



# 2023 BUSINESS DEVELOPMENT GUIDE





# OUR COMMITMENT

“To enrich the Great Lakes Bay Region with first-rate, affordable entertainment for fans of all ages, deliver measured results for our corporate partners, highlight local student athletes across the airwaves, operate a world-class facility for events year-round, and help grow the future stars of Major League Baseball.”



## GET TO KNOW YOUR GREAT LAKES LOONS



The Great Lakes Loons are a Single-A Minor League Baseball affiliate of the Los Angeles Dodgers. Founded in 2007, the club is a member of the 12-team High-A Central League and won its first championship in 2016.

In 2006, a group of regional community leaders led by former Dow Chemical Company CEO William Stavropoulos, announced the formation of the Michigan Baseball Foundation to bring Minor League Baseball to the Great Lakes Bay Region. MBF acquired the Southwest Michigan Devil Rays, relocating the team to Midland, where they played before a capacity crowd for their first home game on April 13, 2007.

Dow Diamond is home to the Great Lakes Loons. Constructed in just 367 days, the 6,300-capacity state-of-the-art ballpark was designed by HOK Sport (now Populous) and built by Three Rivers Corporation. In addition to hosting 66 Loons home games every season, the stadium has hosted over 1,000 special events, including two Midwest League All-Star Games, major concerts, corporate events, formal dinners, receptions, and other customized functions.

One hallmark goal of the Loons is to keep the ballpark fun, exciting, and relevant to the fans and community. At the conclusion of the 2017 season, the ballpark received its largest reinvestment since it opened, with \$3 million in improvements, including the fifth-largest videoboard in the MiLB, two HD ribbon displays, and a remodel of the Lou E's Lookout playground area.

The Great Lakes Loons have welcomed over 3 million fans through the gates since the inaugural season in 2007. Thanks to the Loons, Dow Diamond has established itself as the premier hospitality and entertainment destination in the Great Lakes Bay Region. We are confident the Loons will provide results for your business.



# TABLE OF CONTENTS

**Ticket Packages & Group Outings.....5**  
    **Ticket Packages.....6**  
    **Hospitality Venues.....7**

**Private Event Rentals.....9**  
    **Dow Diamond Events.....10**  
    **Banquet Venues.....11**

**Corporate Partnerships.....15**  
    **Regional Popularity.....16**  
    **By the Numbers.....17**  
    **Fan Demographics.....18**  
    **Advertise with the Loons.....20**

**ESPN 100.9-FM.....23**  
    **Notable Properties.....24**  
    **Our Listeners.....25**  
    **Advertise with ESPN 100.9-FM.....26**

**Contact Us.....29**

# TICKET PACKAGES & GROUP OUTINGS



CORPORATE TICKET PACKAGES

CORPORATE HOSPITALITY VENUES

There’s no better way to show your appreciation for your employees or clients than tickets to a Loons game. Ticket packages are a great option for salespeople as leave behinds after an appointment or as an easy token of appreciation for your staff and their family. Whether you want seats in the front row to every game, or undated vouchers to fit your guest’s schedule, we have the perfect packages to fit your needs.

- All Memberships Include:
- Personal account manager
  - 25% off food and beverage or free parking (memberships)
  - Unlimited flexibility & unlimited ticket exchanges
  - \*Herman Hiss Diamond Box seats include Tri-Star Trust Club Passes and VIP events

GOLD MEMBERSHIP (66 games)		
Diamond Box*	\$858	28% off Box Office
Reserved Box	\$627	37% off Box Office
\$120 Food & Beverage Credit		

SILVER MEMBERSHIP (33 games)		
Diamond Box*	\$445 <sup>50</sup>	25% off Box Office
Reserved Box	\$330	33% off Box Office
\$60 Food & Beverage Credit		

BRONZE MEMBERSHIP (20 games)		
Diamond Box*	\$280	23% off Box Office
Reserved Box	\$220	27% off Box Office
\$40 Food & Beverage Credit		



Looking for a venue for some quality one-on-one time with your most valued clients? How about getting your staff and their families together for a thank you event for their hard work and dedication? Booking a group outing with the Loons is your best bet for creating a home run event. All you have to do is provide us your headcount, and we’ll handle the cooking and entertainment!



