



ORGANIZATIONAL OVERVIEW



ABOUT THE VALLEYCATS

WHO WE ARE

The Tri-City ValleyCats are a professional baseball franchise located in the heart of New York's Capital Region! The team focuses on creating a family-friendly entertainment experience across the backdrop of high-quality, professional baseball. The ValleyCats were a long-time affiliate of the Houston Astros and competed as a member of the New York-Penn League for 18 seasons. 93 former ValleyCats players have reached Major League Baseball, including 4x batting champion Jose Altuve, World Series MVPs George Springer and Ben Zobrist, All-Stars J.D. Martinez & Hunter Pence, Cy Young Award Winner Dallas Keuchel, 2020 World Series participants Kike Hernandez and Ryan Thompson, and RHP Andrew Bellatti, the first ValleyCat in the team's Frontier League-era to reach the highest level of professional baseball. Bellatti was one of, a league-leading, 10 players signed from the team's 2021 roster in their first year as a member of the Frontier League. Since their inaugural season in 2002, the Tri-City ValleyCats have welcomed over 2.6 million fans to The Joe! On the field, the team has won eight Stedler Division titles and three New York-Penn League Championships! The 'Cats have also hosted the NYPL All-Star Game twice during that span. The league's signature event was held in Troy in both 2008 and 2017. 2022 marks the club's second season as a member of the Frontier League, an MLB Partner League, following a successful inaugural campaign in 2021. This season will be the ValleyCats 20th Season of baseball and fun for the whole family at Joseph L. Bruno Stadium!

WHAT WE OFFER

When you attend a ValleyCats game, baseball is just one part of the appeal! Every night features mascots, music and more as the team strives to provide affordable entertainment for all ages. With unique theme nights, each ballgame is exciting and memorable. There is something for everyone, with fan-favorite staples including their traditional 4th of July celebration, Star Wars Night, Military Appreciation / Veterans Night, Community Heroes, Bark in the Park, Irish Night, Italian Night, Medieval Times, Around the World in 9 Innings, and much more! Bobblehead giveaways have included the Capital Region Heritage Series featuring former 'Cats Jose Altuve, George Springer, J.D. Martinez and Joe Musgrove, as well as former Albany-Colonie Yankees Derek Jeter, Mariano Rivera, Bernie Williams and Jorge Posada. Other fun bobbleheads have included Jimi Hendrix, Uncle Sam, local news personalities Steve Caporizzo and Liz Bishop, and Michelle Obama!

WHEN

The season spans the months of mid-May to early September, with 48 home games taking place at Joseph L. Bruno Stadium, 10 additional home games as compare to the team's typical New York-Penn League schedule in the past. Special events held at "The Joe" help to fill out the team's calendar, beginning in April and extending through October. Some of these events have included concerts, professional wrestling, movie nights, a 5k road race, weddings, fundraiser events, youth baseball tournaments, various charity walks, movie nights, and more.

WHERE WE PLAY

The ValleyCats play their home games at Joseph L. Bruno Stadium, located on the campus of Hudson Valley Community College in Troy. Built in 2002, "The Joe" features 4,500 fixed seats, 10 luxury suites, four unique picnic areas, a wide open-air concourse, two grass berm seating areas, and a 36' x 17' LED video board.

PARTNERSHIP VALUE

With the ability to combine experiential marketing, traditional advertising elements, new media, and entertainment opportunities, the ValleyCats are able to offer business opportunities unlike conventional marketing channels. A partnership with the ValleyCats can connect your brand with a captive audience of over 4,100 fans per game and 170,000 per season to include a diverse lineup of special events. With a well-attended, family venue, it is clear why the ValleyCats remain an excellent advertising medium for organizations seeking to increase their presence in the Capital Region.

