



**WILMINGTON BLUE ROCKS**

**2026  
SPONSORSHIP  
BROCHURE**



**WILMINGTON BLUE ROCKS**

**302.888.2015 [BLUEROCKS.COM](http://BLUEROCKS.COM)**



## FANS BY THE NUMBERS

### BLUE ROCKS OFFER REGIONAL EXPOSURE



- ON AVERAGE, MORE THAN 2,600 FANS ATTENDED EACH WILMINGTON BLUE ROCKS GAME DURING THE 2025 SEASON
- BLUEROCKS.COM HAD OVER 580,000 WEB PAGE VISITS DURING THE 2025 SEASON
- IN 2025, THE WILMINGTON BLUE ROCKS STREAMING NUMBERS STAYED STRONG WITH OVER 750,000 MINUTES STREAMED.
- THE WILMINGTON BLUE ROCKS HAVE NEARLY 72,000 IN-MARKET FOLLOWERS ACROSS ALL PLATFORMS, INCLUDING INSTAGRAM, X (FORMERLY TWITTER), FACEBOOK, AND TIKTOK.



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# CORPORATE HOSPITALITY

## BLUE ROCKS DIAMOND CLUB

- ACCOMMODATES 50-75 GUESTS
- CATERING AND NON-ALCOHOLIC BEVERAGES INCLUDED
- BARTENDER AVAILABLE FOR ADDITIONAL ALCOHOL PURCHASES

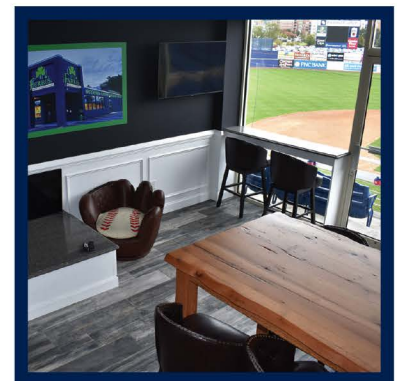


## JP MORGAN CHASE PICNIC AREA & DOGFISH HEAD BREWERY PARTY DECK

- ACCOMMODATES LARGE GROUPS STARTING AT 25 GUESTS
- CATERING AND NON-ALCOHOLIC BEVERAGES INCLUDED
- ALCOHOL ADD-ONS AVAILABLE

## PRIVATE LUXURY SUITES

- ACCOMMODATES 20 GUESTS
- CATERING INCLUDED
- INDOOR & OUTDOOR SEATING OPTIONS AVAILABLE IN ALL SUITES
- AVAILABLE FOR FULL SEASON, HALF SEASON & INDIVIDUAL GAMES



**GROUP SEATING** | ACCOMMODATES GROUPS OF 20 AND ABOVE



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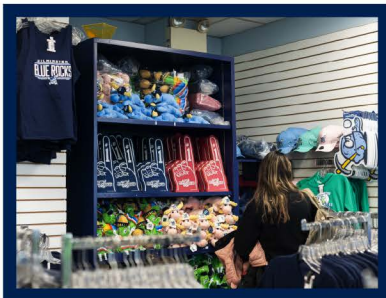




# PREMIUM AREAS

## BOX OFFICE

IN 2025, ALL 160,000+ FANS VISITED OR PASSED THE BOX OFFICE ON THEIR WAY INTO THE STADIUM. HAVE YOUR BUSINESS PROMINENTLY BRANDED ON THE BOX OFFICE WHERE EVERY FAN WILL SEE IT.

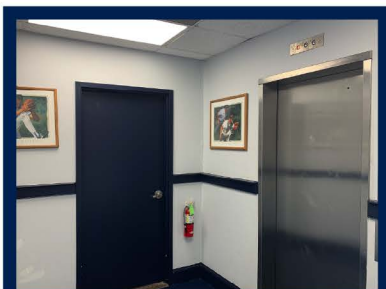


## QUARRY TEAM STORE

THE QUARRY TEAM STORE IS WHERE FANS GO TO SHOP FOR THE LATEST BLUE ROCKS MERCHANDISE. DISPLAY YOUR COMPANY'S LOGO OUTSIDE THE STORE, IN THE STORE, AND IN THE STORE WINDOWS OVERLOOKING THE FRONT OF THE STADIUM.

## LUXURY SUITES

BRANDING YOUR COMPANY ON THE SUITE LEVEL IS AN OPPORTUNITY TO BE FRONT AND CENTER FOR GUESTS IN OUR 16 SUITES AND DIAMOND CLUB. THESE SUITES ARE USED BY BUSINESSES, FAMILIES, PARTNERS AND MORE.



