



**20
21**

MARKETING GUIDE



2021 Rome Braves Marketing Guide

Attendance ²

Our Fans ³

Media ⁴

What's Happening ⁵ at the Ballpark

Signage ⁶

Print Advertising ⁷

Promotions ⁸

Specialty ⁹

Season ¹⁰ Tickets

Contact ¹² Information

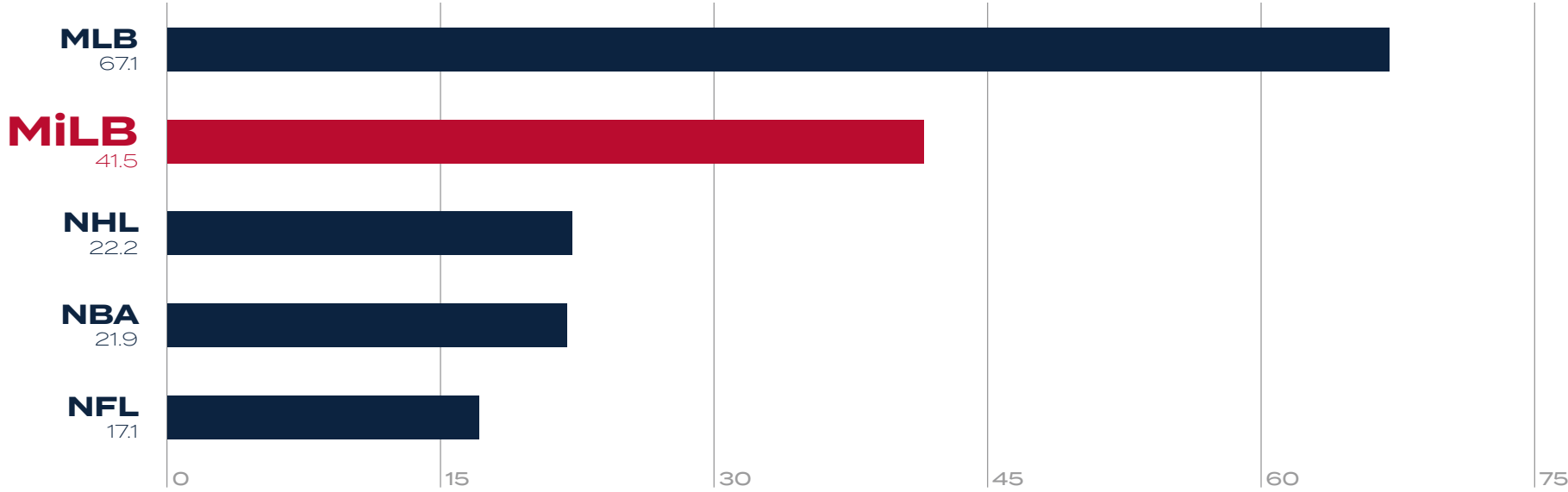


152,874

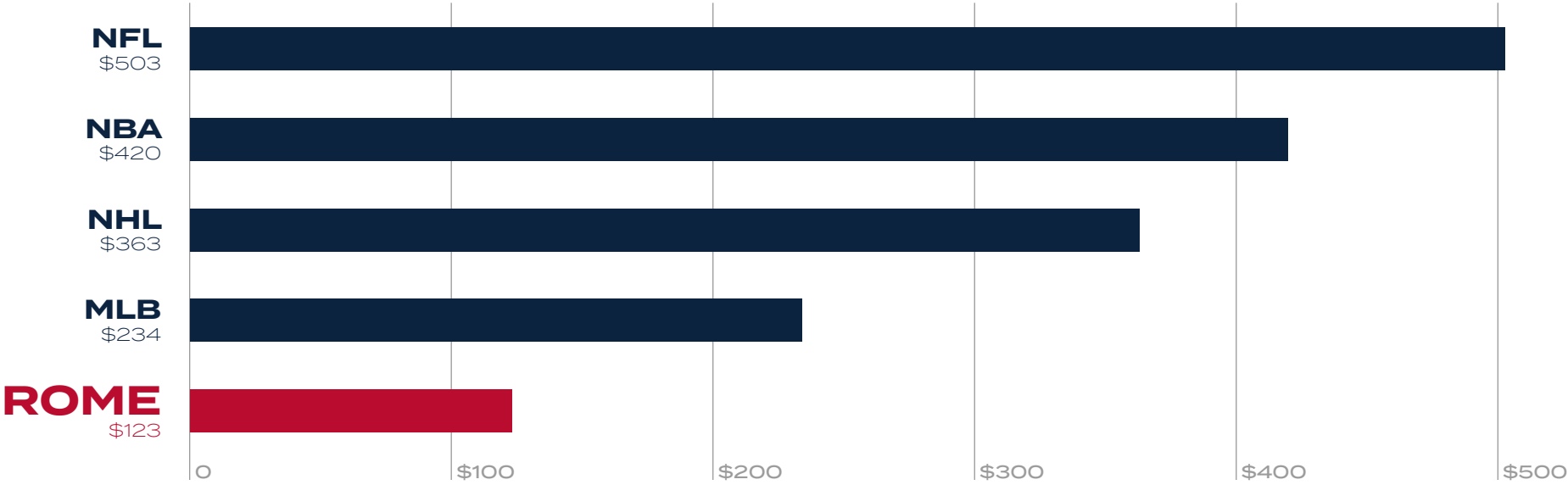
