



2024 PARTNERSHIPS



WHO ARE WE?



DIAMOND BASEBALL HOLDINGS: The Fisher Cats are 1 of 29 MiLB clubs owned by Diamond Baseball Holdings (DBH). DBH was founded in 2021, and in collaboration with their clubs, they are committed to elevating fan experiences, creating “centers of energy,” fostering dynamic engagements for brands and highlighting the evolution of the Minor League Baseball environment. It is grounded in a deep-rooted appreciation for traditions, community, and the sport of baseball.

NEW HAMPSHIRE FISHER CATS: Since 2004, the New Hampshire Fisher Cats have teamed with partners from the greater New Hampshire business community to connect and engage with fans of all ages. The Fisher Cats entertainment experience offers affordable family fun, enabling businesses to showcase their brand and share their message directly with our fans.

FISHER CAT FOUNDATION: The New Hampshire Fisher Cats established the Fisher Cats Foundation to be a catalyst for the betterment of communities throughout the region by supporting youth programs that encourage education and promote healthy living. Through the generous support of players, employees, sponsors, and fans, the Fisher Cats Foundation continuously works to make a positive impact throughout New Hampshire and north-central Massachusetts. Since its inception in 2006, the Fisher Cats and the Fisher Cats Foundation have provided more than \$5.7 million in monetary and in-kind donations to thousands of non-profit organizations throughout the region.



BY THE NUMBERS



2023 SEASON ATTENDANCE

233,689 >>>

- AVERAGE ATTENDANCE: 4.1K
- 18 GAMES WITH ATTENDANCE OVER 5K
- WELCOMED **OVER 6 MILLION** FANS THROUGH THE GATES SINCE 2004

157

TOTAL PLAYERS HAVE REACHED MLB

OVER
6,687,800
TWITTER IMPRESSIONS

43K

RECEIVED THE E-NEWSLETTER

103,116

REACHED ON INSTAGRAM
- UP 151% SINCE 2022 -

28.5K TWITTER FOLLERS

42%

E-NEWSLETTER OPEN RATE

INSTAGRAM FOLLOWERS

21.5K

OVER
\$6.81 MILLION
DONATED TO CHARITY SINCE '06

OVER **40K**

READING CHALLENGE PARTICIPANTS IN '23

OVER
375K

VISITORS TO DELTA DENTAL STADIUM YEARLY

873,253

REACHED ON FACEBOOK
- UP 357% SINCE 2022 -

20 YEARS AFFILIATED WITH THE TORONTO BLUE JAYS

3.5 MILLION

BOOKS READ WITH OUR READING CHALLENGE SINCE 2010

4.1K TIKTOK FOLLOWERS

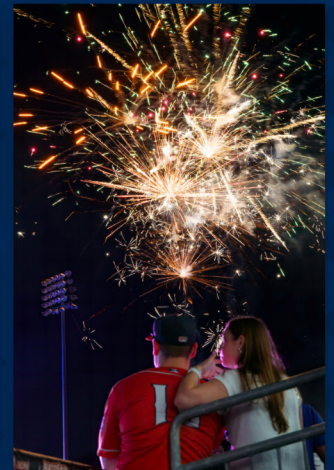
FACEBOOK FOLLOWERS
26.5K

PARTNERSHIP



EYE CATCHING BALLPARK SIGNAGE

- Outfield Pad Wraps
- Digital Video Board
- Digital LED
- Stadium Fascia
- Concourse Signs
- Foul Poles
- Sideline Pad Wraps
- Team Store



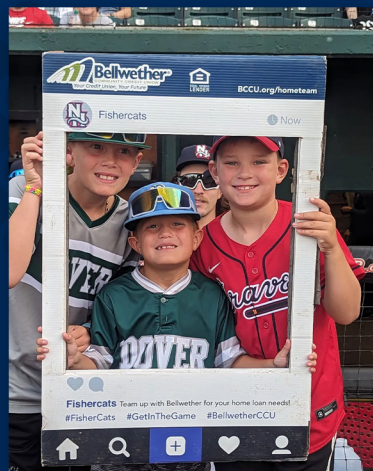
PRINT ADVERTISING

- Game Programs
- Pocket Schedules
- Coupon Books
- Ticket Backs
- In-Stadium Game Posters



DIGITAL ADVERTISING

- Social Media Contests
- Co-Branded Posts
- Email Newsletters
- Radio - 5 Affiliates
- Logo Placement on Website
- Over 340k unique visitors



OPPORTUNITIES



CREATIVE, HIGH IMPACT PROMOTIONS

- In-Between Inning Promotions
- Community Based Initiatives
- In-Game Moments
- Day of the Week Promotions
- Unique Premium Giveaways
- First Pitches
- Pre & Post Game Promotions
- Fireworks



DAY OF GAME

- Game Sponsorship
- Theme Nights
- STEM & Education Days
- Brunch Series
- Bark in the Park Series
- Copa de la Diversion Series

HOSPITALITY AREAS

- Dinner on Deck
- Pavilion
- Plaza
- Party Deck
- Dugout Terrace
- Bullpen Patio



#FORTHE603



COMMUNITY PROGRAMS

- Attended over 60 community appearances
- Supported reading in over 200 schools and local libraries
- Provided the NHFC Reading Challenge opportunity to over 50,000 elementary level students
- Awarded scholarships to 36 NE based student athletes
- Raised \$22,000 for local nonprofits through Fisher Cats specialty jersey auctions
- Raised over \$13,000 for NHFCF First Responders Fund
- Given more than \$7 million in monetary and in-kind donations to causes throughout our region since inception



