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2020 GIANTS IN THE COMMUNITY



A NOTE FROM THE PRESIDENT



President and CEO
San Jose Giants

DANIEL ORUM

San Jose Giants Fans, Partners and Community,

On behalf of the entire Giants family, we thank you now more than ever for your support and loyalty to our organization. 2020 has been an unprecedented year, but the reaffirmation to our mission provided by our fans and partners during these uncertain times has us extremely excited for the future. COVID-19 may have canceled our 2020 baseball season, but the commitment to making a difference in our Giant community never wavered. From donations to SHiP Kits and providing meals for our Frontline Workers battling the pandemic, to welcoming our community into the ballpark in new and creative ways, our organization was able to host 166 events in 2020 despite the absence of baseball.

While you will read about fundraising efforts, unique merchandise opportunities and never-before-seen events at our ballpark, the one ideal that remains constant is the love and passion we have for our San Jose community. We are eager to continue the momentum next year and are working hard to bring the best and safest experience to Excite Ballpark in 2021.

As we look towards brighter days and the return of baseball sounds echoing through Excite Ballpark, I hope this report brings a communal sense of pride in what we can accomplish together when the odds are against us. We look forward to seeing you out in the community and cannot wait to welcome you all back to the ballpark when baseball returns.

Go Giants!



OUR GIANT MISSION

“THE MISSION OF THE SAN JOSE GIANTS IS TO PROVIDE FUN, AFFORDABLE, FAMILY-ENTERTAINMENT TO OUR COMMUNITY, WHILE STRIVING FOR UNPRECEDENTED SUCCESS ON AND OFF THE FIELD. WE ARE DEDICATED TO UPHOLDING OUR STRONG TRADITION OF CREATING A WINNING ENVIRONMENT WHERE GIANTS PLAYERS CAN DEVELOP THEIR BASEBALL SKILLS WHILE LEARNING TO GIVE BACK TO THE COMMUNITY. THE SAN JOSE GIANTS TAKE GREAT PRIDE IN OUR STORIED HISTORY AS A SOUTH BAY COMMUNITY GATHERING PLACE AS WE EMBRACE NEW TECHNOLOGY, CONTINUOUSLY IMPROVE OUR HOME, AND WELCOME MORE FANS THAN EVER TO THE GIANT EXPERIENCE.”



Six California League
Championships as a Giants
Affiliate and eleven overall

2425-2045 (.543) record
since becoming an affiliate
of the San Francisco Giants

Class A-Advanced Affiliate of the
San Francisco Giants in the
California League since 1988



214 players have gone on to
play in the Major Leagues

Nearly 8 million fans since
Excite Ballpark first opened
in 1942

BACKGROUNDER



COMMUNITY OUTREACH



THROUGH SEVERAL MEANS OF CONTRIBUTIONS, OUR GIANT COMMUNITY RAISED NEARLY \$12,000 AND DELIVERED 1,000 MEALS TO WORKERS AT KAISER PERMANENTE, SANTA CLARA COUNTY SHERIFF'S OFFICE, SJPd, AND SILICON VALLEY AMBULANCE EMTs.

ALL MEALS WERE PURCHASED FROM LOCAL SMALL BUSINESSES AND PARTNERS LIKE WILLOW STREET PIZZA, HENRY'S HI-LIFE AND POOR HOUSE BISTRO.

AT THE BEGINNING OF THE COVID-19 PANDEMIC, THE SAN JOSE GIANTS PARTNERED WITH EXCITE CREDIT UNION TO PROVIDE MEALS FOR LOCAL FRONTLINE WORKERS.

