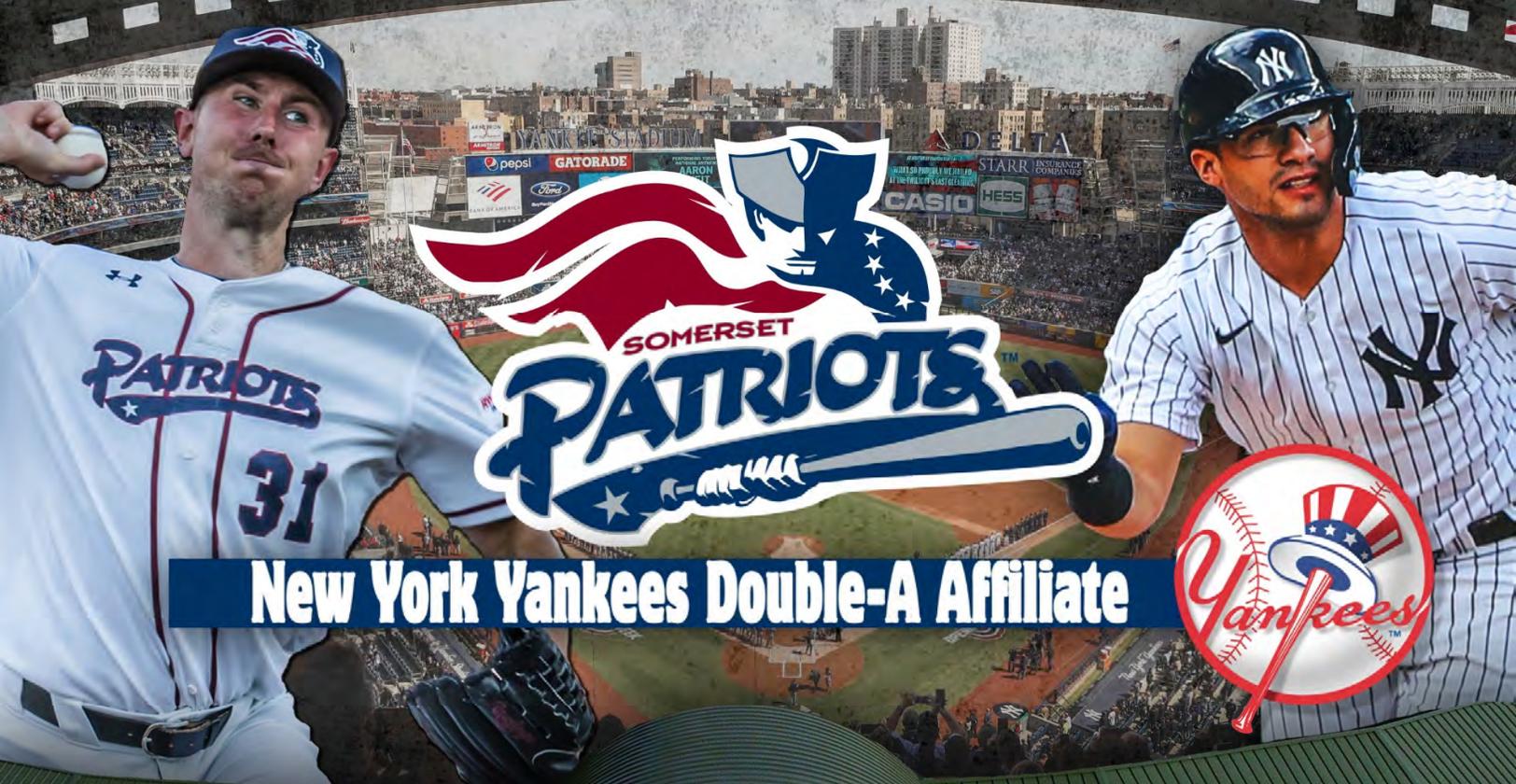


# Marketing Partnership Opportunities



New York Yankees Double-A Affiliate



# Minor League Baseball



**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**



4.7/5 CUSTOMER REVIEWS

## **Who Are Somerset Patriots Fans?**

### **County Residence**

Somerset.....	31.1%
Middlesex.....	29.7%
Hunterdon.....	13.4%
Union.....	11.6%
Morris.....	10.0%
Surrounding.....	4.2%

### **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



## The 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 Northeast 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.