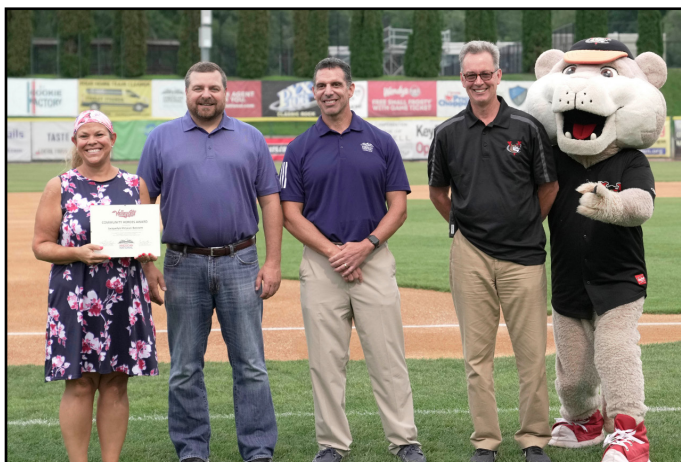
AWARDS & ACCOLADES

- Frontier League Field of the Year ('21)
- 3x New York-Penn League Champions ('18, '13, '10)
- 8x Stedler Division Champions ('18, '15, '14, '13, '12, '10, '06, '04)
- NYPL Nominee for John Henry Moss Community Service Award ('19, '18, '15)
- Esurance Home Field Advantage Award, Minor League Baseball ('17)
- New York-Penn League Vince McNamara Outstanding Club ('14, '08)
- Rensselaer County Regional Chamber of Commerce's Van Rensselaer Award ('12)
- New York-Penn League Robert F. Julian Community & Baseball Service Award ('11, '06)
- Business Review's Best Places to Work ('11)
- Baseball America's Bob Freitas Short Season Organization of the Year ('09)
- New York-Penn League Leo Pinckney Award for Promotional Excellence ('09, '07)

A MEMORABLE EXPERIENCE!



The ValleyCats are a summer staple in the Capital District, delivering entertainment to all ages and interests. Each night provides a memorable experience for guests to share with friends, family, and co-workers. Whether you're a first time visitor, or a season ticket holder, the ValleyCats staff will go above and beyond to make sure you enjoy your time at the ballpark!





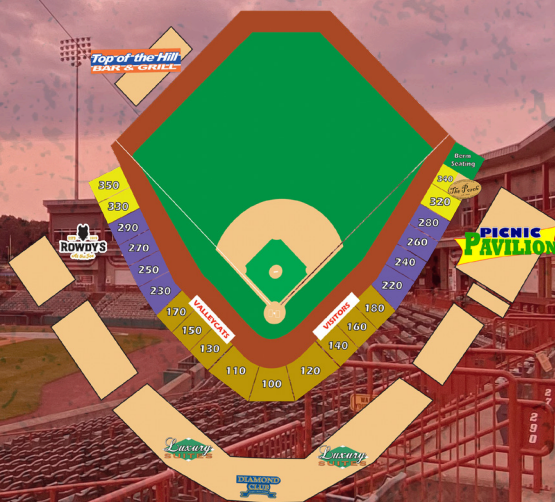
JOSEPH L. BRUNO STADIUM



Joseph L. Bruno Stadium, located on the campus of Hudson Valley Community College in Troy, New York, is a 4,500 fixed-seat stadium that opened its gates in 2002. A ten minute drive from Albany, the facility has an open air concourse designed to give every seat a great view of the field with an intimate ballpark feel. All seats at "The Joe" are extra wide with seat backs that provide ample leg room, and cup holders located in select seating sections.

STADIUM AMENITIES

- 4,500 Fixed Seats
- 10 Luxury Suites
- Grass Berm Seating Areas
- 4 Unique Picnic Areas
- Specialty Food Carts
- On-Field Promotions
- Giveaways and Souvenirs
- Kids Interactive Play Area
- 36' x 17' LED Video Board



2022 PRICING COMING SOON!

Tri-City ValleyCats | Joseph L. Bruno Stadium
80 Vandenburg Avenue, Troy, NY 12180
Phone: (518) 629-2287 • Fax: (518) 629-2299
www.tcvalleycats.com

FAN PROFILE



125,000+

Fans attended
ValleyCats games
and special events
in 2021!

The ValleyCats have welcomed over
2.6 Million Fans
since the 2002 inaugural season!

