



Sea Dogs™

2023 Season

PARTNERSHIP GUIDE





WHY THE SEA DOGS?

Since 1994, the Sea Dogs have attracted fans of all ages, becoming a fixture in the community, acquiring local and national recognition on and off the field. As the Boston Red Sox Double-A affiliate, the Sea Dogs provide quality baseball, fun, and a safe environment at family-friendly prices.

Sea Dogs fans are aware of their surroundings in a relaxed atmosphere and are ready to enjoy themselves with family and friends. Fans are loyal, attentive, and receptive to your marketing efforts.

Does your current marketing have an emotional impact and attract attention? Does it create memories that make an impact? While emotions are high, your business is in front of thousands of fans who will associate your company name and message with entertainment and fun. You will make an impression!

Whether you're looking for branding, engagement, community presence, direct/indirect marketing, or driving fans to your location, the Portland Sea Dogs have an opportunity for you to meet your marketing goals.

ATTENDANCE

The 2022 Season saw tremendous success for the Sea Dogs, on and off the field, as fans flocked to Hadlock Field. The Sea Dogs made the Eastern League Playoffs for the first time since 2014, and saw their highest season-long attendance in over a decade.

More than 379,100 fans attended a game in 2022, selling out Hadlock Field 16 times, with an average attendance of 5,744 per game.

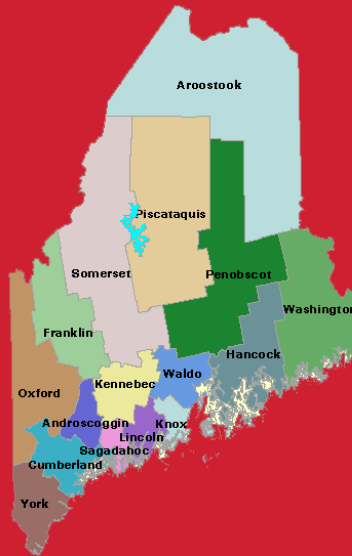
The Sea Dogs finished 3rd in total attendance in the Eastern League and Double-A baseball.



FANS

SEA DOGS FANS

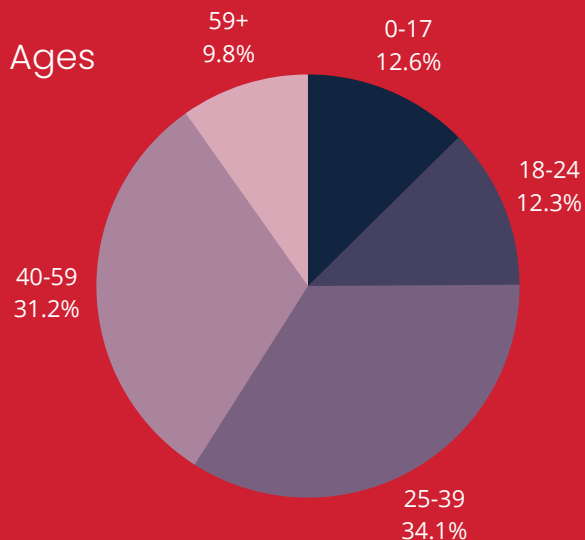
Fans of the Portland Sea Dogs come around the world for a game and root on the Sea Dogs! In Maine, fans travel across the state to make it to Hadlock Field. Here is a snapshot of advanced ticket sale accounts, broken down by county. Marketing with the Sea Dogs gets you much more exposure than just Portland.



