



# 2022 PARTNERSHIP OPPORTUNITIES



603-641-2005 [NHFISHERCATS.COM](http://NHFISHERCATS.COM)



AA Affiliate of the  
Toronto Blue Jays



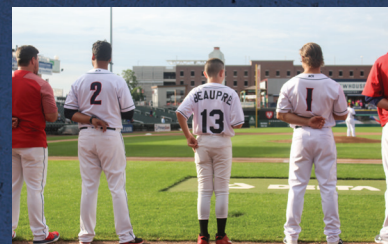


# FEROCIOUS FUN LIVES HERE

Since 2004, the Fisher Cats have teamed with business partners from the greater New Hampshire community to connect and engage with fans of all ages.

The Fisher Cats Entertainment Experience offers affordable family fun, enabling businesses to showcase their brand and share their message directly with our fans.

***IT'S MORE THAN BASEBALL:  
IT'S FEROCIOUS FUN!***





# COMMUNITY



- Fisher Cats Foundation Scholarships
- Tickets for Kids
- Reading Challenge
- Granite State Baseball Dinner
- Battle of the Badges

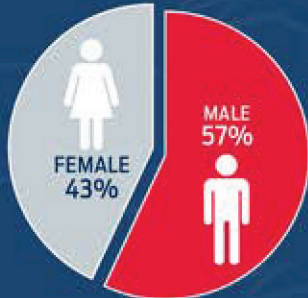


**NH FISHER CATS**

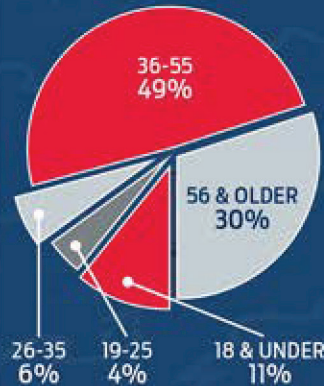


# FISHER CATS FAN BASE

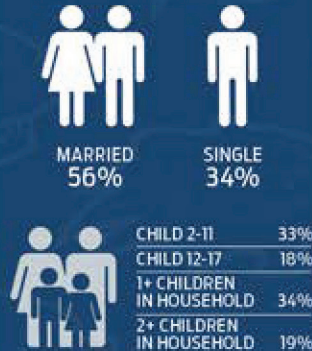
## GENDER



## AGE



## MARITAL STATUS



## OCCUPATIONAL STATUS & INCOME

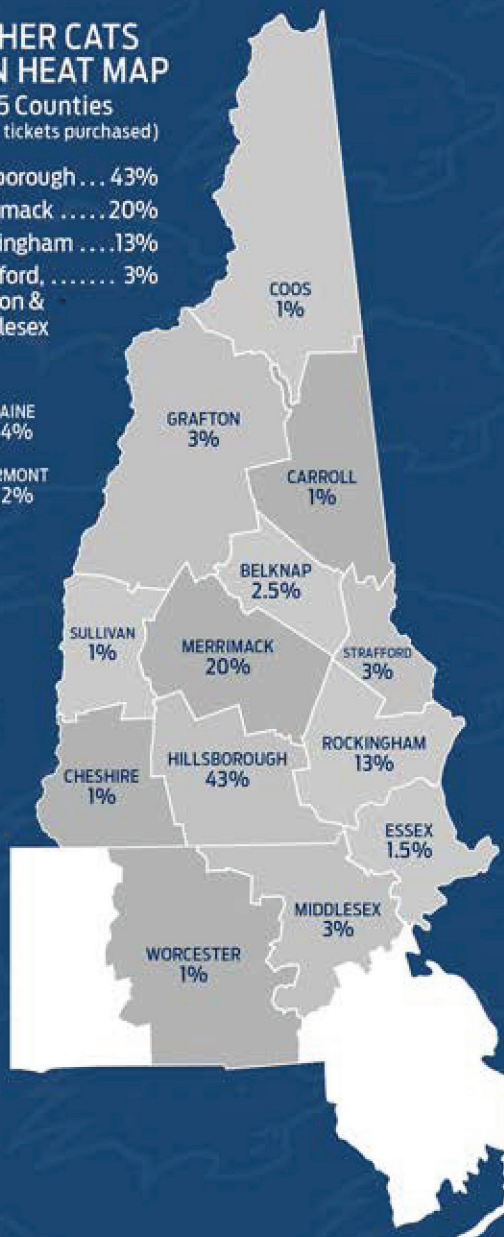


## FISHER CATS FAN HEAT MAP

Top 5 Counties  
(% of tickets purchased)

Hillsborough... 43%  
Merrimack ..... 20%  
Rockingham .... 13%  
Strafford, ..... 3%  
Grafton & Middlesex