Social Media Following



30K+
SUBSCRIBERS



24K+
LIKES



13K+
FOLLOWERS



7.7K+
FOLLOWERS

Own a Home

66%

Household Income > \$50,000

74%

With a College Degree

67%

Have Children

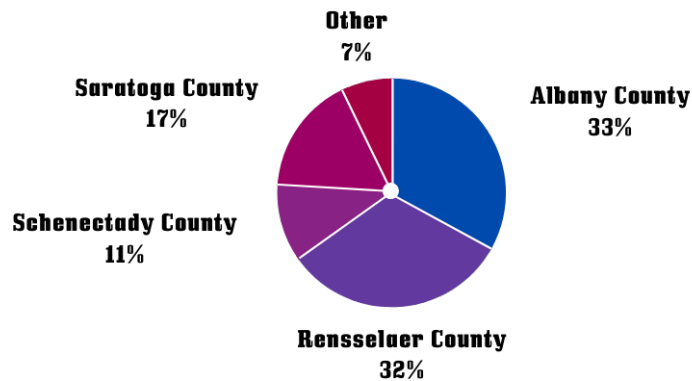
35%

Ages 25-54

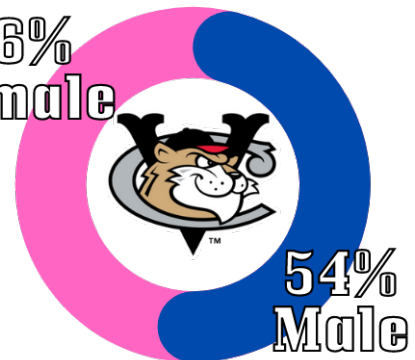
50%

0 25 50 75

Attendance by County



46%
Female





'CATS IN THE COMMUNITY



*"Giving back to our fans,
for life!"*



The ValleyCats involvement in the community is one of their highest priorities. Their dedication to the Capital Region is evident in all of their efforts, with a specific focus on supporting the community that has supported them for 19+ years! The 'Cats have been nominated three times ('19, '18, '15) for Minor League Baseball's John Henry Moss Community Service Award, presented to a club that demonstrates an outstanding, on-going commitment to charitable service, support and leadership within their local community and within the baseball industry.

COMMUNITY OUTREACH

In a typical year, the ValleyCats make **175+ community appearances**. The ValleyCats donate goods, services and financial support to over **460 events**, and visit or host over 30 schools and libraries with the NY's 529 Summer Reading Program. Overall, the ValleyCats contributions, fundraising efforts and charitable partnerships total to over **\$500,000** in community support!

Each season the ValleyCats host in-stadium fundraisers to benefit local non-profit organizations. Those awareness nights have featured Make-A-Wish of Northeast NY on Swishes for Wishes Night, Ronald McDonald House Charities of the Capital Region on Wizard Night, National MS Society of Upstate New York on Woodstock Night, and the Logan Strong Foundation with their local childhood cancer research partners on NFL Night. Each night featured a specialty themed jersey auction/raffle, providing an enhancement to the nightly theme while raising funds and awareness for great causes.

Other in-stadium fundraisers included the Make-A-Wish Walk for Wishes, MS Walk, LLS Home Run Derby, Capital Region Series corporate baseball tournament, Friday Night Lights high school baseball, and numerous group ticket fundraisers. In-game charitable initiatives included the Strike Out Hunger Program with Bank of America, who donated \$20 to The Food Pantries of the Capital District for each strikeout the ValleyCats recorded at home, and Home Runs for Homes, with American National Insurance donating \$50 to Habitat for Humanity for each ValleyCats home run hit at home.



COMMUNITY GROUNDS CREW

One of the ValleyCats most important initiatives is to assist local youth leagues with the maintenance and upkeep of their fields throughout the spring and summer. Their mission is to provide the youth of the Capital Region with a safe place to play, learn, grow, and most importantly have fun! Each spring the ValleyCats and their community partners, Highmark BlueShield of Northeastern New York and Hannaford Supermarkets, select four youth ball fields to renovate as part of their 4 in 24 youth field renovation project! Overall, the ValleyCats have assisted with over **40 youth field renovations!**



'CATS IN THE COMMUNITY

VALLEYCATS COMMITMENT TO EDUCATION

Education is a big focus for the ValleyCats. Each summer, local students are given an unofficial start to summer during Education Day at "The Joe." Over 25 schools and 4,000+ students attend a day of learning by covering STEM (Science, Technology, Engineering, and Math) in an interactive pregame program. The program includes fun activities that relate to the game of baseball, while demonstrating their real world applications. Children also receive a dose of character development by taking an anti-bullying peace pledge before the game. A special curriculum has been created for local schools to download and use as a precursor to the event. Several local organizations have helped support these field trips for local schools by underwriting tickets for them to attend.