County	Total Accounts	% of total Accounts
City of Portland	2019	14.23%
Cumberland	6814	48.30%
York	2224	15.77%
Kennebec	1122	7.95%
Androscoggin	1032	7.32%
Penobscot	501	3.55%
Sagadahoc	456	3.23%
Oxford	407	2.89%
Lincoln	274	1.94%
Knox	267	1.89%
Somerset	230	1.63%
Franklin	206	1.46%
Waldo	153	1.08%
Hancock	142	1.01%
Aroostook	138	0.98%
Piscataquis	52	0.37%
Washington	51	0.36%

**This snapshot does not include fans that purchased tickets during walk-up as we don't capture their information.*

FAN DEMOGRAPHICS



SOCIAL MEDIA

SOCIAL MEDIA PRESENCE

Reach Sea Dogs fans beyond the walls of Hadlock Field through social media content. Our social media platform is the largest in the Eastern League and top 10 in Minor League Baseball. This platform provides an effective means of getting your company's brand and message out to the masses. Listed below is our social media presence.



FACEBOOK

78.5K Followers*



TWITTER

49.2K Followers*



INSTAGRAM

38.3K Followers*

The Sea Dogs are top 5 for total audience in Facebook, Twitter, and Instagram of all Double-A baseball. We also look at new platforms such as podcasting, Snapchat, TikTok, and LinkedIn. We pay attention to make sure we're reaching fans on the platform they like to consume information.

**As of 9/27/22*

SOCIAL MEDIA PARTNERSHIP

Attract new clients and raise brand awareness by sponsoring a social media graphic. Whether it be Team Leaders, Home Run tracker, Player Birthdays, This Day In Sea Dogs History, and more; attaching your brand to content fans interact with is a fresh way to bring new eyes to your business. We have many different options for social media, please connect with us for more details and partnership possibilities.



WALLPAPER
WEDNESDAY

PRESENTED BY

PG
Portland Glass



ON-FIELD SIGNAGE

ON-FIELD SIGNAGE

Looking to have your logo to stand alone and be as close to the action as possible?

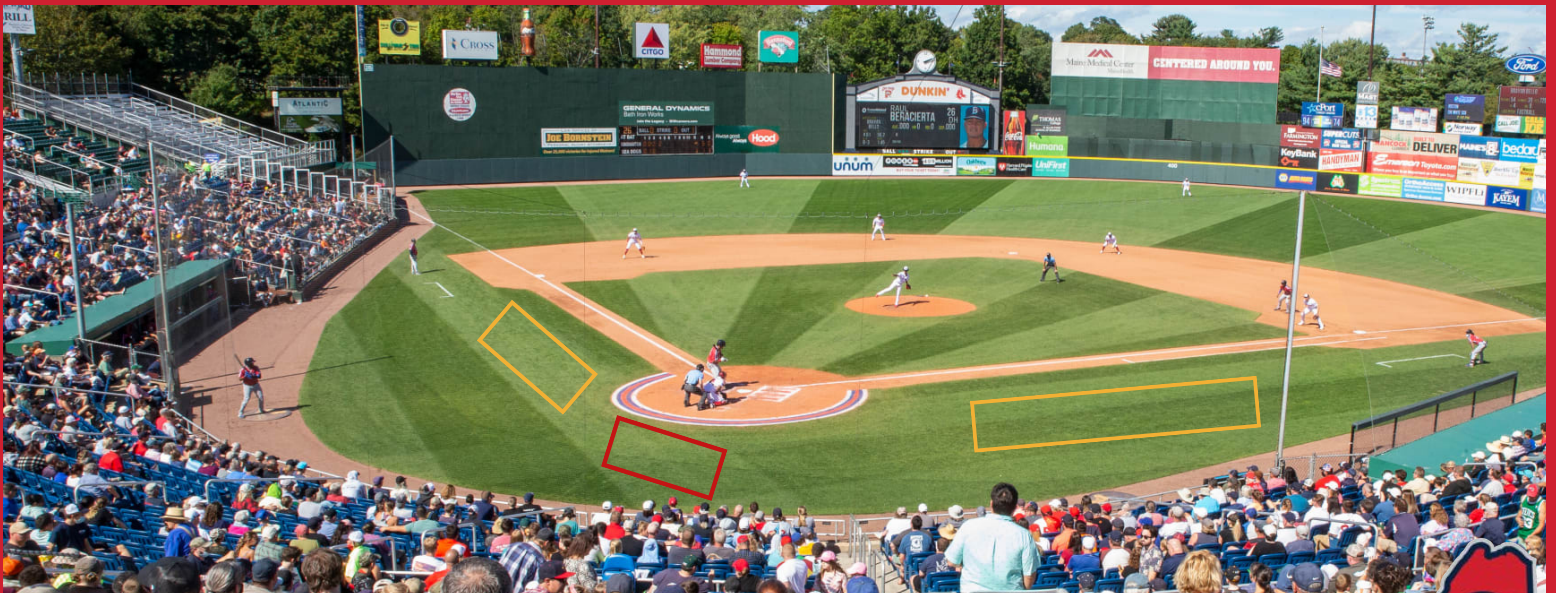
New for the 2023 season! Be the first partner in Sea Dogs history to have your logo on the field. By being the sponsor you will have the choice to either have your logo painted on the first and third basepaths, or have it painted behind home plate.

