

1967



1968-75



1976-84



1985-87



1988-91



1992-97



1998-07



2008-12



2013-2016



2013-YTD



R-PhilsTM

Partnership Packet

CREATIVE MARKETING SOLUTIONS TO HELP
GROW YOUR BUSINESS!



Here's The Pitch...

DON'T MISS THE FUN
 **IN 2021!**



Phillies STARS OF TOMORROW PLAY IN READING TODAY!
PROUD DOUBLE - A AFFILIATE OF THE PHILADELPHIA PHILLIES SINCE 1967

Visual Signage

Outfield Billboards



Players make leaping catches in front of outfield signs and home runs soar over them. During 70 home games plus additional ballpark events, your company's sign can be seen by a captive audience for approximately 3 hours while receiving additional exposure through TV news coverage and game broadcasts as well as newspaper photos of games. Signage is in high demand and limited space is available.

*Additional production fees will be added for a one-year agreement.

UPPER LEVEL 10'H X 14'W: \$10,500
LOWER LEVEL 8'H X 16'W: \$11,500

Stadium Signage

FirstEnergy stadium was built in 1950 and has a history unmatched by any ballpark in the country. This history can be re-lived by taking a walk through our stadium concourse museum which highlights players and events that took place right here going back to the days when Roger Maris played here. Your sign will be placed among the great moments and names this stadium has created. Come and pick your spot in Baseballtown history.

INVESTMENT RANGE BASED ON SIGN SIZE AND LOCATION \$1,500-\$5,000



LEFTFIELD RIBBON BOARD - INNING SPONSORSHIP

1. Inning Sponsorship

Your electronic logo highly visible during both teams at bats.

Full Inning - \$5,500 (AVG. OF 8 BATTERS/GAME)
70 GAMES X 8 BATTERS = 560 ADS PER SEASON (ONLY \$9.82 PER AD!)

Half Inning - \$4,000 (AVG. OF 4 BATTERS/GAME)
70 GAMES X 4 BATTERS = 280 ADS PER SEASON (ONLY \$14.29 PER AD!)

2. At-Bat Sponsorship

Fans are riveted to the out of town scoreboard all game long.

One Batter Per Game - \$1,500
70 GAMES X 1 BATTERS = 70 ADS PER SEASON (ONLY \$21.43 PER AD!)



CHECK THIS OUT! ELECTRONIC BILLBOARDS CAN BE CHANGED EACH FIGHTINS HOMESTAND!



Affilia

1967

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1968-75

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1976-84

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1985-87

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1988-91

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1992-97

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1998-07

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2008-12

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2013-2016

2013-YTD

2013-YTD

Philadel

Celebr
Grea

Reading

HD Video Board



The Big Piece!
30' x 60'

- ★ Visible from all Areas of the Ballpark!
- ★ Seen by 400,000 Fans Per Season!
- ★ The Largest Visibility for Your Message!

BE ONE OF 17 INNING SPONSORS
630 INNINGS TOTAL!

\$20,000

FOR ONE AT - BAT PER GAME
70 BATTERS PER SEASON!

\$6,000

**B
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YOUR FULL-SCREEN GRAPHIC APPROX. 4 SECOND FULL VIDEOBOARD (30'X60')

DURING THE ENTIRE HALF INNING, SPONSOR LOGO AND MARKETING ASPECTS "FRAME" THE PLAYER HEAD SHOT AND STATISTICS.

THIS GRAPHIC CAN CHANGE WITH EACH BATTER CHANGE DURING YOUR 1/2 INNING (UP TO SIX DIFFERENT "FRAME" GRAPHICS TO ROTATE THRU THE 1/2 INNING.

THAT SAME GRAPHIC WILL ALSO BE PLACED ON THE 25 TELEVISIONS THROUGHOUT THE STADIUM, & AT THE STAGE IN THE PLAZA, DURING THE SAME SPONSOR 1/2 INNING.

