Marketing Partnership Opportunities

SOMERSET PATRIOTS

BE A PART OF IT

ABOUT THE SOMERSET PATRIOTS

Somerset Patriots Baseball Club
TD Bank Ballpark
1 Patriots Park, Bridgewater, NJ 08807

The Somerset Patriots create a place for family, friends and the community to safely come together at a beautiful ballpark.

We help deliver memorable experiences, steeped in the tradition of baseball and enhanced by the world-class brand power of the New York Yankees

- **Partner with the Somerset Patriots and the New York Yankees organizations to help you stand out**
- **Reach business and family decision makers**
- **Show your community involvement**
- **Merge the success of your organization with our team's**
- **Be a valuable part of our team**

Google
★★★★★½
4.7K COMPOSITE REVIEWS

Who Are Somerset Patriots Fans?

Reside/Work
(Distance from ballpark)

≤ 35 miles	75%
≥ 36 miles	25%

Sex

Male	51%
Female	49%

Age (18+)

18-24	13%
25-34	23%
35-44	27%
45-54	21%
55-64	11%
65+	5%

Marital Status

Married	75.1%
Single:	24.9%

Household Size

3+ People	61.6%

Household Income
$75K - $200K 71.3%

Education Level

College+	78.7%

ABOUT THE SOMERSET PATRIOTS

New York Yankees Double-A Affiliate

The Somerset Patriots develop today's top minor league talent into the pinstriped superstars of tomorrow for MLB's winningest team.

The Patriots compete in the Double-A Eastern League and play their home games at TD Bank Ballpark in Bridgewater, NJ, where fans of all ages and levels of baseball fandom get to enjoy the unique experience that is minor league baseball.

2023 Season Highlights

- Over 350,000 total fans/ 5,200 fans per game
- 21 games were sellouts, with 8 over 7,000 in attendance
- Eastern League 1st & 2nd Half Champions with a 84-53 record (1st in Double-A)
- 4 players began the season in Somerset and later debuted with the Yankees
- 9 former Patriots made their MLB debuts
- 10 Yankees rehabbed with Somerset
- The roster featured multiple MLB Pipeline Top 20 prospects including Jasson Dominguez, Spencer Jones and Austin Wells
- MiLB & Yankees Pitching Prospect of the Year Drew Thorpe and Yankees Hitting Prospect of the Year C/1B Ben Rice played in Somerset
- Over 54,000,000 impressions on social media to rank among the leaders in MiLB

BALLPARK SIGNAGE

Outfield Billboards

Throughout the game, your company's image is seen by fans at the ballpark and watching anywhere. Outfield billboards are a great way for your business to display a message to a captive audience and show your support of the community.

1. Standard (8' x 24'): $14,500
2. Large- Vertical (16' x 24'): $25,000
3. Large Horizontal (8' x 48'): $25,000

BALLPARK SIGNAGE

Field Dasher Boards

Located in isolated areas at the field level just beyond each dugout, these highly visible signs can be seen clearly from either side of the crowd. These signs can expect to have even more visibility during television and/or live streaming broadcasts as batted balls head their way.

2′ x 16′: $10,000

*Includes a sign on the 1B & 3B side of the field

Illuminated Suite Sign

Advertise on one of only ten premium signs of this type at the ballpark. These signs are located on the Suite façade and are visible from any seat in the ballpark.

2′ x 10′: $13,500

Illuminated Concourse Sign

Your message will be seen on these strategically placed signs as fans walk around the ballpark. Locations include points of interest like the Team Store, concession stands, and restrooms.

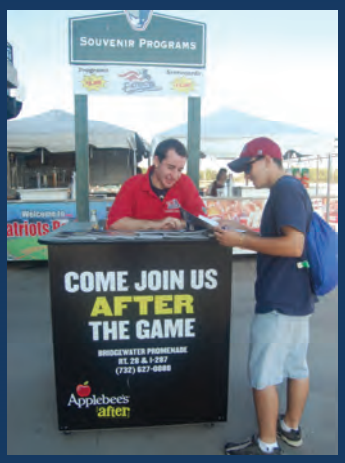
5′ x 4′: $11,500

BALLPARK SIGNAGE

Program Booth

Located at each of the three entrances, a Program Booth sign is one of the first advertisements thousands of fans see on their way in for the game. The booths rotate among the entrances, giving each sign an equal amount of exposure. Includes a pre-game :15 second PA Announcement with logo on the scoreboard.