### 2021 Season Highlights

- Northeast Division Champions
- Welcomed 11 MLB rehab assignments including two-time Cy Young Award winner Corey Kluber and 2020 home run leader Luke Voit
- INF Oswaldo Cabrera named MVP of the Double-A Northeast
- Lowest team ERA in all of Minor League Baseball (3.38)
- Five players made their MLB debuts: Luis Gil, Stephen Ridings, and Hoy Park with the Yankees and Glenn Otto (Texas Rangers) and Janson Junk (Los Angeles Angels)
- 1B Dermis Garcia set new team single-season home run record (31)
- Franchise's first no-hitter thrown on August 8th



# 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.



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



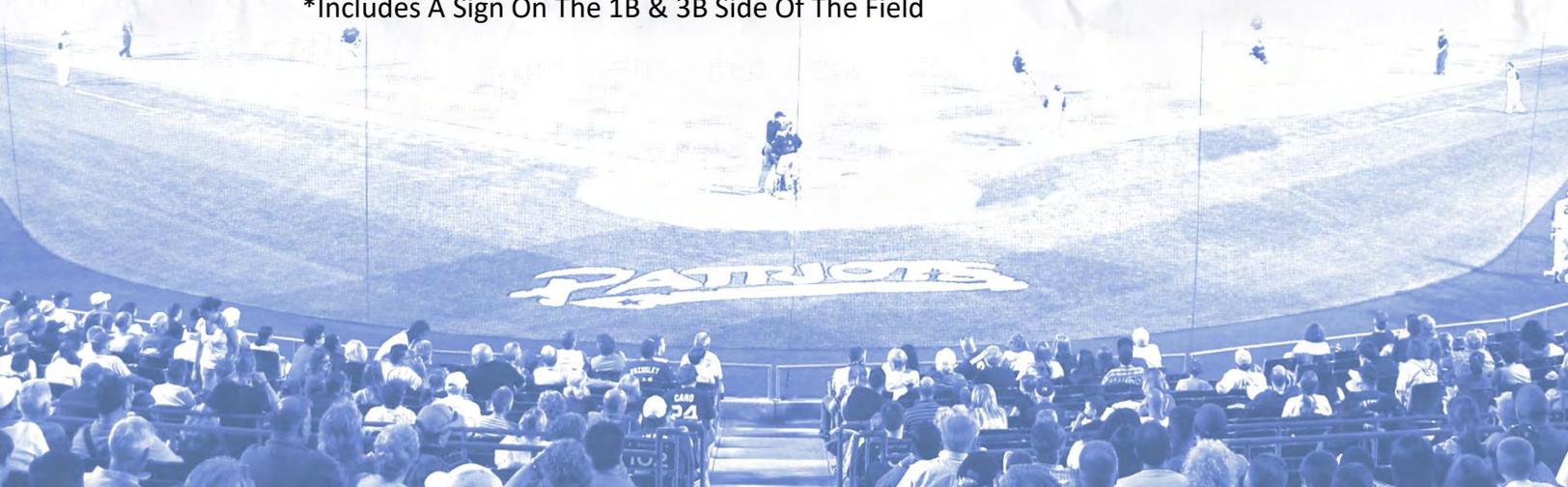
## Field Dasher Boards

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





# Ballpark Signage

## 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

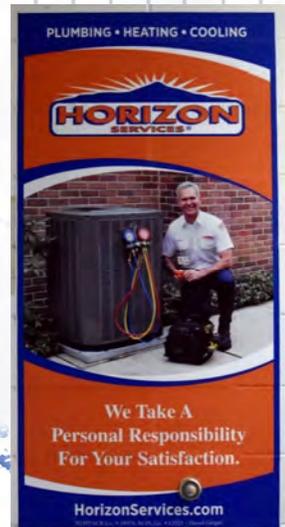


## Restroom Signage

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

Vanity Wall (2' x 20').....\$7,500

Walk-In Sign (4' x 2').....\$3,500



\*Per Restroom (2 Men and 2 Women Restrooms are located on the concourse.