State Mutual Stadium drew over 150k fans through the gates in 2019. That number is 6,500 higher than 2018, and MiLB as a whole saw a 2.6% increase in attendance. Add another 50,000 patrons through events like the Rummage Sale, GHSA Baseball State Championships, and many other special events throughout the year.



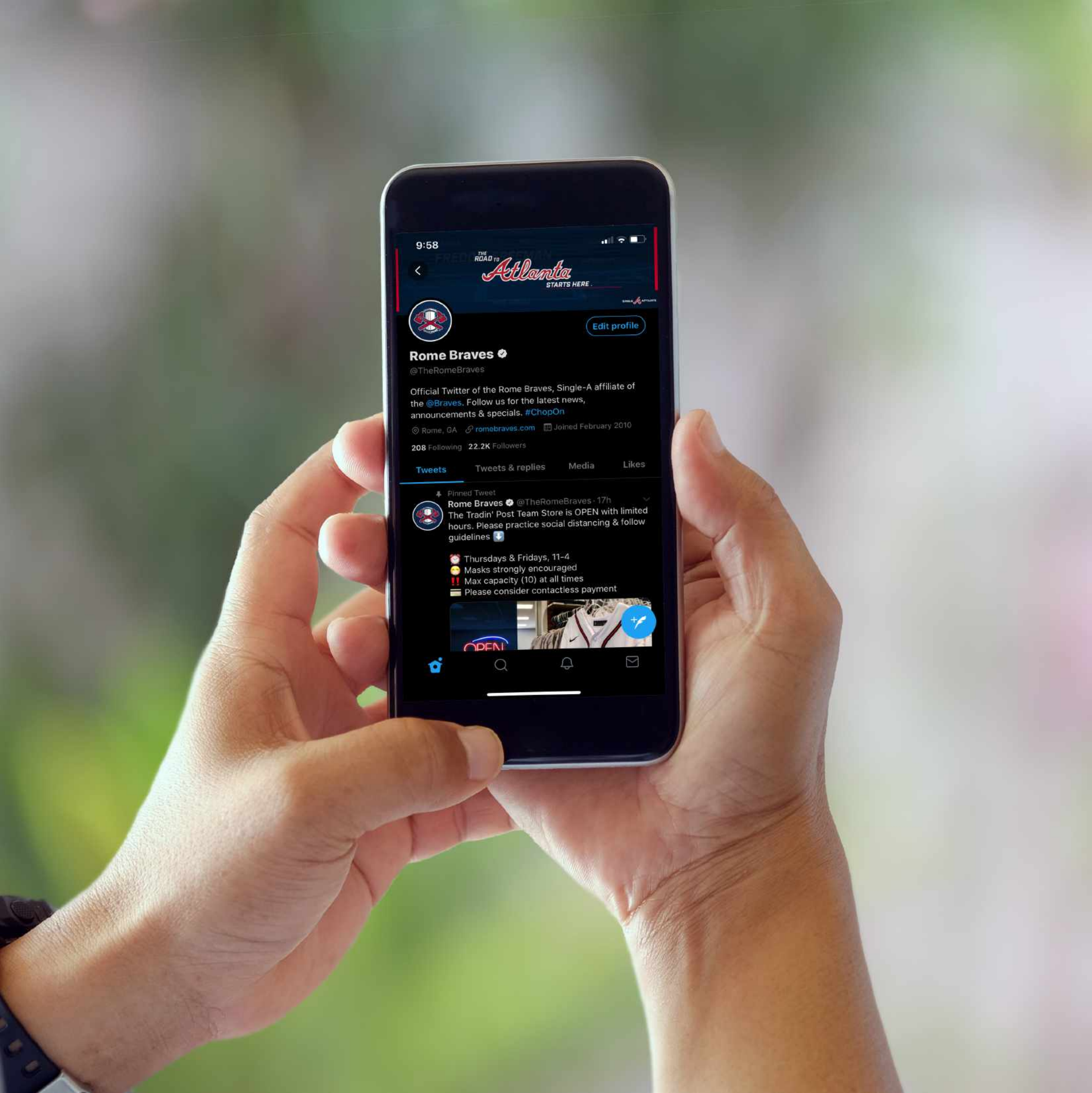
ATTENDANCE
(in millions)



