

Greetings! Dennis Meehan, Assistant GM of Sales for the Portland Sea Dogs, hoping to steal a minute of your time. The 2021 season is right around the corner and we are excited to return to Hadlock Field and continue our tradition of providing safe, fun, and affordable entertainment for our fans. We also take tremendous pride in providing a comprehensive platform for partners to market their brand, products, and services in unique and effective ways

2020 was a tough year for all of us but we are excited to turn the page. In preparing for the 2021 season, we have created *The Lineup*, a newsletter specifically intended for company decision-makers and marketing professionals.

The Lineup will be sent out on a semi-regular basis providing information on marketing opportunities, upcoming events, testimonials, and unique non-baseball programs. Our goal is a format that is easily digestible in just a minute or two and may pique your interest and lead to having a conversation about partnership.

I hope you will stay subscribed to *The Lineup* and give us a few minutes of your time every couple of weeks because you never know when the perfect opportunity could present itself!

Best Regards,



Dennis Meehan
Assistant General Manager of Sales
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ADVERTISING WITH THE PORTLAND SEA DOGS OUTFIELD SIGNAGE



Outfield Signage is a great way to get your logo out in front of the Sea Dogs

fanbase. Grab the attention of potential buyers with an 8ft x 16ft outfield billboard to showcase what you can bring to the plate!

[READ MORE](#)

COMMUNITY PROGRAMS

When the Portland Sea Dogs were established, the team had a goal of being more than just a baseball team. The organization wanted to become a strong, active, contributing member of the community. Over the years the Sea Dogs have accomplished this in many ways including ticket donations, creating educational programs, speaking at civic organizations, visiting hospitals, and much more. As an example, here is a highlight of one of our community programs, sponsored by Saco & Biddeford Savings.

NON-PROFIT

HER **ES**

Sponsored by



For the 2021 season, we welcome the Non-Profit Heroes Program courtesy of Saco & Biddeford Savings. This program will promote local non-profit organizations that have made an impact in their community during COVID-19. These organizations will be showcased on the Sea Dogs website and social media courtesy of Saco & Biddeford Savings.

Is your company looking to highlight your tremendous community work or become a part of one of the Sea Dogs programs?

[READ MORE](#)

SOCIAL MEDIA

Are you looking to expand your company's or client's social media presence? The Portland Sea Dogs are one of the leaders in social media followings in Minor League Baseball teams, ranking #1 in the Eastern League and #9 in MiLB.

[Evergreen Credit Union](#) generated new social media following with their sponsorship of the Birthday Messages to current and former Sea Dogs players.

Our social media offers a number of ways for your business to enhance its social media presence.



portland_seadogs We join @evergreen_credit_union in wishing #SeaDogsAlum @rafael.devers a Happy 23rd Birthday! As a 22-year-old he led the majors in extra-base hits (90) and total bases (359). He also joined Alex Rodriguez as the only players ever to have 30+ HR & 50+ 2B in a season before turning 23.

Follow the Portland Sea Dogs on all social media platforms to see how we can bring tremendous value to your organization.



SEA DOGS PODCAST



SEA DOGS
PODCAST

Check out the latest episode of the Portland Sea Dogs podcast hosted by Director of Broadcasting, Emma Tiedemann.

LOOKING FOR MORE MARKETING?
SEE OUR FULL SALES GUIDE BELOW

CLICK HERE

SEA DOGS IN THE NEWS

Pedroia Announces Retirement: "The Boston Red Sox, to me, it means everything"

Sea Dogs 2021 Coaching Staff Announced: Corey Wimberly named Sea Dogs manager

Sea Dogs mourn the passing of Ron Johnson: Ron Johnson managed the Portland Sea Dogs from 2003 - 2004

Red Sox Top 30 Prospects: Jeter Downs headlines the Red Sox top 30 prospects heading into the 2021 season

TESTIMONIAL



Working with the Sea Dogs has been an outstanding experience. They are always flexible and creative in their sponsorship offerings, and they understand who we are as a business and what solutions fit our needs. As a community bank that values community, the Sea Dogs have been a perfect fit.

John Mondor
AVP, Marketing Manager
[Saco & Biddeford Savings](#)



AS A THANK YOU!



As a thank you for subscribing to *The Lineup*, get 25% off the Portland Sea Dogs Patch Hat.

PROMO CODE: FEBPUB21