**Lasorda’s Landing presented by AHP**  
How would you like to watch a Loons game from your own private patio? Lasorda’s Landing offers outdoor seating on the balcony or the option to move to a covered area with table seating, all in the same place. Enjoy your exclusive wait staff, private bar, and optional catering menu. Perfect for a larger group looking for a great Loons game experience! Lasorda’s Landing comes with 40 tickets, with up to 40 additional tickets available. **\$920 per game.**



**Luxury Suites**  
If you’re looking for the ultimate way to watch the Great Lakes Loons, you need to be in one of our luxury suites! Climate controlled, indoor/ outdoor seating, fully furnished, private waitstaff, full catering menu, and unlimited access to the Tri-Star Trust Bar... a Dow Diamond suite is first class all the way. Each suite package includes 20 tickets, with up to 10 additional tickets available. **\$680 per game.**



**Northern Lights Pavilion presented by DCU**  
You’ve been put in charge of a company or family outing. Not only are you responsible for entertaining everyone, you have to figure out a way to feed them all, too! It can be a difficult and time-consuming task... unless you choose the Northern Lights Pavilion! Your group of 50 or more will be seated together at individual tables and treated to an amazing buffet and an all-inclusive nonalcoholic beverages. All you have to do is pick a date and give us a call! The Great Lakes Loons will take care of the rest. **\$25 per ticket.**





# CORPORATE HOSPITALITY VENUES



### Pier 47 presented by Applied Innovation

When you want private seating, but still want to be in the middle of the action! Pier 47 offers a great view of the game along the first base line at the concourse level. High top tables and chairs allow for a Loon's eye view of the game. Full catering menu available. Pier 47 comes with 24 seats in your own private seating area, additional seating can be made available. **\$360 per game.**



### Shoreline Box presented by Molasses

Have you ever wondered what it would be like to be on the field with the Great Lakes Loons? The Shoreline Box is as close as you can come without having to wear a uniform! Enjoy the game with private table seating at field level along the third base line. The Shoreline box comes with 16 seats and a full catering menu. **\$288 per game.**



### Pre-Game Party Peninsula

Located just beyond the right-field wall, The Peninsula is tailor-made for casual work outings, birthday parties, and other low-key gatherings that you might be planning. Recieve early entry to the ballpark to watch future Los Angeles Dodgers take batting practice and catch their homerun balls. The Pre-Game Party Penninsula comes with 6 tables of 4, totaling 24 tickets. Catering options are available. **\$360 per game.**

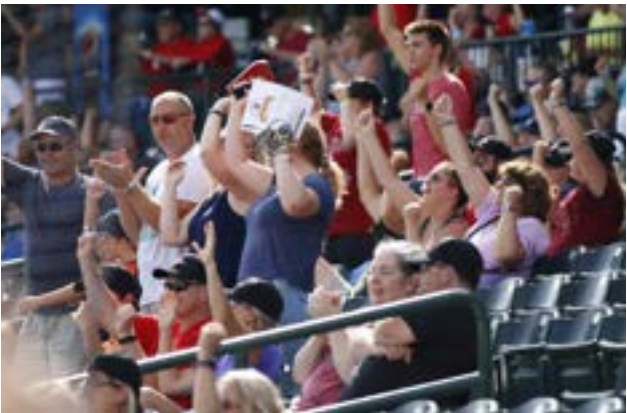


### Reserved Box Group

Reserve seats in advance for your group. No waiting in line and everyone sits together. Sit along the first base line, third base line, or behind home plate. Your group can choose your own view! **\$12.50 per ticket. Save \$2.50 per ticket off the box office price.**

### Group Lawn Package

Bring your lawn chairs or blankets and enjoy the game from our unique grassy berm areas. A great setting for kids and anyone who wants to watch a ballgame with some room to spread out. **\$9 per ticket. Save \$1 per ticket off the box office price.**



### Business Box Bundle

The Great Lakes Loons Business Box Bundle is a voucher package of 50 or 30 vouchers. Present your vouchers at the box office window to exchange for the best box seats available.