FAN COST INDEX
(cost for a family of 4 to attend a game)



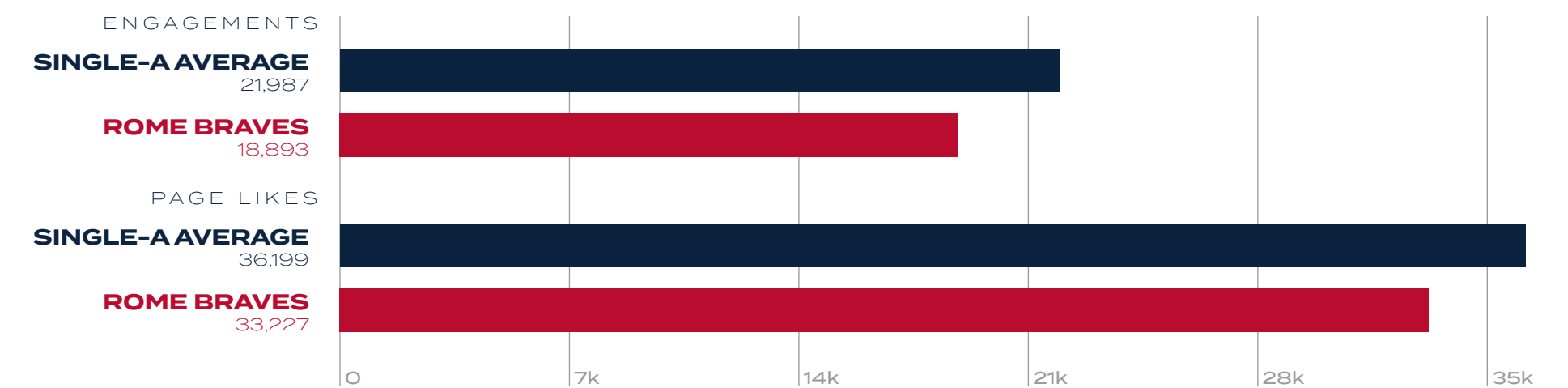
Minor League Baseball remains the best bargain for a family of four to watch a game. **Fan Cost Index** measures the price for a family of four to attend a live sporting event. It calculates the prices of 2 Adult Tickets, 2 Child Tickets, 4 Small Sodas, 2 Small Beers, 4 Hot Dogs, 2 Programs, 2 Adult Size Hats, and Parking.



