

LYNCHBURG HILLCATS

PARTNERSHIP OPPORTUNITIES





The Lynchburg Hillcats are 2025 Carolina League Champions and secured their ninth league title with a win over the Columbia Fireflies! Powered with a stacked draft class and many Cleveland Top Prospects, the Hillcats finished the season with a Carolina League best 70 wins. The Hillcats also saw two alumni make their debuts in Major League Baseball during the 2025 campaign.



STADIUM RENOVATION

- Stadium was built in 1939 and is the 5th oldest MiLB ballpark in the country
- First exhibition game in the stadium was between the New York Yankees and the Brooklyn Dodgers in 1940!
- The stadium played host to many Major League baseball exhibition games throughout the 40's and 50's
- Due for a \$5 million renovation during the offseason 2025-26 to include a 2nd level Sky Lounge, Carnival Zone, Dining Rail Seating, and a 3rd Base 21 and over bar.
- [Watch the Renderings](#)





NEW OWNERSHIP

- During the fall of 2024, the Elmore Sports Group sold the Lynchburg Hillcats to Dylan Narang and the Narang family.
- Narang served as a minority owner of the Albuquerque Isotopes before selling his stake at the start of 2024.
- Narang obtained degrees from UVA's School of Commerce, Georgetown University, and Chapman University.
- Narang also served in the US Army and is currently the owner and creator of his media production company, Foggy Bottom Pictures.



AFFORDABILITY

ABOUT THE FANS

- 78% of adult Minor League Baseball fans are homeowners
- Almost half of MiLB fans have a household income of \$75,000 or more
- Approximately half of MiLB fans have children under the age of 17 living at home. More than 30% have two or more children under the age of 17 living at home
- The Club Survey results looked at the average cost for fans to attend MiLB games
- Determined by cost for one adult ticket, one child ticket, one beer, one soda, one hot dog, and one parking pass
- The Hillcats had an average of \$82.50 which ranked #2 in the Carolina League and Top 25 in all of MiLB in affordability

2024 CLUB SURVEY RESULTS

SOCIAL MEDIA



26K LIKES



12.1K LIKES

ATTENDANCE



100,104 OVERALL

GROUP TICKETS

22%

Hillcats rely heavily on group and corporate events to fill seats making up 22% of the overall attendance!



SEASON TICKETS

23%

Our most committed fans make up 23% of the overall attendance!



INDIVIDUAL TICKETS

55%

Over 55,000 fans came through gates during the 2025 season using single game tickets for 55%!



HILLCATS PROGRAMS

E-NEWSLETTER
14,629 MEMBERS

Hillcats added over 2,000 new E-newsletter members in 2025!

KIDS CLUB
3,140 MEMBERS

Added 900 kids to Southpaw's Kids Club during the season for a total of 3,140 members!

SILVER SLUGGERS
828 MEMBERS

Added 700 new Silver Sluggers in 2025 for a total of 828 members!

READING PROGRAM
19,500 PARTICIPANTS

Accommodated over 19,500 kids in the revamped Reading Program!



PARTNERSHIP BENEFITS

1

ENHANCEMENT

In addition to associating with a local, community-first organization, companies that partner with the Hillcats realize benefits that enhance any marketing, promotional, or corporate outreach campaign.

2

UNDERSTANDING GOALS

The Hillcats go to great lengths to understand the goals of any partnership. With this information, our sales and marketing team will put together a package that will meet the needs of any campaign.

3

PROOF OF PERFORMANCE

All partnership details are identified, cataloged and presented annually in a “Proof of Performance” package that will help any partner determine the success of this collaboration.



