



FORT WAYNE TINCAPS

WHY THE TINCAPS?

The TinCaps award-winning staff will listen to your needs and collaborate with you on a strategic partnership plan.



REACHING BEYOND THE BALLPARK

TinCaps home games can be seen anywhere in the world on MiLB.tv. All games (home and away) can be heard on ESPN Radio and receive major coverage in local newspapers and television news.



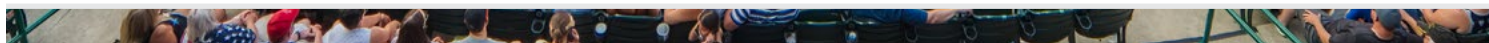
LEVERAGING OUR BRAND TO BENEFIT YOURS

The positive impact that the team and Harrison Square have had in downtown Fort Wayne have made the TinCaps one of the strongest and most loved brands in northeast Indiana.



REACHING YOUR TARGET AUDIENCE

The TinCaps audience represents a unique mix of desirable demographics and Parkview Field events attract families as well as business leaders, young professionals and college students.



MAKING LASTING IMPRESSIONS

Partnering with the TinCaps puts your business in front of nearly 400,000 fans during TinCaps games plus over 100,000 additional patrons attending other events at Parkview Field.



CONNECTING WITH OUR CAPTIVE AUDIENCE

TinCaps games offer companies an opportunity to convey their message in a relaxed atmosphere over an extended period of time.



