

2022

FORT WAYNE TINCAPS **CORPORATE PARTNERSHIPS**



WHY THE TINCAPS?

THE TINCAPS AWARD-WINNING STAFF WILL LISTEN TO YOUR NEEDS AND COLLABORATE WITH YOU ON A STRATEGIC PARTNERSHIP PLAN.



REACHING BEYOND THE BALLPARK

TinCaps home games can be seen live on Xfinity regional television in northeast Indiana. All games (home and away) can be heard on ESPN Radio and receive major coverage in local newspapers and television news.

LEVERAGING OUR BRAND TO BENEFIT YOURS

The positive impact that the team and Harrison Square have had in downtown Fort Wayne have made the TinCaps one of the strongest and most loved brands in northeast Indiana.

REACHING YOUR TARGET AUDIENCE

The TinCaps audience represents a unique mix of desirable demographics and Parkview Field events attract families as well as business leaders, young professionals and college students.

MAKING LASTING IMPRESSIONS

Partnering with the TinCaps puts your business in front of nearly 400,000 fans during TinCaps games plus over 100,000 additional patrons attending other events at Parkview Field.

CONNECTING WITH OUR CAPTIVE AUDIENCE

TinCaps games offer companies an opportunity to convey their message in a relaxed atmosphere over an extended period of time.