BUSINESS BOX BUNDLE	
50 Voucher Pack	\$500
30 Voucher Pack	\$300
20 Parking Pass Pack	\$100
30 Parking Pass Pack	\$150



- 1 The Peninsula PRESENTED BY NILES INDUSTRIAL COATINGS
- 2 Pier 47 PRESENTED BY APPLIED INNOVATION
- 3 Nightly Suites PRESENTED BY LEXUS OF LANSING
- 4 Tri-Star Trust Club
- 5 Lasorda's Landing PRESENTED BY AMP
- 6 Shoreline Box PRESENTED BY MOLASSES
- 7 The Cove PRESENTED BY ATWATER BREWERY
- 8 Northern Lights Pavilion PRESENTED BY DOW CREDIT UNION







# PRIVATE EVENT RENTALS



# DOW DIAMOND Events

**Unique. Versatile. First Class.** From the moment you arrive at Dow Diamond, it's easy to see how the stadium can be the most unique and memorable venue for your meeting, trade show, family event, wedding, or business reception. Whether it's a cozy plated dinner or a larger gathering of colleagues, your event is special and the venue should be too.

## Highlights:

- Variety of venues within Dow Diamond, including private suites, Tri-Star Trust Club Level, main concourse (open air or glass enclosure), or playing field.
- Panoramic views of Dow Diamond playing field and Downtown Midland, depending on location within the ballpark
- Centrally located right of Business US 10 in downtown Midland
- 2,500 squarefoot videoboard,(2) 350 squarefoot ribbonboards, and 42 concourse level TVs make our AV services unlike any other in the region
- In-house catering staff with variety of menus and bar options
- Full AV staff available
- Discounted rates for non-profit organizations
- Conveniently located one block from the Fairfield Inn by Marriott



## Our most popular events include:

- Weddings
- Christmas Parties
- Retirement Parties
- Trade Shows
- Corporate Conferences
- Private batting practice team building events
- Private outdoor movies for employee & customer appreciation



"Thank you so much for helping make our wedding the best day of our lives! Everything was absolutely perfect, and everyone was so kind and helpful throughout the whole process."

- Derek & Emily

"A huge thank you from the committee for making our MHS 50th class reunion such a success. The comments I heard throughout the evening were - perfect setting - great staff - delicious food - all adding up to a memorable time."

- Jeanne



"The food and layout of our reception were great. Everything was above and beyond what we could even have hoped for. We had dozens of people tell us it was the best wedding reception they had ever been to!"

- Ashley & Shane





# BANQUET VENUES

## Private Suites

Looking for a private space with the most unique view in the region? Our private suites offer just that. Perfect for small group meetings, our suites will provide your guests with a panoramic view of Dow Diamond. Each suite is climate controlled and features a sliding glass wall that can open to create an open-air experience. A full catering menu is available, as is audio and visual equipment.



## Tri-Star Trust Club

Have more guests and need a larger space? The Tri-Star Trust Club is the premier event space at Dow Diamond. With room for up to 300 people, the club level of the ballpark features a private balcony with a panoramic view of Dow Diamond, a fully stocked, private bar with four TVs, and a gas fireplace. Plated and buffet catering options are available, along with full audio and visual capabilities.



## Concourse

The largest event space in the region, the concourse at Dow Diamond is perfect for your next gathering of 300 or more people. The concourse features a glass wall system, ensuring that your guests will be warm no matter the season. It also features a gas fireplace that can serve as the perfect backdrop for your keynote speaker or head table. With panoramic views of the ballpark, Dow Diamond's scoreboard serves as the largest HD screen in the region for your presentation or photo slideshow.



## Playing Field

The most unique venue at the premier facility in the region, let the playing field at Dow Diamond be the setting for your next event. Whether it's private softball games for employee team building, a private movie night for your customers, or a unique setting for tying the knot, your guests won't forget that party they went to on a baseball field.







