

BELOIT SKY CARP



2022 RECAP



BELOIT SKY CARP



ABC Supply Stadium

- Opened in August 2021
- Located in downtown Beloit along the Rock River
- Capacity: 3,500
- Multi-use which will host Baseball, concerts, soccer and other events.
- 360-degree walk around concourse with family areas and food truck alley
- State of the art videoboard



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Community

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Community Commitment

Mission statement: To improve the quality of life for everyone in the Stateline area
We strive to make the Stateline area the best place to live in the world

The Beloit Sky Carp take this mission very seriously. So serious in fact that we've decided to put our money where our mouth is. Quint & Rishy Studer have made a public commitment to invest 100% of all net proceeds from the team each year. These investments will take many forms including but not limited to donations to local charities and/or community events, additional fan amenities and/or events to ABC Supply Stadium, donations to downtown vibrancy projects and much more.

The more partners we collaborate with on sponsorship & ticketing campaigns will directly affect how many community organizations we impact on an annual basis.



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Ownership

Quint and Rishy Studer have dedicated their careers and philanthropic efforts to community-based development projects and education. Through their corporate work to improve healthcare outcomes for patients, investing in downtown small business development, improving cities' waterfronts and walkability, and supporting early childhood education, the Studers have played a vital role in building vibrant cities in communities across the country.

Both attended the University of Wisconsin-Whitewater and began their professional life in southern Wisconsin, living in Rock County from 1973 through 1993. They've maintained ties to the region for the entirety of their careers, giving over \$1 million towards scholarships for area students. Recently, through their donation and leadership, they helped the UW-Whitewater Foundation bring a full-time Director of Strategic Engagement to the college, helping connect businesses and industries to the college to provide new development and training opportunities for students, evolve curriculum, and implement leadership programs. Over the past five years, they've invested more than \$2 million to help revitalize Janesville's downtown sector, building the Bodacious Shops of Block 42 and supporting various local small businesses.

Together, they own the renowned Pensacola Blue Wahoos minor league baseball team and the Beloit Sky Carp. With both teams, the couple has committed to reinvest all profits made by the team into the community through continual upgrades to the stadium to ensure the long-term success of the franchise and through investment and philanthropy in the community.



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Our Partners



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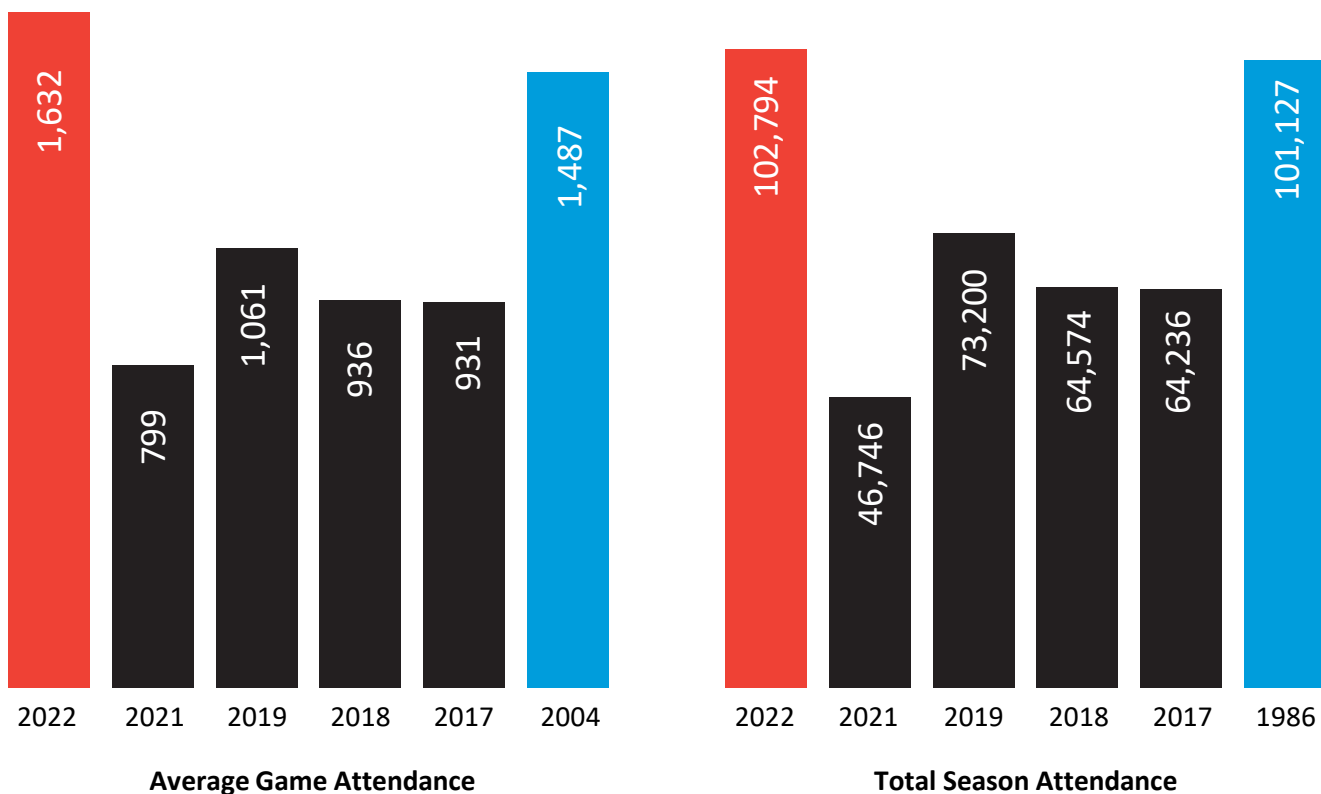
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Game Attendance



