtually anywhere in the ballpark.

Sponsored elements on the ribbon board can include one spot to three spots max, rotating :30-second advertisements throughout the game.



# IN-PARK SIGNAGE

Riverfront Stadium offers a variety of in-park signage options. From traditional outfield fence signage to creative advertisements spread throughout the concourse, there's a creative signage solution for you!

A staple of professional baseball, the outfield fence signage will be visible for every regular season home game, plus all non-baseball events held at the stadium.