BUILDING ON SUCCESS



56 OUT OF **59**

Single-A teams that the TinCaps outdrew in per-game attendance

23 OUT OF **30**

Double-A teams that the TinCaps outdrew in per-game attendance

11 OUT OF **30**

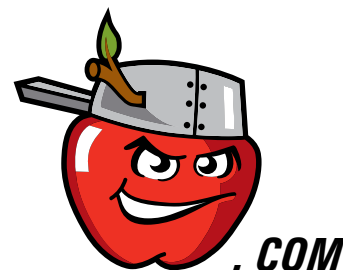
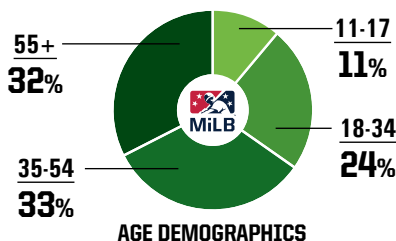
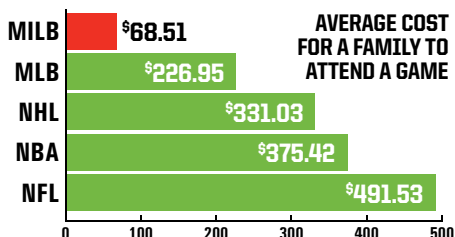
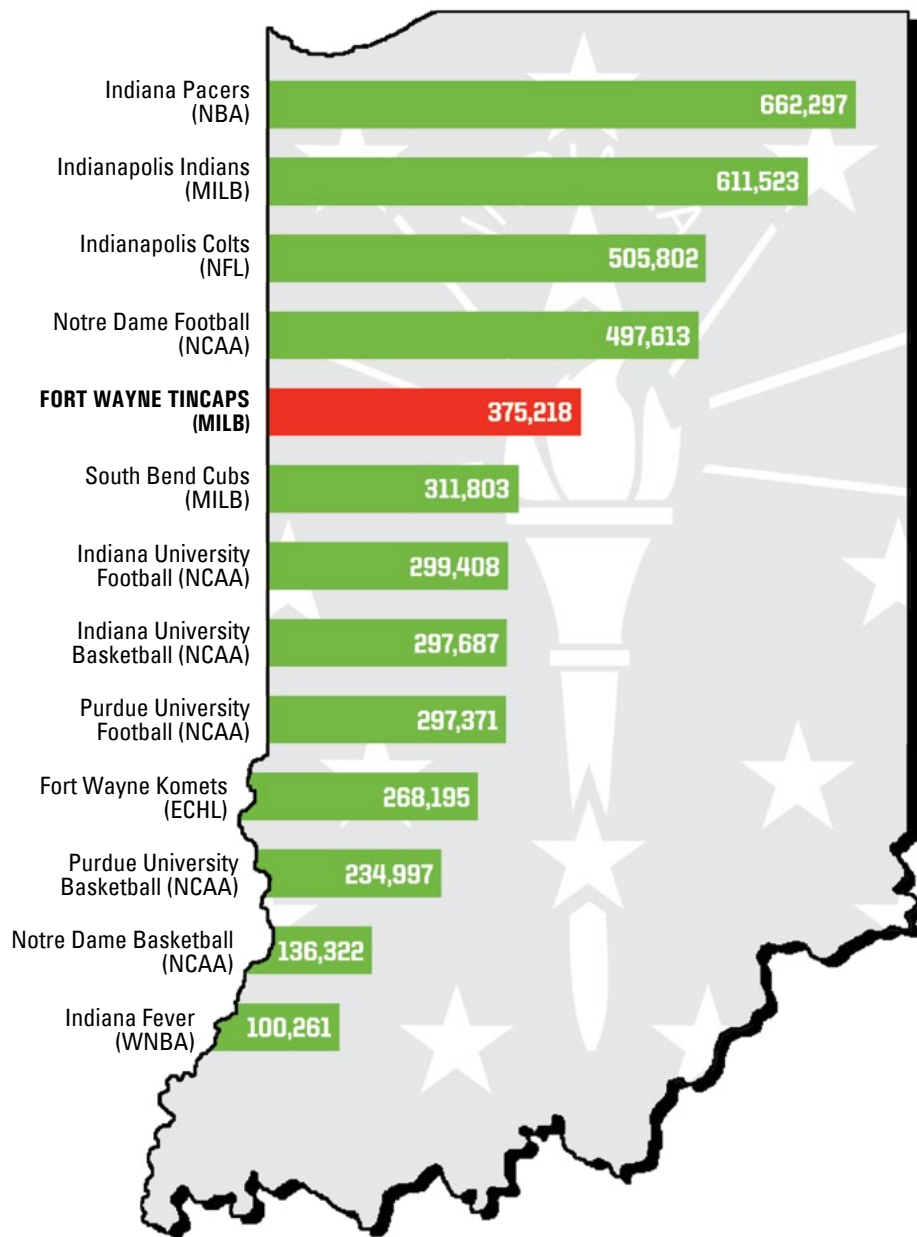
Triple-A teams that the TinCaps outdrew in per-game attendance



OUR FANS, YOUR CUSTOMERS

FIVE-YEAR SEASON ATTENDANCE AVERAGE

(EXCLUDING THE 2020-21 SEASONS)



234,691

UNIQUE VISITORS

(APRIL - SEPTEMBER, 2022)

890,646

PAGE VIEWS

(APRIL - SEPTEMBER, 2022)

SOCIAL MEDIA PRESENCE

AS OF NOVEMBER 1, 2022

75,753

51,313

27,387

MILB.TV STREAMING

AS OF NOVEMBER 1, 2022

13,771

UNIQUE VISITORS

(APRIL - SEPTEMBER, 2022)