SAN JOSE GIANTS FRONTLINES MEAL FUND

PROVIDING MEALS TO PERSONNEL FIGHTING COVID19

HOW YOU CAN CONTRIBUTE

- PURCHASE MERCHANDISE FROM DUGOUT STORE
- BID ON SPECIAL ONLINE AUCTION ITEMS
- DONATE A MEAL DIRECTLY

FOR EVERY \$10 DONATED YOU WILL RECEIVE \$5 OF FOOD AND BEVERAGE CREDIT

ALL MEALS WILL BE PURCHASED FROM LOCAL RESTAURANTS AND SAN JOSE GIANTS PARTNERS



SAN JOSE GIANTS AND EXCITE CREDIT UNION WILL MATCH ALL FAN DONATIONS



COMMUNITY OUTREACH



ALONG WITH THE FRONTLINE MEALS, THE SAN JOSE GIANTS PROVIDED DONATIONS OF BOBBLEHEADS, APPAREL AND FOOD AND BEVERAGE ITEMS TO BAY AREA SHIP KITS.

THE SHIP (SHELTER IN PLACE) KITS PROVIDED ESSENTIAL ITEMS TO THOSE IN NEED AFFECTED BY THE PANDEMIC. MEMBERS OF THE SAN JOSE GIANTS FRONT OFFICE ALSO VOLUNTEERED THEIR TIME TO HELP PUT THE KITS TOGETHER.

DRIVE-THRU EVENTS



DESPITE THE PANDEMIC, THE SAN JOSE GIANTS FOUND ALTERNATIVE, SAFE WAYS TO BRING THE BALLPARK EXPERIENCE TO OUR COMMUNITY.

WORLD FAMOUS TURKEY MIKE'S BBQ TO-GO GAVE FANS A SMALL TASTE OF BASEBALL WITH A BALLPARK VISIT AND OUR RENOWNED CHURROS.

THE ORGANIZATION'S DRIVE-THRU EXPERIENCE ALSO GAVE LOCAL HIGH SCHOOLS A UNIQUE OPPORTUNITY TO CELEBRATE THEIR GRADUATION.

FATHER'S DAY CATCH ON THE FIELD



ALTHOUGH THE PANDEMIC MADE TRADITIONAL HOLIDAY EVENTS DIFFICULT TO CELEBRATE, THE SAN JOSE GIANTS FOUND A FUN AND SAFE WAY TO EXECUTE A GREAT WEEKEND FOR FATHER'S DAY CATCH ON THE FIELD.

DAD'S WERE TREATED TO TURKEY MIKE'S BBQ, GIANTS HIGHLIGHTS ON THE VIDEO BOARD AND OF COURSE A CATCH SESSION ON THE FIELD.

DRIVE-IN EVENTS



THROUGHOUT THE SUMMER AND FALL, THE SAN JOSE GIANTS PUT ON MULTIPLE DRIVE-IN EVENTS IN COMPLIANCE WITH COUNTY GUIDELINES.

PARTNERING WITH EXCITE CREDIT UNION, THE GIANTS BROUGHT A DRIVE-IN MOVIE EXPERIENCE TO THE PARK FOR A SUMMER CLASSIC SHOWING OF *THE SANDLOT* AND A FALL FRIDAY MOVIE SERIES.

THE DRIVE-IN FORMAT ALSO PROVIDED FANS WITH THE FIRST-EVER LIVE COMEDY SHOW AT EXCITE BALLPARK THANKS TO PICK YOUR POISON COMEDY.

FIRE RELIEF EFFORTS



THE LIGHTNING COMPLEX FIRES IN AUGUST BROUGHT DEVASTATION ACROSS ALL OF NORTHERN CALIFORNIA.

THE SAN JOSE GIANTS RESPONDED BY CREATING A SPECIAL EDITION T-SHIRT AND HAT THAT RAISED \$7,000 DONATED TO SANTA CRUZ COUNTY RELIEF EFFORTS.

TO FURTHER AID THOSE AFFECTED, THE GIANTS ORGANIZATION ALSO PROVIDED SUPPLIES TO LOCAL RELIEF CENTERS.

BASEBALL EVENTS AT EXCITE



DESPITE THE ABSENCE OF PROFESSIONAL BASEBALL AT EXCITE BALLPARK IN 2020, THE SAN JOSE GIANTS STILL FOUND CREATIVE WAYS FOR LOCAL BASEBALL ORGANIZATIONS TO USE OUR HOME.