4′ x 4′: $4,000

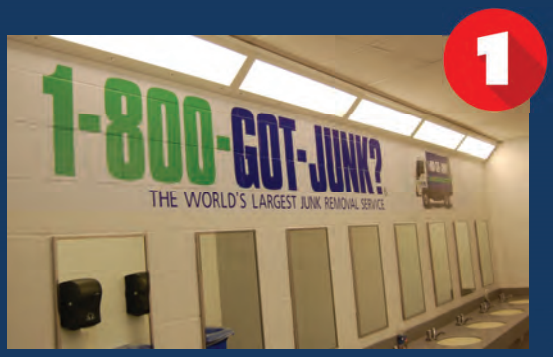


Restroom Signage

Get exclusive exposure in a concourse restroom at the ballpark. These large signs can't be missed when fans visit the restrooms.

1. Vanity Wall (2′ x 20′): $7,500
2. Entrance Sign (4′ x 2′): $3,500
3. Walk-In Sign (4′ x 2′): $3,500

***Per Restroom (Two Men's and Two Women's Restrooms are located on the concourse.**



ROUTE 287 DIGITAL

Facing Northbound Traffic

- **18+ Weekly Impressions: 305,625**
- **Period (4 Week) Impressions: 1,222,500**

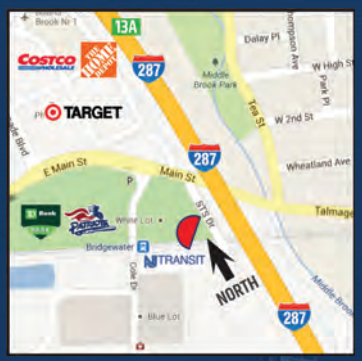
Facing Southbound Traffic

- **18+ Weekly Impressions: 438,273**
- **Period (4 Week) Impressions: 1,753,092**

Traffic To And From

- Size: 20' x 50' LARGEST IN NEW JERSEY
- Media Type: Digital
- Location: Route 287, 0.1 Miles South of Exit 13
- Latitude: 40.560333/ Longitude: -74.550250
- Display Time: 24 Hours
- Notes: 8 Advertisers/ 8 Ad Rotation
- Frequency: :64 Loop

This premier digital display serves as the gateway of Somerset County, reaching motorists traveling throughout New Jersey.



Packages

1 Period (4 Weeks)....$5,975...:64 Loop
1 Period (4 Weeks)....$3,700...:128 Loop

MAIN STREET DIGITAL

Facing Eastbound Traffic
- **18+ Weekly Impressions: 19,774**
- **Period (4 Week) Impressions: 79,096**

Facing Westbound Traffic
- **18+ Weekly Impressions: 23,885**
- **Period (4 Week) Impressions: 95,540**

Traffic To And From:

Your company will receive an ad on **both signs** that are highly visible at a popular gateway to shopping, dining, lodging, commuting, and entertainment in highly affluent Somerset County.

A perfect medium to capture Central New Jersey residents and run season promotions in real-time.

- Size: 10'6" X 36'
- Media Type: Digital
- Location: Main Street in Bridgewater by TD Bank Ballpark and Bridgewater Promenade
- Latitude: 40.560691/ Longitude: -74.555586
- Display Time: 18 Hours (6:00 am – 12:00 am)
- Flip: :08 Spot
- Frequency: :128, :192, or :256 Rotation

Packages
Home Run (1 Period)…$4,000…:128 Loop
Triple (1 Period)……..$2,600…:192 Loop
Double (1 Period)…….$2,000…:256 Loop

SCOREBOARD

Scoreboard

TD Bank Ballpark features a **BRAND NEW** state-of-the-art high-definition scoreboard.

Fans look repeatedly at the scoreboard throughout the game for the score, player information, game situations, live camera shots and entertaining video clips.

1. Scoreboard Features:

- Sponsor of a specific game-long feature
- Options include line score, batter stats, pitcher stats/MPH, and lineup

$25,000

2. Inning Panel

- Presenting sponsor of a half inning
- Your message displayed the entire half inning
- PA and full scoreboard takeover to start the half inning
- Multiple graphics can be used

$7,500

3. Premium Panel

- 2-minute rotation throughout the game
- Only two (2) sponsors per panel
- Multiple graphics can be used