Field Signage Package:

- Logo painted on the field
 - Behind homeplate or on the basepaths
- One (1) MiLB TV Commercial
- Full Page Program Ad
- Two (2) 30-Second Radio Spots
- One (1) Pregame Announcement
- Two (2) Skybox Rental (limited to availability)
- 50 Person Picnic
- Four (4) Season Tickets - Box Seats

Price:

\$50,000.00/year for a 3-year agreement



PREMIUM SIGNAGE

MAINE MONSTER SIGNAGE

Signage offers your company a unique form of marketing to reach several hundred thousand potential clients each year. These premium signs are in high demand and rarely become available.

Be a fixture on an iconic part of Hadlock Field, the Maine Monster. Whether it's sitting 37 feet high above the field or a fixture on the Maine Monster wall, your brand stands above the rest and grabs fans' attention.

Maine Monster Signage Package:

- Sign above or on the Maine Monster
- One (1) MiLB TV Commercial
- Full Page Program Ad
- Two (2) 30-Second Radio Spots
- One (1) Pregame Announcement
- One (1) Skybox Rental
- Four (4) Season Tickets – Box Seats

Price:

\$35,000.00/year for a 3-year agreement



OUTFIELD INFLATABLE

Located next to the Maine Monster or above the home bullpen in right field, stand out by making your logo into a customer inflatable. This is a distinctive way to grab fans attention.

Outfield Inflatable Package:

- Custom Inflatable
- One (1) MiLB TV Commercial
- Full Page Program Ad
- Two (2) 30-Second Radio Spots
- One (1) Pregame Announcement
- Four (4) Season Tickets – Box Seats
- One (1) Skybox Rental

Price:

\$30,000.00/year for a 3-year agreement





NAMING RIGHTS

NAMING RIGHTS

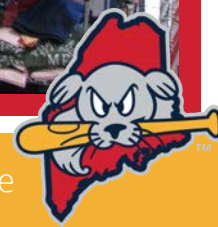
Own a piece of Hadlock Field as a naming rights partner. Being a naming rights partner carries considerable branding opportunities, name recognition, and exposure in all marketing efforts to promote these areas.

Naming Right Package include, but not limited to:

- One (1) Full Page Program Ad
- One (1) 30-Second Radio Spot
- One (1) Skybox Rental
- Four (4) Season Tickets - Box Seats

Available naming rights inventory:

- Sea Dogs Brewhouse
 - *\$10,000.00/year on a 3-year agreement*
- Skybox Level
 - *\$12,500.00/year on a 3-year agreement*
- Third Base Corporate Corner
 - *\$7,500.00/year on a 3-year agreement*
- Souvenir Shoppe
 - *\$15,000.00/year on a 3-year agreement*
- Park Ave Plaza
 - *\$7,500.00/year on a 3-year agreement*



OUTFIELD SIGNAGE

OUTFIELD SIGNAGE

Ever dreamed of having your company's name and logo in the outfield? Have your company's brand featured in Hadlock Field 365 days a year.

