



# WILMINGTON BLUE ROCKS



## MARKETING OPPORTUNITIES



# OUR MODEL FOR SUCCESS... AFFORDABLE FAMILY ENTERTAINMENT

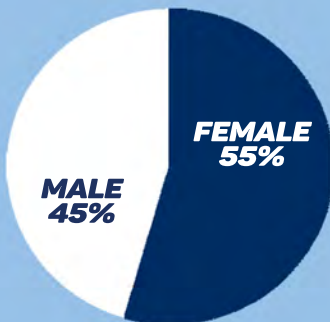
## BLUE ROCKS OFFER REGIONAL EXPOSURE



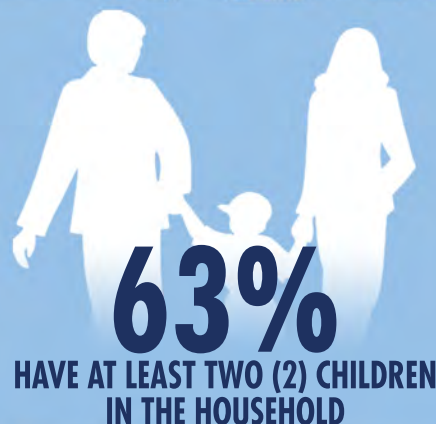
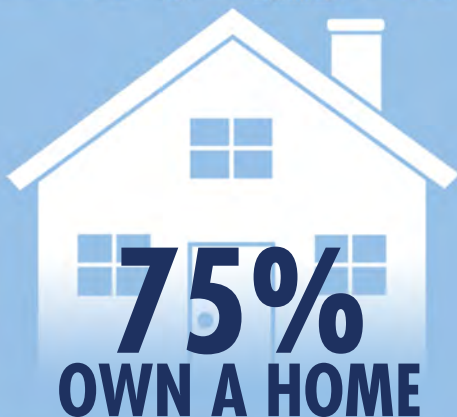
**64%** OF FANS RESIDE IN DE  
**36%** RESIDE IN SURROUNDING COUNTIES

### BY COUNTY...

NEW CASTLE COUNTY:	57%
CHESTER COUNTY:	15%
DELAWARE COUNTY:	15%
KENT COUNTY:	7%
CECIL COUNTY:	3%
OTHER:	3%



### GENDER BREAKDOWN



# OUR DEMOGRAPHICS



## MARKETING OPPORTUNITIES



## BLUE ROCKS DIAMOND CLUB

- ACCOMMODATES UP TO 75 GUESTS
- FOOD AND NON-ALCOHOLIC BEVERAGE OPTIONS
- ALCOHOL IS ADDITIONAL



## JP MORGAN CHASE PICNIC AREA & DOGFISH HEAD BREWERY PARTY DECK

- ACCOMMODATES GROUPS OF 100+
- FULL MENU AND NON-ALCOHOLIC BEVERAGES



## PRIVATE LUXURY SUITES

- ACCOMMODATES UP TO 20 GUESTS
- NEWLY RENOVATED WITH HVAC AIR CONDITIONING AND HARDWOOD FLOORING
- ALL-INCLUSIVE FOOD AND BEVERAGE PACKAGES
- AVAILABLE FOR FULL SEASON, HALF SEASON, OR INDIVIDUAL GAME RENTALS



## GROUP SEATING

- ACCOMMODATES GROUPS OF 20+
- FOOD AND BEVERAGE OPTIONS AVAILABLE



## MARKETING PARTNER INCENTIVE EVENTS

AS A MARKETING PARTNER OF THE BLUE ROCKS YOU WILL RECEIVE INVITATIONS TO A NUMBER OF EXCLUSIVE EVENTS DURING THE SEASON.

