PARTNERSHIP OPPORTUNITIES





ERIE SEAWOLVES™

PROFESSIONAL BASEBALL

BACK 2 BACK 2023 2024 CHAMPIONS

DOUBLE-A AFFILIATE

UPMC PARK

KEVIN McGONIGLE
2026 AMERICAN LEAGUE ROOKIE OF THE YEAR



ABOUT THE ERIE SEAWOLVES

The Erie SeaWolves are the Double-A affiliate of Major League Baseball's Detroit Tigers. The SeaWolves provide quality, family entertainment with 69 home games from April through September at UPMC Park in downtown Erie, Pennsylvania. Since 1995, the SeaWolves have annually averaged over 200,000 fans for professional baseball and over 40,000 attendees for special events like high school baseball, movie nights, and community fundraisers.

More than 300 SeaWolves have played Major League Baseball including Justin Verlander (3x A.L. Cy Young Award), Tarik Skubal (2x A.L. Cy Young Award), and dozens of All-Stars like Riley Greene, Casey Mize, Kevin McGonigle, and Eugenio Suárez. 14 SeaWolves alumni were on the Tigers' 2025 playoff roster! Quality pro baseball is just part of the experience. With award-winning promotions, awe-inspiring fireworks, and buzzworthy food, a SeaWolves game at UPMC Park is a fun time out for die-hard fans and first-timers too!

Since 1995, the team has worked to enhance the quality of life in northwest Pennsylvania. In 2026, the SeaWolves received the MiLB Together Award for service to the Erie community and the game of baseball. The SeaWolves Community Fund annually contributes more than $250,000 in goods, services and monetary donations to area causes.

Over $17 million in new and upgraded amenities have been added recently to UPMC Park, including a new playing surface (2024) and LED field lighting (2026). Major upgrades to concession areas, restrooms and suites were made prior to the 2021 season, and a Team Store and the Club by Synchrony now serve the community on a year-round basis. It's an exciting time to partner with the SeaWolves. We hope you'll join the crew!

CONTACT A SEAWOLVES CORPORATE SALES REPRESENTATIVE TO DISCUSS A CUSTOMIZED PARTNERSHIP FOR YOUR BUSINESS TODAY.

814.456.1300



THE ERIE SEAWOLVES PARTNERED WITH LAST WEEK TONIGHT WITH JOHN OLIVER TO CREATE THE TOP THEME NIGHT BRAND IN MINOR LEAGUE BASEBALL HISTORY!

UNIQUE MARKETING OPPORTUNITIES

Take advantage of the ballpark environment and showcase your brand to a family-focused audience with booths and displays. You can provide samples or promotional incentives, conduct contests, or offer a live demonstration to highlight your products and services.



CONCOURSE DISPLAYS



PRIZE GIVEAWAYS



EXIT SAMPLING

The stadium plaza and concourse can showcase cars, trailers, tents and tour vehicles in a wide variety of sizes. Concourse tables are available for an entire season, weekend games, or specific dates that fit your schedule. The SeaWolves also can partner with you on a retail promotion at your location(s) that incorporates SeaWolves players, mascots, or inflatables.

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PROMOTIONS & GIVEAWAYS

In-park promotions allow your brand to own the day at UPMC Park. SeaWolves partners can sponsor a fireworks show or giveaway items to connect with fans and receive thousands of valuable impressions before and during the event. Partnership benefits include:

- Media exposure prior to the game via radio, social media, video board, and more.
- Giveaway partners receive their logo on 1,200 keepsake items presented to the fans.
- Fireworks sponsors can have their logo on the video board during the pyrotechnics and provide a commercial to be played while fans wait for the show to begin.
- The opportunity to hang promotional banners at the stadium entrance.
- Participation in pre-game festivities including the ceremonial first pitch.
- Three (3) in-stadium PA announcements on your promotional date.
- 100 tickets to the game for customers, partners or employees.
- A promotional booth on the ballpark concourse or plaza to engage fans.



THE ERIE SEAWOLVES WERE MiLB'S 2021 GOLDEN CLUB (TOP PROMOTIONS TEAM).