THE GIANTS PARTNERED WITH SIRIOUS BASEBALL ON TWO 3-DAY CAMPS FOR BOTH YOUTH AND HIGH SCHOOL AGE GROUPS, WHILE ALSO HOSTING WEEKEND SHOWCASES WITH THE BASEBALL FACTORY FOR ASPIRING COLLEGE ATHLETES. IN ADDITION, EXCITE BALLPARK REMAINS THE HOME OF SAN JOSE STATE BASEBALL WHO HAVE BEGUN THEIR FALL PREPARATION FOR THE 2021 SEASON.

OAKLAND A'S ALTERNATE SITE



The San Jose Giants are excited to be playing a small part in bringing back the sport of baseball in 2020. While we will always and continue to be Giant,

the current times require creativity and unprecedented collaboration. Excite Ballpark offers a secure, socially-distanced alternative site for the Oakland A's and we are happy to be making this a reality.

The stadium will not be open to the public due to County restrictions, but we will do our best to shine some light on this unique experience as the season progresses.

- Daniel Orum
San Jose Giants President and CEO



**EXCITE BALLPARK PLAYED HOST TO OAKLAND A'S
MINOR LEAGUERS DURING THE SHORTENED
2020 MAJOR LEAGUE BASEBALL SEASON.**

READ MORE ABOUT THIS UNIQUE COLLABORATION [HERE](#)

NON-TRADITIONAL MERCHANDISE

DEAL OF THE HOME STAND

10% OFF YOUR ORDER

Use code: 10CHURRO

CURBSIDE PICK-UP AVAILABLE*
SATURDAY, JUNE 6TH

Celebrate National Churro Day
3:00 - 6:00 PM
*Place order by 6/5/2020



DEAL OF THE HOME STAND

SAVE OVER 35% WITH THE PRIDE BUNDLE!



Bundle includes t-shirt, adjustable cap, collectible pin, flag & fanny pack.

OFFICIALLY LICENSED



15% OFF

CELEBRATE CALIFORNIA

NEW YORK GIANTS DUGOUT STORE



20% OFF ENTIRE STORE!

30% OFF 4TH OF JULY MERCH

NEW YORK GIANTS DUGOUT STORE

GIVEN THE ABSENCE OF GAMES AT EXCITE BALLPARK IN 2020, THE GIANTS FOUND WAYS TO KEEP FANS CONNECTED TO THE GAME WITH UNIQUE MERCHANDISE SALES.

FANS WERE GIVEN THE OPTION TO RECEIVE ALL OF THESE MERCHANDISE BUNDLES AT DRIVE-THRU EVENTS HELD AT THE BALLPARK.

MYSTERY BAG SALES

MYSTERY BAG

???

BAG 1 | \$40

Includes:
T-Shirt or Adjustable Hat
Exclusive 2020 Bobblehead
3 Swag Items

BAG 2 | \$75

Includes:
Game-Worn Theme Jersey
Autographed Baseball
Adjustable Hat
2 Swag Items

sjgiants.milbstore.com

***All Sales Final**

GIANTS DUGOUT STORE

MYSTERY BAG SALE

MYSTERY BAG \$50

Includes:
(1) Long Sleeve T-Shirt
(1) Churro Bobblehead
(4) Future Game Tickets*
(1) Swag Item

*\$60 ticket value
**All Sales Final

MYSTERY BAG \$95

Includes:
(1) San Jose Bees Replica Jersey
(1) San Jose Bees George Brett Bobblehead
(2) Swag Items

*All Sales Final

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? MYSTERY BAGS ?