365 DAY IMPACT

Delta Dental Stadium hosted:

- NHIAA Baseball State Championships
- Future 15 Sports: Future Stars Series
- Special Olympics Hero's Cup
- Manchester Community College Graduation
- Pembroke Academy Graduation
- Crawley Middle School Graduation
- YWCA, Howl-o-Ween, Thanksgiving 5k & Manchester City Marathon
- ALS CEO Soak
- NH Walk for Apraxia
- Arthritis Foundation Walk
- New Hampshire Health Care Association Conference & Trade Show
- RiverStone Employee Summer Outing
- Merchants Fleet Softball Game
- New Hampshire 9/11 Memorial Stair Climb

NOTES



A large white rectangular area with rounded corners, containing 20 horizontal blue lines for writing notes.

2024 Fisher Cats

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5 BNG	6 BNG
7 BNG	8	9 SOM 6:35 PM	10 SOM 6:35 PM	11 SOM 6:35 PM	12 SOM 6:35 PM	13 SOM 4:05 PM
14 SOM 1:35 PM	15	16 POR	17 POR	18 POR	19 POR	20 POR
21 POR	22	23 BNG 6:35 PM	24 BNG 6:35 PM	25 BNG 6:35 PM	26 BNG 6:35 PM	27 BNG 4:05 PM
28 BNG 1:35 PM	29	30 SOM				

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
			1 SOM	2 SOM	3 SOM	4 SOM
5 SOM	6	7 HBG 6:05 PM	8 HBG 11:05 AM	9 HBG 6:35 PM	10 HBG 6:35 PM	11 HBG 4:05 PM
12 HBG 1:35 PM	13	14 HFD	15 HFD	16 HFD	17 HFD	18 HFD
19 HFD	20	21 SOM 6:05 PM	22 SOM 11:05 AM	23 SOM 6:35 PM	24 SOM 6:35 PM	25 SOM 4:05 PM
26 SOM 1:35 PM	27	28 AKR	29 AKR	30 AKR	31 AKR	

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
						1 AKR
2 AKR	3	4 ERI	5 ERI	6 ERI	7 ERI	8 ERI
9 ERI	10	11 RIC 6:35 PM	12 RIC 6:35 PM	13 RIC 6:35 PM	14 RIC 6:35 PM	15 RIC 6:35 PM
16 RIC 1:35 PM	17	18 REA 6:35 PM	19 REA 6:35 PM	20 REA 6:35 PM	21 REA 6:35 PM	22 REA 6:35 PM
23 REA 1:35 PM	24	25 HFD	26 HFD	27 HFD	28 HFD	29 HFD
						30

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
	1 POR	2 POR	3 POR	4 POR 6:35 PM	5 POR 6:35 PM	6 POR 6:35 PM
7	8	9 BNG 6:35 PM	10 BNG 6:35 PM	11 BNG 6:35 PM	12 BNG 6:35 PM	13 BNG 6:35 PM
14 BNG 1:35 PM	15	16	17	18	19 HBG	20 HBG
21 HBG	22	23 REA 6:35 PM	24 REA 12:05 PM	25 REA 6:35 PM	26 REA 6:35 PM	27 REA 6:35 PM
28 REA 1:35 PM	29	30 BNG	31 BNG			

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
				1 BNG	2 BNG	3 BNG
4 BNG	5	6 ERI 6:35 PM	7 ERI 12:05 PM	8 ERI 6:35 PM	9 ERI 6:35 PM	10 ERI 6:35 PM
11 ERI 1:35 PM	12	13 REA	14 REA	15 REA	16 REA	17 REA
18 REA	19	20 HFD 6:35 PM	21 HFD 6:35 PM	22 HFD 6:35 PM	23 HFD 6:35 PM	24 HFD 6:35 PM
25 HFD 1:35 PM	26	27 ALT	28 ALT	29 ALT	30 ALT	31 ALT

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
1 ALT	2	3 POR 6:35 PM	4 POR 6:35 PM	5 POR 6:35 PM	6 POR 6:35 PM	7 POR 6:35 PM
8 POR 1:35 PM	9	10 SOM	11 SOM	12 SOM	13 SOM	14 SOM
						15

ALL GAMES, TIMES, OPPONENTS & FIREWORKS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

AKR - AKRON RUBBERDUCKS
CLEVELAND GUARDIANS

ALT - ALTOONA CURVE
PITTSBURGH PIRATES

BNG - BINGHAMTON RUMBLE PONIES
NEW YORK METS

BOW - BOWIE BAYSOX
BALTIMORE ORIOLES

ERI - ERIE SEAWOLVES
DETROIT TIGERS

HFD - HARTFORD YARD GOATS
COLORADO ROCKIES

HBG - HARRISBURG SENATORS
WASHINGTON NATIONALS

NH - NEW HAMPSHIRE FISHER CATS
TORONTO BLUE JAYS

POR - PORTLAND SEA DOGS
BOSTON RED SOX

REA - READING FIGHTIN PHILS
PHILADELPHIA PHILLIES

RIC - RICHMOND FLYING SQUIRRELS
SAN FRANCISCO GIANTS

SOM - SOMERSET PATRIOTS
NEW YORK YANKEES

HOME

AWAY

FIREWORKS