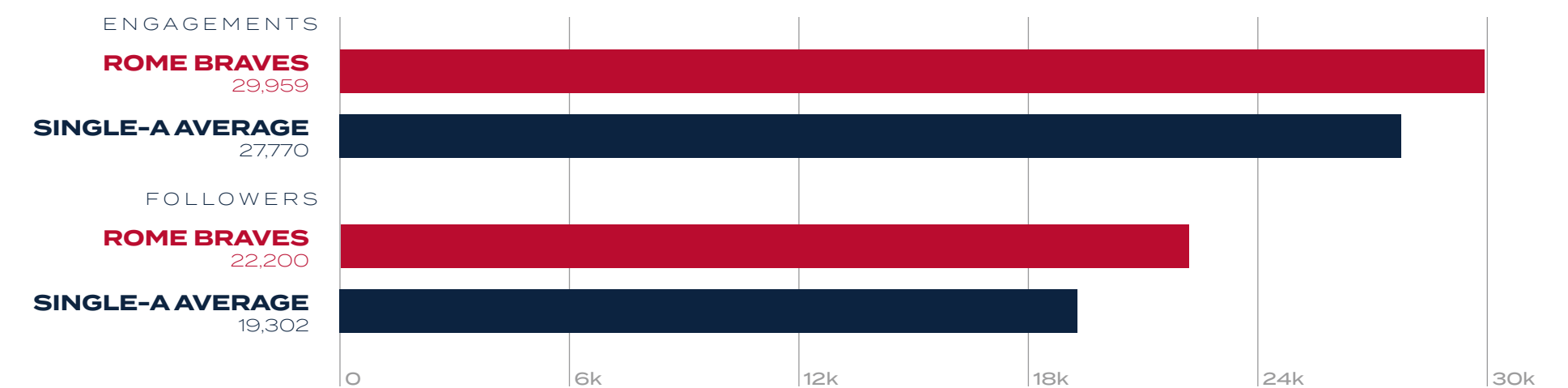
750,000+

WEBSITE VIEWS

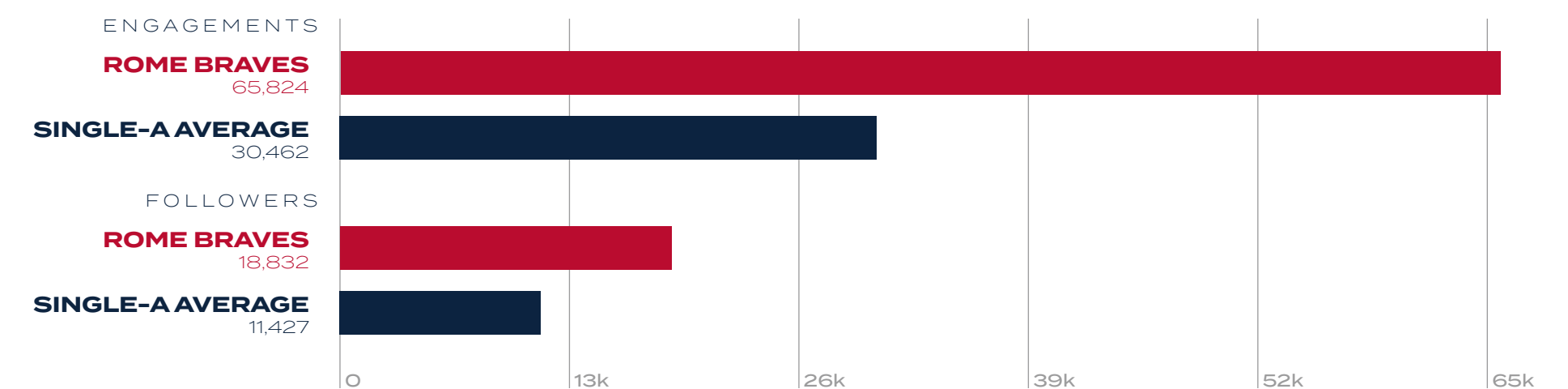
FACEBOOK



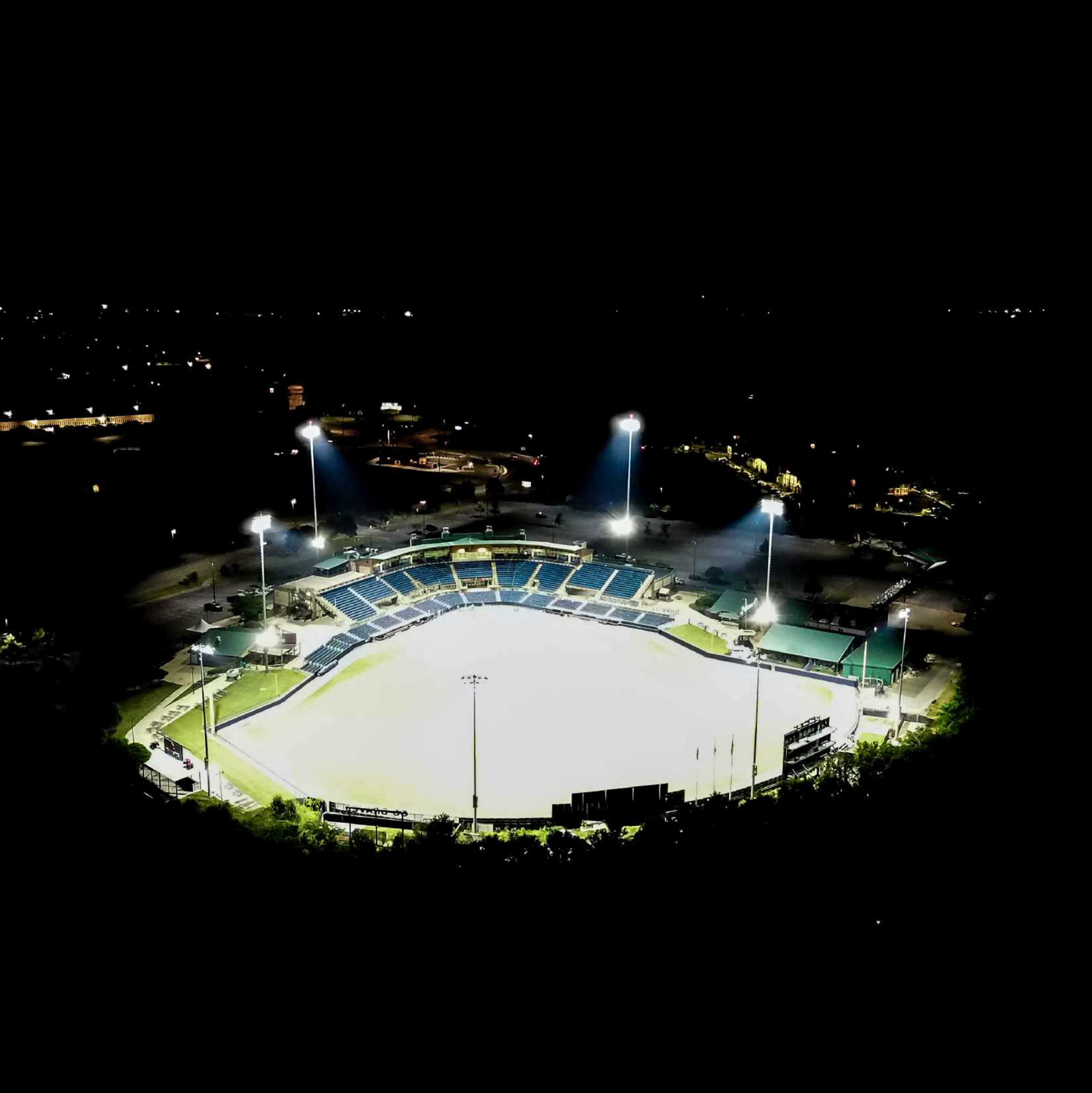
TWITTER



INSTAGRAM



The Rome Braves social media accounts continue to be the fastest growing accounts in all of Minor League Baseball. In 2019, our social media presence added over 13,000 followers across 3 platforms (Facebook, Twitter, Instagram). Rome's posts also reached over 100,000 fans across the internet. *The data above reflects numbers from the 2019 season (April 1, 2019 - September 2, 2019).



STADIUM IMPROVEMENTS

State Mutual Stadium underwent minor improvements and cosmetic face lifts to various areas around the ballpark before and during the 2019 season. Several million dollars in major renovations are currently underway in preparation for Opening Day 2021. As voted on in Floyd County's 2017 SPLOST package, the ballpark is undergoing some major renovations for the first time in 18 years. These improvements include enclosing the terrace on the first base side of the suite level in addition to doubling the size of the retail store at the main entrance.

With that vote, the Braves also agreed and will fund some additional renovations and additions to further enhance the overall fan experience. Some of these items include installation of a brand new Daktronics HD Video board, quadrupling the size of the existing primary video display along with a brand new sound system throughout the ballpark and new production AV equipment. Amongst other items, the Braves are also renovating the clubhouse area for home and visiting teams, and adding a new LED lighting system.