# CORPORATE PARTNERSHIPS

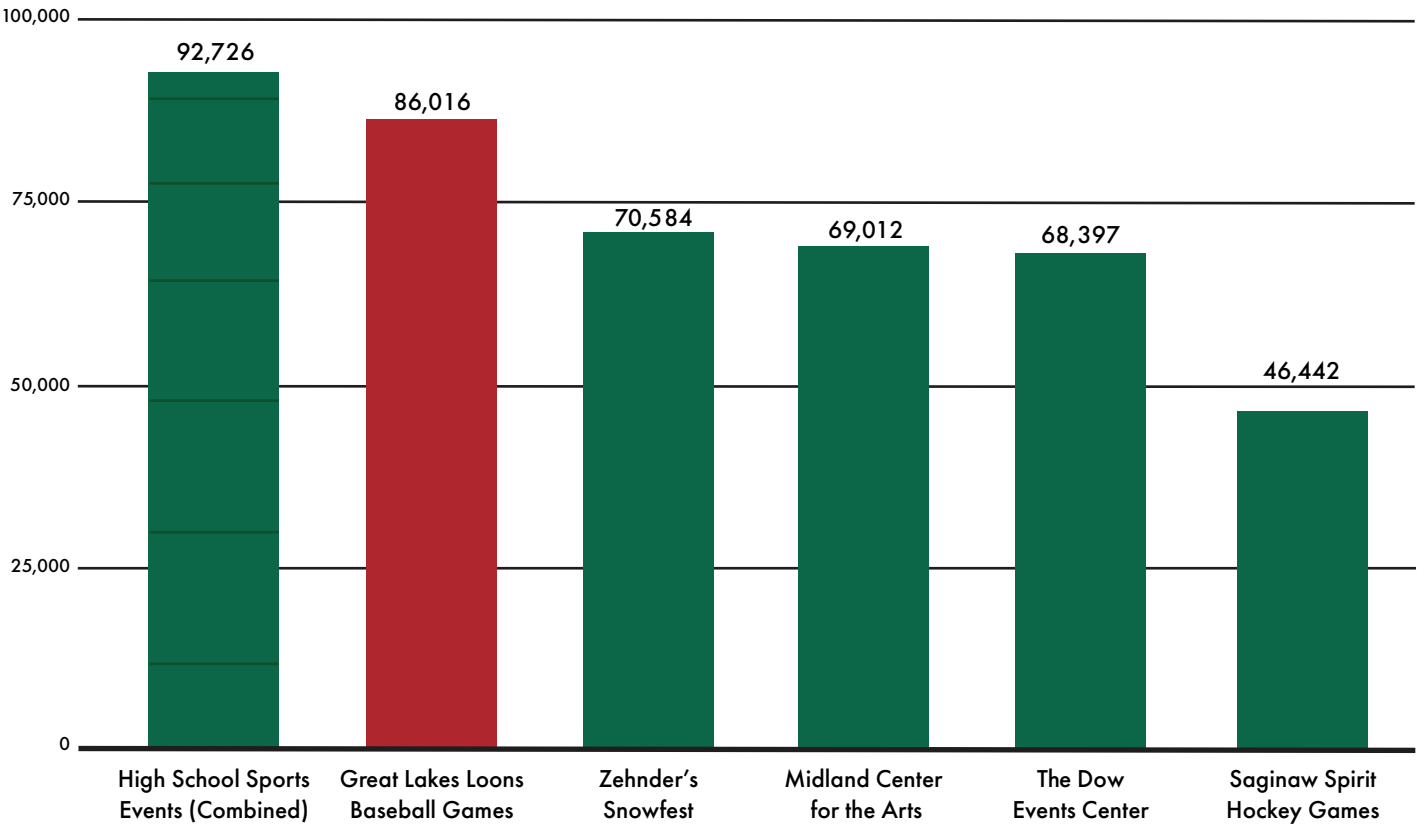


# REGIONAL POPULARITY



The Loons rank as the 2nd most popular event and attraction in the Great Lakes Bay Region in term of unique attendees (adults 18+, Nielsen Scarborough Flint/Saginaw 2019 Release #2). This is right behind all regional high school sporting events combined.