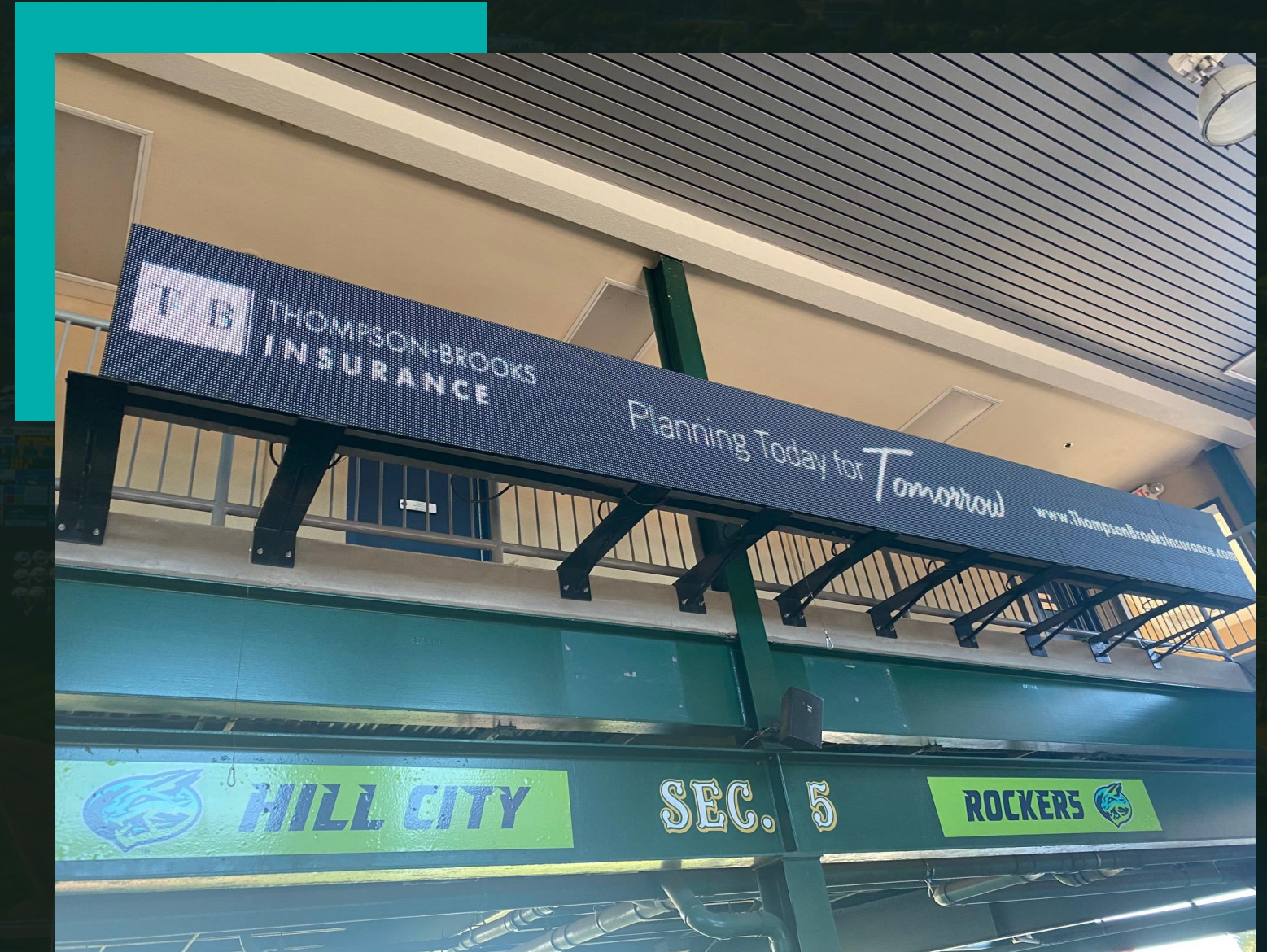
SIGNAGE OPPORTUNITIES

The following opportunities are available for brand awareness and visibility. These opportunities consist of signage in various locations at the ballpark such as outfield walls, concourse signs, LED ribbon boards, and more!

LED RIBBON BOARD

ABOUT LED RIBBON BOARD SIGNAGE:

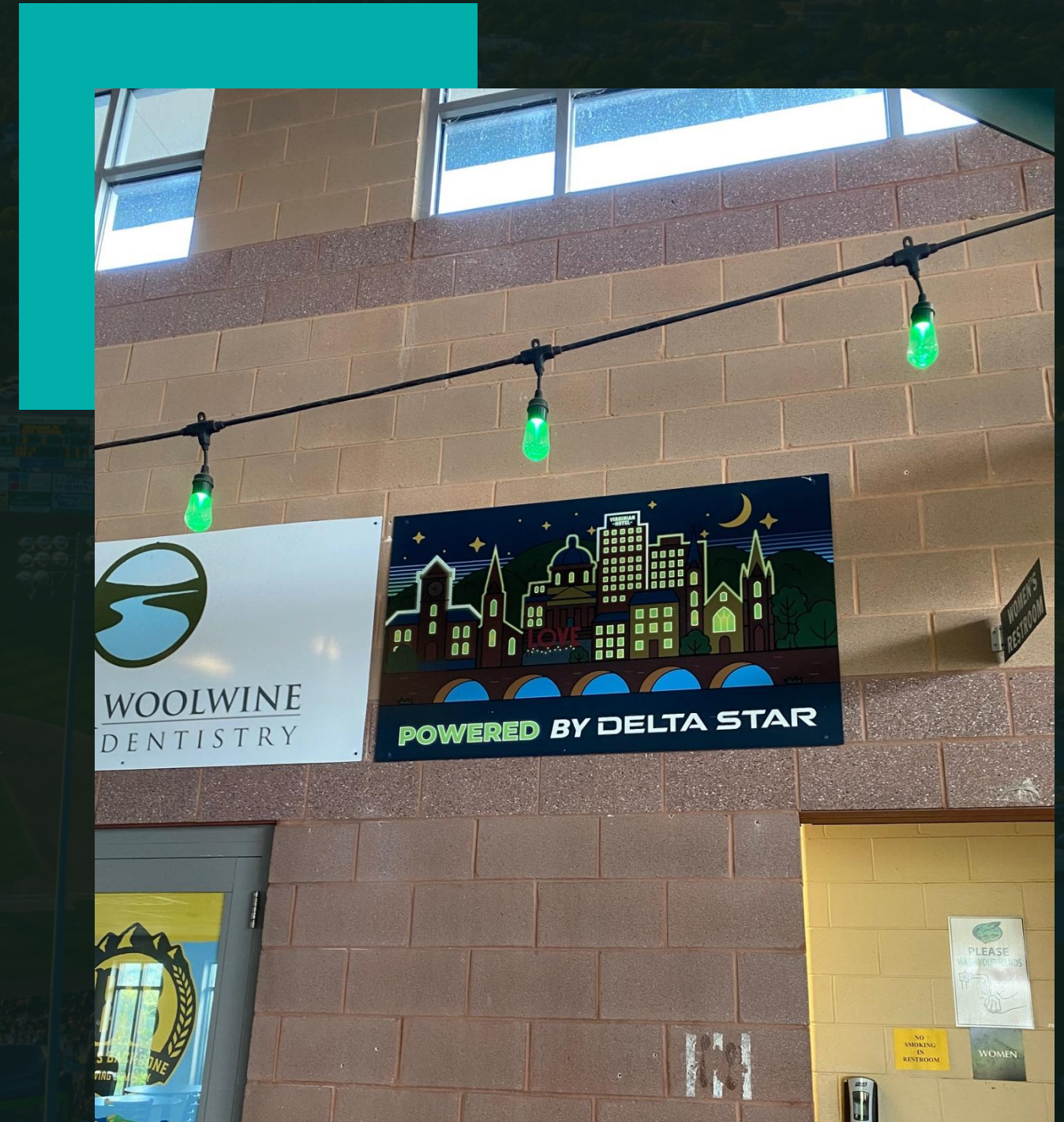
- Displayed for all 66 home games.
- Can be updated with new artwork throughout the season to push new campaigns.
- Located at the main entrance.
- Visible from the parking lot and main gates.
- Advertisement will play in rotation with other slides but will be displayed for 20-25 times throughout the game.



CONCOURSE SIGNAGE

ABOUT CONCOURSE SIGNAGE:

- Displayed for all 66 home games including non-game day events
 - City of Lynchburg Employee Picnic
 - United Way Day of Caring
 - Three (3) Travel Ball Tournaments
 - Centra Softball Tournament
 - Two (2) High School Games
 - Fanfest
 - Hillcats Youth Baseball Camp
- Located behind the press box along the concourse
- Opportunity to include branding with an interactive sign such as a growth chart



BASELINE SIGNAGE

ABOUT BASELINE SIGNAGE:

- Displayed for all 66 home games including non-game day events
 - City of Lynchburg Employee Picnic
 - United Way Day of Caring
 - Three (3) Travel Ball Tournaments
 - Centra Softball Tournament
 - Two (2) High School Games
 - Fanfest
 - Hillcats Youth Baseball Camp
- Located next to the dugouts on both sides of the field.
- Closer to the action and in the background of plays in the infield.



SINGLE OUTFIELD BILLBOARD

ABOUT OUTFIELD WALL SIGNAGE:

- Large 8' x 16' Outfield Sign.
- Displayed for all 66 home games including non-game day events
 - City of Lynchburg Employee Picnic
 - United Way Day of Caring
 - Three (3) Travel Ball Tournaments
 - Centra Softball Tournament
 - Two (2) High School Games
 - Fanfest
 - Hillcats Youth Baseball Camp
- Located in the background of the action.
- Opportunity to include branding in the background of pictures or media highlights throughout the season.