## WELCOME CENTER

LOCATED AT OUR ELEVATOR ENTRANCE AND SEASON TICKET HOLDER ENTRANCE, THE WELCOME CENTER IS THE PERFECT PLACE TO HAVE YOUR COMPANY'S LOGO ON DISPLAY FOR FANS.



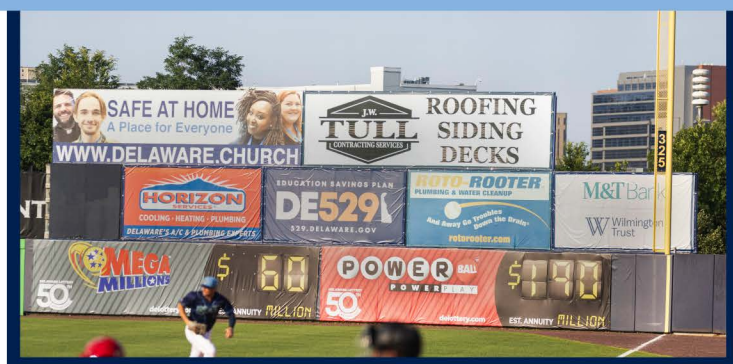
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## STADIUM SIGNAGE

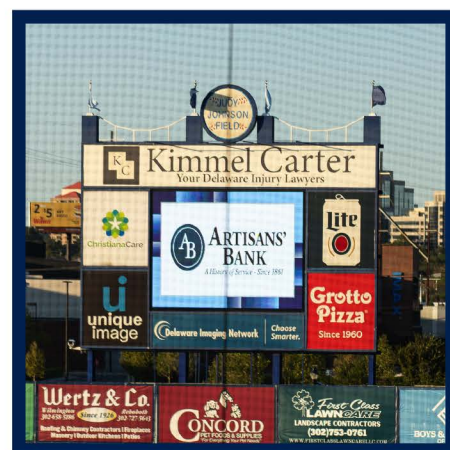


## OUTFIELD WALL

- YEAR-ROUND EXPOSURE
- MULTIPLE SIZE & TIER OPTIONS

## ROCKSVISION BOARD

- VISIBLE FROM I-95 AND ALL SEATING LOCATIONS
  - YEAR-ROUND EXPOSURE
  - MULTIPLE SIZE OPTIONS



## RF BULLPEN

- LARGEST SIGNAGE OPPORTUNITY IN THE OUTFIELD
- SIGN PACKAGE CONTAINING MULTIPLE SIGNS

## SCOREBOARD

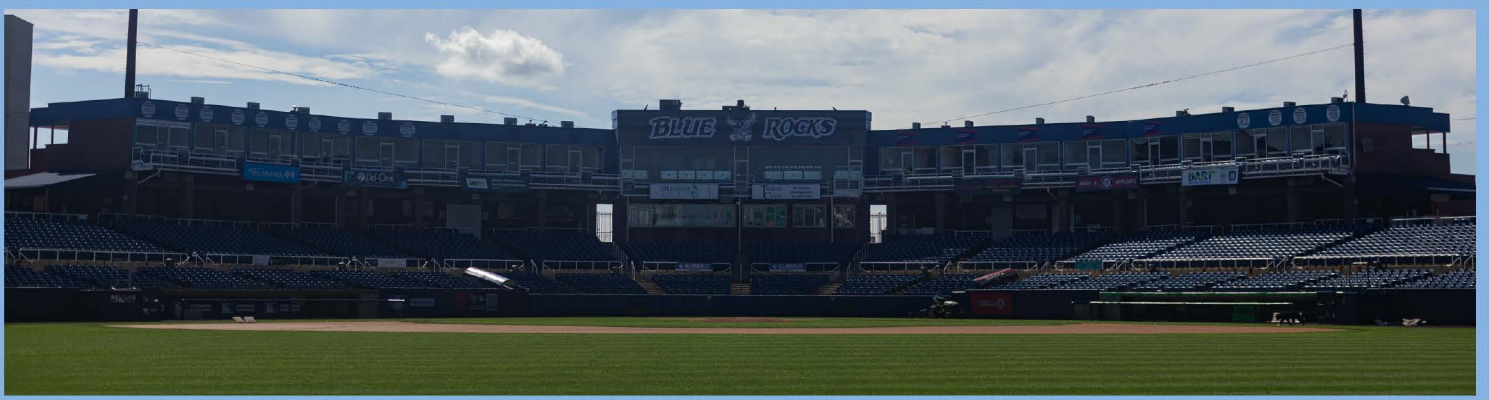
- A HOTSPOT FOR FANS' EYES
- MULTIPLE SIZE OPTIONS



