



ALTOONA CURVE PARTNERSHIP GUIDE

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ALTOONACURVE.COM ♦ 814-943-5400 (OPTION 3)

STATS & NUMBERS

2022 ATTENDANCE

TOTAL

AVERAGE PER GAME

285,777

4,330

FAN DEMOGRAPHICS

GENDER

AGE

HOMEOWNERS

INCOME

MALE
51%

FEMALE
49%

18-44
33%

45+
49%

75%

**64%
HOUSEHOLD
OF \$75K+**

DIGITAL ENGAGEMENT

IMPRESSIONS

APRIL-SEPTEMBER



3,612,288



7,048,679



825,213

FOLLOWERS ALL TIME



58,000+



23,000+



21,000+

WEBSITE
APRIL-SEPTEMBER

PAGE VIEWS

USERS

1,172,187

330,435



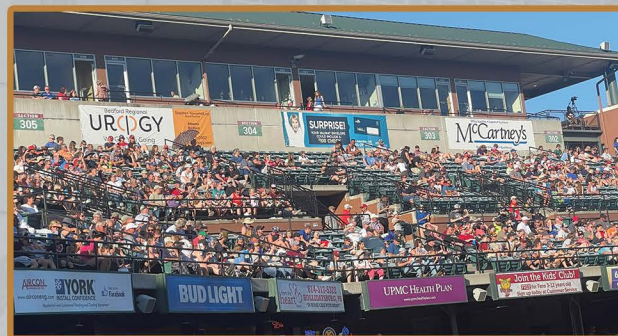
CURRENTLY UNAVAILABLE

FACADE SIGNS

Size: 30" x 12'

300 LEVEL BILLBOARDS

Size: 5' x 16.5'



CONCOURSE SIGNAGE

Size: 4' x 8'

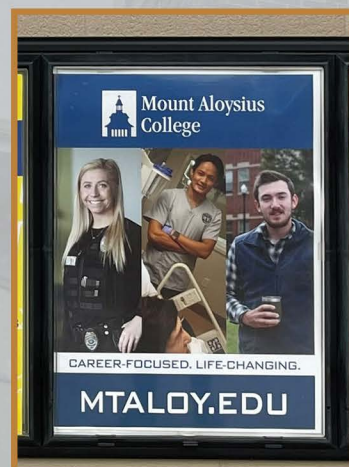


BALLPARK SIGNAGE

COMMUNITY WALL

Community wall posters are an affordable way to gain marketing exposure to thousands of fans inside Peoples Natural Gas Field. Located on the second level concourse near the Stockyard and concessions stands, community wall posters are perfect for companies looking to get started with sponsorship inside Peoples Natural Gas Field.

Size: 16" x 22"



ELEVATOR DOORS

Elevator doors are great opportunities for your company to gain marketing exposure in high traffic areas at Peoples Natural Gas Field. Choose either the outside door to be viewed on each floor, or an inside door to be viewed by fans inside the elevator.



VIDEOBOARDS

LEFT FIELD VIDEOBOARD

GET YOUR COMPANY SEEN ON ONE OF THE LARGEST VIDEOBOARDS IN MiLB!

Seen by over 300,000 fans per season and from all areas of the ballpark. All digital ads can be changed at anytime with a weeks notice

SPONSOR ROTATION

Have your logo rotate with other sponsors during gameplay!



HALF-INNING SPONSOR

Your logo can be displayed under the lineup for ½ inning during every Curve home game!

BATTER SPONSOR

Sponsor a special batter in the Curve or visiting lineup!

VIDEOBOARD COMMERCIAL

Your commercial can play before or during each Curve home game!



RIGHT FIELD VIDEOBOARD

Have your logo rotate on our **NEW** Right Field Videoboard!



IN-GAME ACTIVATION

GAME ENTERTAINMENT

In the fun and wacky world of Minor League Baseball in-game promotions have endless possibilities. By basing your promotion on occurrences in the game and pairing it with details specific to your company, the Curve's promotional staff can create an activation to fit perfectly with



CURRENTLY UNAVAILABLE



PRINT ADVERTISEMENT

THE CURVE CHRONICLE PROGRAM

The Altoona Curve produce 100,000 printed programs yearly that are distributed for free to all fans entering the ballpark. These materials can provide your company with the ideal outlet to effectively convey your message while producing several hundred thousand impressions for your business. Print materials can be used as a branding ad, bounce back coupon or to drive traffic directly to your business.



RADIO SPONSORSHIP

BE HEARD ON THE ALTOONA CURVE RADIO NETWORK

Broadcast your company’s message during the exciting live radio broadcasts of Altoona Curve baseball. Placing your ad on our multi-station network throughout Central Pennsylvania brings your message to our listeners every day during the baseball season. All games (home, away and postseason) can be heard on the Curve Radio Network, and can also be accessed nationwide through live streaming audio at TuneIn.com, TuneIn app, and AltoonaCurve.com



Curve Radio Network Affiliates		
Station	Location	Info
98.5 FM & 1240 AM WRTA	Altoona, PA	Flagship home of the Curve
1260 AM WPHB	Phillipsburg, PA	All 140 games
TuneIn Radio	Online and mobile app	All 140 games
MiLB.TV	Online and mobile app	Watch every game live. Requires annual subscription.