Most Popular Events in the Great Lakes Bay Region (in terms of unique attendees, 2019)



# BY THE NUMBERS

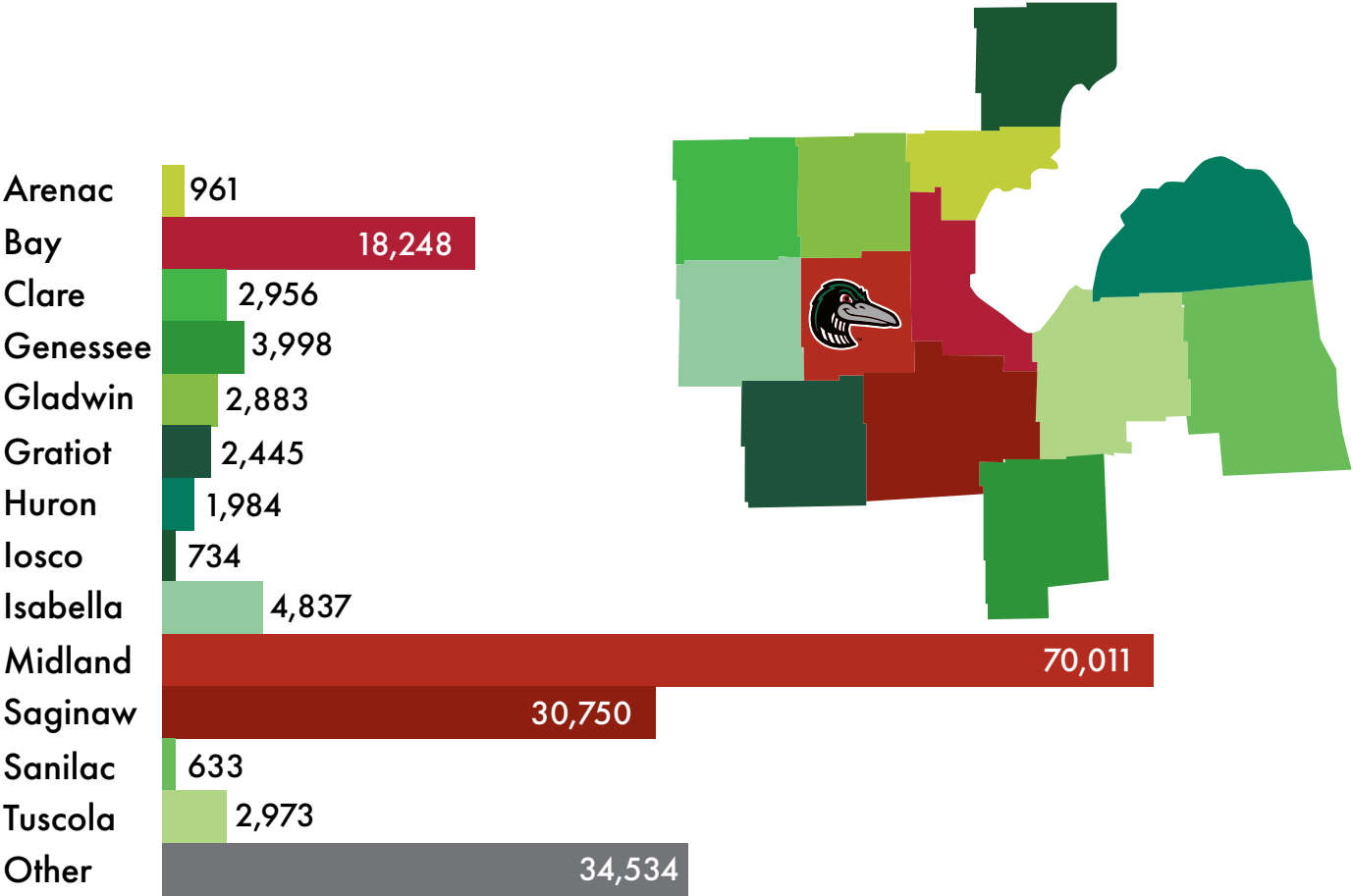


OVER 3 MILLION FANS SINCE 2007



SINGLE GAME ATTENDANCE RECORD: 6,671 FANS

# 2022 ATTENDANCE BY COUNTY





# FAN DEMOGRAPHICS

nielsen



## OCCUPATIONS (More Likely)

Education: 389%  
Personal Care and Service: 271%  
Scientist: 261%  
Legal: 231%  
Social Services: 146%  
Business and Financial Operations: 137%  
Arts and Entertainment: 131%  
Healthcare: 111%  
Management: 35%