ON-FIELD MYSTERY BAG \$90

Includes:
SJ Giants BP Jersey
Autographed Baseball
3 Swag Items

PROSPECT MYSTERY BAG \$50

Includes:
Joey Bart Shirsey
SF Prospect Bobblehead
2 swag items

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****All Sales Final**

THEME NIGHT MYSTERY BAGS

BAG 1 | \$40

Includes:
Exclusive 2020 Top Gun Hat
3 Theme Night Items
Mystery Bobblehead

BAG 2 | \$75

Includes:
Exclusive 2020 Churro Bobblehead
Adjustable Churro Hat or T-Shirt
3 Churro Swag Items
FREE Churro Voucher*

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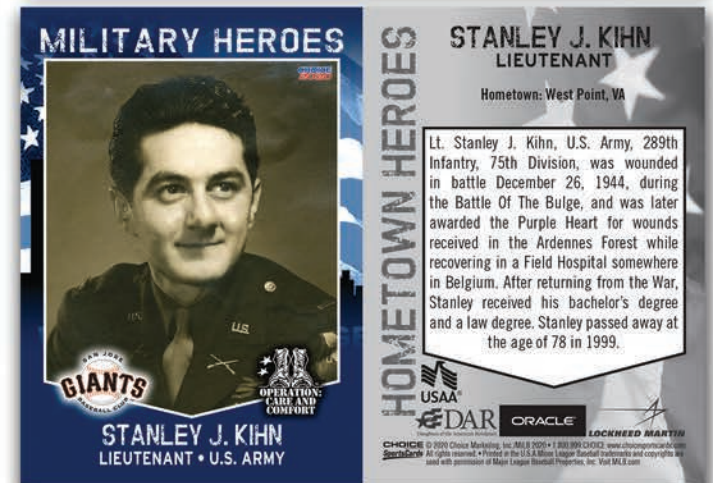
****All Sales Final**

*To be redeemed at a future Turkey Mike's BBQ To-Go

BOBBLEHEADS AND THEMED JERSEY NIGHTS ARE ALWAYS AT THE FOREFRONT OF A FANS WISH LIST. THE GIANTS CAPITALIZED ON THAT CONCEPT AND USED PLANNED 2020 GIVEAWAYS AND PAST GAME-WORN THEME JERSEYS AS HIGHLIGHTS IN A SERIES OF MYSTERY BAG SALES.

THE RESULTS WERE GREATER THAN ANTICIPATED, AS 70+ BAGS WERE OFTEN SOLD OUT IN AS QUICK AS 90 MINUTES FROM ANNOUNCEMENT.

VIRTUAL PRESENCE



EVEN WITHOUT A 2020 SEASON, THE TEAM STILL FOUND INNOVATIVE WAYS TO DELIVER BASEBALL CONTENT AND PROVIDE CREATIVE VALUE FOR SPONSORS THROUGH VIRTUAL MEANS.

THESE EFFORTS RANGED FROM STAY-AT-HOME GAMES STREAMED ON FACEBOOK TO VIRTUAL COLLABORATIONS WITH SPONSORS LIKE KAISER PERMANENTE AND OPERATION: CARE AND COMFORT.

CONNECT WITH THE SAN JOSE GIANTS



INTERESTED IN LEARNING ABOUT HOW YOU CAN PARTNER WITH THE SAN JOSE GIANTS? GIVE US A CALL OR EMAIL US. WE WOULD LOVE TO CONNECT! WHETHER IT'S PLANNING A NIGHT AT THE BALLPARK, REQUESTING A GIGANTE VISIT OR INQUIRING ABOUT A DONATION, WE CAN'T WAIT TO HEAR FROM YOU AND LOOK FORWARD TO TEAMING UP!

**FOR GENERAL QUESTIONS AND INQUIRIES:
CALL - 408.297.1435**

**FOR COMMUNITY APPEARANCES, DONATIONS, AND SPEAKER REQUESTS:
EMAIL - COMMUNITY@SJGIANTS.COM**

**FOR PLANNING A NIGHT AT THE BALLPARK AND FUNDRAISING OPPORTUNITIES:
EMAIL - GROUPTICKETS@SJGIANTS.COM**



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THANK YOU

THE SAN JOSE GIANTS THANK ALL OUR FANS, SEASON TICKET HOLDERS, PARTNERS, AND STAFF FOR THEIR SUPPORT DURING THIS YEAR WITHOUT BASEBALL.

WE LOOK FORWARD TO SEEING YOU AT EXCITE BALLPARK IN 2021.