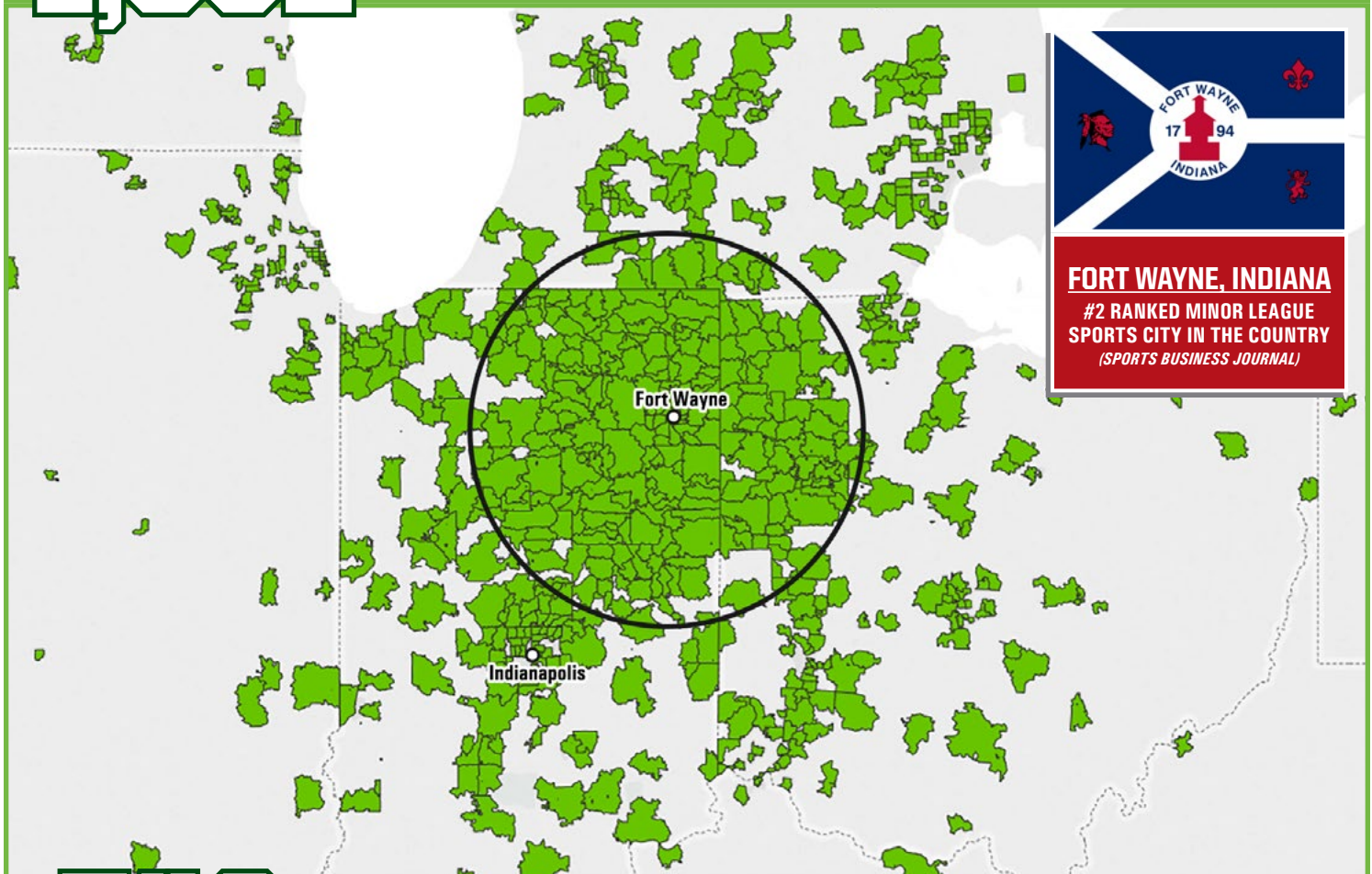
REGIONAL EXPOSURE

The TinCaps have sustained an annual attendance that is on par with (or above) franchises in larger markets.

TEAM NAME	POPULATION	CURRENT LEAGUE (LEVEL)	3-YR ATTENDANCE AVERAGE
Fresno California	542,107	California League (Low-A)	349,048
Fort Wayne TinCaps	265,974	Midwest League (High-A)	347,754
Omaha Storm Chasers	487,300	International League (Triple-A)	322,883
San Antonio Missions	1,434,625	Texas League (Double-A)	312,301
Memphis Redbirds	633,104	International League (Triple-A)	302,611