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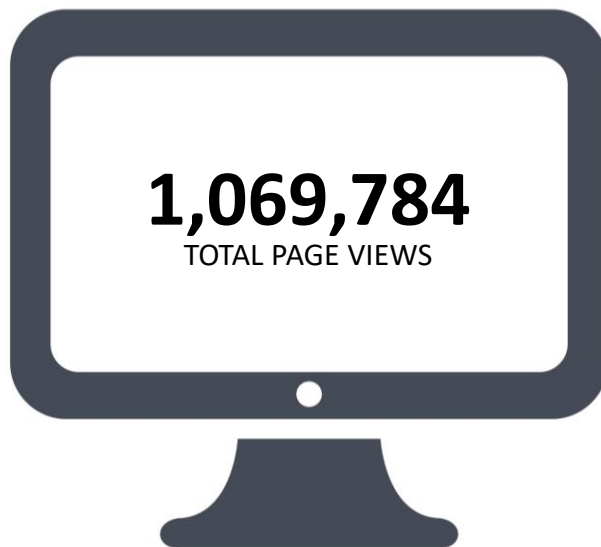


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Digital Engagement

SkyCarp.com ranks in the **Top 50%** of all 122 Minor League Baseball Teams for Total Visitors, Unique Visitors & Total Page Views



8,500+
EMAIL SUBSCRIBERS



10,000+
VIEWS IN 2022

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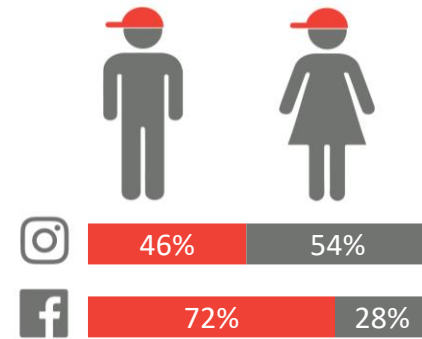
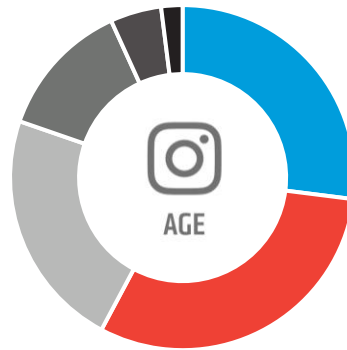
Sky Carp By the Numbers

f **16,570**
FOLLOWERS

@ **5,404**
FOLLOWERS

t **10,774**
FOLLOWERS

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



IMPRESSIONS

t 3,240,100

f 793,617

@ 71,732

TOP CITIES FOR ENGAGEMENT

@ BELOIT | JANESVILLE | ROCKFORD | MILWAUKEE

f BELOIT | JANESVILLE | SOUTH BELOIT | ROCKFORD | ROCKTON | ROSCOE | CLINTON

PARTNER could receive one (1) post on each platform each month of the season. We will work together on messaging (i.e. organic messaging etc.).

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National Recognition: CBS Saturday Mornings

Nine months after their official rebrand, the Beloit Sky Carp are still making national news. The Sky Carp were one of a small group of Minor League Baseball organizations featured on CBS Saturday Morning over the weekend.

The segment, reported on by CBS News Correspondent Kris Van Cleave, focused on Brandiose, a San Diego based company that assists sports franchises with all facets associated with their brand. This includes but is not limited to complete logo rebrands, team name selection, mascot creation, merchandise, uniforms, hats and much more. They boast the ability to “Make your Brand Famous”. They have fulfilled that promise for the Beloit Sky Carp and so many other teams across the country.

The Sky Carp were featured prominently in the piece, with Vice President of Entertainment, Maria Valentyn, offering observations on the impact the rebrand has had on not only the team, but the city it represents.

Merchandise sales have soared since the team switched names from the Snappers, their moniker since 1995, to the Sky Carp. Attendance at ABC Supply Stadium has reflected the excitement the community feels for the team as well.

Beyond the extensive interview with Valentyn, the segment featured several shots of Sky Carp fans enjoying a summer evening at ABC Supply Stadium, cheering on the local nine and checking out the Beak Boutique, the team’s bustling souvenir shop.



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National Recognition: Ben Hill/MiLB.com

Minor League Baseball's top writer, Benjamin Hill, visited Beloit for the first time in years. While here, he spoke to several individuals, ranging from players, to dancing bat boys, to season ticket members, to radio broadcasters and more!