## CHILDREN IN HOUSEHOLD



**48%**  
MORE LIKELY TO  
HAVE ONE CHILD

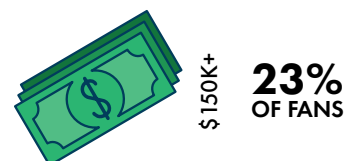


**71%**  
MORE LIKELY TO  
HAVE TWO CHILDREN



**208%**  
MORE LIKELY TO  
HAVE THREE CHILDREN

## HOUSEHOLD INCOME



## AGE

35 - 39 YEARS OLD: **215% MORE LIKELY**  
45 - 29 YEARS OLD: **34% MORE LIKELY**  
55 - 59 YEARS OLD: **43% MORE LIKELY**

## EDUCATION LEVEL



**BACHELORS**  
82%  
MORE LIKELY



**MASTERS**  
182%  
MORE LIKELY





# ADVERTISE WITH THE LOONS

## Permanent Signage

Permanent signage is a great avenue for having your brand present at Dow Diamond all year long. Available in a variety of locations around the ballpark, permanent signage is visible for all Loons games, as well as special events. Custom options are available, including naming rights to venues within the ballpark.



## On-field Promotions

On-field promotions are the most engaging element with the audience and produce some of the most memorable moments of the game. Whether it be a fan winning free donuts for their seating sections in a relay race or winning \$5,000 from a grand slam, on-field promotions are the best way for fans to interact with your brand. On-field promotions are ideal for distributing traffic driving offers and feature 60-90 second takeovers of Dow Diamond's digital assets during the promotions.

## Digital Signage

Digital signage provides the most flexibility for changing your message throughout the Loons season. Digital signs rotate on a high-frequency basis to ensure no fan misses your message throughout their visit to the ballpark. Messages can be changed as frequently as you like, even as often as every game!



## Premium Item Giveaways

Premium item giveaways are the best way for Loons fans to take your brand home with them. Whether it be a co-branded Loons hat for the summer, a co-branded bobblehead for the office, or a co-branded Loons scarf for the winter, Loons fans are sure to be sporting your brand around the town. Thousands of items are available through our vendors and can be matched to fit your company's goals and initiatives.

## Game Night Sponsorships

Game Night Sponsorships are a great way to have your very own night at Dow Diamond. Whether it's a single night, or owning a branded day of the week, game night sponsorships are a great way to engage with thousands of Loons fans on a one-on-one basis. Your company's branding is included in all promotion of the game and the night can include first pitch opportunities, mascot engagement, displays on the Dow Diamond concourse, and tickets for your employees or clients.



## Printed Materials

Print ads in the LoonsNest Program provide a great avenue for fans to take your message home with them. Featuring player statistics and human interest stories on the team, the LoonsNest Program is a must read for any fan attending a game. With four, full-color editions printed throughout the season, your company's ad can be changed throughout the season.









**MORE THAN**  
**200**  
LOCAL HIGH SCHOOL  
& COLLEGE GAMES  
BROADCASTED IN 2019



### NOTABLE PROGRAMMING PROPERTIES



## OUR LISTENERS

(MONDAY - FRIDAY, 6A-12A)

nielsen  
.....