- OPEN HOUSE WITH PRIVATE TEAM WORKOUT / MEET & GREET
- OPENING NIGHT VIP EVENT
- COMPLIMENTARY PICNIC & GAME
- BATTING PRACTICE & BBQ EVENT
- MONTHLY NEWSLETTER





# PROMINENT SIGNAGE



## OUTFIELD SIGNAGE

• YEAR-ROUND EXPOSURE

SINGLE

|

DOUBLE

## SCOREBOARD SIGNAGE

SIDE PANEL



## OTHER BRANDING OPPORTUNITIES

DUGOUT TUNNEL  
SEATING SECTION  
ON-DECK CIRCLE  
STANDINGS BOARD  
EXTERIOR BULLPEN SIGN



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# PROMINENT SIGNAGE



## VIDEO BOARD SIGNAGE

- VISIBLE FROM INTERSTATE 95
- YEAR-ROUND EXPOSURE

TOP PANEL  
SIDE PANEL  
BOTTOM PANEL



## BACKLIT CONCOURSE SIGNS



## BACKLIT BALCONY SIGNS

## PANEL BOARD SIGNS



## DUGOUT TOP SIGNAGE

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## BOX OFFICE

WHEN FANS ARRIVE AT THE BALLPARK THE FIRST PLACE THEY WILL GO IS THE BOX OFFICE/WILL CALL WINDOW. HAVE YOUR COMPANY'S LOGO DISPLAYED ON OUR BOX OFFICE WINDOWS WHERE HUNDREDS OF THOUSANDS OF FANS WILL SEE YOUR BRANDING EVERY SEASON.



## QUARRY TEAM STORE

THE QUARRY TEAM STORE IS WHERE FANS CAN SHOP FOR THE LATEST BLUE ROCKS' MERCHANDISE. HAVE YOUR COMPANY'S LOGO DISPLAYED IN THE TEAM STORE AS WELL AS THE WINDOWS FACING FRAWLEY STADIUM'S PARKING LOT.

## LUXURY SUITE

OUR LUXURY SUITES ARE ONE OF THE MOST EXCLUSIVE AREAS TO ENJOY A BLUE ROCK'S GAME. HAVE YOUR COMPANY'S SPONSOR A LUXURY SUITE AND DESIGN IT TO YOUR LIKING.



## WELCOME CENTER

RIGHT NEAR OUR ELEVATOR, THE WELCOME CENTER IS THE PERFECT PLACE TO HAVE YOUR COMPANIES LOGOS ON DISPLAY





## GIVEAWAY AND FIREWORKS NIGHTS

FROM JERSEYS AND CAPS, TO BOBBLEHEADS AND T-SHIRTS, OUR FANS LOVE EVERYTHING BLUE ROCKS. YOUR BRAND CAN BECOME A PART OF THAT PASSION BY SPONSORING A GIVEAWAY NIGHT AT FRAWLEY STADIUM. LOOKING TO ESTABLISH WHO YOU ARE OR WHAT YOU ARE TO A LARGE AUDIENCE? FIREWORKS ARE ALWAYS A TOP DRAW AT THE BALLPARK!

### FEATURES:

- LOGO PLACEMENT ON ALL ITEMS
- ONE 20-PERSON CATERED SUITE
- 50 RESERVE BOX TICKETS
- ONE CEREMONIAL FIRST PITCH
- IN-GAME PA READS WITH LOGO PLACEMENT ON BOTH VIDEO BOARDS
- ONE MARKETING DISPLAY ON THE MAIN CONCOURSE
- THE OPPORTUNITY TO DISTRIBUTE COUPONS OR OFFERS FROM YOUR BUSINESS TO FANS AS THEY EXIT



## SPECIAL APPEARANCES

EVERY SEASON WE INVITE A NUMBER OF NATIONAL ACTS AND SPECIAL GUESTS TO APPEAR AT FRAWLEY STADIUM. FROM STAR WARS CHARACTERS TO COWBOY MONKEYS & FROM NFL STARS TO PAW PATROL, A WIDE RANGE OF CELEBRITY

## PRODUCT SAMPLING AND MARKETING DISPLAYS

WHETHER ITS DIRECT INTERACTION ON THE MAIN CONCOURSE OR PRODUCT SAMPLING AND ACTIVATION DISPLAYS ON THE FRONT PAD, FANS CAN EXPERIENCE YOUR PRODUCT FIRSTHAND.

FRONT PAD  
CONCOURSE







## IN-GAME CONTESTS

OUR ON-FIELD CONTESTS BETWEEN INNINGS ARE FUN, MEMORABLE AND INTERACTIVE. ASSOCIATE YOUR COMPANY WITH THE EXCITEMENT OF IN-GAME ENTERTAINMENT AND ADD A UNIQUE TOUCH TO YOUR MARKETING!