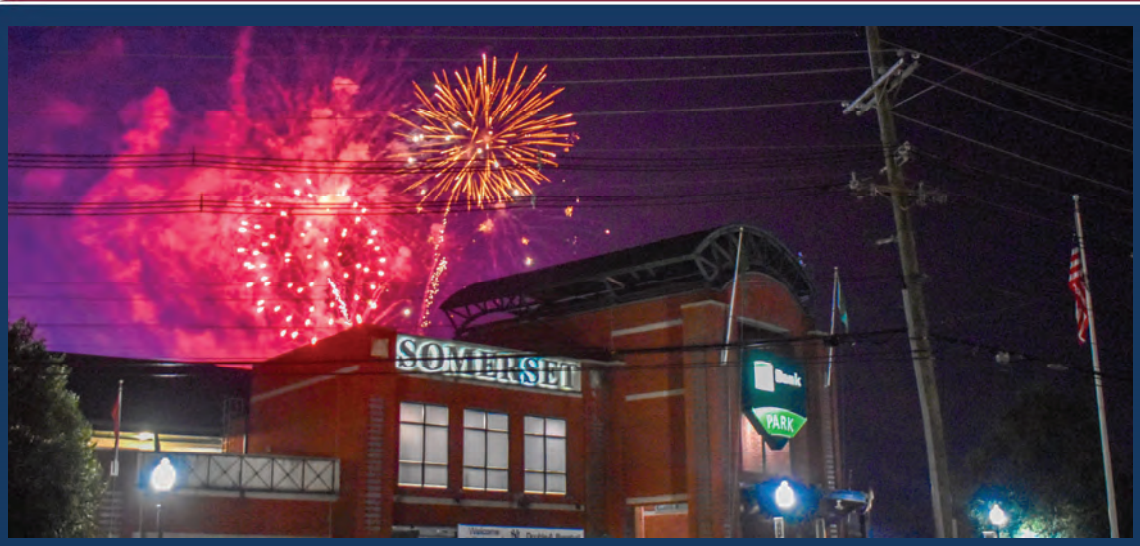
$20,000

4. Matrix Panel

- :60-second spot
- Runs three (3) times per game
- Multiple graphics can be used

$4,000

GAME SPONSORSHIP

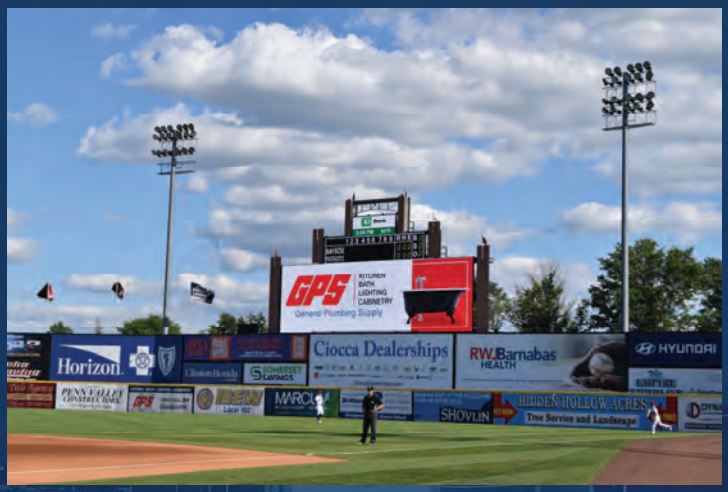


Official Game Sponsor

Being a game sponsor will allow your business to "take control of the ballpark" by interacting with our fans and placing your personal stamp on an individual game. Sponsorship can be for a co-branded giveaway item, Fireworks, or entertainment acts.

Game Sponsorship Includes:

- Naming rights to a single game
- Tickets to the game
- Concourse table and gate displays
- Ceremonial First Pitch
- Scoreboard commercials
- PA announcements
- Banner placements
- Exit flyer distribution
- Branding on app, e-mail, and website

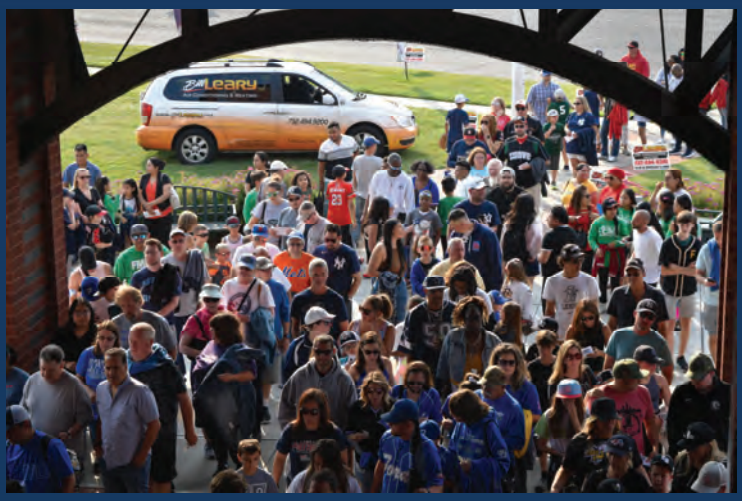


GAME SPONSORSHIP

Promotional Support
Your business promoted by the Somerset Patriots on:

- Email Blast
- QR Code on all the seats linked to your business
- Website
- Mobile App
- Social Media
- Print material
- Upcoming Events Board

$4,000 + Cost Of Promotional Item/Event
Promotional items are ordered in quantities of 1,000- 2000



PROMOTIONS

On-Field Promotions

Among the many things that make minor league baseball fun are the in-game promotions. Fans are entertained between innings with on-field contests like the Dizzy Bat Race and Sparkee Dash. We can tailor a fun attention-grabbing promotion to showcase your business.