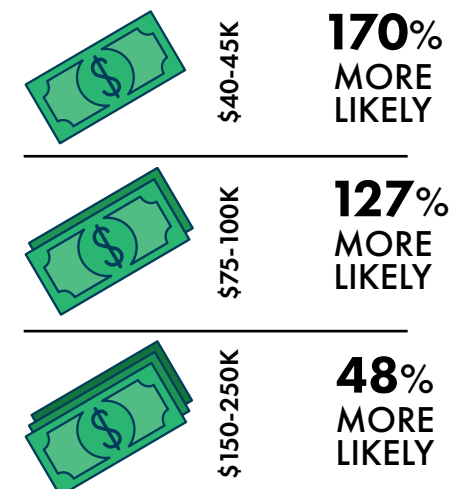
### AGE

30-34 YEARS OLD: **25% MORE LIKELY**  
35-39 YEARS OLD: **197% MORE LIKELY**  
40-44 YEARS OLD: **243% MORE LIKELY**

### CHILDREN IN HOUSEHOLD



### HOUSEHOLD INCOME



### OCCUPATIONS (More Likely)

Manufacturing Production: 813%  
Service Industry: 259%  
Sales: 93%



# ADVERTISE WITH **ESPN100.9<sub>FM</sub>**

## Dayparts

Repetition, repetition, repetition. On average, it takes a prospective customer hearing your commercial 3.4 times to remember your message. Dayparts are the best medium for accomplishing this. Airing between 6AM and 6PM, Monday through Friday, these thirty second commercials reach people during the peak radio listening hours: on the drive to work, on the way out to lunch, and on their way back home. Airing 25-35 times per week, daypart commercials ensure that your future customer will hear your message.

## Play-by-Play

The premier vehicle for advertising to sports lovers is commercials during play-by-play broadcasts. Live events provide a captured, engaged audience for advertisers as the listener doesn't change stations during breaks so as not to miss a big play for their favorite team. ESPN 100.9-FM boasts the strongest play-by-play portfolio in the Great Lakes Bay Region, Michigan State athletics, local high school sports, and the exclusive radio station of the Great Lakes Loons.



## Programming Title Partnerships

Looking to increase the brand awareness for your business? Programming Title Partnerships are an excellent vehicle to achieve just that. Being the presenting partner of a show or live broadcast gives you brand association with ESPN national shows and personalities (at a local price), as well as the high school, collegiate, and professional teams your future customers will love. Each programming title partnership comes with a set number of commercials during each show, branding in all promotions of the show, as well as your logo on the ESPN 100.9-FM website.



## Features

Features are short segments airing during commercial breaks that deliver unique, engaging content to the listener. Whether it be an update on the Loons, that days' weather, or the weekend ski report, sponsoring a feature provides you with a unique vehicle to deliver your message to an engaged listener. Airing two to four times per day, features carry branding for your business, as well as a commercial spot following each feature.

## Special Interest Shows

Does your business sell a niche product? Or are you looking for a very specific customer? Our portfolio of special interest shows will provide you with the perfect vehicle for reaching your desired audience. Commercials and presenting title partnerships are available.





# CONTACT US



## **Tyler Kring**

Assisant General Manager of Business Development  
tkring@loons.com  
989.837.6145



## **Brandon Loker**

Director of Corporate Partnerships  
bloker@loons.com  
989.837.6159



## **Kevin Schunk**

Assistant General Manager of Ticket Sales  
kevin@loons.com  
989.837.6136



## **Joe Volk**

Director of Corporate Accounts  
jvolk@loons.com  
989.837.6165



## **Travis Webb**

Ticket Account Executive  
twebb@loons.com  
989.837.6173



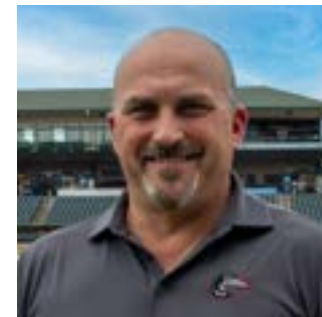
## **Eric Vandefifer**

Corporate Partnership and Entertainment Manager  
evandefifer@loons.com  
989.837.6140



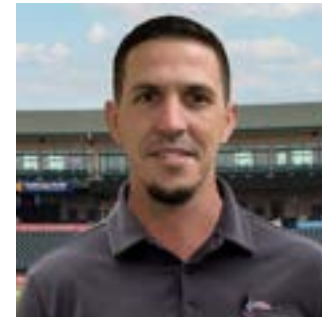
## **Rich Juday**

Director of Sales, ESPN 100.9FM  
rjuday@espn1009.com  
989.837.6156



## **Dave Gomola**

General Manager of Dow Diamond Events  
dgomola@loons.com  
989.837.6146



## **James Reed**

Director of Food and Beverage Business Operations  
jreed@loons.com  
989.837.2255