RADIO INVENTORY

- 30 or 60 second radio commercials that run during inning breaks and other natural breaks in the game.
- Pregame, postgame or overall title sponsorship of the Curve Radio Network.
- Segment sponsorship of various items, such as keys to the game, player of the game, upcoming games and MORE!



GAME SPONSORSHIP

MAKE PROMOTING YOUR BUSINESS FUN!

WHAT YOU GET

- Marketing exposure to thousands of fans inside Peoples Natural Gas Field
- Pregame marketing exposure through signage, radio, TV, print, flyers, public address announcements & videoboard graphics
- Opportunity to display signage throughout the ballpark on gameday
- Videoboard recognition and public address announcements throughout the game to highlight and promote your business
- Opportunity to showcase your business with a concourse display and exit sampling
- Opportunity for your company representative to throw out a ceremonial first pitch
- Chance to join the Curve Radio Network for a half-inning and be a guest on the Curve Pregame Show
- Tickets to the game to entertain staff, customers & clients
- Exit coupon giveaway to promote your business and drive traffic



PROMOTIONS

GIVEAWAY ITEMS

Looking to promote your business in the most unique way possible? Be seen and associated with one of the Altoona Curve's highly sought after collectible giveaways. Your company logo can be prominently displayed on anything from a player bobblehead to a T-Shirt! Your business will also receive recognition on all Curve marketing for that giveaway!

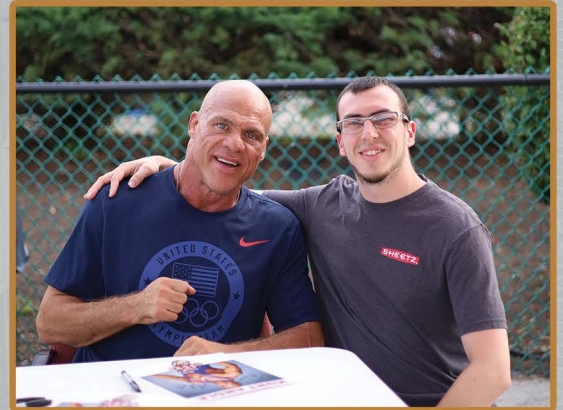


FIREWORK NIGHTS

Launch your business ahead of the competition by filling the night sky with a Curve fireworks show! Fireworks draw not only large group outings to PNG field but are a staple of a successful Curve promotion!

CELEBRITY APPEARANCES

Have a celebrity or entertainment act you'd like to see visit PNG Field? We can make that happen! Celebrity appearances are a fantastic way to get eyes on your business by bringing in stars from your favorite team, tv shows, talent shows or movies!



ENTERTAINMENT ACTS

Found an entertainer you want to see perform at PNG Field? Your company can sponsor an act to bring fun to thousands at a Curve home game! Entertainment acts are a great way to show off your brand in a fun and exciting way!



TICKET OPTIONS

TICKET PACKAGES

SEASON TICKETS

TOYOTA DIAMOND CLUB (100 LEVEL)	\$675
TERRACE LEVEL (200 LEVEL)	\$585
GRANDSTAND (300 LEVEL)	\$495
WEIS MARKET RESERVED BLEACHERS	\$495
UPMC HEALTH PLAN OUTFIELD BLEACHERS	\$450
RAILKINGS	\$770

MINI PLANS

HALF SEASON (35 GAMES)	\$245 - \$420
WEEKENDER (24 GAMES)	\$180 - \$310
FIREWORKS SAMPLER (18 GAMES)	\$150 - \$250
SUNDAYS (11 GAMES)	\$100 - \$165

GROUP OUTINGS

3RD BASE PICNICS - 2 HOUR ALL YOU CAN EAT
 1ST BASE PICNICS - 1 HOUR ALL YOU CAN EAT
 LUXURY SUITES - 20 PERSON & 36 PERSON
 GROUPS - DISCOUNTED RATES FOR 20+ TICKETS

CORPORATE MEMBERSHIP BOOKS

- ♦ 50 undated ticket vouchers good for best available seating
- ♦ Great gift that allows flexible attendance. Use 10 vouchers for 5 games or all 50 at one game
- ♦ Must redeem at box office for actual tickets for entry. Can be done in advance or on gameday

SEATING IS BASED ON AVAILABILITY

SEATING LAYOUT

Your company can sponsor a section of the seating layout at Peoples Natural Gas Field. This gives your brand exposure to the thousands of fans who visit Peoples Natural Gas Field each Curve home game





**CELEBRATING 25 SEASONS
IN CURVE, PA**

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