# Route 287 Digital Display



SPB-098 FS



SPB-028 FN



## Facing Northbound Traffic

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

## Facing Southbound Traffic

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

Traffic To And From:



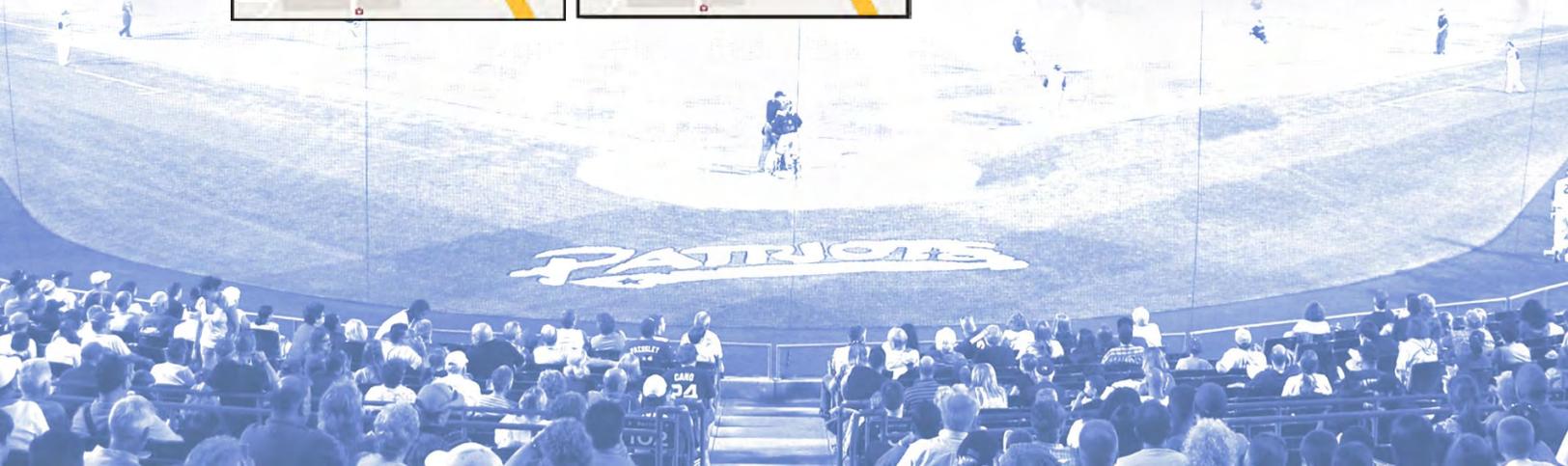
This premier digital display serves as the gateway of Somerset County, reaching motorists traveling throughout New Jersey.

- Size: 20' x 50' LARGEST IN NEW JERSEY
- Media Type: Digital
- Location: Route 287, 3.8 Miles South of Exit 13
- Latitude: 40.560333/ Longitude: -74.550250
- Display Time: 24 Hours
- Notes: 8 Advertisers/ 8 Ad Rotation
- Frequency: :64 Loop



## Packages

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





# Main Street Digital Display



1998

## Facing Eastbound Traffic

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

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.



2001

## Facing Westbound Traffic

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

- 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 Advertising



## Scoreboard

TD Bank Ballpark features one of the largest, full color, high-definition video scoreboards in the minor leagues. Fans look repeatedly at the scoreboard throughout the game for the score, game situations, live camera shots, and entertaining video clips.

- Center Marquee (8' x 15').....\$50,000
- Digital Sign (16' x 7'6")..... \$35,000
- Panel (10' x 12')..... \$28,500



## Scoreboard Matrix

Digital Matrix Ads are a series of graphics displayed on the lower scoreboard during each home game. Given that the scoreboard is the only piece of advertising in the ballpark that features changing advertisements, your sign is sure to capture the attention of fans!