Outfield signage gives your company amazing, direct/indirect viewing throughout Sea Dogs' home games and media coverage. Your sign will be up during 69 Sea Dogs games, Deering and Portland High School baseball games, Field Rentals, and special events. An 8' x 16' outfield sign will certainly grab fans' attention.

Price:

\$9,500.00/year for a 3-year agreement

- Includes Four (4) Season Tickets - Box Seats

\$11,000.00/year for a 1-year agreement

- Includes Four (4) Season Tickets - Reserve Seats



FIELD-SIDE SIGNAGE

The Field-Side stairway sign is a great way to get your brand in front of potential customers. By being over the stairways, your signage becomes a directional marker for fans and employees. With fans walking directly underneath your sign, your message stands front and center.

Price:

\$6,500.00/year for a 3-year agreement

- Includes Four (4) Season Tickets - Box Seats

\$8,000.00/year for a 1-year agreement

- Includes Four (4) Season Tickets - Reserve Seats





CONCOURSE SIGNAGE

CONCOURSE SIGNAGE

Looking for more than branding, want to add more information to a sign to get your message across to fans? Then our concourse signs are a great option! Sitting above high-traffic areas, take advantage of reaching thousands of fans who roam the concourse in the search of food, souvenirs, restrooms, Slugger, or stretching their legs. With a concourse sign, your brand's message reaches fans in a clean and perceivable way. Prime locations above stairways, bars, bathrooms, and specialty concession stands are available.

Listed below are the different sizes and styles we offer.

DOUBLE CONCOURSE SIGN

Looking for a bigger presence in the concourse? Make is a double and really stand out!

Available Sizes: 6' x 12', 7' x 14', or 4' x 16'

Price:

\$5,000.00/year for a 1-year agreement

- Includes four (4) Season Tickets - Reserve Seats



CONCOURSE SIGN

Offering different sizes and locations throughout the concourse

Available Sizes: 6' x 6', 7' x 7', or 4' x 8'

Price:

\$3,000.00/year for a 1-year agreement

- Includes two (2) Season Tickets - Reserve Seats



INNING SPONSOR

INNING SPONSOR

Get fans to see your brand and hear your message by being a primary sponsor of one (1) inning at a Sea Dogs game!

By being the sponsor of an inning, your logo/graphic will take up the entire video board at the top of the inning with an in-game announcement to get your message across to fans. During the inning, your logo will be in the corner of the video board for more branding, and when the inning is over, your logo/graphic will once again cover the entire video board along with a thank you announcement.

Price:

\$9,000.00/year for a 1-year agreement

- Includes Four (4) Season Tickets - Box Seats



"PLAY BALL" SPONSOR

It's tough to find a saying that is more iconic in baseball than "Play Ball!". Before each home game we find one lucky fan to come down to the field and say "Play Ball". This is a great promotion for the lucky fan and family, along with fans in the stadium that cheer loudly after hearing it. You can have your name and logo attached to this iconic moment by being the sponsor.

By being the sponsor you'd receive an announcement and logo on the video board.

Price:

\$5,000.00/year for a 1-year agreement

- Includes Four (4) Season Tickets - Reserve Seats





BETWEEN INNING PROMOTION

Promote your company and entertain the fans between innings by sponsoring an in-between inning promotion! Let our experienced promotions team create a unique and fun event on the field, on the video board, or in the stands that will highlight your company or product. Fans are randomly picked pre-game by our promo team to give them a memory that will last a lifetime.

By being the sponsor, you will get your logo on the video board, live mentions, all while your promotion captures the stadiums' attention. You also have the opportunity to provide a prize for the participants for additional branding to drive them into your business.