Over the course of the 2022 season, the Sky Carp and the City of Beloit were feature stories on MiLB.com five (5) times. A new record for the franchise who typically received an average of one feature story per year prior to 2019.

The stories were:

- [Timmy Time! Beloit bat boy a ballpark favorite | Timothy Boatner Jr. adds dance routines to his gameday duties](#)
- [What's up, Doc? Beloit pitcher blazes unique path | M.D. Johnson studies mechanics, fixes gloves, embraces domesticity](#)
- [Living the dream: Larson earns spot in Beloit | Sky Carp broadcaster hired after winning ballpark competition](#)
- [Snappers to Sky Carp: Beloit fans stick with team | Pat and Ken Arndt reflect on Pohlman Field's intimacy, accessibility](#)
- [Riding the tube: Beloit fans float to ballpark | Sky Carp stage inaugural Rock River "Drift to the Diamond"](#)



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Regional Recognition: WGN Chicago

WGN Chicago made a trip to Beloit on a beautiful Friday afternoon in June to share with Chicagoans what a perfect day in the Gateway community looks like. Chicago Scene reporter, Tom Barnas, visited a variety of local hot spots including downtown Beloit's Fridays in the Park, Music in the Park, and ABC Supply Stadium for the Sky Carp's Movie Night!

Tom remarked to Sky Carp Vice President of Entertainment, Maria Valentyn, just how impressed he was with the vibrancy and quaintness of the community. Beloit is quickly becoming a summer destination for Illinois tourists looking to get away from the bustle and heat of the city.

You can check out the segment by [CLICKING HERE!](#)



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Local Recognition: Beloit Daily News

The Beloit Daily News has been and continues to be a wonderful voice in the community, keeping its readers engaged with what's going on in and around their town.

The Sky Carp and ABC Supply Stadium are fortunate to receive some recognition in this paper (both online and in print) for the various fun and meaningful moments that take place at the stadium each year.

Some stories we'd like to highlight are below:

- [Sky Carp help Jake Walters meet Jake Walters](#)
- [Beloit Sky Carp break franchise single-season attendance record](#)
- [COLUMN: Beloit baseball; grandkids; and voice of the people](#)
- [Beloit Sky Carp host Women in Baseball Luncheon](#)
- [Beloit Sky Carp earn national television exposure for rebrand](#)



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Community Impact Snapshot

MONETARY
donations



IN-KIND
donations



Ticket
Fundraiser



Total donated
in 2022

\$153,044

Auctions



Parking



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RECAP

- Promotional Highlights
- NPS/Fan Satisfaction Score
- Group Demand
- Non-Game Events
- 2023 & Beyond/Keys to Success



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PROMOTIONAL HIGHLIGHTS

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Education Day

- 3,423

Star Wars Night/ Poopsie Reveal

- 3,012

Teacher Appreciation/Nancy Faust

- 2,418

Beloit Health System Night

- 3,698

Fairbanks Morse 150th Anniversary

- 2,588

Drift to the Diamond

- 2,918



NPS/FAN SATISFACTION

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NPS/FAN SATISFACTION

**2022 Net Promoter Score= 81 (9.22 Fan Satisfaction)
Year End Goal= 80.00**

2021 Net Promoter Score= 65

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GROUP DEMAND

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GROUP DEMAND

From June 15th on, nearly all our group spaces were sold out for the remainder of the year.

This will allow us the opportunity to create demand for 2023 early.

We've hosted game events with BHS, FNBT, Amazon, Fairbanks Morse, Collins Aerospace, Kerry Ingredients, ABC Supply, IPM Foods and many more.



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NON-GAME DAY EVENTS

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NON-GAME EVENTS

- Jeff Dunham (Huge Success)
- Honk Ball
- Private Corporate Events
 - ABC Founder's Day- 3.5k
 - Taylor Freezer- 2k
 - Frito Lay- 1.5k
 - Kerry Ingredients- 500
- Movie Nights
- Santa Carp

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KEYS TO SUCCESS



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2023 KEYS TO SUCCESS

- Need continued support from the community
- Continue to add staff members (salespeople).
 - ✓ Complete market coverage
- Emphasis on building programs that drive attendance.
 - ✓ Reading Program
 - ✓ Little League Program
 - ✓ Copa De La Diversion
- Stadium Additions (3-5 years)
 - ✓ New Playground down right field line
 - ✓ Completion of first base party deck
 - ✓ Construction of new group space in right-center field (time-TBD)
 - ✓ Construction of new group space in left field (time-TBD)
 - ✓ Instagram Moments- Goal of beautification & town pride (time-TBD)



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2023 Sneak Peak

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TM



*Sky Carp*TM

Marvel Partnership

In 2023, the Beloit Sky Carp will be partnering with Marvel to create a custom superhero logo. This logo will be featured on hats, shirts and even the Sky Carp uniforms in 2023. Merch is in stock for Christmas.

Thank You!

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