TRADIN' POST EXPANSION

One of the most recognizable additions to State Mutual Stadium is the Tradin' Post Team Store expansion. Last offseason, construction began on expanding the Tradin' Post. Extending towards Customer Service, the Tradin' Post now has over 1,000 square feet of added retail space. Customers won't feel as cramped while shopping for their favorite Braves gear. Construction finished late May and the Tradin' Post is now open for business.

NEW HD VIDEO BOARD DISPLAY + AUDIO/VISUAL EQUIPMENT

Fans and sponsors alike will be drooling over the size and quality of the new video board display in the outfield. Built on the trusts of the previous video board, the new board now spreads 48 feet wide and stands 26 feet tall, and has a resolution of 960 x 528 pixels.

To accompany the new video board, upgrades were done in the press box too. One of the first things fans may notice is our new sound system installed throughout the ballpark. Before renovations, speakers only covered seating bowl and a light pole down the first base line. The new system now covers every point inside and around the stadium; from the seating bowl to the outfield and even the parking lot. An upgrade fans streaming the games on MiLB.TV will notice is that games are now being shown in high-definition. Rome is one of few teams in A-ball streaming their games, but we were behind in terms of quality. To improve that quality, the production room was fitted with a new, state-of-the-art production switcher, as well as a new replay system to go along with four HD cameras.

CLUBHOUSE RENOVATION

To improve the quality of life for our players and coaches, the clubhouse was expanded and renovated. Additions to the clubhouse include a larger eating area and kitchen, coaches locker room, and larger video room for player development staff and players. This wouldn't be possible without expanding the clubhouse and relocating the visiting team to the expanded area.

STADIUM LED LIGHTS

State Mutual Stadium has cut down energy costs while improving the lighting during game play. All field lights were replaced with a new LED lighting system. This system features a set of lights that shine up towards the sky making a fly ball much more visible in the black of the night. This system also makes it possible to turn the lights off and back on again without having to wait for the lights to warm up. This feature will allow us to enhance the overall game experience with a "light show" after the Braves hit a home run.



VIDEO BOARD

Showcase your company at a premier focal point in the stadium. See your logo crystal clear on our brand-new, state-of-the-art Daktron-ics High Definition Video board, which was installed in 2020. The left field video board is the primary board at State Mutual Stadium and contains the line score. Your company logo will be rotated throughout each Rome Braves home game. Rotations take place during pre-game and in-game at various different sizes and ratios. The new HD display will be approximately four (4) times larger than the previous video display and offer spectacular views from all angles around the diamond while ultimately enhancing the fan experience. A limited number of primary digital ads are available so don't miss out.

Video board specs:
960 x 528 pixels
48' wide x 26' tall

OUTFIELD BILLBOARDS

Your outfield billboard will be seen before a captive audience each home game for at least 70 nights a year plus potential playoff games, high school games, and various special events throughout the season. Your message will receive additional exposure through social media highlights and photos, television highlights, newspaper photos, and games televised on MiLB.tv (now in High Definition). Installation and production is included.

+ All billboards include two (2) Box Level Season Tickets

AREA NAMING RIGHTS

Add your company name and marks to one of the key areas at State Mutual Stadium. Naming rights are available on a smaller scale in various spots throughout the stadium including the Kid Zone, Picnic Pavilion, Three Rivers Club and much more. In addition to the Braves 70 home games, your company will be seen throughout various ballpark events and tagged in mentions related to those areas all season. Pricing varies based on the area and elements involved in setting up those naming rights, so speak with a sales executive today and let us work with you to customize a package.

OTHER OPTIONS

HOME PLATE &
MOUND TARPS

ON-DECK CIRCLE

FIELD TARP

LINEUP BOARDS

BATHROOM BOARDS

CONCOURSE
SIGNAGE



SOUVENIR GAME PROGRAM

Rome Braves souvenir game programs are available at all home games and are a must-have for every fan. Each program comes jam-packed with information on the Rome Braves players and coaches, statistics, the Atlanta Braves organization, and more! Plus, programs are used on various nights weekly to encourage fans to enter to win prizes. Souvenir game programs are the perfect collectible item for fans of all ages each and every season.

RADIO

Sponsor an in-game feature or run your commercial spot during the Rome Braves radio broadcast. The Braves are on the air for all home and road games each season—140 total. It's a great way to reach potential clients across Northwest Georgia and beyond. Coverage also includes Internet Streaming for all games plus 70 home games via MiLB.tv (now in High Definition). In-game features include pre/post-game shows, strikeouts, walks, pitching changes, stolen bases and much more. Inventory is limited and first come, first served.