Price:
\$9,500.00/year for a 3-year agreement
 • Includes Four (4) Season Tickets - Box Seats



BETWEEN INNING ANNOUNCEMENT

Once a game, get your brand/graphic on the video board and pair it up with a 15-20 second between inning announcement. Grab fans' attention between innings with your message and branding.

With your branding being digital with live announcement, you have the opportunity to change them during the season to highlight a new promotion, product, or sale you're having.

Price:
\$6,000.00/year for a 1-year agreement
 • Includes Four (4) Season Tickets - Box Seats



IN-GAME ANNOUNCEMENTS

IN-GAME ANNOUNCEMENTS

Want to make your brand and message be a part of the game? Sponsor a play and get an in-game announcement and your logo on the video board. Create a direct connection with fans when emotions are running high for a long-lasting impression. Whether it's a home run, double-play, triple, or steal, sponsor a play like these and have your brand associated with cheering!

By being the sponsor each time your play happens you'd receive a live in-game announcement and your logo on the video board. For available inventory, please reach out.

Price:

\$6,000.00/year for a 1-year agreement

- Includes Four (4) Season Tickets - Box Seats



BATTER SPONSOR

Sponsoring a batter connects your brand with fan's beloved Sea Dogs players. When your batter makes his way to the plate before his music hits, your company will be a part of his introduction with your logo/graphic on the video board. Having this attachment to the batter will create a connection with fans that they will remember.

Limited availability -

Price:

\$6,000.00/year for a 1-year agreement

- Includes Four (4) Season Tickets - Box Seats





SINGLE GAME SPONSOR

SINGLE GAME SPONSOR

Single game sponsorships with the Sea Dogs provide your company an opportunity to obtain maximum exposure in a unique and creative way. Attaching your brand to a non-profit or community cause, theme night, giveaway, or special event is a fantastic way to meet your marketing needs. Your company can be the presenting sponsor of one of our 69 home games. By being the single-game sponsor you will receive the following:

Single Game Sponsorship:

- Inclusion in all event marketing to promote the game
 - Print, radio, social media, & in-house marketing
- Three (3) in-game announcements during the game
- Three (3) name & logo recognition on the video board
- 100 Reserve Seats Tickets
- Table space in the concourse or in front plaza
- Opportunity to do a giveaway at the front gate
 - Giveaway provided by you, and a minimum of 1,000 pieces
- Opportunity to be interviewed on the Sea Dogs Radio Network
- Opportunity to throw out a ceremonial first pitch

Price:

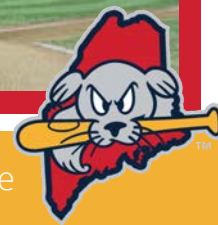
\$4,500.00/per game

Some of the most popular games of the year are our five (5) post-game fireworks shows and our four (4) bobblehead giveaway nights. Fans look forward to these games, purchasing tickets in advance and showing up hours before gates open. Attaching your brand to one of these games is sure to make an impression and give you a "WOW" factor when entertaining clients or employees!

By being the sponsor of one of these games, you receive all the elements of the single-game sponsorship plus one (1) skybox for your game (limited to availability).

Price:

\$7,000.00/per Fireworks or Bobblehead game





RADIO & TV

SEA DOGS RADIO NETWORK

Broadcast your company's message during exciting live Sea Dogs baseball action on the Sea Dogs Radio Network. The Sea Dogs Radio Network is on WPEI 95.5 & 95.9 and serves as our flagship station for all 138 Sea Dogs games. In addition, all Sea Dogs games are available over the internet at SeaDogs.com and through the Tunein app.

Let Emma Tiedemann, the voice of Sea Dogs Baseball, announce your message across Maine and Southern New Hampshire over the airways and across the world over the internet.