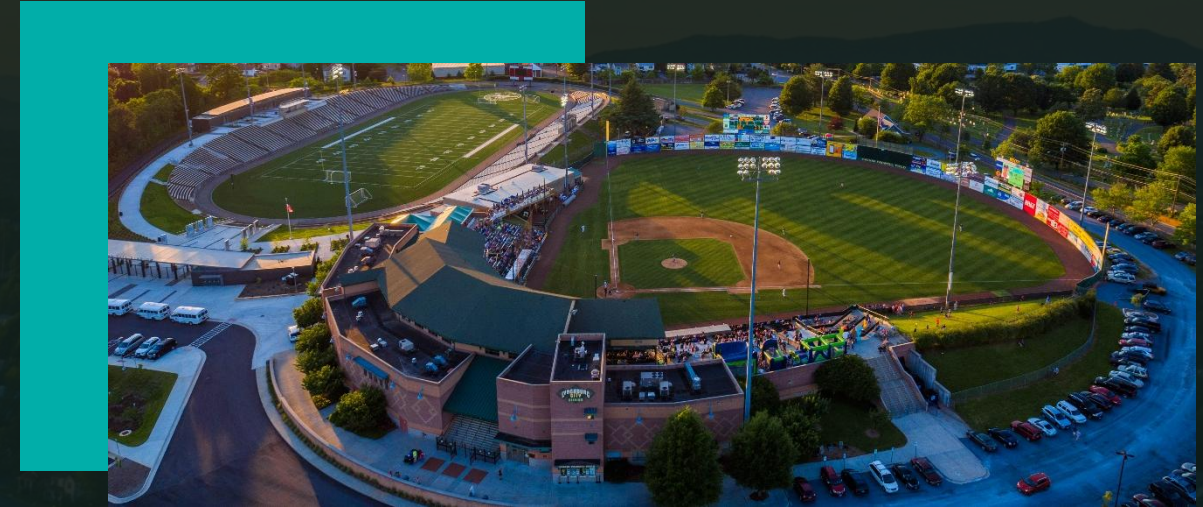
NAMING RIGHTS

ABOUT NAMING RIGHTS

- Promote your brand on the stadium or on our largest areas inside the stadium.
- Starting in the Fall of 2025, the ballpark will undergo a \$5 million renovation that includes additions to the second level, a brand-new fun zone for families, a new picnic plaza on the first base line, a 21+ full-service bar on the third base side, and loge box seating on the third base line.

SPONSORS RECEIVE

- Signage on the exterior and interior of named area.
- Name recognition each time the sponsored space is mentioned.
- Hospitality options available within negotiated deal.
- Activation opportunities on game days.
- Promotion on seating maps, brochures, catalogs, and online website promoting each area.
- Opportunity to include brochures and marketing collateral in named area.





COMMUNITY ENGAGEMENT OPPORTUNITIES

The following opportunities were designed to introduce/reinforce your brand with the residents of Lynchburg. These opportunities consist of community engagement activation including tabling at games, logo recognition on giveaways for fans, community free admission nights, fundraisers for local organizations, and experience/memory creating events!