POCKET SCHEDULES

One of the most popular items each season is the pocket schedule. Each schedule is folded to fit any wallet or purse, and fits perfectly on any refrigerator. Over 150,000 are produced and distributed in stores, businesses, restaurants, and other locations throughout Northwest Georgia.



PROMOTIONAL NIGHTS

Be the presenting sponsor of the entire night. This includes video board and social media recognition, and your company will be announced over the PA system. You are also invited to set up a booth or concourse table to display your product on the front plaza as fans enter the stadium. A company representative may also throw out a ceremonial first pitch. From fireworks and special appearances to theme nights and other unique promotions, there's a night for everyone.

IN-GAME PROMOTIONS

The entertainment outside of old fashioned baseball. Fan interaction with in-game entertainment adds that extra exposure for your brand. All eyes in the stadium are focused on your between-innings promo/game. Sponsor one of our standard games or let us customize a feature for you. Sponsorship includes one (1) feature during each regular-season Rome Braves game (70 games). Your company logo will be shown on the video board along with a 10-15 second PA tag.

WEEKLY PROMOTIONS

Each year the full promotional calendar features special "weekly promotions" that occur on that specific day of the week such as \$2 Tuesday and Thirsty Thursday. Attach your name via sponsorship to one of these weekly promotions and be tagged all summer long. Some exclusions apply. Pricing changes based on the day of the week and/or inclusion of additional giveaway items related to the promo such as Family Fun Day caps.



GIVEAWAY ITEMS

Giveaway nights are BIG with the Rome Braves. In addition to standard promotional night benefits, each special night is advertised through print, digital, and broadcast media, as well as promoted on our pocket schedule, promotional calendars, radio broadcasts, in-stadium PA, and scoreboard announcements. This sponsorship features premium giveaways with your business name and/or logo appearing on all items, as well as all social media promo pieces.

SOCIAL MEDIA

Social Media is growing every day with more and more unique visitors. It has become intertwined in our daily lives. Rome Braves social media grew at a dramatic pace last year and will only go up from here. Reach over 70,000 fans in just a single post. Stretched across 3 platforms (Facebook, Twitter, Instagram) exposure for your company will become a norm in the social media routine. Sponsor starting lineups and/or final scores across our social media outlets for all home games and most road games.

GAME FEATURES

Sponsor one of our pregame or situational production elements each night. For 70 games a season have your brand featured with pre-game elements such as the ceremonial first pitch, umpire introductions, national anthem, play ball kid, etc; or situational elements like pitching changes, foul balls, strikeouts/walks, stolen bases, errors, etc. Your company name will be tagged to that feature along with a 10-15 second PA read when applicable.

OTHER OPTIONS

SOUVENIR CUPS

CUP HOLDERS

TICKET ENVELOPES

TICKET BACKS

**ROMEY'S RASCALS
KIDS CLUB**

**KIDS ZONE
WRISTBANDS**



2021 Season Tickets

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Season Tickets give fans the ultimate experience with incredible benefits that includes all 70 regular season home games at State Mutual Stadium. Whether it is for business or pleasure, Season Tickets can be used in many ways for yourself, friends, family, and even coworkers. Season Tickets are the lifeblood of the Rome Braves organization. Be part of Braves Nation and purchase your season tickets now!

BENEFITS

Free Kids Zone Pass All Season

All Season Ticket Holders can give their guests 4-12 years old unlimited access to the kids zone all season long! Inflatable fun all night for the kids! (Limited to one pass per full season seat)

Atlanta Braves Tickets to Truist Park

Season Tickets Holders will have the opportunity to choose a selected date at Truist Park during the 2021 season (based on availability, one ticket per season ticket holder). Season Ticket Holders will also have the opportunity to purchase single game tickets to games at Truist Park before they go on sale to the public.

Atlanta Braves Playoff Ticket Pre-Sale

If the Atlanta Braves make the playoffs, you will have the opportunity to purchase playoff tickets for potential games at Truist Park before they go on sale to the public!