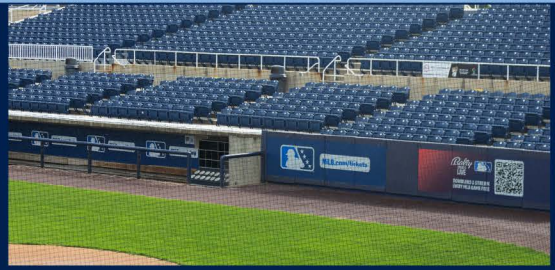
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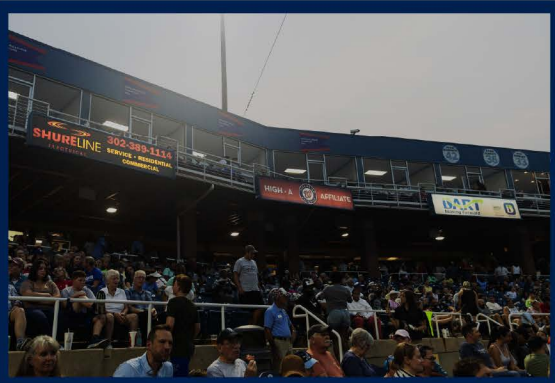


# STADIUM SIGNAGE



## ON THE FIELD

FOUL POLES  
INFIELD PADDING



## IN THE STANDS

BACKLIT BALCONY SIGNS  
DUGOUT TOPS  
DUGOUT TUNNELS  
SEATING SECTION



## ON THE CONCOURSE

BACKLIT CONCOURSE SIGNS  
RAMP & STAIR ENTRANCES  
STANDINGS & LINEUP BOARD  
PICNIC DECKS  
1B, 3B, OR HOME PLATE BAR



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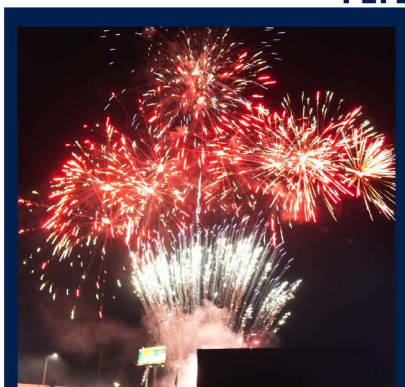
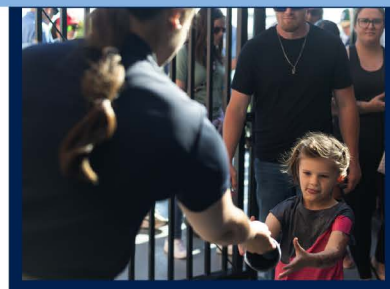


# GAMEDAY SPONSORSHIP

## GIVEAWAYS

FROM JERSEYS AND CAPS TO BOBBLEHEADS, OUR FANS LOVE EVERYTHING BLUE ROCKS. YOUR BRAND CAN BECOME A PART OF THAT PASSION BY SPONSORING ONE OF OUR MANY GIVEAWAY ITEMS. THIS SPONSORSHIP COMES WITH A CUSTOMIZABLE PACKAGE THAT COULD INCLUDE AN ARRANGEMENT OF THE FOLLOWING:

- LOGO PLACEMENT ON GIVEAWAY ITEM
  - A 20-PERSON CATERED SUITE
  - SEATING BOWL TICKETS
  - A CEREMONIAL FIRST PITCH
- PA READ(S) AND LOGO DISPLAYED ON VIDEOBOARD(S)
  - A MARKETING TABLE ON THE CONCOURSE
- THE OPPORTUNITY TO DISTRIBUTE COUPONS OR FLYERS AS FANS EXIT



## FIREWORKS

FIREWORKS NIGHT AT FRAWLEY TEND TO DRAW THE BIGGEST CROWDS. SPONSOR A FIREWORKS SHOW TO BE BRANDED ON THE VIDEOBOARD THROUGHOUT THE SHOW AND INCLUDED IN FIREWORKS SHOW PRE-PROMOTION. THIS SPONSORSHIP HAS SIMILAR PACKAGE OPPORTUNITIES AS LISTED ABOVE UNDER GIVEAWAY SPONSORSHIP.