Full Season: $10,000
Half Season: $6,000
Quarter Season: $4,000

- Logo on scoreboard
- PA announcement
- Opportunity to distribute prizes/coupons/offers
- Logo on contest entry forms
- Promotion serves as an entertaining commercial between innings

SPECIAL SPONSORSHIPS

PA Promotion

Capture the attention of fans as the game is happening. Examples include Double Plays, Play of the Game, Pitching Changes, etc.

Full Season: $8,000
Half Season: $5,000
Quarter Season: $3,500

- Read in a specific situation during the game
- Logo display on the scoreboard
- PA tag as promotion happens

Concourse Displays

Reach fans as they come out to the ballpark. Concourse Displays are a great way to distribute brochures, coupons or flyers, introduce a new product, create a sign-up for prize giveaways, and interact directly with fans.

Cost Per Table Space Per Game: $1,000
Multiple game or space packages also available

- 6' Table
- Logo on scoreboard
- PA Read

Gate Exit Sampling

Pass out products or coupons to fans as they exit the ballpark. Your staff will be able to set up outside the gates to promote your business.

Cost Per Game.....$1,000
Multiple game packages also available

- Logo on scoreboard
- PA Read
- Up to 4 gates

PRINT ADVERTISING

Commemorative Yearbook

Reach thousands of fans with an ad in the Yearbook. This high quality program is available at the entrance, suites, and used at community events all year. This souvenir piece is a favorite of fans for exclusive content and autograph collection.

All ads are full color.

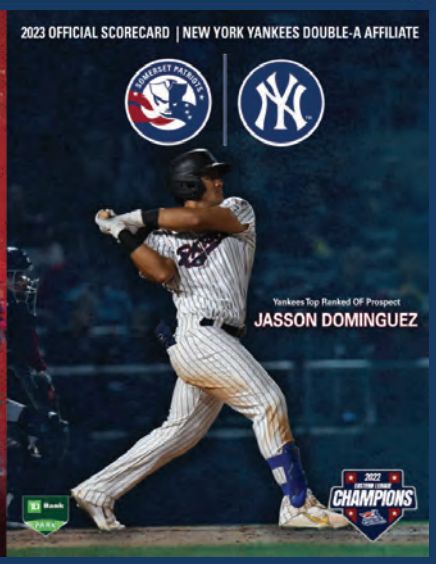
1. Full Page (7.5" x 10"): $4,500
2. Half Page (7.5" x 5"): $3,500

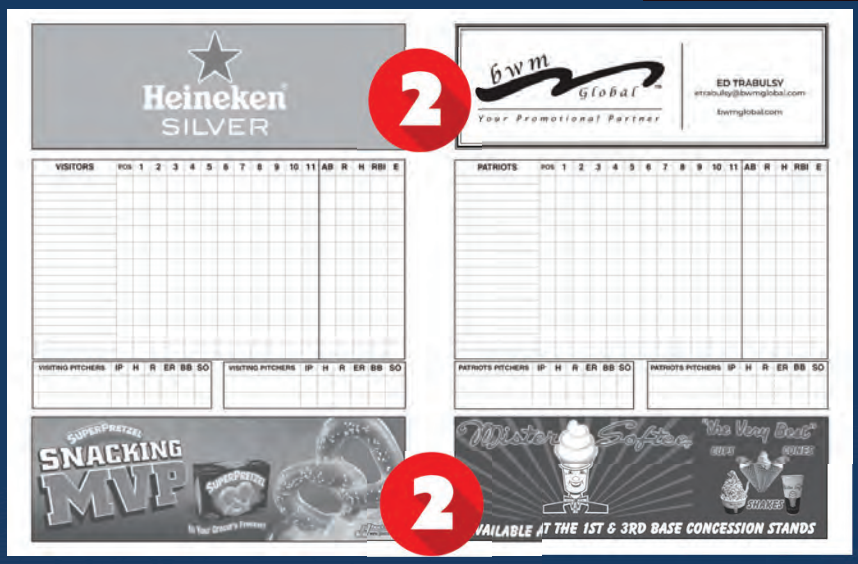
PRINT ADVERTISING

Scorecard

Your ad is seen throughout the game by fans keeping score. In addition, the Scorecard is a souvenir for fans that keep it long-term to remember their experience at the ballpark.

1. Back Cover (8.5” x 11”): $6,000
2. Inside Banner (7.5” x 2.5”): $4,000





Pocket Schedule

Put your ad on 200,000 Pocket Schedules. The attractive full color schedules are distributed throughout the ballpark and community to promote the season and your business.

1. Back Panel (3.5” x 2.5”): $10,000
2. Inside Panel (3.5” x 2.5”): $7,500

SOCIAL MEDIA

The Patriots are very active on all Social Media platforms and our impression numbers rank among the top of all MiLB teams (according to MLB monthly reports).