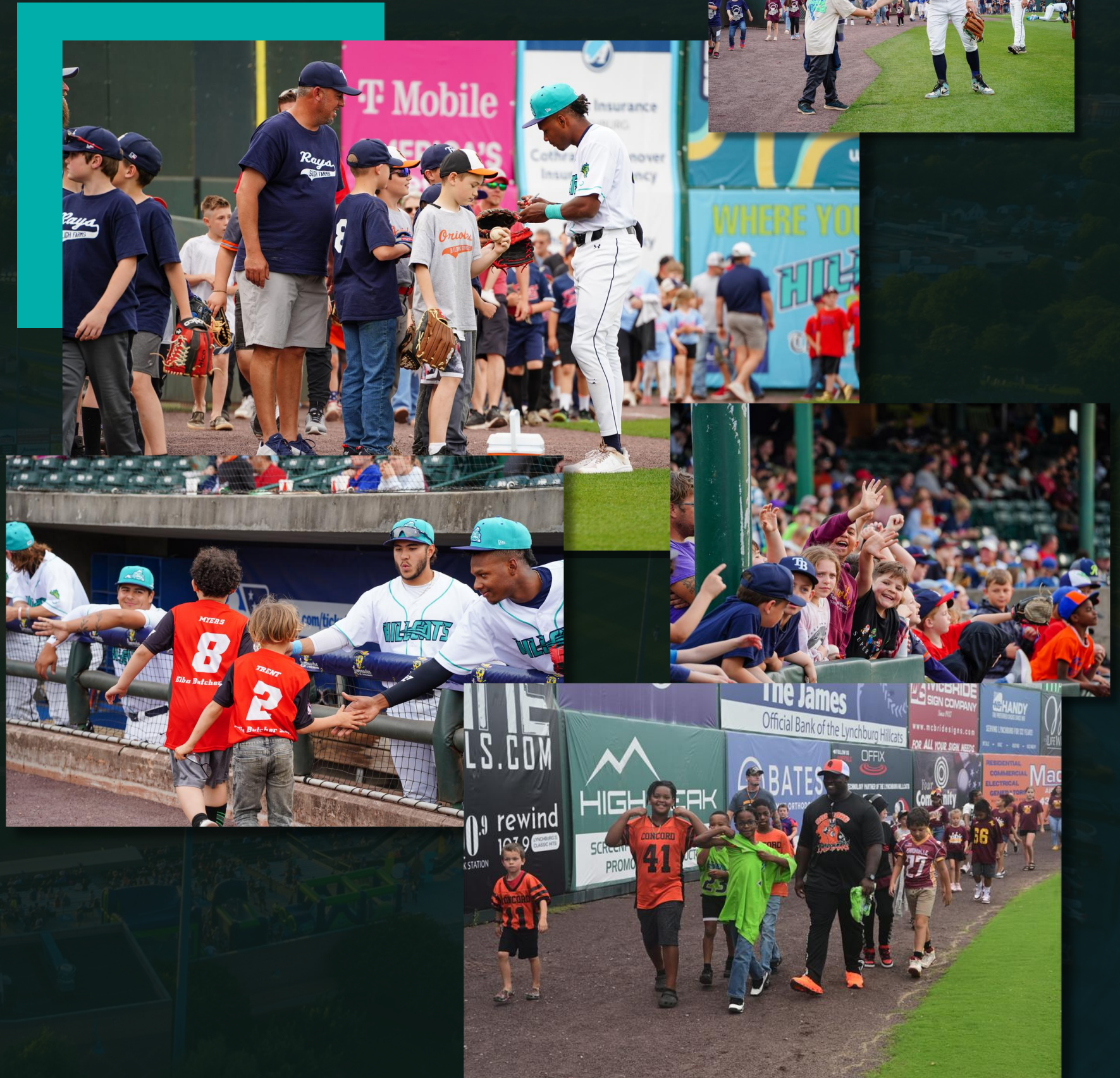
YOUTH LEAGUE NIGHTS

ABOUT YOUTH LEAGUE NIGHTS

- Goal is to provide an affordable and fun experience for local families while also providing support for local youth leagues.
- Hosted during the first, second, and last Saturdays of the season.
- Consists of free tickets (courtesy of our sponsors) for local little leagues (baseball, softball, football, and other sports included).
- Fundraisers are set up for each participating youth league
 - Had over 10 different leagues participated in 2025
 - Raised over \$4,000 for the leagues this season
- A pre-game parade on the field for all teams in attendance with post game fireworks

SPONSORS RECEIVE

- Name recognition printed on each ticket that is handed out to Youth League teams (over 2,500 tickets in 2025)
- Video board and PA recognition throughout each game (x3 per Night)
- Opportunity to set up a concourse table to greet fans at each game
- Logo recognition on social media posts and e-blasts promoting each night
- Inclusion on pocket schedules and online promotional schedules
- Over 4,000 fans in attendance for Youth League Night #1 in 2025
- Over 3,400 fans in attendance for Youth League Night #2 in 2025
- Ceremonial first pitch on each night



EXIT & TRIGGER ACTIVATION COUPONS

ABOUT EXIT & TRIGGER ACTIVATION COUPONS

- The goal is to hand out as many coupons as we can to fans in attendance, and drive traffic to your restaurant.
- Hillcats partnered with 7 restaurants for couponing during the 2025 season.
- Hillcats start handing out coupons in the 7th inning to make sure most of the fans are covered.
- Trigger activation couponing connects your coupons to an event happening on the field (For ex: Hillcats Home Runs result in coupon).

SPONSORS RECEIVE

- Opportunity for the Hillcats to hand out coupons to each fan attendance.
- Trackable opportunity to where you see the results firsthand.
- Hillcats and Sponsor would mutually agree on a selected day of the week or trigger event to hand out exit coupons (Ex: each Friday home game).
- Opportunity to set up a concourse table to greet fans at one of the exit coupon games.
- Ceremonial first pitch opportunity



