MARKETING PARTNERSHIP OPPORTUNITIES



Join Our Championship Team!



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

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% 24.9% Single:

Household Size

3+ People 61.6%

Household Income

\$75K - \$200K 71.3%

Education Level

College+ 78.7%









ABOUT THE 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.





2022 Season Highlights

- 2022 Eastern League Champions
- Clinched the championship on a nohitter in the deciding Game 3
- Welcomed 363,585 total fans, 5,241 fans per game, and had 21 sell outs (above 6,000) during the 2022 season
- 15 of the Yankees top 30 prospects came through Somerset, including No.1 ranked prospect and Somerset County resident, SS Anthony Volpe
- Set new team records in home runs (205) and strikeouts (1,359)
- Led all of Double-A baseball in ERA (3.60, 3rd in MiLB), WHIP (1.17, 1st), BAA (.218, 1st), HR (205, T-3rd) and SB (205, 11th)
- Welcomed 11 MLB rehab assignments (10 players)
- 10 former Patriots made their MLB debuts during the 2022 season. Most notably Oswaldo Cabrera and SS Oswald Peraza



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

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











BALLPARK SIGNAGE

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



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:1-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.

Vanity Wall (2' x 20'): \$7,500 Entrance Sign (4' x 2'): \$3,500 Walk-In Sign (4' x 2'): \$3,500

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













ROUTE 287 DIGITAL





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
- 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



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.

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





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.

Scoreboard Features:

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

\$25,000

Inning Panel

- Half inning presented by a sponsor
- Your message displayed the entire half inning
- PA and full scoreboard takeover to start and end the half inning

\$7,500

Premium Panel

- 2-minute rotation throughout the
- Only two (2) sponsors per panel \$20,000

Matrix Panel

- :60-second spot
- Runs three (3) times per game \$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

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

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

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**









PROMOTIONS



On-Field Promotions

Among the many things that make minor league baseball fun are the ingame promotions. Fans are entertained between innings with on-field contests like the Dizzy Bat Race and Sparkee Dash. We can tailor a fun attentiongrabbing 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

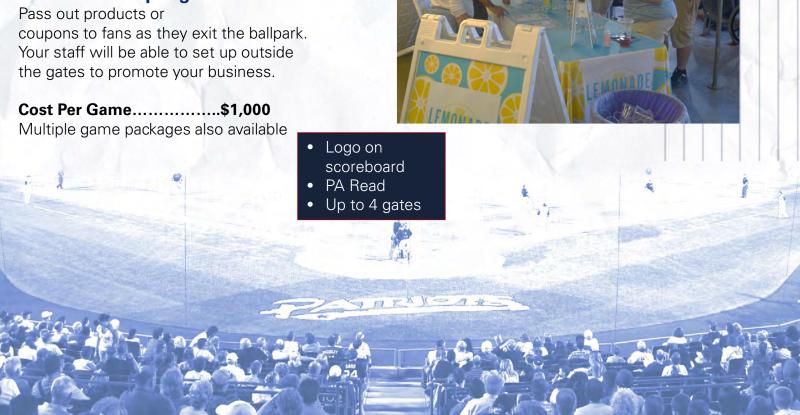
- 6' Table
- Logo on scoreboard
- PA Read





Gate Exit Sampling





PRINT ADVERTISING



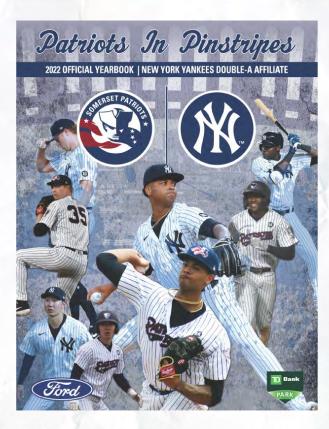
Commemorative Yearbook

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.

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











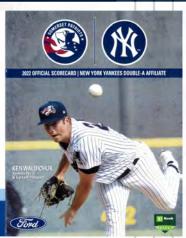
PRINT ADVERTISING

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.

Back Cover (8.5" x 11"): \$6,000 Inside Banner (7.5" x 2.5"): \$4,000 Inside Screen (6" x 4.5"): \$3,000











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.