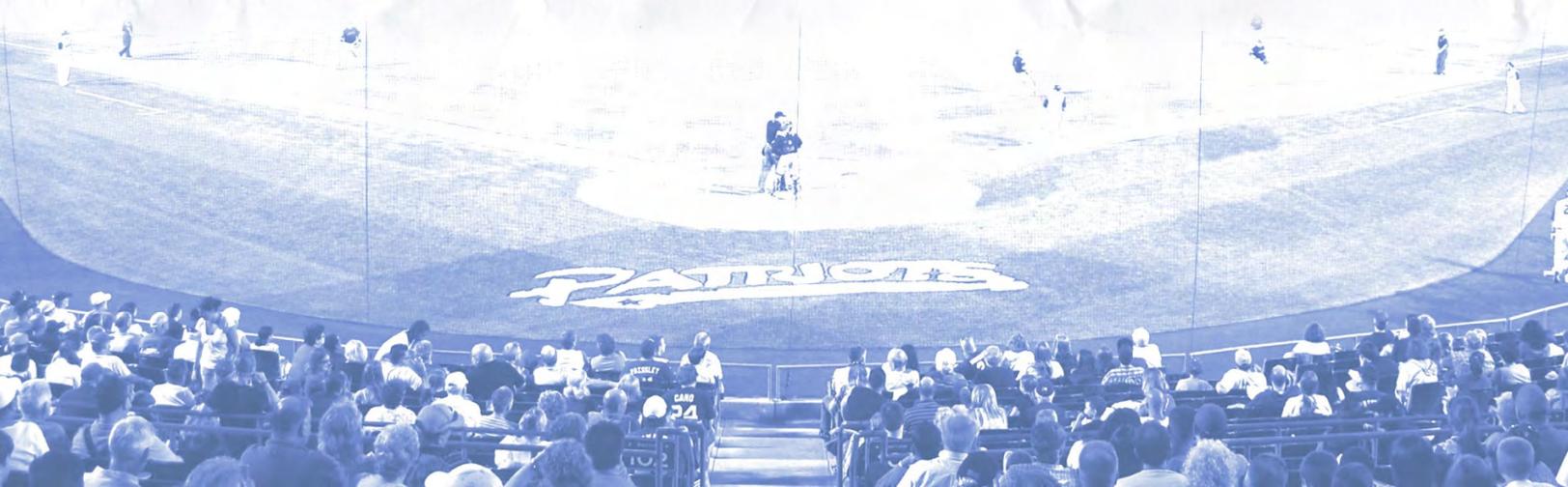


**Exclusive Half-Inning Sponsorship.....\$7,500**

- Includes PA Announcement prior to inning start

**:60 ad rotating among others advertisers.....\$2,500**

- Runs a minimum of 1 time per game. Ask for pricing on multiple rotations.





# 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
- Suite for the game (food and beverages not included)
- Concourse table and gate displays
- Scoreboard commercials
- PA announcements
- Banner placements
- Exit flyer distribution
- Live in-between inning ballpark interview
- Sparky Lyle signed baseball
- Branding on app, e-mail, and website



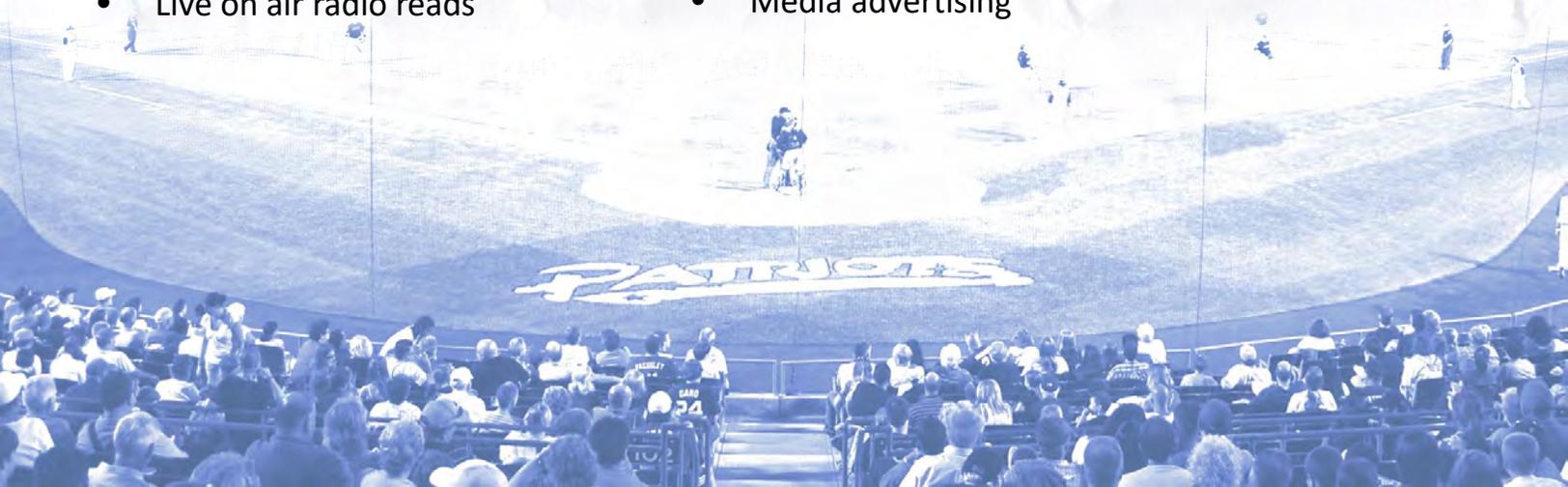
## \$4,000 + Cost Of Promotional Item/Event