The 'Cats recognize the importance of reading, and throughout the year the front office, SouthPaw, and members of the team will attend local libraries and schools to read to their young fans. By tying in children's natural affection for baseball (and SouthPaw), the ValleyCats are able to promote literacy and encourage a lifelong love for reading.

Prior to each Sunday home game, ValleyCats players read to the kids during their Sunday Summer Reading program, who each go home with a copy of the book!



BASEBALL CAMPS & CLINICS



Part of the ValleyCats' mission as Capital Region's professional baseball team is to act as a steward for the game. To encourage kids to get involved in baseball and learn the skills required to play the game, the ValleyCats host multiple camps and clinics throughout the summer. The camps focus on everything from fun-filled fitness activities, to more specific instruction from players and coaches. The ValleyCats have partnered with multiple businesses to provide clinics to specific groups of children at no cost.

HEALTHY LIVING

The 'Cats recognize the importance of a healthy lifestyle for their team, staff, and fans, from the food we eat and activities we participate in, to taking care of our community. A few ways the 'Cats promote a healthy lifestyle around the park includes offering healthy meals and snacks at select kiosks, hosting a Going Green and Healthy Living Night, a Father's Day 5k to encourage everyone to remain active, Sunday Fundays in which children can play catch on the field prior to the game and run the bases afterwards, and much more!



ValleyCats baseball at Joseph L. Bruno Stadium is an affordable way to spend a fun night out with family, friends or co-workers, and we guarantee that you will have a memorable experience! Whether you're a baseball fanatic or just a casual baseball fan, we have a ticket package that is right for you. **As a ValleyCats ticket plan holder, you receive exclusive perks and special benefits!**

SEASON TICKETS

Season tickets are the easiest and most economical way to ensure that you do not miss a minute of the action! In addition to the **same great seats for all 48 home games**, season ticket holders receive the **many benefits listed below!**

- Easy payment plan! Only \$20 up front!
- Guaranteed all premium giveaways
- \$25 loaded value for food / beverage / gear
- Preferred parking (premium only)
- Special season ticket holder entrance
- Free t-shirt and season ticket holder gift
- Personalized name plates on your seats
- First option to purchase playoff tickets
- Flexible exchange of unused tickets
- Invitations to exclusive events



2021 PRICING		
SEATING	PRICE	SAVINGS
PREMIUM BOX	\$456	\$168
RESERVED BOX	\$408	\$120
GRANDSTAND	\$288	\$96



MINI PLAN PACKAGES

Choose from a selection of mini plan options featuring six, twelve and 24 games. Each includes the **same great seat to each game**, **at least two fireworks shows**, **one guaranteed giveaway**, **free t-shirt**, **flexible exchange**, and the **first option to purchase playoff tickets!** Or choose our **Sunday Funday Pick-4**, which includes **(4) tickets**, **(4) hot dogs**, and **(4) sodas** to four select Sunday games! Sundays feature a **reading program at 3:30pm**, **pregame catch on the field at 4pm**, and **postgame kids run the bases!**

CLASSIC or UNCLE SAM 6 GAME PLAN	2021
PREMIUM BOX	\$72
RESERVED BOX	\$60
GRANDSTAND	\$42

SUNDAY FUNDAY PLAN	2021
PREMIUM BOX	\$276
RESERVED BOX	\$244
GRANDSTAND	\$204

12 GAME PLAN	2021
PREMIUM BOX	\$132
RESERVED BOX	\$114
GRANDSTAND	\$78

24 GAME PLAN (HALF SEASON)	2021
PREMIUM BOX	\$234
RESERVED BOX	\$210
GRANDSTAND	\$150



2022 PRICING COMING SOON!

FLEX VOUCHERS

Receive a flex voucher book in increments of 10 or 20, which are redeemable for tickets to any 2022 regular season home game, pending availability. Vouchers can be redeemed in person, online, or over the phone. Twenty game Flex Books are available for **\$205 in Premium**, **\$165 in Reserved**, and **\$115 in Grandstand**. Ten voucher books are available for **\$105 in Premium**, **\$85 in Reserved**, and **\$60 in Grandstand**.