## SITUATIONAL PROMOTIONS

IN ADDITION TO IN-GAME CONTESTS, THE BLUE ROCKS ALSO OFFER ASSOCIATION WITH SPECIFIC PLAYS THROUGHOUT THE GAME. BEING TIED TO STRIKEOUTS, FOUL BALLS, WALKS, STOLEN BASES, OR RUNS ARE AVAILABLE AND PROVIDE CONSISTENT, REPETITIVE EXPOSURE. GREAT FOR TOP OF MIND!



## INNING SPONSORSHIP

AN INNING SPONSORSHIP IS A GREAT WAY TO TAKE ADVANTAGE OF OUR CAPTIVE AUDIENCE AND GAIN CONSISTENT MESSAGING THROUGH THE SEASON. EACH GAME, ONE DESIGNATED INNING WILL OPEN AND CLOSE WITH A PA READ PROMOTING YOUR BUSINESS. IN ADDITION, A LOGO OR GRAPHIC OF CHOICE WILL BE VISIBLE ON BOTH VIDEO BOARDS DURING THE ENTIRE INNING.





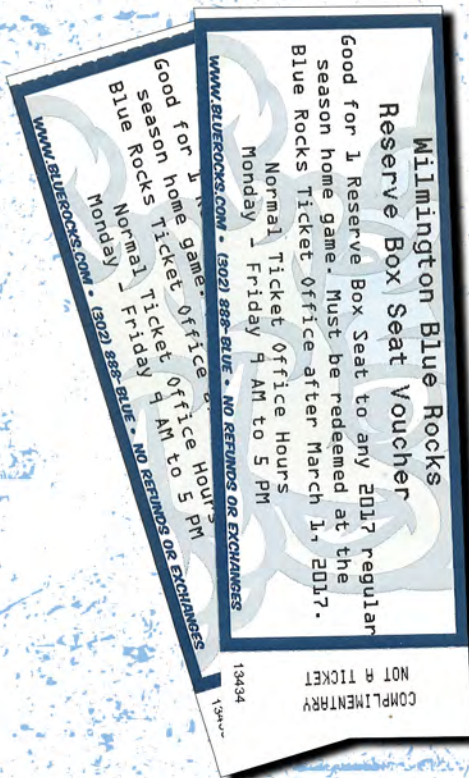
## GAME DAY PUBLICATION

WHEN FANS ENTER FRAWLEY STADIUM, THEY ARE GREETED WITH A FREE BLUEPRINT GAME PROGRAM. THIS FULL-COLOR PUBLICATION HAS MULTIPLE EDITIONS OVER THE COURSE OF THE SEASON AND IS FILLED WITH BALLPARK INFORMATION, FEATURE ARTICLES, SCORECARDS, UPCOMING PROMOTIONS, SPONSOR OFFERS AND MORE.

BACK COVER  
INSIDE COVERS  
FULL-PAGE  
HALF-PAGE



PRINT & MEDIA



## TICKET BACKS & ENVELOPES

MORE THAN 250,000 THERMAL TICKETS AND 200,000 DIGITAL TICKETS ARE PRINTED FOR EACH SEASON OF BLUE ROCKS BASEBALL. YOUR COMPANY CAN CONNECT WITH OUR FANS AND INCREASE RETAIL TRAFFIC WITH SPECIAL OFFERS AND REWARDS PRINTED ON THE BACK OF EACH TICKET.

TICKET BACKS  
ENVELOPES



MARKETING OPPORTUNITIES



## OPENING SERIES GIVEAWAY

BE A PART OF THE MAGIC OF OPENING WEEKEND BY HAVING YOUR BRAND SPONSOR AN OPENING SERIES GIVEAWAY SUCH AS A MAGNET SCHEDULE.



## WEBSITE & E-MAIL NEWSLETTER

DURING THE 2021 SEASON, BLUEROCKS.COM WAS VISITED OVER 300,000 TIMES BY OVER 200,000 UNIQUE VISITORS. PAGE VIEWS TOTALED OVER 800,000 DURING THE 2021 SEASON. THE BLUE ROCKS HAVE ALSO FOUND SUCCESS WITH THEIR E-MAIL NEWSLETTER BLAST THAT IS DISTRIBUTED REGULARLY TO OVER 30,000 PEOPLE.

**E-MAIL NEWSLETTER:**  
TITLE SPONSOR



**WEBSITE:**  
HOME PAGE AD



PRINT & MEDIA



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