*Promotional items are ordered in quantities of 1,000- 2000*

## Promotional Support

Your Business Promoted Via:

- Social Media
- 1,000,000's of impressions
- Upcoming Events Board
- Somerset Patriots website
- Live on air radio reads
- PA announcements
- Scoreboard promotion
- Pocket Schedules
- Game Program
- Media advertising



# Promotions



## On-Field Promotions

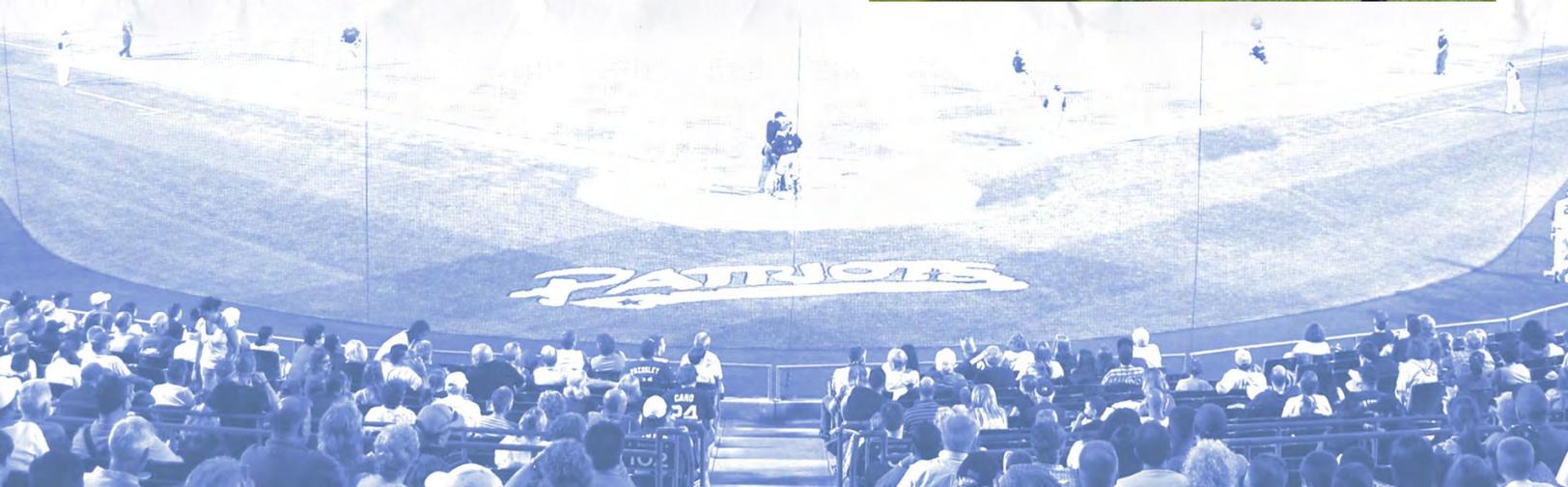
Among the many things that make minor league baseball fun are the in-game promotions. Fans are entertained between innings with on-field contests like the Dizzy Bat Race and Sparkee Dash. We can tailor a fun attention-grabbing promotion to showcase your business.



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 Game.....\$1,000  
Multiple game 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.