- 60-Second Network Spot
 - *\$4,000.00/year on a 1-year agreement*
- 30-Second Network Spot
 - *\$2,500.00/year on a 3-year agreement*
- 15-Second Radio Reader
 - *\$1,500.00/year on a 1-year agreement*



MILB TV



Showcase your commercial to fans at the game and those watching from home. PSD TV streams on all Sea Dogs home games online and on the TVs at Hadlock Field. Streaming is available through a paid subscription to MiLB.tv. Fans who watch these games are loyal and attentive. In 2022 the Sea Dogs had the most average viewers per game and total unique visitors watchers in all of Double-A. 30-second spots are available between innings.

Price:
\$750.00/per spot

Are you interested in being the presenting sponsor of PSD TV? Contact us for more information.





PRINT

SOUVENIR PROGRAM

A must-have for all Sea Dogs fans is the Sea Dogs souvenir program. Our program contains 100 pages of full-color information about the team, the Eastern League, and baseball in general. Print ads can focus on branding, couponing, or driving traffic into your business. For every program sold, an average of four people reads it. It's a great medium to get your logo and information into the hand of our fans.

- Full Page Ad
 - *\$2,500.00/year on a 1-year agreement*
- Half Page Ad
 - *\$1,800.00/year on a 3-year agreement*
- Quarter Page Ad
 - *\$1,000.00/year on a 1-year agreement*
- Program Insert
 - *\$2,000.00/year on a 1-year agreement*



POCKET SCHEDULE

A productive way to get a coupon into fans' hands is by sponsoring a panel in our pocket schedule. We distribute about 350,000 pocket schedules throughout Maine and Southern New Hampshire. Most Sea Dogs fans find out about games through the pocket schedule. We flood the market with our pocket schedules by placing them at local businesses, restaurants, visitor stations, and throughout Hadlock Field people go. After each home game, we will pass out pocket schedules and thank fans as they leave Hadlock Field. Putting your company on a pocket schedule is an excellent way to connect with fans inside and outside the ballpark.

Price:

\$5,500.00/year for a 1-year agreement

- *Includes four (4) Season Tickets - Reserve Seats*



TABLING & COMMUNITY PROGRAMS

TABLING EVENTS

Tabling at the Sea Dogs game is a great way to connect with potential customers. Hand out information, sign up to win, talk, or answer questions. Tabling at the Sea Dogs is what you make it, and you can make it meaningful.

Tablespaces are available in the concourse or outside on the Front Plaza. Space is limited and is on a first-come, first-serve basis.

Price:

\$1,500.00/for the first tabling event

- **\$500.00/ for each additional tabling event**



COMMUNITY EVENTS

Have your company be the reason why kids and community leaders come out the ballpark and are recognized in front of fans for their hard work and dedication. By being the primary sponsor of one of these great programs, your company will have the exclusivity and be associated with helping the community.

COMMUNITY PROGRAMS

- Sluggers Reading Challenge
- Summer Reading Challenge
- Brush and Floss
- Healthy Living

*Interested in learning more about community program?
Please reach out and we'd be more than happy to give
you additional information*

RECOGNITION NIGHTS

- First Responders
- Nurses Appreciation
- Teacher Appreciation
- Volunteer Appreciation
- High School Night of Champions
- Women in Sports Night



A baseball catcher in a white uniform with red accents and a red chest protector is in the foreground, looking up. In the background, a batter in a red uniform is swinging a bat. The scene is set in a stadium with spectators in the stands.

SEASONS & SKYBOXES

SEASON TICKETS

Season Tickets are the perfect way to catch all of the action at Hadlock Field by having the same seats for all 69 home games. Season tickets also serve as a great marketing tool for social media giveaways, employee incentives, entertaining clients, customer appreciation, donation requests, fundraising, or for your personal use. By being a season ticket member, you receive the right of first refusal for playoff tickets and special events. You will also receive the following benefits:

Season Ticket Member Benefits:

- Same great seats for all 69 home games
- "Never Waste a Ticket" Program
- Right of first refusal on playoff tickets
- 20% Souvenir Shop Discount
- On-Field Batting Practice
- Team Autograph Sessions
- Breakfast with the team
- End of the year celebration picnic
- Other "Season Ticket Member Only" events
- Box Seats
 - *\$497.00/year on a 1-year agreement*
- Reserve Seats
 - *\$461.50/year on a 1-year agreement*

SKYBOX RENTALS

Adding hospitality gives you the chance to treat your employees and clients to a night they won't forget! The Sea Dogs skybox is a great way for your guests to make a long lasting memory in the comfort of your private skybox.