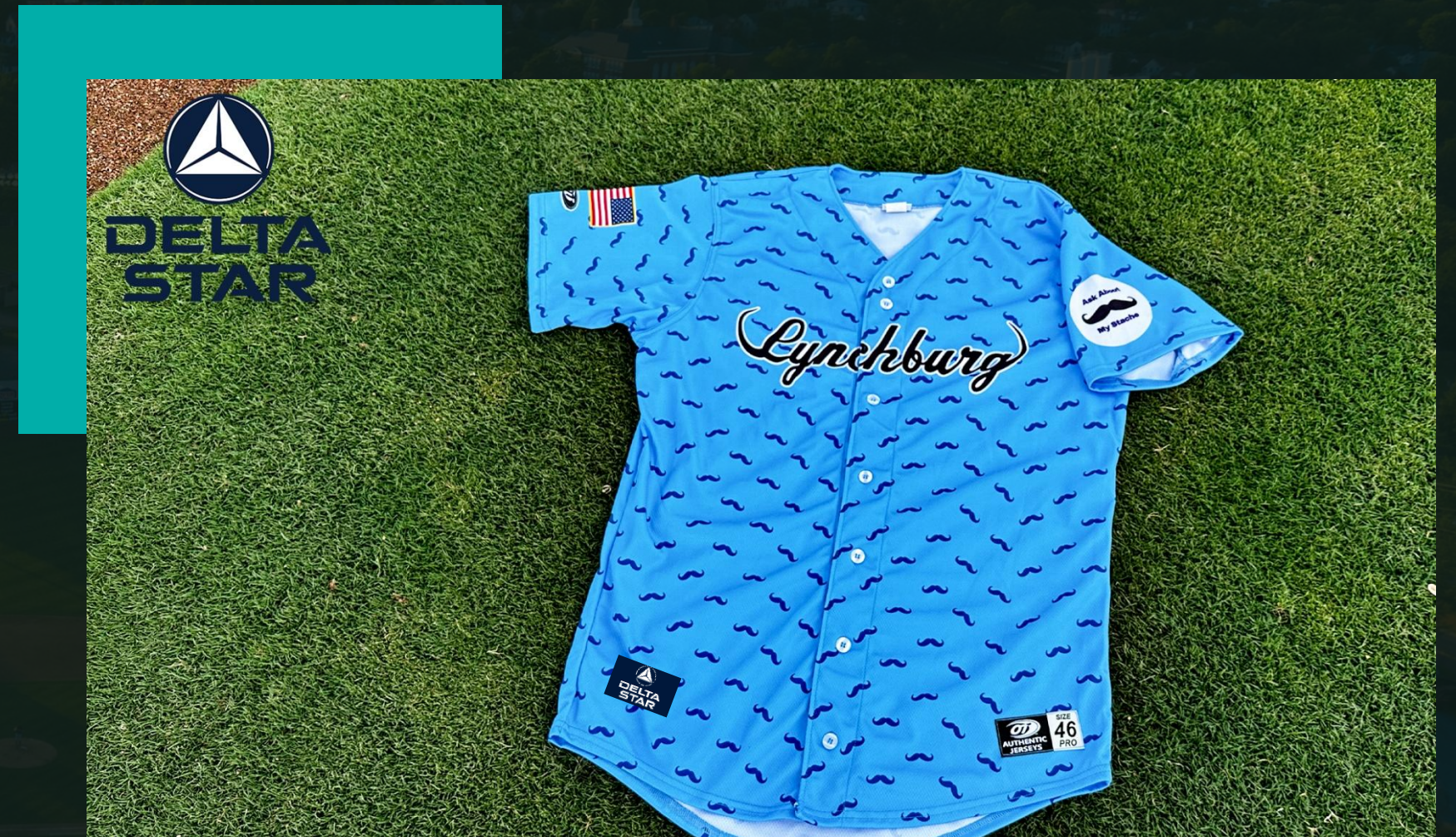
SPECIALTY JERSEY AUCTION NIGHTS

ABOUT JERSEY AUCTION NIGHTS

- Jersey auctions help raise funds for selected non-profit organizations and initiatives.
- Sponsors help us cover the upfront costs to ordering the jerseys while proceeds are donated to partnered non-profit organization.
- In 2025, the Hillcats and sponsors helped raise over \$12,230 for local charities such as Hunters for the Hungry, M4K Lynchburg, and Puzzled Foundation.
- Fans can participate in online or in-person jersey auctions, bid on jerseys, and meet the player wearing the jersey following the game.

SPONSORS RECEIVE

- Logo recognition patch on the bottom of the jersey.
- One (1) jersey to keep following the auction.
- Video board and PA recognition throughout each game (x3 during the game).
- Opportunity to set up a concourse table to greet fans at sponsored game.
- Logo recognition on social media posts and e-blasts promoting the auction.
- Inclusion on pocket schedules and online promotional schedules.
- Ceremonial first pitch on sponsored night.



APPRECIATION NIGHTS

ABOUT APPRECIATION NIGHTS

- Appreciation nights are our way to say Thank You to our local heroes and the people who keep our community safe/running.
- Hosted Military Appreciation and First Responders Appreciation Nights in 2025.
- We have hosted Teacher Appreciation, Healthcare Appreciation, Service Industry Appreciation, and a Night for the Trades in the past.
- Appreciation nights include free tickets (courtesy of our sponsors) for selected group, potential fundraisers, pre-game parades, and/or specialty jersey auctions.
- If there is a group you'd like to highlight or thank, we'd like to hear!

SPONSORS RECEIVE

- Name recognition printed on each ticket that is used during the appreciation night
- A skybox during the appreciation night
- Video board and PA recognition throughout each game (x3 during the game)
- Opportunity to set up a concourse table to greet fans at sponsored game
- Logo recognition on social media posts and e-blasts promoting the night
- Inclusion on pocket schedules and online promotional schedules
- Ceremonial first pitch on sponsored night



EDUCATION DAYS SPONSOR

ABOUT EDUCATION DAYS

- Goal is to provide an affordable and fun experience for local students while also providing a break from SOL testing and studies.
- Hosted during the second Wednesday of the season (April 22nd and May .
- Consists of free or discounted tickets (courtesy of our sponsors) for local schools.
- Schools will bus in the students, be seated together, and enjoy a game with fellow classmates.