44 K | 31.1K | 35.7K

FOLLOWERS: Over 110.8K (as of 10/23)

Tier 1 (Est. 1,000,000+ Impressions)

Yankees/MLB related content

- Correspond with elite impression totals
- The most engaged posts that can happen daily or with major announcements/news
- Reach that spans far beyond our followers due to impact of household names

Daily content

- Correspond with elite impressions (aggregate)
- 138+ posts per season

Options include: Rehab Assignments, MLB Call-Ups, Lineups, and Final Score

$10,000

Tier 2 (Est. 100K-500K Impressions)

- Content that fans are highly likely to engage
- Posted less frequently, but perform well
- High variety of content: photos, videos, graphics, etc.
- Best viral potential among most content
- Timing of most of these posts are unplanned and completely dependent on team performance

Options include: Game recaps, Transactions, Player of the Week, Facebook game highlights, Player profile videos, and Facebook photo gallery.

$7,500

SOCIAL MEDIA

Tier 3 (Est. 10K-100K Impressions)

- Most organic content
- Timing of posts dependent on player performance and news cycle
- Posted least frequently, but still high value depending on magnitude of the content

Options include: Pitcher/Batter spotlights, Game status updates, Team leaders, Player interview clips, Feature stories, Podcast, and Player birthdays.
$5,000

2023 Social Media

Interactions
- 1,044,647 interactions (1st in Double-A)

Engagement
- 2,538,049 engagements (1st in Double-A)

Impressions
- 54,636,286 impressions (2nd in Double-A)

Engagement Rate
- 0.80 % (1st in Double-A)

*Accomplished with 17th-largest overall audience, which grew by the 4th-highest rate, ranks YTD in Double-A through 10/24/23

Facebook
- Interactions
  320,599 (2nd in Double-A)
- Impressions
  17,005,110 (6th in Double-A)
- Engagements
  1,011,531 (6th in Double-A)
- Engagement Rate
  0.56 % (2nd in Double-A)
- **Impressions/Engagement Rate**
  10.36 % (1st in Double-A)
- Avg Interactions per 1,000 followers
  5.56 (2nd in Double-A)
- Video Views
  959,224 (4th in Double-A)
- Total Followers
  44,514 (20th in Double-A)
- Growth
  +4,628 (10th in Double-A)

Twitter
- **Interactions**
  349,619 (1st in Double-A)
- Impressions
  31,230,655 (2nd in Double-A)
- **Engagements**
  1,147,241 (1st in Double-A), only team with over 1 million
- **Engagement Rate**
  0.51 % (1st in Double-A), next closest team is 0.22%
- **Impressions/Engagement Rate**
  3.53 % (1st in Double-A)
- **Avg Interactions per 1,000 followers**
  5.26 (1st in Double-A), next closest team is 2.20
- Video Views
  4,177,227 (2nd in Double-A)
- Total Followers
  31,150 (16th in Double-A)
- Growth
  +3,899 (2nd in Double-A)

Instagram
- Interactions
  377,077 (2nd in Double-A)
- Impressions
  6,476,562 (3rd in Double-A)
- Engagements
  386,562 (2nd in Double-A)
- **Engagement Rate**
  4.78 % (1st in Double-A), next closest team is 2.79%
- **Avg. Interactions per post**
  1,668 (1st in Double-A), next closest team is 873
- **Avg Interactions per 1,000 followers**
  52.66 (1st in Double-A), next closest team is 28.96
- Video Views
  1,122,7110 (6th in Double-A)
- Total Followers
  35,726 (9th in Double-A)
- Growth
  +8,242 (3rd in Double-A)

*Out of 120 MiLB teams

MEDIA NETWORK

LIVE GAME BROADCASTS AND SOCIAL MEDIA ENGAGEMENT

All Somerset home games are live streamed on MiLB.TV. Advertisers will be able to reach fans of the team, as well as the fanbase of each MLB Double-A affiliate that visits TD Bank Ballpark.

The Patriots 2023 MiLB.tv Rankings:

Total Minutes Streamed: 1,565,525
1st overall in Double-A

Total Unique Visitors: 13,369
1st overall in Double-A

Average Viewers Per Game: 384
2nd overall in Double-A

Live Broadcast Feature:

A mention partnered with a specific occurrence during the game broadcast.

- Includes a :05-:07 second tagline
- Examples include inning sponsor, home runs, time and temperature, and more.
- Also runs on FOX Sports New Jersey radio broadcast

$2,500

The Patriots broadcast all games on FOX Sports New Jersey and online via the Patriots and station websites and apps. Marketing partners ads reach millions of potential listeners locally and around the world.