BRING YOUR GROUP TO "THE JOE!"

GROUP OUTINGS

What better way to spend a night at "The Joe" than with your friends, family, clients or co-workers! For an unforgettable experience, bring your group of 20 or more out to a ValleyCats game and enjoy the many great benefits listed below!

BENEFITS INCLUDE:

- Great seats at a discounted rate
- Group recognition on the video board
- Special gift for the group leader
- Online tools to help organize your event
- Chance to win the nightly group raffle
- Option to purchase loaded tickets
- Unique experiential opportunities
- Mobile & Digital Ticketing Functionality



2021 PRICING

SEATING	20-99	100+
	Save 21%	Save 28%
PREMIUM BOX	\$10.25	\$9.25
RESERVED BOX	\$8.25	\$7.25
GRANDSTAND	\$5.75	\$4.75



Add credit to your tickets to buy food, drink, and merchandise!



FOR TICKET INFORMATION & MORE: (518) 629-2287

TCVALLEYCATS.COM





ENJOY A PICNIC AT THE PARK!

PICNIC PAVILION

Group Size: 20-300
\$30 per person
(\$25 children 12 & under)
1 HOUR PREGAME BUFFET

2021 MENU
BBQ Chicken
Pulled Pork
Hot Dog
Pasta Salad
Coleslaw
Dinner Roll
Soda or Water

2022 MENU AND PRICING
COMING SOON!



The ValleyCats Picnic Pavilion is the most popular picnic area at "The Joe!" This **covered area** is located down the right field line and is **ideal for groups of various sizes**. First, enjoy a delicious **pre-game dinner buffet!** Then, head to your **reserved box seats** to enjoy the game! Each guest receives a **souvenir ValleyCats cap!**

ESTD 2019

ROWDY'S

At the Joe

Private for your group!

1 HOUR PREGAME BUFFET

Group Size: 55-110
\$30.00 Per Person Package
(\$25 children 12 & under)

2021 MENU
BBQ Chicken
Pulled Pork
Pasta Salad
Cole Slaw
Dinner Roll
Soda or Water

2022 MENU AND PRICING
COMING SOON!



Rowdy's is a **unique location** for your company outing, networking event, or a family & friends get-together. Enjoy your meal at one of our picnic tables under the tent or on the patio. Then continue to hang out in Rowdy's for the game, or in your **reserved box seats** for a great view of all the on-field excitement! Each guest receives a **souvenir ValleyCats cap!**

PRIVATE PICNIC AREAS



Group Size: 55-120

\$30 Per Person

(\$25 children 12 & under)

Ask About Upgrade Options!

Picnic runs from one hour prior to first pitch, until 30 minutes after the game starts.

2021 MENU:
Grilled Chicken
Pulled Pork
Hot Dogs
Watermelon
Coleslaw
Pasta Salad
Soda & Water

**2022 MENU AND PRICING
COMING SOON!**



Located adjacent to the scoreboard in left field, the Top of the Hill offers a **breathtaking elevated view of "The Joe!"** This **private patio area** features a **dedicated wait staff**, your own **personal bartender**, and a granite bar where you can enjoy a **wide selection of premium and domestic beer and wine**. After your meal, stay and catch the excitement of ValleyCats baseball with the great view from the Top of the Hill, or watch from your **reserved box seats**! Each guest will receive a **souvenir ValleyCats cap**!