**PURCHASE A VIDEOBOARD & RECEIVE
YOUR CHOICE OF SPONSORSHIP AD-ONS!**

SEE NEXT PAGE FOR AD-ONS >>>>

**YOUR LOGO
HERE!**



Since

7



1951-69



1970-75



1976-80



1981



1982-91



1984-91



1992 - YTD



1992 - YTD

Phillies

g 50+
ears

tin Phils

HD Video Board Ad Ons

New For 2020, Purchase a Videoboard and receive your choice of Sponsorship Ad-Ons

OPTION A

SELECT ONE

- Four Tabling Games w/ PA Announcements
- One Radio Commercial (:30) during all 140 games
- Full Page Program Ad (B&W)
- 300 Ticket Flex Bank of Blue Box Seats
- 100 Person 3B Picnic Area Outing w/ AYCE Buffet
- 120 Person Pool Outing w/ AYCE Buffet
- 70 Person Waitress Lodge Box Outing w/ AYCE Buffet
- 40 Person Dugout Suite Outing w/ AYCE & AYCD
- Four (4) Facebook Social Media Campaigns / Contests to give-away 10 FREE box seat tickets in a "Like & Share" Contest
- Associate Game Sponsorship (ie. Paw Patrol)

YOUR CHOICE!
SELECT OPTION
A, B, OR C



YOUR LOGO
HERE!

OPTION B

SELECT TWO

- Four Tabling Games w/ PA Announcements
- Live Radio Drop (:15) during all 140 games
- Half Page Program Ad (B&W)
- 150 Ticket Flex Bank of Blue Box Seats
- 50 Person 3B Picnic Area Outing w/ AYCE Buffet
- 60 Person Pool Outing w/ AYCE Buffet
- 35 Person Waitress Lodge Box Outing w/ AYCE Buffet
- 20 Person Dugout Suite Outing w/ AYCE & AYCD
- TWO (2) Facebook Social Media Campaigns / Contests to give-away 10 FREE box seat tickets in a "Like & Share" Contest

OPTION C

SELECT FOUR - Or Select 1 from B, and 2 from C

- Eighth Page Program Ad (B&W)
- "Love it Here Go Local" Sponsorship Package w/Tickets
- Opening Weekend Sponsorship Package w/ Tickets
- 75 Ticket Flex Bank of Blue Box Seats
- 25 Person 3B Picnic Area Outing w/ AYCE Buffet
- 30 Person Pool Outing w/ AYCE Buffet
- 15 Person Waitress Lodge Box Outing w/ AYCE Buffet
- 10 Person Dugout Suite Outing w/ AYCE & AYCD
- Facebook Social Media Campaigns / Contests to give-away 10 FREE box seat tickets in a "Like & Share" Contest

Love It Here!



UNCHAINED & INDEPENDENT
IN BERKS COUNTY, PA

Love It Here! Go Local

Be a part of Love It Here, Go Local night at the Fightin Phils!

This season the Reading Fightin Phils are hosting LOVE IT HERE, GO LOCAL Night, celebrating Unchained and Independent businesses in Berks County, PA. The night will celebrate and support all the great businesses, owners, and employees in our community who live, work and play right here in Berks County. In addition to the game night, the LOVE IT HERE, GO LOCAL partners will be celebrated all season long. Package highlights include - Participating Sponsorship for the Fightin Phils Love it Here Go Local Game, Tickets, Pre-Game Cocktail Party w/ Love it Here Go Local Sponsors, Videoboard and Public Address recognition.



PACKAGES RANGE FROM \$250 - \$1,000



Reach Our Fans...



GAME SPONSORSHIP

Promoting Your Business Oughta Be Fun...And This is Fun!

Game Sponsors Incentives | Night of Event

- The stadium marquee on Route 61 will list you as the presenting game sponsor throughout the entire day of your game.
- The video scoreboard will feature your 30 second pre produced commercial.
- A pre-game video will feature a Fightin Phils player welcoming fans to the ballpark thanks to you, and featuring your logo.
- You have the ability to select a representative to do a 1/2 inning during the Fightins Broadcast to promote your business.
- You will receive extensive in stadium recognition on your night through public address center announcements.
- You will receive extensive recognition during the game broadcast on 610 am ESPN Radio.
- You have the ability to display corporate pieces in the front of the stadium.
- You have the ability to set up a table display in the Tompkins Vist Bank Plaza during the game.
- Sponsor representative may throw out a ceremonial first pitch and receive an autographed ball.
- 8"x10" picture after throwing out the first pitch.
- Sponsor representatives adorned in logo shirts may greet fans as they enter the ballpark.
- You may use sponsorship to support philanthropy and raise money.
- 20 VIP Field Box Seats behind home plate with All-You-Can-Eat 2 1/2 hour buffet.
- You will receive 200 General Admission tickets printed with your business name
- You will receive 5 VIP parking spaces.
- You have the ability to purchase group buffet tickets at a \$2.00 off discount per ticket.
- You may purchase additional general admission tickets at a special rate of 50 cents per ticket.
- Your logo on video board (for firework show).