Network Double Package:

- Two :30 second commercials per game or one :60 second commercial

$7,500

Network Single Package:

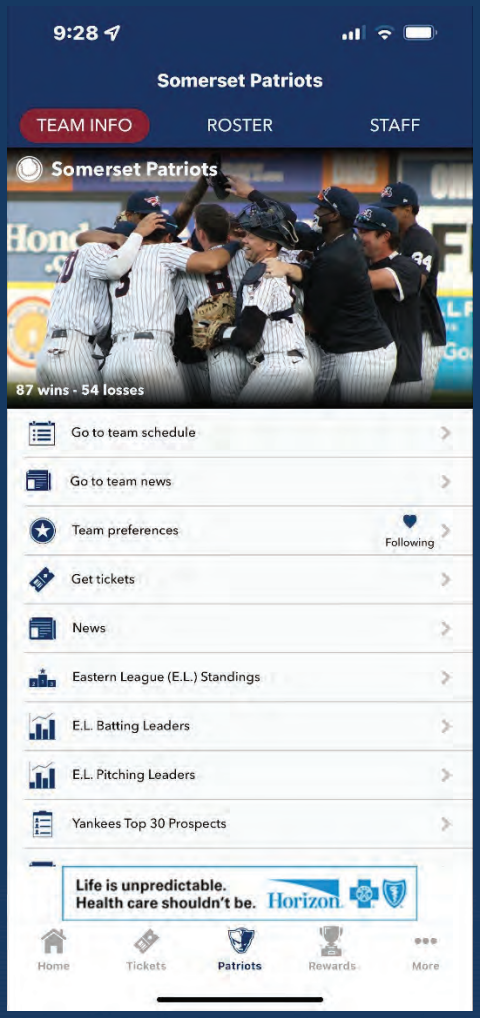
- One :30 commercial per game

$4,000

MOBILE APP

Official Mobile App

The Patriots app is the must have item for every fan to follow the team. From game stats, to upcoming promotions, games and contests, push notifications, rewards and much more. Deliver your message on Patriots fans mobile devices, wherever they go.



App Marketing

Seasonal Banner Ad

- Located on a specific performing page (ex. Roster, Team Page, Schedule)

OR

If/Then Push Notifications

- Game-related event throughout the season (ex. Game updates, Final score, Home runs)

$2,500

Weekly Game Promotion

Sponsor a weekly promotion generating fan engagement and pushed out in several different ways.

- Promotions include Bingo, Pick 3, Passport, Risk-it
- Promoted through the app, social media, and QR codes at the ballpark
- Includes 3 concourse table dates to interact with fans at the ballpark

$10,000

EMAIL MARKETING

E-Mail Marketing

The Patriots have an active following on our Email Blasts. Connect with our fanbase digitally, bringing them to your website and generating exposure for your business or organization.

Total Contacts: 80,000+
Open Rate: 41%

Title Sponsorship: Promo E-Blasts

- Place a permanent banner on every Patriots Email Blast, linking to your website
- Estimated about 200 Email Blasts during the year

$15,000

Title Sponsorship: Game Day E-Blast

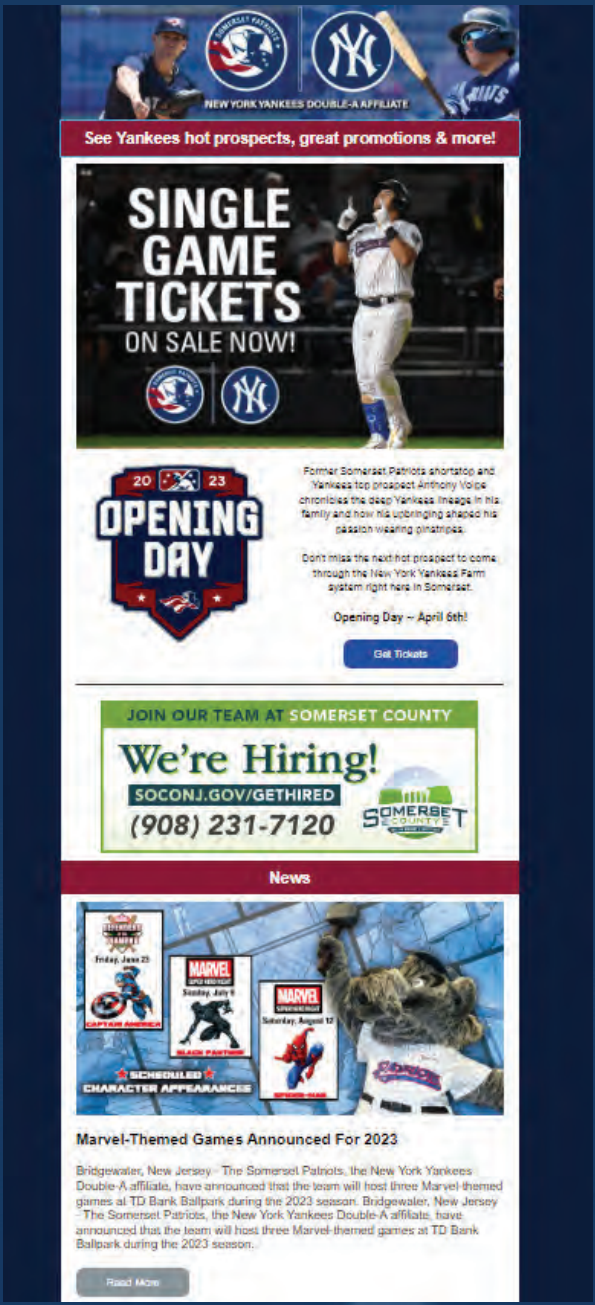
- Place a banner on every Game Day Eblast, sent specifically to season ticket holders, group leaders and single game purchasers per game
- 69 Eblasts during the season