Back Panel (3.5" x 2.5"): \$8,000 Inside Panel (3.5" x 2.5"): \$5,500





SOCIAL MEDIA



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

39.8K

2-Year Growth Of Platforms Facebook 18.3%, Twitter 163%, Instagram 142%





Tier 1 (Est. 1,000,000+ Impressions) Yankees/MLB related content

- Correspond with elite Impression totals
- Likely 5-10 posts per season
- 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









Facebook

- Content Impressions 8,533,379
- Total Interactions 102,878
- Avg Interactions per 1,000 fans 2.25
- Video Views

340,412

Engagement Rate

Total Fans

39,930

Total Growth

2,024



Twitter

- Content Impressions 25,178,509 1st in all of MiLB
- **Total Interactions**

289,180 - 3rd in all of MiLB

Avg Interactions per 1,000 fans

6.61 - 1st in all of MiLB

Video Views

4,449,600 - 2nd in all of MiLB

Engagement Rate

- .57% 1st in all of MiLB Impressions Engagement Rate 4.25% 1st in all of MiLB
- Total Followers

27,084 - 62nd....producing more with less

5,514 - 6th in all of MiLB

Instagram

- Content Impressions 4,191,092 7th in all of MiLB
- Total Interactions

234,693 - 10th in all of MiLB

- Avg Interactions per 1,000 fans 42.88 - 2nd in all of MiLB
- Video Views (including Reels)
 - 605,875
 - Engagement Rate
 - 3.60% 6th in all of MiLB Impressions Engagement Rate
 - 1.4%
 - **Total Followers**
 - 27,330
 - Total Growth
 - 6,891 5th in all of MiLB

*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 2022 MiLB.tv Rankings:

Average Viewers: 322.5

1st overall out of 30 Double-A teams

Total Unique Visitors: 5,571

2nd overall out of 30 Double-A teams

Daily Unique Visitors: 23,221

1st overall out of 30 Double-A teams

Live Broadcast Feature:

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

- Includes a :5-:7 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

 Top of one 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)

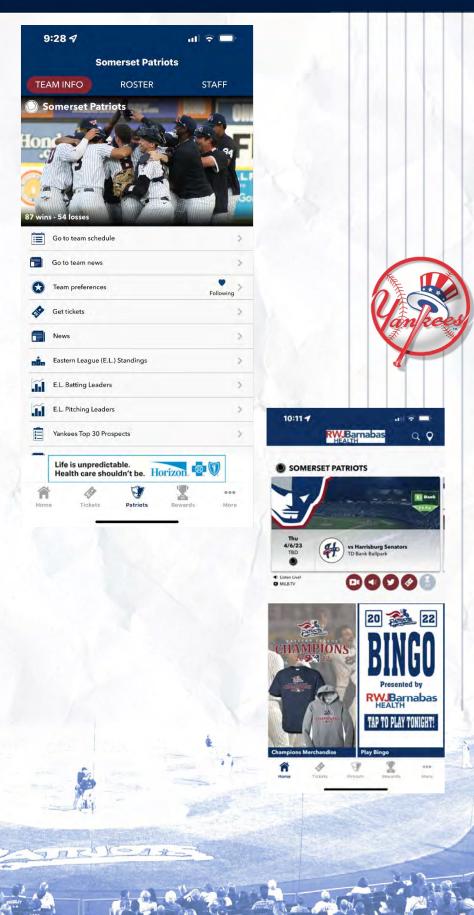
\$2,500

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: 50,000

Open Rate: 39%

Title Sponsorship: Promo Eblasts

 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 EBlast

- 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

3-Blasts

 Place your banner on three (3) promotional EBlasts

\$1,500



Great Baseball & Great Fun!













FAN COMPASS

FanCompass gives the Patriots 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).

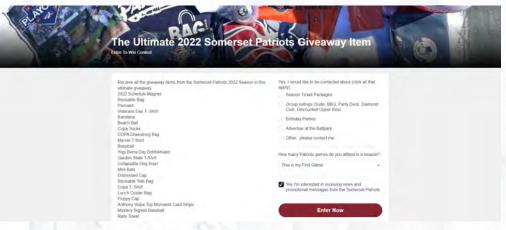
Presenting Sponsor of FanCompass Page:

- 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

\$5,000



SEASON TICKETS



FULL SEASON

Premium Field Box: \$897

Field Box: \$717Upper Box: \$645

* Two-Year Commitment

OR

HALF SEASON

Premium Field Box: \$449

Field Box: \$359Upper Box: \$323



- 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 EVENTS

Diamond Club

Groups of 50+

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

\$54 per person



Party Deck

Groups of 30-150

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

\$45 per person



Ballpark BBQ

Groups of 30-500

• 1 ½ hour BBQ buffet

30-149: \$35/ticket 150+: \$33/ticket



Discounted Group Tickets

Groups of 30+

Upper Box: \$10.00Field Box: \$13.50

Premium Field Box: \$16.00



Suites

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

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



SEASON PLANS: Full: \$30,000 Half: \$16,000 1/3: \$11,000 1/4: \$8,500 **GAME RENTAL:** 30 Person: \$875 40 Person: \$1,100

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