EVENT PROMOTION

- You will receive a: 30 radio commercial on 610 AM ESPN during each of the 7 Fightin Phils game broadcasts leading up to your sponsored game.
- You will receive recognition on Fightins promotional schedules.
- You will receive extensive in-stadium promotion leading up to your game, via scoreboard and public address announcements.
- Website and social media recognition.

Your investment is based upon the price of the giveaway or promotion and generally ranges from: \$4,000-\$10,000

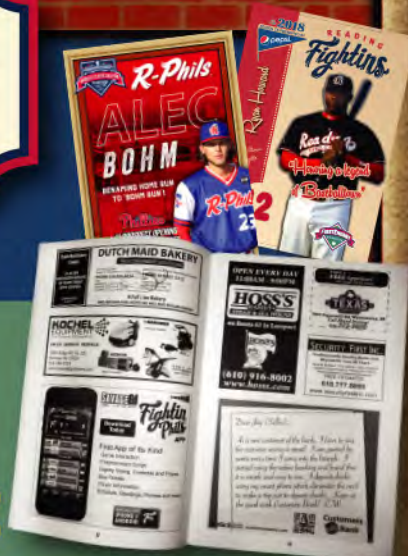
Make an Impact on Our Fans

PRINT ADVERTISEMENT

BASEBALLTOWN GAZETTE

Showcase your company by advertising in the Baseballtown Gazette which is distributed for free at all Fightin Phils games. The gazette is updated with information at the beginning of each homestand. Player profiles and up-to-date statistics guarantee that fans will continuously read and enjoy the program. Space is limited, be a part of a Baseballtown tradition.

Full Page Black and White:	\$2,500	Quarter Page Black and White:	\$900
Half Page Black and White:	\$1,500	Eighth Page Black and White:	\$600



READING'S FIRSTENERGY STADIUM IS HOME TO THE READING FIGHTIN PHILS, CLASS AA AFFILIATE OF THE PHILADELPHIA PHILLIES. IT'S A MUSEUM TO THE CITY'S BASEBALL HISTORY UNDER THE MAIN GRANDSTAND AND, ONCE YOU STEP INTO THE SUNLIGHT, A PLAYGROUND THAT INCLUDES A POOL, PICNIC AREA, OUTFIELD BOARDWALK A PYROTECHNIC TRAIN THAT'S PART OF THE HOME RUN CELEBRATION. ALL OF THIS LIES WITHIN A 69-YEAR OLD BALLPARK, WHICH STILL RETAINS THE SAME DUGOUTS ROGER MARIS USED.

GAME ENTERTAINMENT

MINOR LEAGUE BASEBALL ALLOWS FOR SOME OF THE MOST UNIQUE PROMOTIONAL OPPORTUNITIES AS THEY ARE WOVEN INTO THE GAME OR TAKE PLACE BETWEEN INNINGS. THESE CONTESTS ARE AN EXCITING PART OF THE FAN'S BALLPARK EXPERIENCE. FANS ARE RIVETED TO THE CONTEST AND ITS SPONSOR. PROMOTE YOUR COMPANY BY BEING A PART OF THE SHOW...EACH CONTEST INCLUDES:

-PA Introduction -Videoboard Logo Exposure -A PA outro with tag-line

Between
Inning Contest
Examples

T-Shirt Canon	Pizza Delivery	Home Run Inning
Stolen Bases	Veggie Race	Bungee Tug of War
RBI Guy	Crazy Hot Dog Vendor	Slingshot Target Shoot
Player Awards	Big Glove Slugfest	Foul Balls

NIGHTLY CONTEST SPONSORSHIP (70 GAMES).....\$11,500
HALF SEASON CONTEST SPONSORSHIP (35 GAMES).....\$6,500



RADIO BROADCAST

Go Live! with the Fightin Phils Broadcast Team
EMILY MESSINA & GREGG CASERTA

610 AM ESPN

RADIO

Broadcast your company's message during exciting LIVE Radio during all 140 Fightin Phils Game broadcasts.

Inning Sponsorship Package: \$4,500

- Two: 30 second commercials. One immediately preceding your selected inning and one following your inning.
- Live Drops throughout your half inning (Between 1 and 10 live drops depending on length of inning).