- Back Cover (8.5" x 11").....\$8,000
- Inside Cover (8.5" x 11").....\$7,000
- Full Page (7.5" x 10").....\$4,500
- Half Page (7.5" x 5").....\$3,500



Horizon  HorizonBlue.com

**Here when you need us most.  
Now and always.**

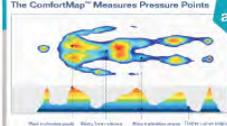


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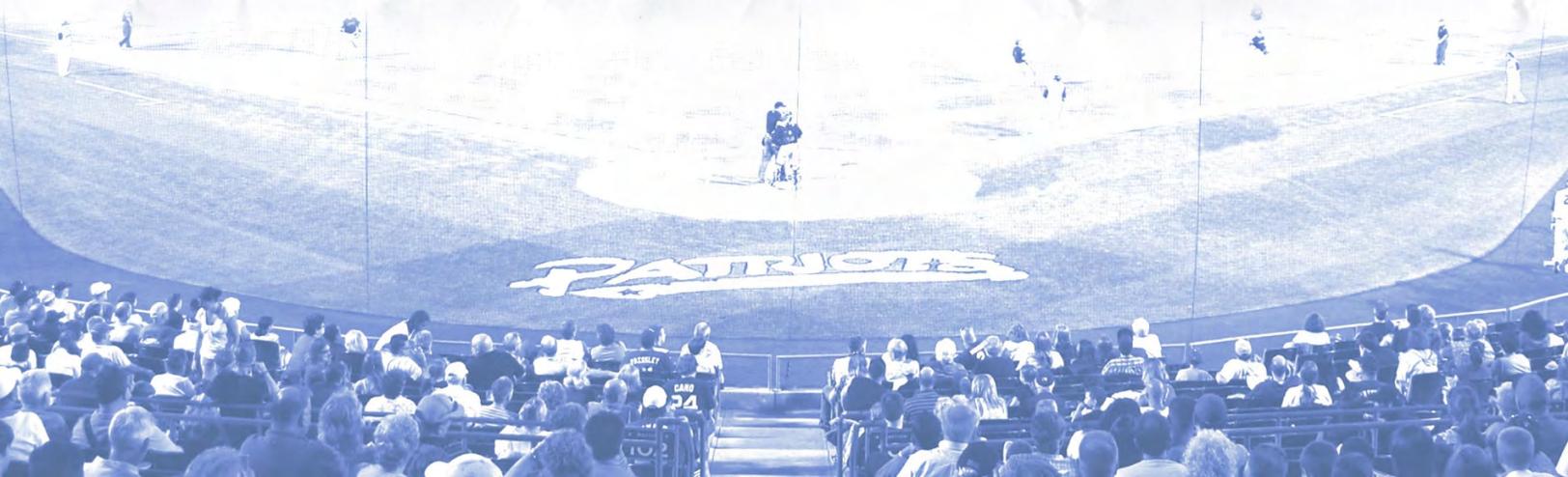
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Choose from the Largest Selection of Sealy and Stearns & Foster Mattresses in the Tri-State Area

Free Delivery and Setup







# Media Network



## LIVE GAME BROADCASTS AND SOCIAL MEDIA ENGAGEMENT



The Somerset Patriots will live stream all their home games 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.

### Network Single Package:

- One :30 commercial per game  
**\$5,000**

### Live Read:

- One :15 read per game  
**\$2,500**



**NEW JERSEY**  
93.5 FM / 1450 AM



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:

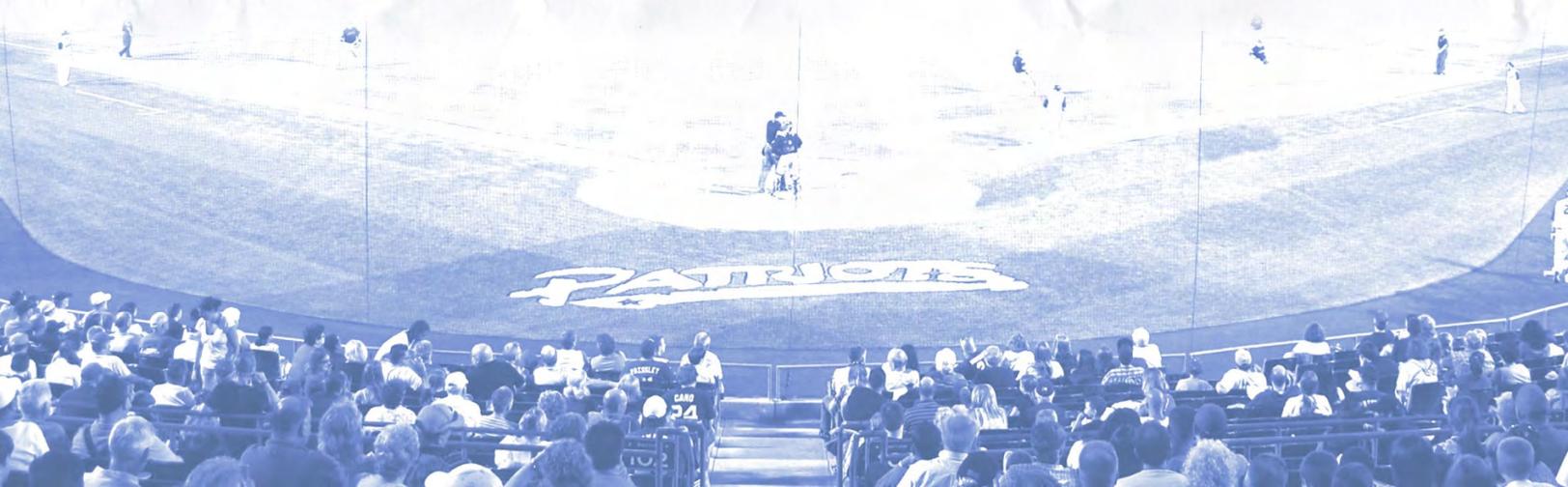
- Two :30 second commercials per game  
or one :60 second commercial  
**\$7,500**