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# GAMEDAY SPONSORSHIP

## THEME NIGHTS

BECOME THE PRIMARY SPONSOR OF A BLUE ROCKS THEME NIGHT! THE THEME CAN ALIGN WITH YOUR BUSINESS AND INCLUDES PRE-PROMOTION ADVERTISING THE GAME AND PROMOTIONS AS WELL AS IN-STADIUM PROMOTION.



## INNING SPONSORSHIP

FOR EVERY HOME GAME DURING THE SEASON, ONE DESIGNATED INNING WILL OPEN WITH A PA READ PROMOTING YOUR BUSINESS. YOUR LOGO WILL REMAIN ON THE ROCKSVISION VIDEOBOARD FOR THE DURATION OF THE INNING.

## IN-GAME CONTESTS

BETWEEN INNINGS, THE BLUE ROCKS RUN MEMORABLE ON-FIELD CONTESTS THAT DRAW FAN ATTENTION. ASSOCIATE YOUR BUSINESS WITH THE EXCITEMENT OF IN-GAME ENTERTAINMENT AND THEME THE CONTEST TO YOUR BUSINESS.



## SITUATIONAL PROMOTIONS

THE BLUE ROCKS OFFER ASSOCIATION WITH SPECIFIC PLAYS THROUGHOUT THE GAME BOTH IN-STADIUM AND ON OUR BROADCAST WITH A LIVE READ WHENEVER A SPECIFIC PLAY OCCURS. BEING TIED TO STRIKEOUTS, FOUL BALLS, WALKS, ETC. PROVIDES CONSISTENT AND REPETITIVE EXPOSURE.



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# DIGITAL SPONSORSHIP



## MILB.TV ADVERTISING

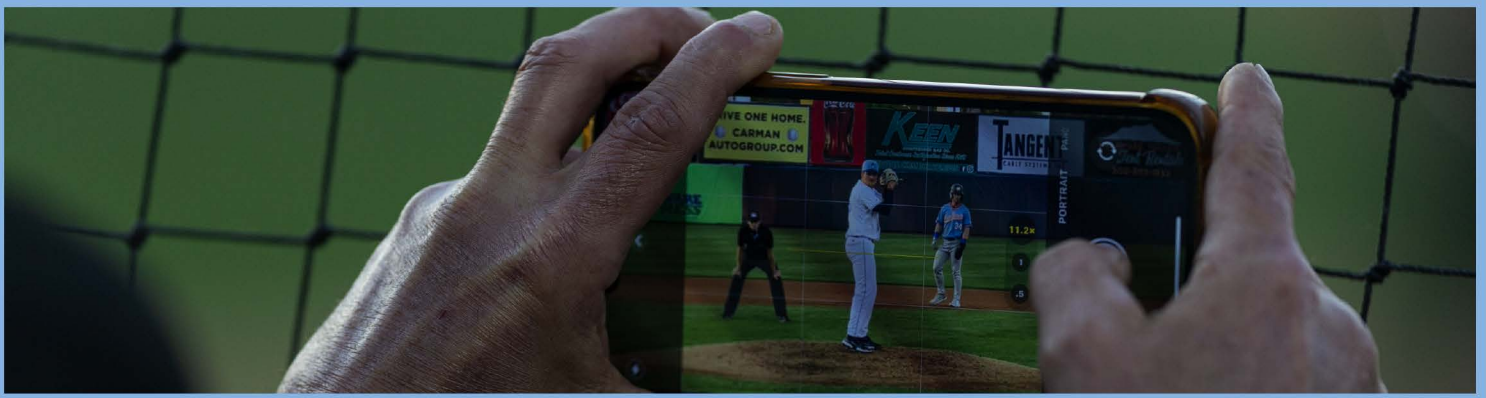
DURING THE 2025 SEASON, WILMINGTON BLUE ROCKS GAMES WERE BROADCASTED ON MILB.TV, MLB.TV, BALLY SPORTS LIVE AND, FOR THE FIRST TIME, THE WASHINGTON NATIONALS BROADCAST TELEVISION AFFILIATE MID-ATLANTIC SPORTS NETWORK. VIEWERSHIP REMAINED STRONG WITH OVER 750,000 MINUTES OF BLUE ROCKS HOME GAME BROADCASTS STREAMED DURING THE 2025 SEASON. HAVE YOUR COMPANY TIED TO VARIOUS BROADCAST ELEMENTS, I.E. THE SCOREBUG, BOX SCORE, ETC., OR SITUATIONAL ELEMENTS WITH LIVE DROPS CORRESPONDING TO CERTAIN PLAYS.