:30 Second Commercial: \$2,500 Live Drop: \$1,500





Website / Electronic Media



OUR GOAL IS TO BECOME THE LEADER IN MINOR LEAGUE BASEBALL OF NEW MEDIA ATTACH TO OUR BRAND ON SOCIAL MEDIA AND LET US HELP YOU SHARE YOUR MESSAGE!

IN 2019, THE R-PHILS WEBSITE GARNERED TREMENDOUS TRAFFIC. OF THE 160 MINOR LEAGUE BASEBALL FRANCHISES THE R-PHILS TOTAL WEB PAGE VIEW RANKED #15 IN ALL OF MILB, AND #1 IN DOUBLE-A BASEBALL. THE R-PHILS WEBSITE VISITS RANKED #18 IN ALL OF MILB, AND #1 IN DOUBLE-A.

ASK ABOUT WEB OPPORTUNITIES!



Social Media Statistics

PLATFORM	FOLLOWERS 2019	IMPRESSIONS 2019
Facebook	58,000	10,000,000
Twitter	39,000	9,000,000
Instagram	26,300	4,000,000

SOCIAL MEDIA OPPORTUNITIES INCLUDE, BUT ARE NOT LIMITED TO:

STARTING LINE UP POST, HOMESTAND PREVIEW VIDEO, GAME RECAP PHOTO SPONSOR, RBI MAN POST, SHORT AND SUITE INTERVIEW, THIS DAY IN HISTORY HAVE AN IDEA? LETS HEAR IT! WE WILL WORK WITH YOU TO CREATE CONTENT!

Ticket Packages

**The Perfect
Place for a
Staff Outing!**

**Affordable
Family
Entertainment!**

GROUP & PICNIC OUTINGS!

Character Pool Party



REGULAR PRICE \$30

**GREAT FOR KIDS & PARTIES!
INCLUDES A-Y-C-E BUFFET**

3rd Base Picnic Area



REGULAR PRICE \$31

**CLOSETS VIEW TO THE FIELD!
INCLUDES A-Y-C-E BUFFET**

Left Field Deck Party



REGULAR PRICE **\$29**

**OUTFIELD PICNIC STYLE SEATING!
INCLUDES A-Y-C-E BUFFET**

Left Field Pub Box



REGULAR PRICE \$34

PRIVATE GROUP AREA!
INCLUDES A-Y-C-E BUFFET & PRIVATE AREA

Left Field Porch Box



REGULAR PRICE \$31

**GREAT FOR KIDS & PARTIES!
INCLUDES A-Y-C-E BUFFET**

First Base Dugout Suite



REGULAR PRICE \$27

**GREAT FOR KIDS & PARTIES!
INCLUDES WAITRESS SERVICE**

Waitress Loge Box



REGULAR PRICE \$16

**LOCATED ABOVE FIGHTINS DUGOUT!
INCLUDES WAITRESS SERVICE**

First Base Ram Club



REGULAR PRICE \$22

**LOCATED ON 1B FOUL LINE!
INCLUDES WAITRESS SERVICE**

[illegible]

Season Tickets / Fightins V.I.P. Club

THE RIVERFRONT FEDERAL CREDIT UNION FIGHTINS V.I.P. CLUB GUARANTEES YOU AND YOUR GUESTS THE BEST SEAT IN THE HOUSE. ENJOY A GREAT VIEW FROM A PADDED SEAT AS WELL AS EARLY ENTRANCE THROUGH THE FIGHTINS V.I.P. CLUB GATE, AND AVOID ALL LINES INTO THE STADIUM. V.I.P. CLUB TICKETS ALSO INCLUDE FOOD FOR ALL OF YOUR GUESTS. ADDITIONALLY FOR V.I.P. MEMBERS, YOUR COMPANY'S NAME WILL BE PRINTED ON A PLATE LOCATED ON THE ARM REST OF YOUR SEAT FOR YOUR CLIENTS AND EMPLOYEES UTILIZING THE GAME TICKETS IF YOU SIGN A 3 YEAR AGREEMENT.