Group Size:

Front Porch (15) = \$550.00

Back Porch (25) = \$750.00

Full Porch (40) = \$1200.00

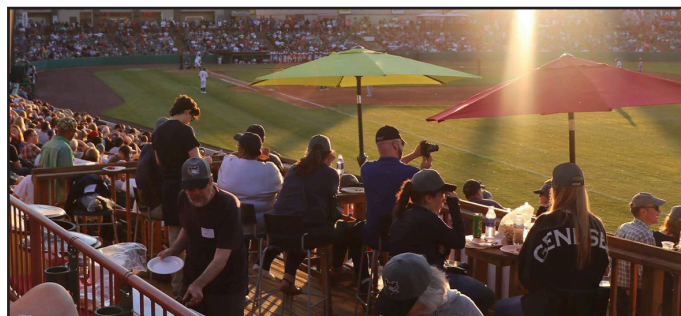
2021 MENU
Hamburger
Hot Dog
Chips
Pasta Salad
Peanuts
Soda & Water

Dinner served at game time.

**2022 MENU AND PRICING
COMING SOON!**



Ask your ValleyCats representative about our beer & wine options!



Entertain family, friends, clients or employees with a **private**, all-inclusive "Porch Party!" Located in right field, The Porch comes complete with **drink rails, barstools, and an elevated view of the action**. A dedicated Porch attendant will assist your group with getting their meal upon arrival. This **two-tiered deck** is a perfect outdoor suite, and each guest receives a **souvenir ValleyCats cap**!



EXPERIENCE SUITE LEVEL

LUXURY SUITES

Enjoy the ValleyCats experience from the comforts of one of our private Luxury Suites! A nightly suite rental is ideal for entertaining prospective business partners, rewarding current customers, or motivating valuable employees. It is also a great way to host your friends and family for an extra special night out!

**Luxury
SUITES**

**\$550 per night, includes
16 tickets & \$100 food credit.
(Pre-fixed menu available)**

BENEFITS

- Climate Controlled Lounge
- Outdoor Balcony Seating
- VIP Parking
- Flat Screen TV
- Upscale Menu & Beverage Options
- Dedicated Wait Staff

**2022 PRICING
COMING SOON!**



Multi-Game Suite Packages

Luxury suites are also available in **multi-game**, **half season**, and **full season** packages. Our **six game suite showcase** is an all-inclusive package that gives you the opportunity to engage your guests while enjoying a pre-fixed menu. Multi-game packages give you the flexibility to choose the six games that fit you best. We will also display your company banner to showcase your business!



**DIAMOND
CLUB**
Joseph L. Bruno Stadium

Group Size: 35-50
Diamond Club Price: \$1300 per night
(Includes a \$250 food credit)
Diamond Club & Heritage Suite: \$1650
(Includes \$300 food credit)



**2022 PRICING
COMING SOON!**

Our Diamond Club is a perfect private location. Host a group of **35 in the Diamond Club** or **add on the adjoining Heritage Suite**, to fit **groups of up to 50 people!** Contact a ValleyCats representative at 518-629-CATS for more information.

HOST YOUR SPECIAL EVENT!

Joseph L. Bruno Stadium is a versatile venue with a diverse selection of locations for many types of special events.

Past events at "The Joe" have included:

- Meetings, mixers and networking events
- Birthdays, bar mitzvah's, graduation parties & more!
- Private events or rentals
- Fundraising events or tradeshow
- On-field VIP experiences
- Wedding ceremonies & Engagement Photos
- Baseball tournaments
- Concerts



The facility has also served as the setting for larger events including the New York-Penn League All-Star Game, Wrestling Under the Stars, Walk For Wishes, Paws in the Park, Community Movie Night, corporate picnics, craft brewers festivals and more. Locations around the ballpark that may be utilized include the field, dugouts, spacious open-air concourse level, picnic areas, luxury suites, diamond club, adjoining classrooms, video board and sound system.



**For more information on how you can host your next event at "The Joe,"
call the ValleyCats administrative offices at 518-629-2287.**



GROW YOUR BRAND AT "THE JOE!"

Promoting and delivering your company's message within Joseph L. Bruno Stadium is an ideal way to reach a large and captive audience. An estimated 160,000+ fans will attend ValleyCats games and special events at Joseph L. Bruno Stadium in 2022!

SIGNAGE & PRINT OPPORTUNITIES

Outfield Fence Signs

Perhaps the most recognizable, popular, and effective forms of branding in professional baseball, these 7' x 14' billboards provide the backdrop for all the action, and are a vital part of the look and feel of a ValleyCats game. Your sign will gain additional exposure through local TV highlights, website coverage, and photos in local newspapers. Through the streaming of ValleyCats on home game, your sign will receive additional exposure to an online audience of 31,000+ in the area and markets around the country.