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# DIGITAL SPONSORSHIP


## SOCIAL MEDIA


THE WILMINGTON BLUE ROCKS ARE ACTIVE ON MAJOR SOCIAL MEDIA PLATFORMS, INCLUDING FACEBOOK, X (FORMERLY TWITTER), INSTAGRAM, AND TIKTOK. IN TOTAL, THE BLUE ROCKS HAVE A FOLLOWING OF 72,000 IN-MARKET FANS. ON FACEBOOK, THE BLUE ROCKS RECEIVED NEARLY 290,000 AVERAGE POST VIEWS PER MONTH DURING THE 2025 SEASON. HAVE YOUR COMPANY INCLUDED ON SELECT GAMEDAY GRAPHICS OR TIED TO A MUTUALLY BENEFICIAL SOCIAL MEDIA SERIES.





## TICKET OPTIONS





From a single game to all 66 home games or from a picnic deck to the exclusive Diamond Club - and everything in between - there's a Blue Rocks ticket for everyone. Whether you're coming alone, with your family or with over 200 co-workers & clients, we have exactly the ticket required to provide you with a night out that you won't soon forget!

Use the navigation below to check out all of our different ticket options, Frawley Stadium seating chart & pricing - plus all of the great promotions on The Riverfront!

[Email Us!](#)
[Call the ChristianaCare Box Office](#)

**Inside Blue Rocks Tickets**

- Single Game Tickets
- Promotions and Giveaways
- Seating & Pricing
- Rain Policy
- Season Seats
- Group Tickets
- Luxury Suites
- Diamond Club
- Picnic Decks
- Parties
- Ticket Donation Program
- Manage Your Online Ticket

## WEBSITE

DURING THE 2025 SEASON, THE WILMINGTON BLUE ROCKS WEBSITE HAD NEARLY 586,000 VISITS, A 6% INCREASE FROM 2024, BY ALMOST 300,000 UNIQUE VISITORS. OUR VARIOUS WEB PAGES HAD OVER 1.2 MILLION VIEWS, A 4% INCREASE FROM 2024. YOUR COMPANY NAME AND/OR LOGO WILL APPEAR ON OUR WEBSITE IN ASSOCIATION WITH GAMEDAY SPONSORSHIPS, SUCH AS THEME NIGHTS AND GIVEAWAYS, AND LOCATIONS AT FRAWLEY STADIUM, SUCH AS OUR BOX OFFICE, QUARRY TEAM STORE AND PICNIC AREAS.



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# **PARTNERING WITH THE BLUE ROCKS**

**THANK YOU FOR YOUR INTEREST IN PARTNERING WITH THE BLUE ROCKS FOR THE UPCOMING 2026 SEASON.**

**THE BLUE ROCKS ARE COMMITTED TO CREATING MEMORABLE EXPERIENCES FOR OUR FANS AND MAKING A MEANINGFUL IMPACT IN THE COMMUNITY. BY PARTNERING WITH US, YOUR BUSINESS CAN PLAY A VITAL ROLE IN BOTH, WHILE GAINING VALUABLE BRAND EXPOSURE AND CONNECTION TO A DIVERSE AUDIENCE.**

**WE ARE DEDICATED TO DELIVERING VALUE TO OUR PARTNERS THROUGH PERSONALIZED SERVICE AND STRATEGIC BRAND PLACEMENT DESIGNED TO SUPPORT YOUR MARKETING AND COMMUNITY GOALS.**

**THE WILMINGTON BLUE ROCKS OFFER A WIDE RANGE OF FLEXIBLE SPONSORSHIP OPPORTUNITIES DESIGNED TO ALIGN WITH YOUR BUSINESS OBJECTIVES AND CONNECT YOU WITH YOUR TARGET AUDIENCE. LET'S WORK TOGETHER TO CREATE A PARTNERSHIP THAT SUPPORTS YOUR GOALS AND HELPS GROW YOUR BRAND. CONTACT US TO START THE CONVERSATION.**

**PLEASE NOTE: ADDITIONAL OPPORTUNITIES BEYOND THOSE LISTED ARE ALSO AVAILABLE. LET'S EXPLORE WHAT WORKS FOR YOU.**



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