



# 2024 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.

Despite record rainfall in July and August, the Red Wings posted a paid attendance of 437,260 (average 6,037) - an increase of nearly 9,000 from 2022. Our ongoing ballpark improvements, including an expanded kitchen and catering facility for 2024, will ensure Innovative Field being an updated, comfortable, fan-friendly place for years to come.

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

A five-camera HD production of each home game is shown on over 50 monitors throughout the ballpark - in suites, the Team Store, and above concession stands. A limited number of "L-Bar" half-inning in-game sponsorships (includes three minutes of pre-game exposure) and between-inning video spots are available. Client-provided content, 75 home games, ability to change message with one week's notice.

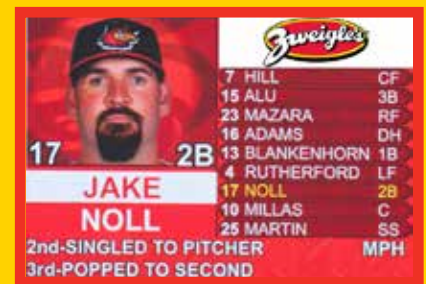


## Video Board

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 player at-bat. You'll receive a minimum of one player at-bats per game, with bonus exposure when available.



## 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, Photo of the Day, Game Recaps, and more.









## 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 (150 spots) radio package, with one 30-second spot per game

\* full-season (150 spots) radio package, with one 60-second spot per game



75-spot packages for first half or second half of season also available.

**Title sponsorship** of an in-game broadcast feature, 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.

Includes two 30-second or 60-second spots per game

## Publications YEARBOOK

• Our yearbook is a free publication packed with original content on the team and our rich baseball history, with player profiles and much more. Each yearbook also includes a special scorecard section for fans to keep track of the action on the field. Pass-along circulation multiplies readership of this yearly keepsake.

• Your message appears in the yearbook at every Red Wings home game (total of 75 games), providing repeat exposure throughout the spring and summer.



Sizes for full color ad space	Size
Outside Back Cover	11" w x 11" h
Inside Front/Inside Back Cover	11" w x 11" h
Full-Page	9.5" w x 9.25" h
Half-Page	9.5" w x 4.55" h
Quarter Page Player Profile	4.68" w x 4.55" h
Quarter Page	4.68" w x 4.55" h
Eighth Page Player Profile	4.68" w x 2.25" h
Eighth Page	4.68" w x 2.25" h
Scoring Page Horizontal Strip	9" w x 2" h

*Note: Yearbook ad copy (digital files) should be submitted by March 8, 2024. Preferred formats: high res PDF (300 ppi), or flattened Photoshop document.*

## POCKET SCHEDULE

Our Pocket Schedule provides game times, opponents, and ticket information. With 100,000 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.