1,852

NUMBER OF ZIP CODES IN WHICH FANS HAVE BOUGHT TINCAPS TICKETS



FORT WAYNE, INDIANA
#2 RANKED MINOR LEAGUE
SPORTS CITY IN THE COUNTRY
(SPORTS BUSINESS JOURNAL)

746

NUMBER OF ZIP CODES WITHIN THE TRI-STATE REGION, WITH THE HIGHEST CONCENTRATION BEING WITHIN A 60 MILE RADIUS

MARKETING ELEMENTS

BILLBOARDS & SPONSORSHIP

OUTFIELD BILLBOARDS

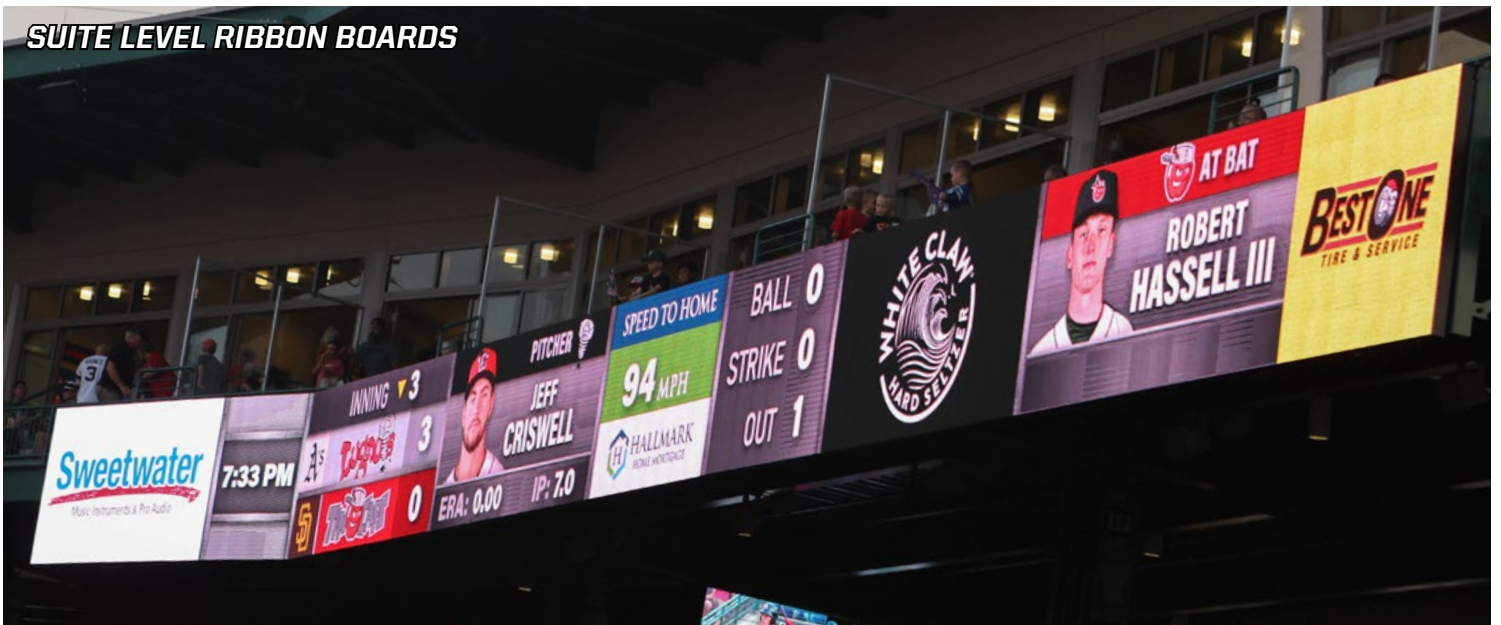


SEATING AREA NAMING RIGHTS



DIGITAL SIGNAGE

SUITE LEVEL RIBBON BOARDS



The TinCaps will tailor a creative, unique & productive partnership package to capture the attention of our loyal fan base.

We will take the time to understand your goals and help you achieve them, be they brand awareness, brand preference, increased retail traffic, improved business-to-business relationships, employee rewards, or community leadership.