BUILDING ON SUCCESS



2009-19
TOTAL ATTENDANCE
4,403,804

2009-19
AVERAGE ATTENDANCE
5,848

58 *OUT OF* **59**

Single-A teams that the TinCaps outdrew in season attendance

23 *OUT OF* **30**

Double-A teams that the TinCaps outdrew in season attendance

10 *OUT OF* **30**

Triple-A teams that the TinCaps outdrew in season attendance



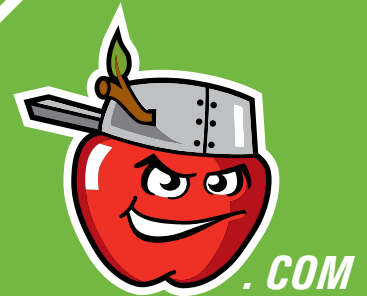
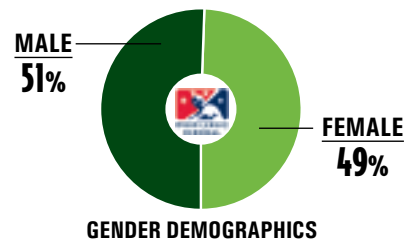
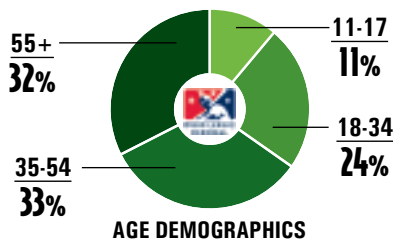
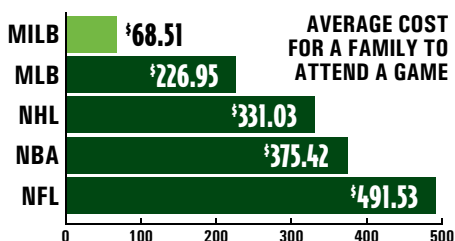
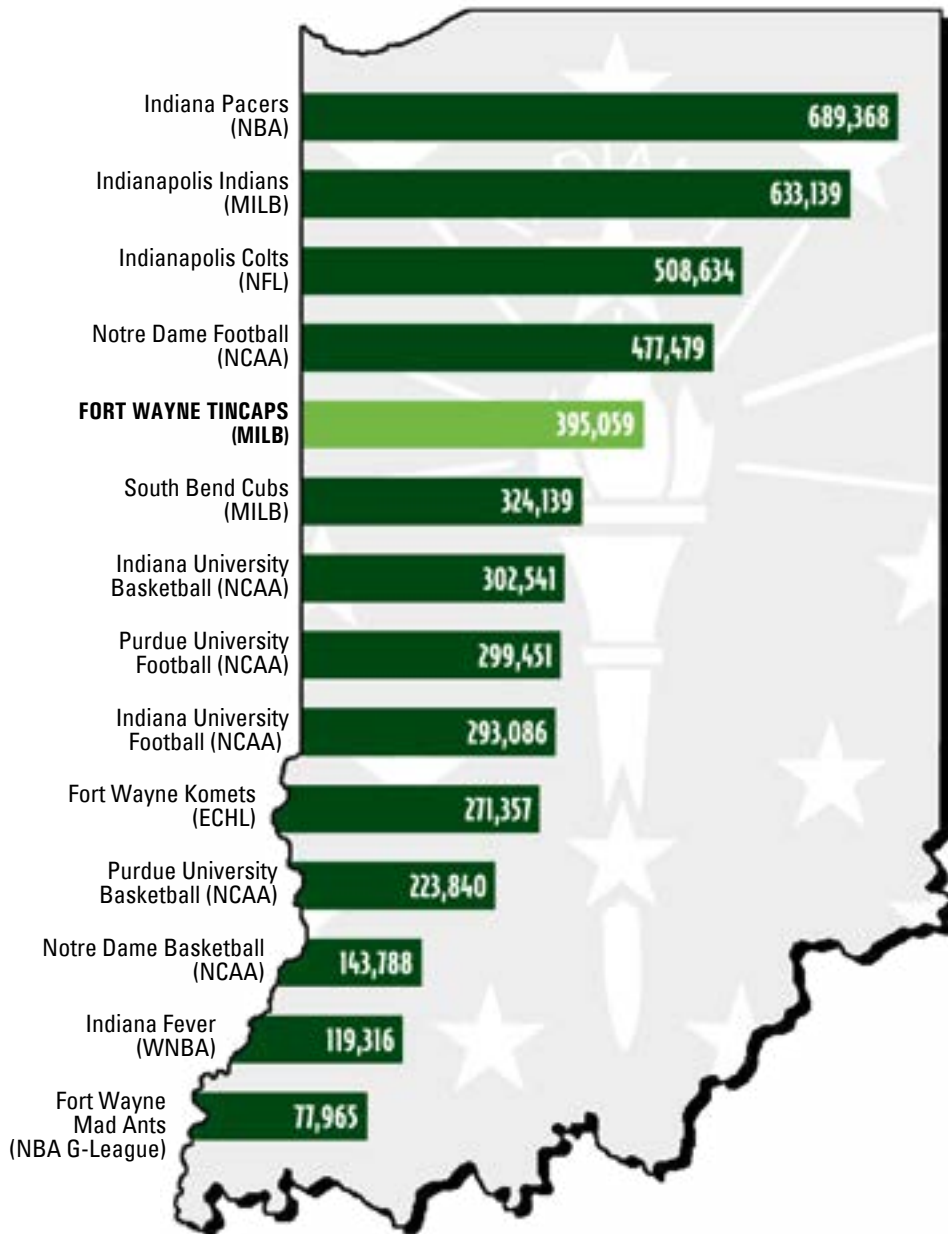
2009-19
TOTAL EVENTS
6,820
(not including TinCaps games)

2009-19
SPECIAL EVENT ATTENDANCE
1,311,667

JAKE OWEN
AUGUST 9, 2018

OUR FANS, YOUR CUSTOMERS

FIVE-YEAR SEASON ATTENDANCE AVERAGE (2015-2019)



244,121

UNIQUE VISITORS
(APRIL-SEPTEMBER, 2021)

922,726

PAGE VIEWS
(APRIL-SEPTEMBER, 2021)