## **Stephanie Tithof**

Food and Beverage Business Coordinator  
tithof@loons.com  
989.837.6132





# GREAT LAKES LOONS 2023 SCHEDULE

APRIL						
SUN	MON	TUES	WED	THU	FRI	SAT
						1
2	3	4	5	6	7 6:05p LAN	8 1:05p LAN
9 1:05p LAN	10	11 DAY	12 DAY	13 DAY	14 DAY	15 DAY
16 DAY	17	18 6:05p SB	19 6:05p SB	20 6:05p SB	21 6:05p SB	22 1:05p SB
23 1:05p SB	24	25 FW	26 FW	27 FW	28 FW	29 FW

MAY						
SUN	MON	TUES	WED	THU	FRI	SAT
30 FW	1	2 11:05A QC	3 6:05p QC	4 6:05p QC	5 6:05p QC	6 1:05p QC
7 1:05p QC	8	9 LC	10 LC	11 LC	12 LC	13 LC
14 LC	15	16 11:05A WM	17 6:05p WM	18 6:05p WM	19 6:05p WM	20 6:05p WM
21 1:05p WM	22	23 PEO	24 PEO	25 PEO	26 PEO	27 PEO
28 PEO	29	30 BEL	31 BEL			

JUNE						
SUN	MON	TUES	WED	THU	FRI	SAT
				1 BEL	2 BEL	3 BEL
4 BEL	5	6 7:05p LC	7 7:05p LC	8 7:05p LC	9 7:05p LC	10 7:05p LC
11 1:05p LC	12	13 1:05p WIS	14 7:05p WIS	15 7:05p WIS	16 7:05p WIS	17 7:05p WIS
18 1:05p WIS	19	20 WM	21 WM	22 WM	23 WM	24 WM
25 WM	26	27	28 7:05p LAN	29 7:05p LAN	30 7:05p LAN	

JULY						
SUN	MON	TUES	WED	THU	FRI	SAT
						1 7:05p LAN
2 1:05p LAN	3 1:05p LAN	4 DAY	5 DAY	6 DAY	7 DAY	8 DAY
9 DAY	10	11	12	13	14 7:05p FW	15 7:05p FW
16 1:05p FW	17	18 LAN	19 LAN	20 LAN	21 LAN	22 LAN
23 LAN	24	25 7:05p DAY	26 7:05p DAY	27 7:05p DAY	28 7:05p DAY	29 7:05p DAY

AUGUST						
SUN	MON	TUES	WED	THU	FRI	SAT
30 1:05p DAY	31	1 FW	2 FW	3 FW	4 FW	5 FW
6 FW	7	8 7:05p WM	9 7:05p WM	10 7:05p WM	11 7:05p WM	12 7:05p WM
13 1:05p WM	14	15 LAN	16 LAN	17 LAN	18 LAN	19 LAN
20 LAN	21	22 7:05p FW	23 7:05p FW	24 7:05p FW	25 7:05p FW	26 7:05p FW
27 1:05p FW	28	29 7:05p DAY	30 7:05p DAY	31 7:05p DAY		

SEPTEMBER						
SUN	MON	TUES	WED	THU	FRI	SAT
					1 7:05p DAY	2 7:05p DAY
3 1:05p DAY	4	5 WM	6 WM	7 WM	8 WM	9 WM
10 WM	11	12	13	14	15	16



EVERY GAME ON  
**ESPN 100.9 FM**

**BEL** Beloit Sky Carp  
**CR** Cedar Rapids Kernels  
**DAY** Dayton Dragons  
**FW** Fort Wayne TinCaps  
**LC** Lake County Captains  
**LAN** Lansing Lugnuts  
**PEO** Peoria Chiefs  
**QC** Quad Cities River Bandits  
**SB** South Bend Cubs  
**WM** West Michigan Whitecaps  
**WIS** Wisconsin Timber Rattlers

**LOONS.COM**  
**989.837.BALL**