Concourse Signage

Joseph L. Bruno Stadium's spacious concourse area is frequently navigated by high volumes of traffic, making it an ideal location for promoting your brand. Branding opportunities include illuminated signs, lineup & standings boards, bathroom signs, and more! Ask about other unique signage opportunities!

Digital Video Board

Place your company logo and brand messaging on our state-of-the-art 36' x 17' LED video board! Located above the scoreboard in left field, the video board is an attention grabber the entire night! Opportunities include inning sponsorships, banner advertisements, and game integrated logo placement.

Homeplate Central News Daily Program

A free publication, this gameday magazine keeps ValleyCats fans informed all season long. Multiple unique editions offer fresh content throughout the season, including updated player profiles, upcoming opponents, and feature articles. 40,000 copies are distributed over the course of the season. A digital version allows the publication to reach fans outside of the ballpark via promotion on social media and the team's website.



Broadcast Signs

NEW FOR 2022! Get your brand exposure to fans across the league with a sign located on backstop behind home plate. This sign will be featured on every pitch of the 48 ValleyCats home games broadcast live from Joseph L. Bruno Stadium on Frontier League TV. This banner will gain additional exposure on the video board during in-stadium replays, as well as online and on social media in highlight packages.



DIGITAL PARTNERSHIP OPPORTUNITIES

ValleyCats Official Website

The #1 source for everything ValleyCats, tcvalleycats.com attracts approximately **one million page views per year!** Ask about banner ad & link opportunities, as well as custom branded pages and promotions.

E-Newsletter Ad Opportunities

Keeping fans updated year-round, the ValleyCats Homeplate Central News e-newsletter is **sent to a database of over 31,000!** During the season, it is sent at least once prior to each homestand. This is a great way to reach the most dedicated 'Cats fans!

Social Media Partnerships

The ValleyCats are extremely active on social media, engaging with a loyal following all year long. Our Facebook page alone has an audience of 24,000+ fans spanning across the Capital Region! Ask how we can incorporate a social media campaign into your partnership.



Social Media Following



ENGAGE OUR FANS!

INTERACTIVE EXPERIENCE OPPORTUNITIES

Game Sponsorship

Your brand will take center stage on a selected night at “The Joe,” and will reach beyond the ballpark by being included in our marketing and promotional efforts leading up to the event. Game sponsorships include the following elements:

- (3) PA/video board announcements during the game
- Premier tabling/display opportunity in entrance to stadium
- Ceremonial first pitch opportunity
- Company banner above the front gates of the stadium
- 50 reserved box tickets
- Inclusion in print/TV/radio/social media marketing efforts
- Listing in our pre-homestand e-newsletter
- Listing on all tickets, and the ValleyCats online promotional calendar



In-Stadium Entertainment

The ValleyCats are known for providing family-friendly entertainment on a nightly basis. Connect with a captive audience by branding one of our popular promotions or on-field contests. Opportunities include pregame festivities such as live music and award ceremonies, in-game promotions such as the Dance Off, Tri-City Mayors Race, Trivia Contest, Hot Dog Race, Fan Cams, 5th Inning Drag, 7th Inning Stretch, or postgame entertainment such as fireworks.



Promotional Giveaways

Sponsor a co-branded premium giveaway item and extend your brand into thousands of our fans homes and offices for years to come! Opportunities include bobbleheads, bats, hats, t-shirts, novelty items, and more!

Tabling Displays

Capitalize on our high-traffic areas along the concourse or in front of the stadium to distribute information and interact directly with our fans.



COMMUNITY OUTREACH

Help us make a positive impact on the Capital Region community by partnering with us on a unique community initiative. These can either be tied into a night at the ballpark, or extend beyond “The Joe.” Opportunities include special awareness nights, team performance related donations, field renovations, baseball camps, co-branded giveaway items, and more!





2022 SEASON SCHEDULE

**SCHEDULE
COMING
SOON!**

TRI-CITY VALLEYCATS / P.O. BOX 694, TROY, NY 12180

(518) 629-CATS

TCVALLEYCATS.COM