$7,500

E-Blast Banners

- Place your banner on three (3) promotional EBlasts

$1,500



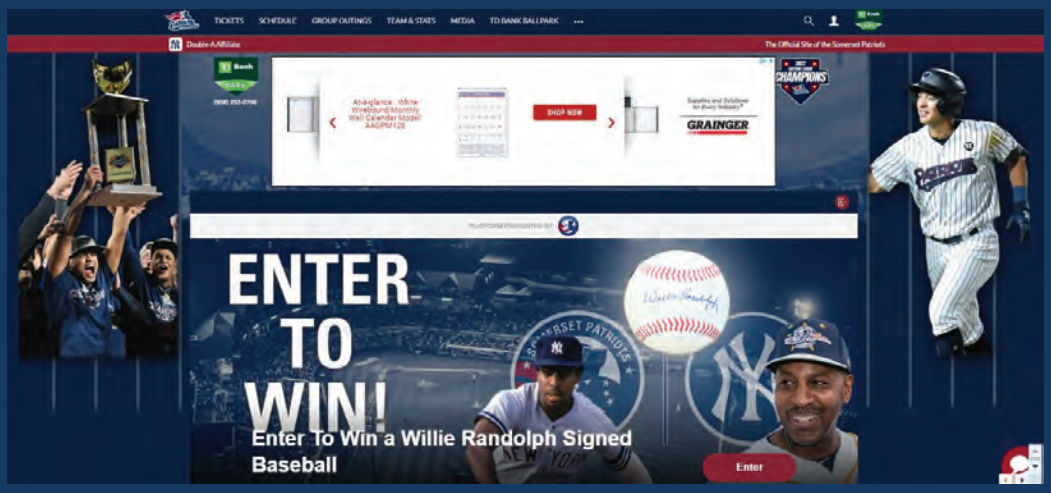
ON-LINE FAN CONTESTS

On-line fan contests give the sponsor the ability to create contests for fans to engage with to collect data for future marketing and sales opportunities. These partnerships allow you to brand your business and collect leads during the campaign(s).

Presenting Sponsor of Contest Page:

- Logo and weblink on platform header
- Logo/branding throughout the page
- Sign-up page branding and opt-in question to serve quantifiable leads
- Completion page recognition and follow up e-mail options

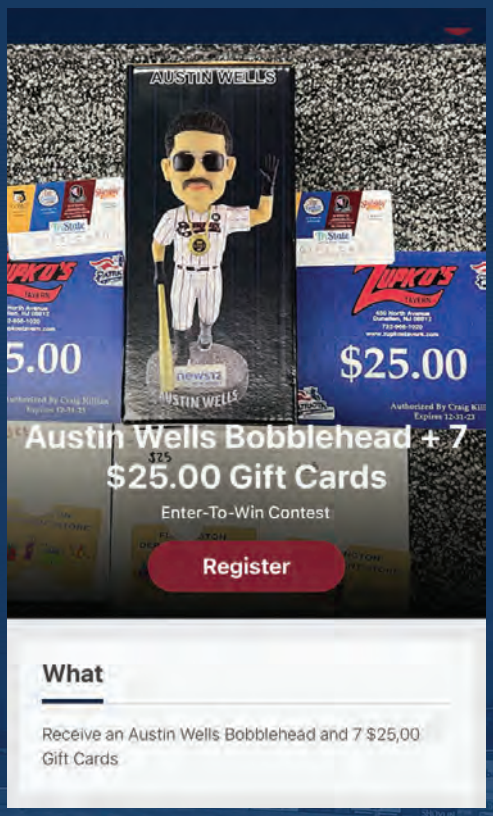
$10,000



Monthly Enter-To-Win Contest:

- Sponsorship of a monthly contest featuring logo and website link
- Automatic e-mail sent to all entrants promoting your business/organization
- Opt-in data question to help you receive quantifiable leads
- Promotion via Social Media, Email Blasts, Ballpark QR Codes, Scoreboard messaging and PA announcements and website
- Available year-round