Watch the game with 22 people from the style and comfort of a temperature controlled, furnished skybox. Book a Skybox while it's still available!

- Nightly Rentals
 - *\$550.00/game in April*
 - *\$704.00/game in May-September*
- Full, Half, or Quarter Season Rentals
 - *Call for more information*



A large, grey, dog-like mascot wearing a blue baseball cap and a white jersey is sitting on a wooden bench. It is holding a white plate with food, including a burger, fries, and a drink. The background shows a baseball field with green grass and a chain-link fence.

PICNICS

ALL-YOU-CAN-EAT PICNIC AREAS

The Sea Dogs have several unique areas at the ballpark designed for hospitality outings. It is a great way to treat employees, clients, friends, or family to a Sea Dogs baseball game with all of the amenities.

Each of our group picnic areas includes your game ticket and an all-you-can-eat ballpark-style buffet for you and your guests. Food service starts an hour before the game and runs until one hour into the game.

The traditional menu includes hamburgers, hot dogs, pulled BBQ chicken sandwiches, cole-slaw, baked beans, assorted Coca-Cola products, and Sea Dog Biscuits. (Veggie Burgers are also available upon request). All areas also have beer and wine available via a cash bar or on a consignment basis.

COCA-COLA PICNIC GROVE

The Picnic Grove at Hadlock Field is a wonderful choice for entertaining a group of 25-350 people. Everyone in your group will receive a ticket to the game and all you can eat food. The Coca-Cola Picnic Grove includes both stadium-style and picnic table seating.

CORPORATE CORNER

This exclusive picnic area gives groups of 100 to 300 people a way to enjoy a Sea Dogs baseball game with all of the amenities. Located behind the third base stands, the area includes seating under a tent for your picnic, and seats for the game next to the visitor's bullpen!

Price:

\$32.00 per person

- *Includes a ticket to the game and the All-You-Can-Eat Picnic Buffet*

PARK AVE PLAZA

Similar to the Corporate Corner, the Park Ave Plaza allows 50 to 100 people the opportunity to enjoy an exclusive all-you-can-eat picnic. The Park Ave Plaza includes seating under a tent for your picnic and box seats in section 201 or 202 behind the Sea Dogs dugout for the game.

GIFFORD'S PAVILLION

Modeled after the "Monster Seats" at Fenway Park, the Gifford's HomeMaine Ice Cream Pavilion, located in right-field, these spacious seats offer spectacular views of the field with countertop seating. It is the only place in the ballpark that you have an opportunity to catch a home run ball. Groups from 10 to 350 people can enjoy a Sea Dogs game with an All-You-Can-Eat Picnic.





Sea DogsTM

THANK YOU FOR YOUR INTEREST

THIS PARTNERSHIP GUIDE CONTAINS MANY OF THE MARKETING OPPORTUNITIES WE OFFER AND HAVE OFFERED IN THE PAST. WE ARE ALWAYS DEVELOPING NEW AND UNIQUE IDEAS FOR PARTNERSHIPS. IF YOU HAVE AN IDEA OR HAVE SEEN A PARTNERSHIP AT ANOTHER TEAM OR VENUE, WE ARE ALWAYS OPEN TO ADOPTING IT AT HADLOCK FIELD. IF YOU HAVE ANY QUESTIONS OR WOULD LIKE ADDITIONAL INFORMATION, PLEASE DON'T HESITATE TO REACH OUT!

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