SPONSORS RECEIVE

- Game sponsorship benefits for two (2) Education Day games and one (1) kids giveaway game.
- Name recognition printed on each ticket.
- Video board and PA recognition throughout each game (x3)
- Three (3) concourse tabling opportunities (Two Education Days and Kids Backpack Giveaway)
- Logo recognition on social media posts and e-blasts promoting Education Days and kids backpack giveaway.
- Inclusion on pocket schedules and online promotional schedules
- Logo inclusion on Education Day webpage located on the Hillcats MiLB.com website.
- Logo inclusion on Kids Backpack Giveaway set for August 2026.



FIREWORK NIGHTS

ABOUT FIREWORK NIGHTS

- Fireworks are the #1 draw for fans to the ballpark!
- On average, firework nights attract 2,443 fans each Saturday.
- We host 13 firework shows throughout the season.
 - Opening Day
 - July 4th
 - Every Saturday home game (x11)

SPONSORS RECEIVE

- Name recognition printed on each ticket that is used during the fireworks night.
- A skybox rental on night of firework sponsorship.
- Video board and PA recognition throughout each game (x3 during the game).
- Opportunity to set up a concourse table to greet fans at sponsored game.
- Logo recognition on social media posts and e-blasts promoting the giveaway.
- Inclusion on pocket schedules and online promotional schedules.
- Ceremonial first pitch on sponsored night.