### Network Single Package:

- One :30 commercial per game  
**\$4,000**

### Live Read:

- One :15 read per game  
**\$2,500**



# Digital Marketing

## E-Mail Marketing

The Somerset Patriots keep in constant communication with our fanbase through e-mail messages throughout the year to our opt-in and organically grown database of over 50,000 e-mail addresses.

### Patriots Blast E-Newsletter:

Throughout the year, the Somerset Patriots will send out news, events, promotions, videos, and more.

- Exclusive Title Sponsorship
- Top Banner Ad
- Large Footer Banner Ad
- Link back to your website

**\$10,000**

### E-Promotion:

E-mails to promote upcoming games, promotions, and ticket specials frequently throughout the year.

- One sponsor ad per e-mail
- Large Footer Banner Ad
- Link back to your website

**\$750 per E-Promotion**

Packages available for multiple



**Patriots Blast**

The Double-A Affiliate Of The New York Yankees

Presented By: **T-Mobile**

**Somerset Patriots Announce New York Yankees Partnership...**

11/10/2020 3:47 PM - Bridgewater, NJ - On Tuesday, November 10th, the Somerset Patriots welcomed baseball icons, local elected officials,



#### 108 Stitches

We wear that love on our sleeves, on our backs and over our hearts, every day of the year - not just during the season. Our national pastime may be rooted in tradition, but we are dedicated to putting some "pop" into baseball gear. A changeup that's smart, fun and fashionable, with high-quality fabrics, state-of-the-art printing, and a fit and feel that's lights-out.



Mens Long Sleeve Razorback Tee

\$34.99

[Buy Now](#)



Womens Long Sleeve Razorback Vintage Tee

\$34.99

[Buy Now](#)

[SHOP 108 Stitches Collection](#)

**Incredible Savings Now!**

Honda Summer **CLEARANCE** Event



**Clinton Honda**  
Route 22 East, Clinton  
[ClintonHonda.com](http://ClintonHonda.com)

# Social Media



The Somerset Patriots are very active on all Social Media platforms with frequent engaging posts to interact with our fanbase.

**FOLLOWERS: Over 77,421 (as of 10/21)**



37,600      19,621      20,200



Ownership of a specific promotion or branding on engaging content pushed out by the team (graphics, contests, videos, and more).

- Graphics that include your logo
- Your social accounts tagged
- Posted on Facebook, Twitter, and Instagram if applicable



Daily Promotion.....\$12,500  
 Weekly Promotion.....\$5,500  
 Monthly Promotion.....\$3,500

## Official Mobile App

A must have tool for all fans. The app provides statistics, standings, current news, social feeds, and much more. The app also has a MyRewards fan engagement component to award points and loyalty rewards all year long.