$5,000



SEASON TICKETS

FULL SEASON

- **Premium Field Box: $897**
- **Field Box: $717**
- **Upper Box: $645**

OR

HALF SEASON

- **Premium Field Box: $449**
- **Field Box: $359**
- **Upper Box: $323**

* Two-Year Commitment

Benefits:

- Discount off box office pricing
- Personal account manager
- Flexible payment plan options
- Digitally manage your account
- Complimentary playoff tickets
- Early entry into ballpark
- Team Store discount
- Recognition in Yearbook
- Exclusive Season Ticket Holder gift

The Patriots Pinstripe Club (3-Year Commitment)

- Lock in your seats and pricing now for 3 years
- Each season, receive a $40 gift card per full season seat, or a $20 gift card per half season seat

The Yankees Platinum Club (5-Year Commitment)

- Lock in your seats and pricing now for 5 years
- Each season, receive a $80 gift card per full season seat, or a $40 gift card per half season seat
- Special gift per account each season
- Throw a ceremonial first pitch each season

HOSPITALITY OPTIONS

Diamond Club

Groups of 50+

- Indoor space with cocktail tables
- 90-minute upscale buffet
- Full bar with bar tender

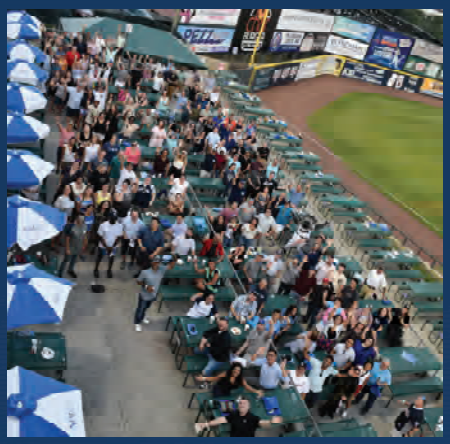
$57

Party Deck

Groups of 30-150

- 90-minute upscale buffet
- NEW indoor space included
- Cash bar serving beer and wine

40-99: $49
100+: $47



Ballpark BBQ

Groups of 30-500

- 90-minute BBQ buffet

30-149: $36
150+: $34

Discounted Group Tickets

Groups of 30+

- **Upper Box: $10.00**
- **Field Box: $13.50**
- **Premium Field Box: $16.00**

Larger Upper Box Options:

- **30 – 249: $10.00**
- **240 – 499: $8.00**
- **500+: $7.00**

HOSPITALITY OPTIONS

Suites

A convenient and prestigious way to entertain clients, employees, and guests.

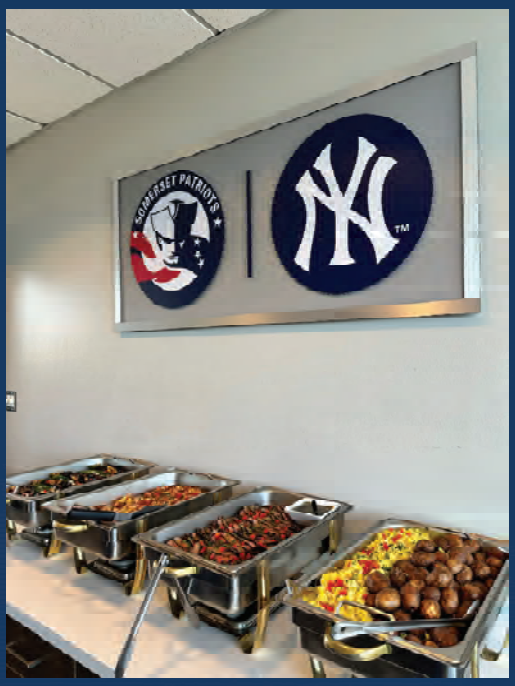
- Climate-controlled interior with cable television and outdoor balcony seating.
- Wait service throughout game
- Food and beverage not included, but available in advance for pre-order or through day of game ordering.
- Customized scoreboard/ PA welcomes available based on groups attending

GAME RENTAL:
30 Person: $875
40 Person: $1,100

Side-By-Side Suites:
$1,400 (60 Tickets)
$1,650 (70 Tickets)

Suite Ownership

- Standard Suites include 30 tickets each game.
- Climate-controlled interior with cable television and outdoor balcony seating.
- Wait service available throughout game
- Food and beverage not included but available in advance for pre-order or via the day of game menu
- Customized scoreboard & announced welcomes available based on groups attending
- Opportunities to display company marketing materials in the Suite
- Use your suite for off-campus Business Meetings



SEASON PLANS:
Full: $30,000
Half: $16,000
1/3: $11,000
1/4: $8,500