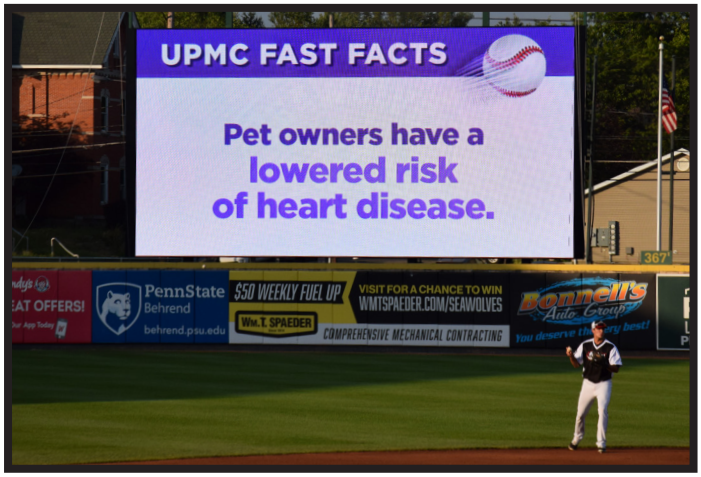
VIDEO BOARD & IN-GAME PROMOTIONS

BETWEEN INNINGS PROMOTIONS
The SeaWolves can create custom-branded entertainment that delivers a fun and positive association with your business. Your product or service can be incorporated into video board content or fan-interactive contests that rotate throughout the season. Your company can provide prizes or coupons to participants to drive them into your business after the game.

VIDEO BOARD DISPLAY ADS
UPMC Park's video boards are high-definition displays. LED video board advertising offers dominant branding and the flexibility to change your advertisement during the season. Your brand can be promoted during each home game with its logo on the right-field video board (25' x 64') or left-field wall fascia display (6' x 70').

BRANDED HEADSHOTS
Your company's logo can be integrated into the player photo shown on the video board during his at-bat. Your brand can be promoted on the board during one or every at-bat.

REPLAYS & HIGHLIGHTS
Your business can sponsor select replays, highlights, or in-game segments throughout the baseball season. Select segments may be featured via the team's social media accounts.



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FIELD SIGNAGE

OUTFIELD BILLBOARDS
Outfield billboards are highly visible and often appear in TV, online, and newspaper coverage of the game. The signs can be seen during other facility events such as concerts, charity walks, and high school baseball. Available in 8' x 16' or 8' x 32'.

FIELD SIGNS
Your business can receive branding with a pair of 2' x 40' signs -- one each along the first and third base lines. These signs are highly visible in the ballpark and are shown regularly in media coverage of games.

HOME RUN SIGNS
Home Run Signs offer the most dominant branding in the ballpark. These 16' x 27' signs, located high on the face of the Erie Insurance Arena, are visible during all events. These signs are even visible from outside of UPMC Park.

DUGOUT BRANDING
The home and visiting dugouts each have interior space dedicated for the logo of one national MLB partner and one local team partner. This branding location regularly appears on MiLB.TV and in game highlights.





IN-STADIUM ADVERTISING



CONCOURSE SIGNS



OUTSIDE-THE-BOX


AREA SPONSORSHIP

CONCOURSE SIGNS
Located near concession stands and restrooms, framed concourse signs offer plenty of space to deliver a detailed message in a high-traffic area. Since fans view these signs in close proximity, you can tell a more detailed story than you can in other forms of advertising.

ENTRY BARRICADE BANNERS
Barricade banners deliver logo and message placement in a standout location. Fans will connect with your message via a double-sided 3' x 8' banner as they arrive at the ballpark and again as they depart.

INFORMATION BOARDS
Fans check the stadium information boards each game for the latest standings, lineups, and league leaders. Your logo can be featured on an information board located in a high-traffic area on the concourse.

STADIUM AREA SPONSORSHIP
The SeaWolves can create a custom-branded area of the ballpark to meet your objectives. Your sponsored area will connect with fans using colorful graphics and advertising in the ballpark, online, and in team marketing materials. Opportunities that may be available for the 2027 season include sponsorship of Celebration Cove, Suite Level, and Picnic Perch.

OUTSIDE-THE-BOX
Since 1995, we have worked with businesses to identify unique marketing opportunities. We can feature your logo and products at concession stands. We can create a season-long program that recognizes your employees or creates leads. If you're a plumber, we can even put your ad in the restrooms. We're not limited to the ideas detailed in this brochure, so bring us your ideas or let us develop a fun, results-focused concept specific to your objectives.

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PRINT & MEDIA OPPORTUNITIES

RADIO & TV ADVERTISING

All 138 SeaWolves games will be heard on FOX Sports Radio 1330-AM and the iHeart app. All home games are video-streamed online at Bally Sports Live, and select games are televised (ENN+, Detroit SportsNet). Your company can advertise with in-game spots (:30s), live on-air reads, and/or sponsored segments (i.e. Alumni Report, Keys to the Game, Call to the Bullpen, Inning Sponsorship).



PLAYBALL MAGAZINE

PlayBall magazine is free to the first 1,000 fans per game. The Erie SeaWolves release four, full-color issues per season with full-page and half-page ad locations.

WEBSITE & SOCIAL MEDIA ADVERTISING

The SeaWolves have one of the top social media voices in Erie and professional baseball. With creative content and engaging contests, the SeaWolves can highlight your brand. Some team partners have earned MILLIONS of impressions via social media and promotion at SeaWolves.com.









Please call for more information on how a SeaWolves partnership can benefit your business.

Erie SeaWolves • 831 French Street • Erie, PA 16501 • (814) 456-1300 • www.seawolves.com