MAINE 1.4%  
VERMONT 1.2%



## 2021 SEASON HIGHLIGHTS

**22,960**

FOLLOWERS ON FACEBOOK

**+2K FRIENDS**  
SINCE DECEMBER 2021

**25,900** FOLLOWERS ON TWITTER

TWEET IMPRESSIONS SINCE SEPTEMBER 2021

**OVER 115,000**

**61,200**  
EMAIL SUBSCRIBERS

DONATED  
**\$458,000**  
TO GRADUATING SENIORS SINCE 2007

OVER  
**\$6.72 MILLION**

DONATED TO CHARITY SINCE 2006

**17,800**  
FOLLOWERS ON INSTAGRAM

**315,769**  
UNIQUE VISITORS TO  
NHFISHERCATS.COM

OVER  
**33,000**  
FANS THROUGH THE  
GATES FOR NON-GAME  
DAY EVENTS

**OVER 40**  
SPECIAL EVENTS  
HOSTED AT  
THE STADIUM

**3.3 MILLION**  
BOOKS READ WITH OUR READING  
CHALLENGE SINCE 2010

TOTAL PLAYERS HAVE  
REACHED THE MLB  
**131**



# SEASON IN REVIEW

- Graduation Ceremonies
- Baseball Camps and Day Camps
- Socially Distanced Concert Series
- Baseball Showcase Events
- Shakespeare in the (Ball)park
- Dinner On The Diamond



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# EVENT TITLE SPONSORSHIP



Opportunities to reach your potential customers range from game-day events to non-baseball related events — ask us how to get involved!



- STEM Education Days
- Themed Game Days & Promotional Giveaways
- Atlas Fireworks
- Copa de la Diversión
- Fan Engagement
- Pride Night
- Earth Day
- Heritage Nights





# BALLPARK EVENTS

- Charity Walks & 5K Road Races
- Concerts
- Food Truck Festival
- Kids Camps
- Charity Baseball Games
- AAU Tournaments

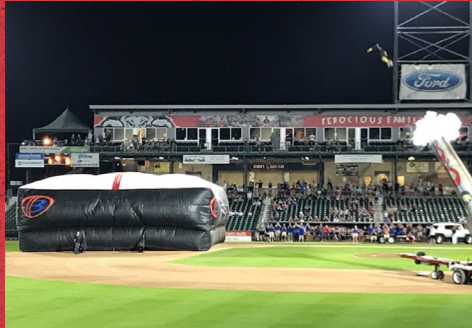


PHOTO BY: Mark Myers Photography



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# NAMING RIGHTS



- Birthday Parties
- Dinner On Deck
- Sports Camps
- Community Food Cart
- Tiki Bar
- Hospitality Locations





# BETWEEN INNING PROMOTIONS



- Sponsored On-Field Games
- Branded Between-Inning Promotions
- Live Video Board & LED Signage Exposure
- Fan Engagement
- Pre-Game & Post Game Activation



**NH FISHER CATS**





# MEDIA AND



**Facebook**  
21K Likes



**Instagram**  
18K Followers



**Twitter**  
26K Followers



**Radio**  
5 Affiliates



**Website**  
315K Unique  
Visits in 2021



**10**

**2022 PARTNERSHIP OPPORTUNITIES**



# VIDEO BOARD PROMOTIONS



- Video Commercials ■ In-Game Replay Sponsorship
- Starting Line-Up Sponsorship ■ Player Headshot Sponsorship
- In-Game Entertainment Sponsorship ■ Social Media Wall





# DYNAMIC MARKETING

The Fisher Cats Entertainment Experience allows you to engage fans of all ages before the game, during the game and after the game. We will work with you to create a means to share your message.



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2022 PARTNERSHIP OPPORTUNITIES



# OPPORTUNITIES



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# SIGNAGE

- Video Board
- Fence Banners & Pad Wraps
- LED Signage
- Concourse Signage
- Concourse Tri-Vision
- Stadium Fascia



| R | H | E | MPH |
|---|---|---|-----|
| 0 | 5 | 1 | 98  |
| 2 | 4 | 0 |     |

**CHAD SPANBERGER**  
DINKIN  
GRANITE CITY, IL  
AVG .240 R 65  
RBI 52 HR 16  
TONIGHT 0-0  
VISITING PITCHER  
ERA 10.55 IP 333.3 SO 233 P 133  
ICE COLD VICTORY  
DUNKIN'

**FISHERS CATS LINEUP**  
7 Wall CF  
3 Smith 2B  
10 Knight 1B  
30 Mineo C  
1 Capra 3B  
9 Heidt LF  
32 Lundquist RF  
24 Spanberger DH  
4 Espinal SS

3-2 OUTS 2

DELTA DENTAL  
STADIUM

Nothing spreads it quite like a smile.  
AUTOF... Makes It





# HOSPITALITY



Treat your employees, clients, friends and family to a night of Ferocious Fun and a catered event at the ballpark. The Fisher Cats have been voted NH Business Review **Best of Business** *“Best Sporting Event To Take Clients To”* for 14 years running, and our concessions partner, Professional Sports Catering, offers a variety of food and beverage options to meet your entertainment needs.





***WE LOOK FORWARD  
TO PARTNERING WITH  
YOU THIS SEASON!***



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