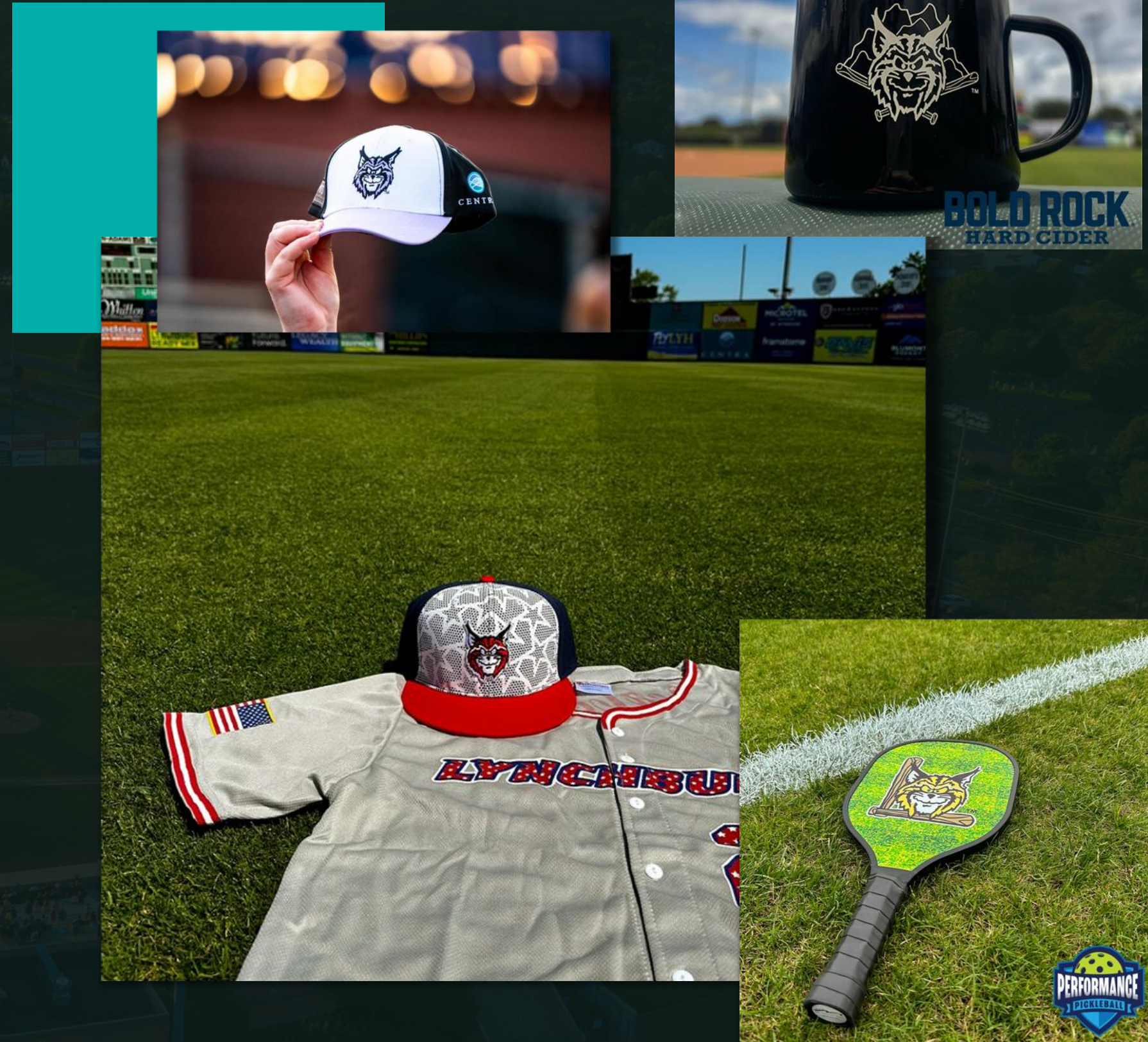
GIVEAWAY NIGHTS

ABOUT GIVEAWAY NIGHTS

- Giveaway nights help lure fans to the ballpark while providing our sponsors additional promotional opportunities that last beyond the game.
- Hosted on Friday and Sunday nights.
- Friday giveaways are for adults while Sunday giveaways are tailored to kids.
- We give away 1,000-1,200 items on Fridays, and 500-700 items on Sundays

SPONSORS RECEIVE

- Name recognition printed on each ticket that is used during the giveaway night
- 50 tickets to the giveaway night and giveaways set aside for your company
- Video board and PA recognition throughout each game (x3 during the game)
- Opportunity to set up a concourse table to greet fans at sponsored game
- Logo recognition on social media posts and e-blasts promoting the giveaway
- Logo included on each giveaway item
- Inclusion on pocket schedules and online promotional schedules
- Ceremonial first pitch on sponsored night



CELEBRITY NIGHTS

ABOUT CELEBRITY NIGHTS

- Celebrity nights bring in a former player or celebrity that is loved in the community. They are invited to the stadium for number retirement ceremonies, first pitches, and autograph meet/greet sessions.
- Considering a few options for 2026 such as Darryl Strawberry, Dwight Gooden, or Trot Nixon (all played in Lynchburg during their baseball career).
- Dwight Gooden holds a MiLB record for strikeouts in a season. Later pitched for the New York Mets winning a Cy Young Award, Pitching Triple Crown, a Silver Slugger award, and a Rookie of the Year
- Darryl Strawberry played for the Lynchburg Mets and would later make it to the big leagues to play for the Mets, Dodgers, Giants, and Yankees. 8x All Star, Rookie of the Year award winner, 3x World Series Champion, 2x Silver slugger winner, and a Home Run Derby champ.
- Trot Nixon played for the Lynchburg Red Sox and later played for the Boston Red Sox, Cleveland Indians, and New York Mets. Was a key player in the 2004 World Series that lifted the Boston Red Sox to their first Championship since the Babe Ruth curse.

SPONSORS RECEIVE

- Name recognition printed on each ticket that is used during the Celebrity Night
- A skybox during the celebrity night and meet/greet passes for the employees
- Video board and PA recognition throughout each game (x3 during the game)
- Opportunity to set up a concourse table to greet fans at sponsored game
- Logo recognition on social media posts and e-blasts promoting the night
- Inclusion on pocket schedules and online promotional schedules
- Ceremonial first pitch on sponsored night





HOSPITALITY OPPORTUNITIES

The following opportunities were put together to entertain employees, clients, and personal groups. These opportunities consist of all-you-can-eat picnics, season tickets, and undated ticket plans!

ALL-YOU-CAN-EAT PICNICS

ABOUT ALL YOU CAN EAT PICNICS

- Entertain your guests with an all you can eat buffet at the ballpark.
- Available to groups of 20 or more people.
- 2.5 hour long all you can eat buffet serving hot dogs, burgers, mac n' cheese, chips, cookies, water, tea, and lemonade.
- A picnic ticket gets you entry into the game, access to the picnic tent or picnic plaza (when completed), and access to the buffet.
- Opportunity for a ceremonial first pitch for the group leader for groups of 50+.



SEASON TICKETS - UNDATED TICKETS

ABOUT SEASON TICKETS AND UNDATED TICKETS

- Great addition to employee or client rewards, benefits, and loyalty programs.
- Share the best seats at the ballpark and season ticket holder benefits such as early entry, exchangeable unused tickets, VIP parking, invites to season ticket holder events, discounts at the team store, and much more.
- Or take advantage of our Undated Ticket program that are valid to be used at any 2026 home game excluding July 4th.
- Undated tickets offer the best flexibility and are great options to give to employees who work varying shifts (they get to choose which game to attend).



SKYBOX RENTALS

ABOUT SKYBOX RENTALS

- Includes up to 20 tickets to the suite.
- Access to indoor and outdoor seating.
- Access to wait service throughout the game.
- Ability to order from the suite menu that includes more premium options compared to grabbing food from the concessions stand.
- Available to rent on a nightly, partial season, and full season basis.
- Due for renovations during the 2025 offseason with estimated completion dates set for before Opening Day.





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The Lynchburg Hillcats appreciate your time and consideration in reviewing our ideas! We hope we can work together to accomplish your goals! These packages can be completely customized to fit your preference.

We look forward to developing a partnership and thank you for the opportunity to share this proposal with you!

Best Baseball Wishes!