Unlike most traditional forms of marketing, we can incorporate dynamic elements that allow fans to experience your message and interact with your brand.

IN-BALLPARK SIGNAGE



MULTIMEDIA & COMMUNITY



IN-GAME PARTNERSHIPS

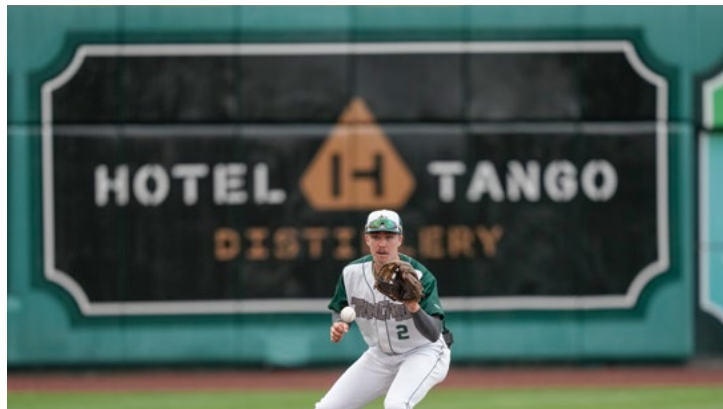


We will deliver what we promise and find ways to maximize the value you receive.

PARTNERSHIP SPOTLIGHT

"Our partnership with the TinCaps has helped build brand awareness for Hotel Tango Distillery and our Fort Wayne Tasting Room. Consumers are able to try our spirits in the park, learn more about the brand through onsite promotions, and where to purchase near their homes. At Hotel Tango Distillery, it is our mission to create disciplined spirits that bring people together. The TinCaps do a wonderful job of bringing people and local organizations together. I have never seen a ballpark with more spirit than Parkview Field on a Thirsty Thursday night!"

**Amanda Cooper • Director of Corporate Partnerships
Hotel Tango**



"Being a good neighbor -- that's what Parkview's relationship with the Fort Wayne TinCaps is all about. As neighbors, our partnership means we work hard together to make this a better community. In turn, we play hard with our families and friends to enjoy the many blessings we've received.

It's clear that the TinCaps are meeting a need for affordable, family-friendly entertainment for the entire region. Each season, Parkview Field welcomes fans to TinCaps' games and every one of them makes a positive economic impact on our community.

That's a powerful partnership for healthier communities any way you look at it!"

**Mike Packnett • President & CEO
Parkview Health**



"The Fort Wayne TinCaps are such great people to work with; the way they creatively put together a marketing package for us was just shy of brilliant. Their team was willing to think outside of the box on a creative plan that benefited us in getting our name in front of their fans while also giving our company employees the benefit of being able to go to games with their families and friends.

We are proud to be a part of the TinCaps family. We love their dedication to downtown Fort Wayne and that they are a community-minded organization that also provides great opportunities for us to connect to their fans. "

**Mark Nolot
Lawnganics**



"Building meaningful relationships throughout our community means everything to us. We believe that one way to stay in front of our neighbors is to be where they are. Having our name in front of thousands of people each year has brought not only awareness and new patients to our company, but has helped forge new business-to-business relationships because they "saw us at the TinCaps game"! Partnering with the Fort Wayne TinCaps just makes sense."

Rebecca Koverman • Marketing Director
Child's Play Plus



"The TinCaps are part of what makes our Fort Wayne community such a great place to live and work. They bring a crowd together in the summertime to be entertained, and have a great family-friendly experience. Even before the Rohrman Automotive Group was approached to become a sponsor of the team, we were already fans of what the TinCaps were doing in our community.

The decision for the Rohrman Automotive Group to sponsor the TinCaps was an easy one, because we both share some of the same basic values. We both try to drive relationships with our customers by providing awesome experiences. Yes, just like baseball, we feel car buying should be fun.