## Banner Advertising

- Banner spot
- One Period (28 Days).....\$1,000**

## Contests & Sweepstakes

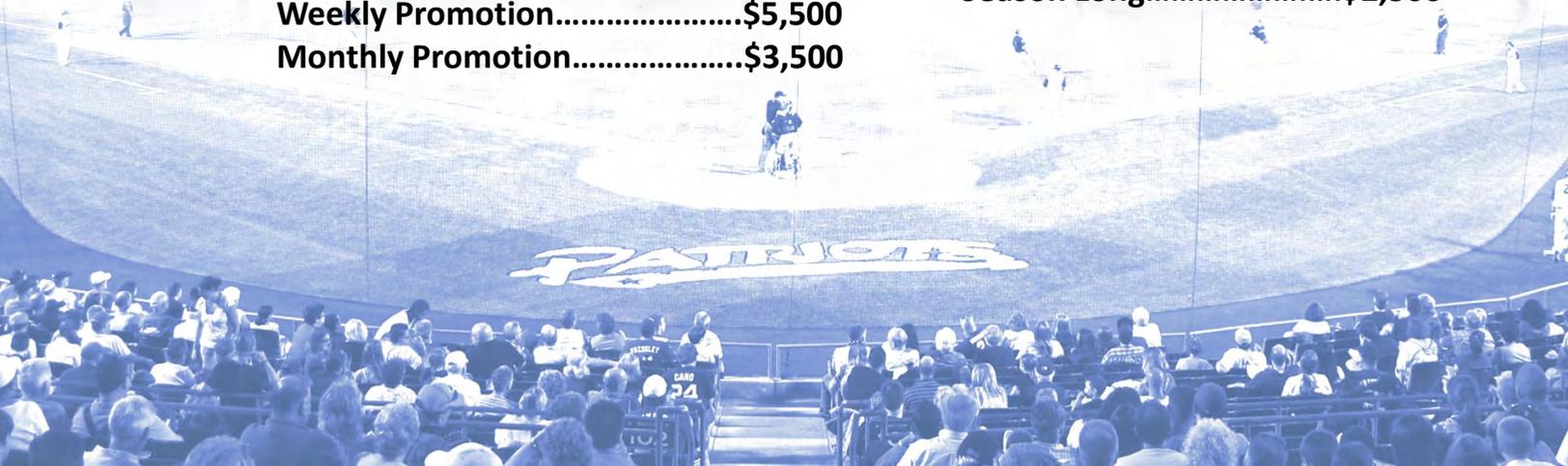
- Engage fans and capture data
  - Trivia contests, prediction games, sweepstakes to enter to win items
  - Sweepstakes that require store or website/social visits
  - Push Notification alerting promotion
- 10 Contests.....\$1,500**

## Branded Push Notifications

Get brand exposure with alerts sent to fans. Examples include:

- Scoring Alerts
- Breaking News
- Daily Deals
- Final Score

**Season Long.....\$2,500**





# Season Ticket Plans

## 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
- Throw out a first pitch each season



# Group Outings



## Diamond Club

Groups of 50+

- Indoor space with cocktail tables
- 1 ½ hour upscale buffet
- Full bar with bar tender

**\$52 per person**



## Discounted Group Tickets

Groups of 30+

- **Upper Box: \$9.50**
- **Field Box: \$12.50**
- **Premium Field Box: \$15.00**



## Suites

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

- Exclusive wait service & menu
- Fully furnished & climate controlled
- Indoor & outdoor seating



## Party Deck

Groups of 30-150

- 1 ½ hour upscale buffet
- Cash bar serving beer and wine

**\$43 per person**



## Ballpark BBQ

Groups of 30-500

- 1 ½ hour  
BBQ buffet

**30-149: \$33/ticket**

**150+: \$31/ticket**



### SEASON PLANS:

Full: \$26,000

Half: \$16,000

1/3: \$11,000

1/4: \$8,500

### GAME RENTAL:

30 Person: \$775

40 Person: \$975

60 Person (Side-

By-Side): \$1,250





# Ballpark Rental

TD Bank Ballpark is a great location to bring employees and families together!

The ballpark is a full service facility with everything you need from April through October for special events.

- Enjoy a company softball game on the field
- Host a private movie event
- Have lunch in the picnic area
- Utilize meeting space in our Suites or Diamond Club
- Also, for an additional charge, the Somerset Patriots can rent games for kids including a speed pitch, moon bounce, mini-golf course, and other boardwalk style games.



HomePlate Catering & Hospitality, the ballpark's concession company, will do all the cooking for your event. You can have anything from hamburgers and hotdogs to a full scale BBQ with soda, beer and wine.