V.I.P. (FULL SEASON, 70 GAMES)	3-YEAR COMMITMENT	1-YEAR COMMITMENT
VIP BLUE BOX SEAT (FULL SEASON, 70 GAMES)	\$745	\$770
WITH OUT V.I.P. (FULL SEASON, 70 GAMES)	3-YEAR COMMITMENT	1-YEAR COMMITMENT
BLUE BOX SEAT (FULL SEASON, 70 GAMES)	\$595	\$620

Concierge & Ticket Banks

CONCIERGE PACKAGES

— \$1,000 Starting Package —

SIGN UP FOR THIS PACKAGE & HAVE A PERSONAL CONCIERGE WORKING WITH YOU TO CUSTOMIZE YOUR GAME EXPERIENCE! USE YOUR PACKAGE TO PURCHASE BUFFET AREA, WAITRESS SERVICE OR BOX SEAT TICKETS. ALREADY HAVE TICKETS AS PART OF ANOTHER PACKAGE? - WORK WITH YOUR PERSONAL CONCIERGE TO PURCHASE FOOD, MERCHANDISE & SPECIAL EXPERIENCES FOR YOU AND YOUR GUESTS!



FLEX TICKET BANK

NOT SURE WHAT GAMES YOU CAN ATTEND? DON'T KNOW HOW MANY PEOPLE WILL BE ATTENDING? CONCERNED ABOUT WEATHER LEADING UP TO THE GAME? THEN PURCHASE A FIGHTIN PHILS FLEX BANK! THE FLEX BANK LETS YOU USE THE NUMBER OF TICKETS YOU NEED WHEN YOU NEED THEM. USE 3 TICKETS ONE NIGHT AND THEN A WEEK LATER YOU MAY USE 6 TICKETS. YOU HAVE FLEXIBILITY!

Section

20-99
TICKETS

100+
TICKETS

Green Box

\$9 PER
TICKET

\$8 PER
TICKET

Blue Box

\$12 PER
TICKET

\$11 PER
TICKET

FIRSTENERGY STADIUM WAS NAMED NO. 3 BALLPARK IN THE NATION BY USA TODAY'S 10BEST.COM



Thank you for being a partner of the Reading Fightin Phils. This year we've added more accomplishments to our already impressive resume. We want to share those successes with you and say thank you because as our partner you've helped us become one of the best minor league teams in the country!

2018 JOHN HENRY MOSS AWARD RECIPIENT

Awarded to the most Philanthropic Franchise in Minor League Baseball

The Reading Fightin Phils have received the 2018 John Henry Moss Community Service Award. We are the sixth-ever recipient of the award which was introduced in 2013 by Minor League Baseball. The award is given to a club that demonstrates an outstanding, on-going commitment to charitable service, support and leadership. In addition to the award, Minor League Baseball Charities will make a \$2,500 donation on behalf of the Fightin Phils to Baseballtown Charities.



Which of the following offers the most family-friendly game or event?

1	MiLB	43%
2	MLB	17%
3t	NBA	10%
3t	NHL	10%
5	MLS	9%
6	WNBA	3%
7t	Pro Golf	2%
7t	NASCAR	2%
9t	NFL	1%

If you worked for a brand, which sports/properties would you most want your company aligned with?

1	NBA	53%
2	MLB	25%
3t	MiLB	23%
3t	NFL	23%
5	MLS	22%
6	NHL	19%
7	PGA TOUR	18%
8	NCAA	15%
9	Overwatch League	13%
10	EPL	10%

What are the hottest sports properties?

1	NBA	56%
2	NFL	29%
3	Overwatch League	28%
4	MLS	25%
5	MiLB	22%
6:	NCAA	16%
6:	NHL	16%
8	MLB	15%
9	EPL	12%
10	UFC	10%

Source: 2018 SportsBusiness Journal Reader Survey

Source: 2018 SportsBusiness Journal Reader Survey



NAMED NUMBER 1 STADIUM IN ALL OF MINOR LEAGUE BASEBALL

"A night at FirstEnergy Stadium is imbued with the past, but, somewhat paradoxically, not weighed down by the no-distractions dogma of the baseball purist. This is a ballpark rife with color and characters, set against a bucolic Berks County backdrop. Presiding over it all is the ostrich-riding Crazy Hot Dog Vendor, a bespectacled local hero whose antics are complemented by a literal band of mascots; they occasionally bang out classic rock 'n' roll covers from a stage located on the first base side of the ballpark. A Fightin Phils game is equal parts sporting event and county fair, a sensory overload mash-up of the traditional and idiosyncratic that, somehow, all seems to make sense. Welcome to Baseballtown." - Ben Hill of Minor League Baseball

READING FIGHTIN PHILS

1900 CENTRE AVE. READING, PA 19605

RPHILS.COM

CALL OR TEXT US AT 610-370-BALL

PROUD DOUBLE AA AFFILIATE OF THE PHILADELPHIA PHILLIES SINCE 1967