As an automotive retailer in Fort Wayne for over 30 years, we've built a solid reputation for being transparent, innovative, personable, and servant-minded. Our association with the TinCaps also shows our commitment to the Greater Fort Wayne community, a place we call home."

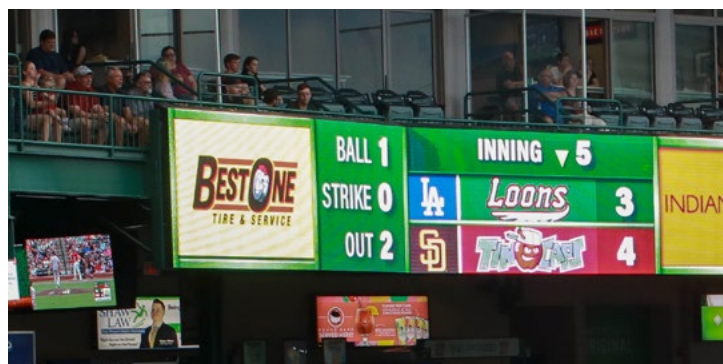
Rick Rohrman • Director of Special Events
Rohrman Automotive Group



"With 11 locations in Northeast Indiana, Best-One Tire & Service couldn't find a better partner than the Fort Wayne TinCaps to reach our mutual demographic. Besides the stadium branding for top-of-the-mind awareness, the game tickets are always a hit as giveaways for our stores.

Collaboration with the TinCaps is a Win-Win for Best-One Tire & Service and the community at large."