On-Field Batting Practice Experience

Have you ever wanted to take BP on a professional field? As a season ticket holder, you'll have an opportunity to join us for an on-field batting practice experience during the summer at State Mutual Stadium, weather permitting (specific date and time will be announced once a date is set).

Unlimited Popcorn

That's right, unlimited popcorn! Show your season ticket at the popcorn concession stand to receive a free bag of popcorn all season during Rome Braves home games.

Saturday Night Raffle Drawings

Each Saturday, we'll give out a prize to one (1) lucky season ticket holder. Prizes may include Atlanta Braves tickets, merchandise, autographed memorabilia and much more. Drawings will be held at each Saturday night game, and the winner will be presented the prize on the field during the game (must be present to win).

Exclusive Jersey Raffles

Each jersey auction or special jersey night during the season, season ticket holders may enter to win that night's special jersey, or a similar jersey on non-silent auction nights. One (1) winner per specified night. Season ticket packets will include raffle vouchers that must be turned in at customer service to be entered into each raffle. Winner will be presented on field post-game.

First and Second Half Banquets

During each half of the season there will be an exclusive banquets for all full season members located in the pavilion at State Mutual Stadium. Enjoy a small pregame autograph session, raffle and heavy hor d'oeuvres with drinks. Gate 6 opens 90 minutes prior to game time. Advance RSVP required. More details will be communicated prior to each date.

No Ticket Goes to Waste Ticket Policy

Can't make every game? No problem! Any unused tickets can be either exchanged for tickets on specified days each month OR donated to the local Boys and Girls clubs.

Discounts, Concessions, and Merchandise

Discounts and coupons for Rome Braves suite rentals, concessions and merchandise are included in each full season member's packet. You'll also receive a 10% discount all season in the Tradin' Post retail store (cannot be combined with any other offer).

Parking and Game Entry

Take advantage of early entry to every game through the Concierge Lobby located next to the ticket office. Full season members are allowed entrance through the Concierge Lobby 90 minutes prior to game time (30 minutes earlier than the public and non-Club/Suite Level ticket holders). Times are subject to change for doubleheaders and/or other special events. You may also save \$150 in parking fees by purchasing an annual Red Lot Parking Pass for just \$200.

Special Events

At various times throughout the year, State Mutual Stadium may host special events. Some events may include the SAL Divisional and Championship Series, Atlanta Braves Futures Game and other sporadic events. When applicable, Season Ticket Holders may be given the first opportunity to purchase their regular-season seat location for these and other exclusive events.

PRICING

LEVEL	1 YEAR	3 YEAR*
Club	\$660	\$620
Dugout	\$560	\$520
Field	\$490	\$450
Box	\$350	\$310

*3 Year pays by year. Automatically renewed each year, for three consecutive years.



Rome Braves Alumni

11

JEFF FRANCOEUR

OF | 2003

BRIAN McCANN

C | 2003

CHARLIE MORTON

P | 2004

MARTIN PRADO

3B | 2004

YUNEL ESCOBAR

OF | 2005

TYLER FLOWERS

1B | 2007

TOMMY HANSON

P | 2007

FREDDIE FREEMAN

1B | 2008

JASON HEYWARD

OF | 2008

CRAIG KIMBREL

P | 2008

MIKE MINOR

P | 2009

JULIO TEHERAN

P | 2009

EVAN GATTIS

C | 2011

TOMMY LA STELLA

2B | 2011

BRANDON DRURY

3B | 2012

ALEX WOOD

P | 2012

JOHAN CAMARGO

SS | 2014

OZZIE ALBIES

2B | 2015

RONALD ACUÑA JR.

OF | 2016

MAX FRIED

P | 2016

AUSTIN RILEY

3B | 2016

MIKE SOROKA

P | 2016

IAN ANDERSON

P | 2017

CRISTIAN PACHE

OF | 2017



ROME BRAVES

State Mutual Stadium
Phone: (706) 378-5100
Tickets: (706) 378-5144
Email: romebraves@braves.com

SHIPPING ADDRESS

Rome Braves
755 Braves Blvd
Rome, GA 30161

MAILING ADDRESS

Rome Braves
P.O. Box 1915
Rome, GA 30162

DIDN'T FIND EXACTLY WHAT YOU WANT?

Contact a sales representative. We will come together to discover the right fit for both parties. We can customize any package to accommodate your specific needs. **Partner with us today!**