Lindsey Zurcher Beer • Chief Marketing Strategist
Best-One Tire & Service

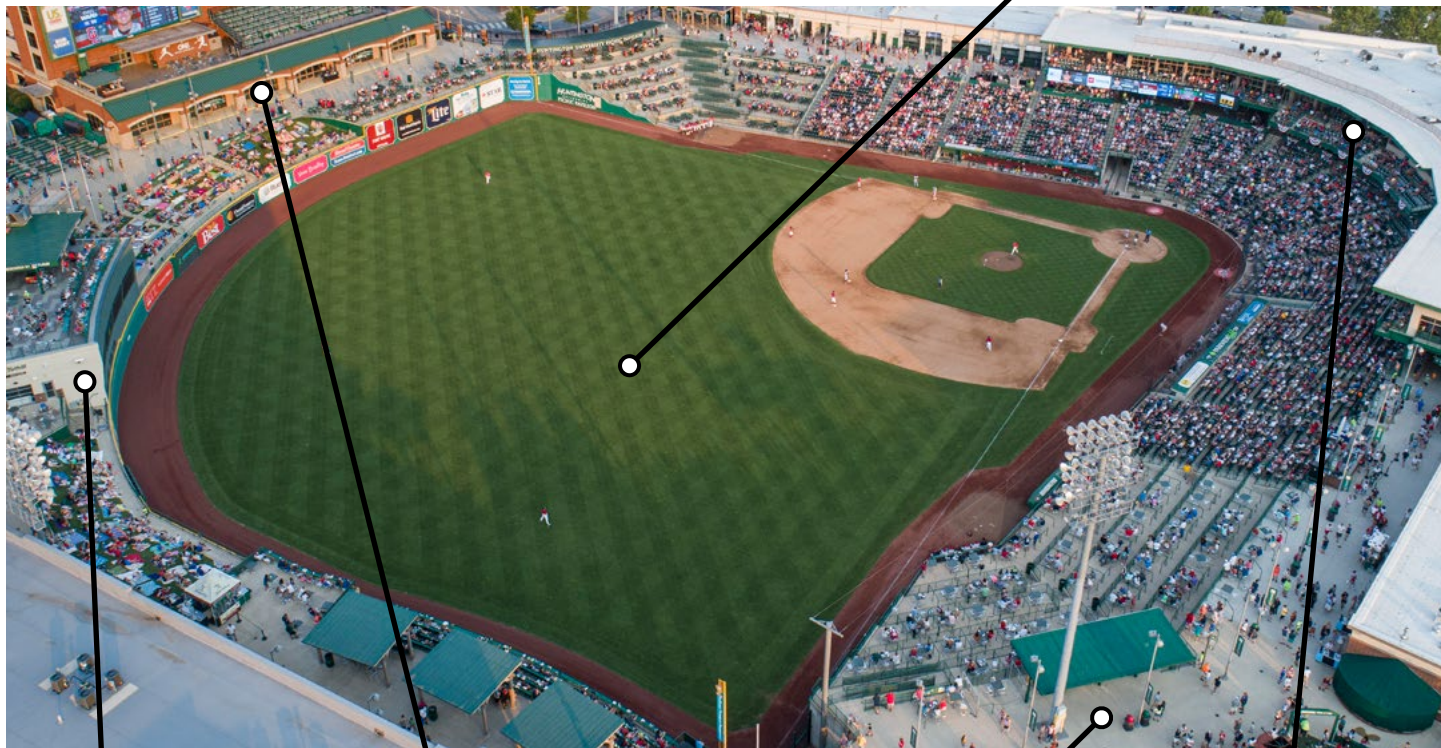


PARKVIEW FIELD... MORE THAN BASEBALL

With over 11,000 square feet of indoor meeting space, an on-site Food and Beverage Department, and an unparalleled view of Fort Wayne's skyline, Parkview Field provides a unique and fun setting for corporate functions, parties and other special events.

Marketing at Parkview Field allows your company exposure to the attendees at all of these additional events as well as the opportunity to link your brand with community-minded events and memorable moments.

PLAYING FIELD



400 CLUB



LINCOLN FINANCIAL EVENT CENTER



MAIN CONCOURSE



SUITE LEVEL LOUNGE



NATIONAL CONCERTS

Parkview Field has hosted several national concerts and drawn crowds of over 13,000 fans with acts like Zac Brown Band, Florida Georgia Line, Jake Owen & Bob Dylan.

FORT4FITNESS

The Fort4Fitness events (a full and half marathon, kid's and senior's marathons and a health festival) drew over 35,000 runners and fans to Parkview Field.

PATRIOTIC POPS

On July 3rd, over 7,000 guests enjoyed a free concert from the Fort Wayne Philharmonic. They performed on the field and finished with an amazing fireworks show.

SEASON TICKETS

TOYOTA FIELD BOXES

Located down the third base line, these private boxes include four chairs situated around a high top table. Wait service is available directly to your table.

\$3,300 (Full Season)

\$1,850 (Half Season)

PAUL DAVIS DIAMOND VIEW SEATS

The Diamond View Seats presented by Paul Davis are located behind home plate and feature a food rail, padded seats, additional leg room and personal wait service.

\$1,025/seat (Single Season)

\$925/seat (2-year contract)

RESERVED SEATS

Located just outside the first and third base dugouts, the Reserved Seats feature seating close to the action at an affordable price.

\$660 (Full Season)

\$132 (12-Game Plan)

CLUB LEVEL SEATS

These padded seats (located on the suite level) feature wait service and have access to the Suite Level Lounge which provides a full-service bar and food options.

\$1,500 (Single Season)

\$1,250 (3-Year Contract)

\$1,100 (5-Year Contract)

ALL-STAR SEATS

Spanning from dugout to dugout, the All-Star Seats get you right down into the action. Some seats put you closer to the catcher than the pitcher!

\$750 (Full Season)

\$430 (Half Season)

\$220 (17-Game Plan)

\$154 (12-Game Plan)

RUOFF MORTGAGE LAWN

Bring a blanket and enjoy the ballgame from either right or left field.

\$396 (Full Season)

2023 TINCAPS INCENTIVE PROGRAM	FULL SEASON	HALF-SEASON	17-GAME PLAN	12-GAME PLAN
Prime events pre-purchase option	✓	✓	✓	✓
Playoff tickets option	✓	✓	✓	✓
Future game exchange policy	✓	✓	✓	✓
Special "Thank You" gift	✓	✓	✓	✓
Electronic ticketing system	✓	✓	✓	✓
Renewal rights of seat location	✓	✓		
Unused season ticket exchange for non-fireworks games	✓	✓		
On-field batting practice & picnic	✓			

GROUP PRICING BREAKDOWN

	1-19	20-99	100-249	250+
 HR Porch	\$14.00	\$14.00	\$14.00	\$14.00
All-Star Seats*	\$14.00	\$13.50	\$13.00	\$12.50
Reserved Seats	\$12.00	\$11.50	\$11.00	\$10.50
 Lawn	\$7.00	\$6.00	\$6.00	\$6.00

* No discount for All-Star seats on Fireworks nights.

The TinCaps take pride in ensuring that your group outing is fun and family-friendly.

Share the experience of Parkview Field with co-workers, church groups, friends and family. Pricing varies by number of tickets purchased. Parkview Field can accommodate you and your guests, and the TinCaps make planning and coordinating simple and hassle-free.

FORT WAYNE TINCAPS 2023 SCHEDULE

APRIL

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY

SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE

SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
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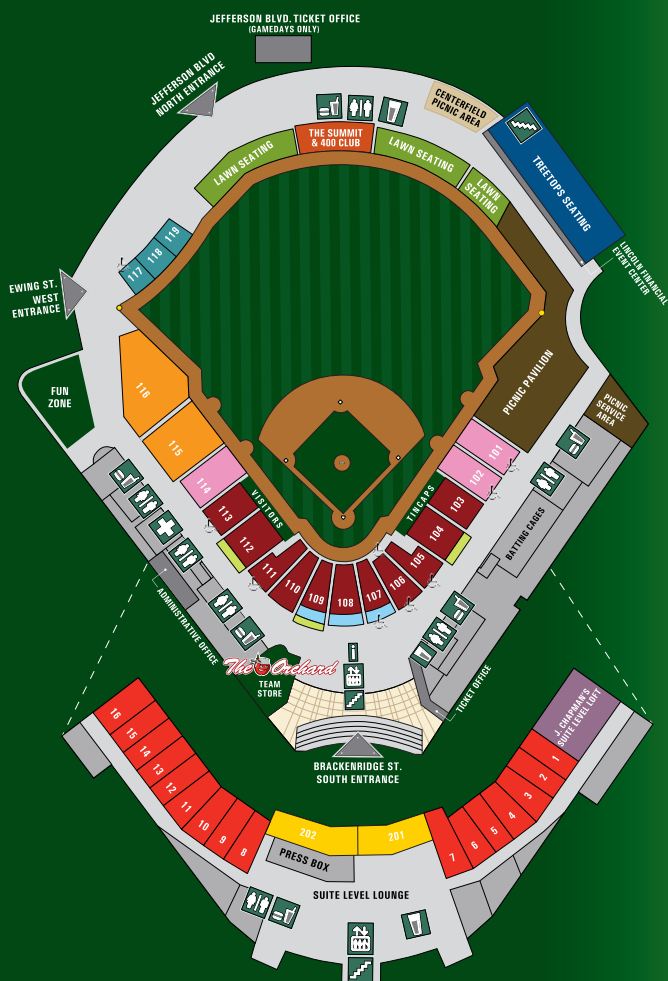
AUGUST

SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER

SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11					

TINCAPS.COM



PARKVIEWField

- All-Star Seats
- Reserved Seats
- Ruoff Mortgage Lawn Seats
- PAUL DAVIS Diamond View Seats
- Club Seats
- TOYOTA Field Boxes
- HUNTINGTON Picnic Pavilion*
- Centerfield Picnic Area*
- J. Chapman's Suite Level Loft*
- FRENCH LICK RESORT*
FRENCH LICK & WEST BADEN, INDIANA
- RSM Treetops*
- Luxury Suites*
- PROFEED Credit Union Concourse Suites*
- ROHRMAN Home Run Porch*
- 400 Club* & The Summit

* - Group Rental Areas