SOCIAL MEDIA PRESENCE

AS OF NOVEMBER 1, 2021

 **70,517**

 **48,967**

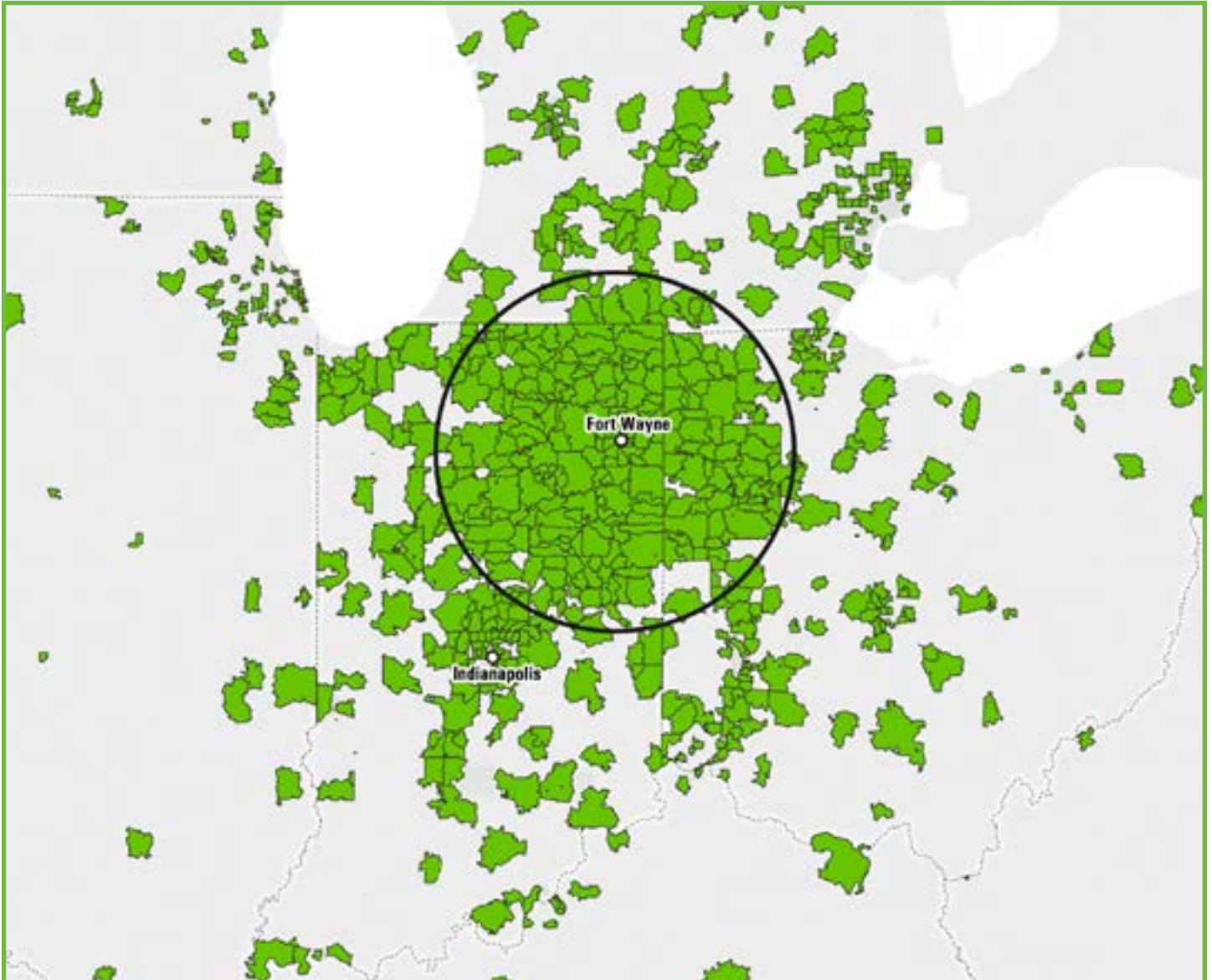
 **25,781**

REGIONAL EXPOSURE

TICKETS HAVE BEEN
PURCHASED BY FANS IN

1,852

ZIP CODES ACROSS
THE COUNTRY



OF THOSE PURCHASES,

746

ARE ZIP CODES WITHIN
THE TRI-STATE REGION

MARKETING ELEMENTS

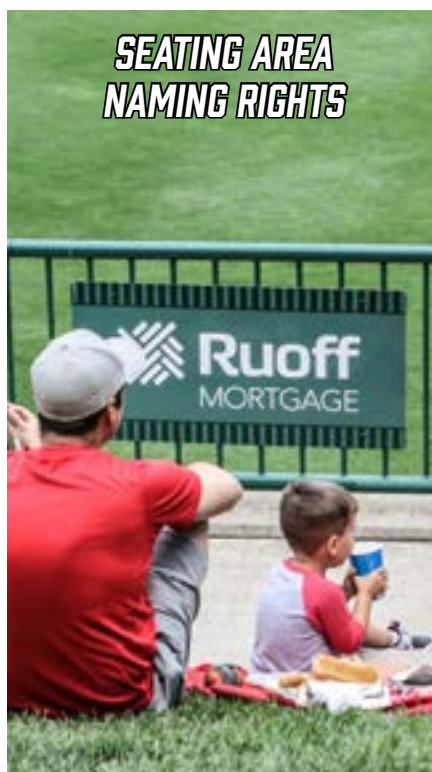
The TinCaps will tailor a creative, unique, interactive & productive partnership package to capture the attention of our loyal fan base.

We will take the time to understand your goals and help you achieve them, be they brand awareness, brand preference, increased retail traffic, improved business-to-business relationships, employee rewards, or community leadership.

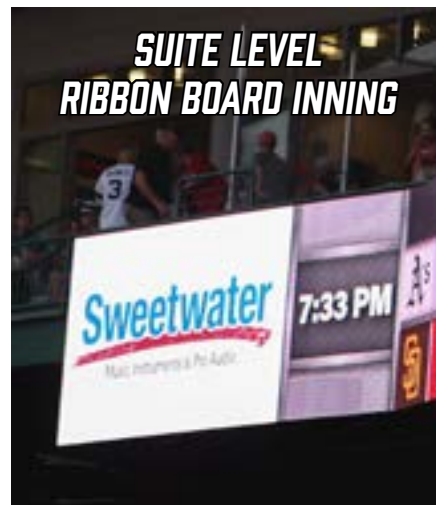
Unlike most traditional forms of marketing, we can incorporate dynamic elements that allow fans to experience your message and interact with your brand.

We will deliver what we promise and find ways to maximize the value you receive.

BILLBOARDS & SPONSORSHIP



NEW DIGITAL SIGNAGE



IN-BALLPARK SIGNAGE

JOHNNY BOBBLEHEAD BACKDROP



CAMERA WELL SIGNAGE



CONCOURSE SIGNAGE



ONLINE, PRINT, & TELEVISION

SOCIAL MEDIA



GAME PROGRAM AD



RADIO, TELEVISION, AND WEBSITE



IN-GAME PARTNERSHIPS

FIREWORKS SPONSOR



IN-GAME PROMOTIONS



IN-GAME KIOSKS



AWARDS & ACCOLADES?

The Fort Wayne TinCaps and Parkview Field have earned numerous local, regional, and national awards and accolades. The TinCaps have achieved success on the field of play as well as in the front office. Parkview Field has been praised as one of the signature ballparks in all of professional baseball.

Here are just some of the many distinctions that the TinCaps and Parkview Field have earned since 2009:

JOHN H. JOHNSON PRESIDENT'S AWARD

MINOR LEAGUE BASEBALL'S
MOST COMPLETE ORGANIZATION



CONTINUED EXCELLENCE AWARD

MAINTAIN A HIGH FAN EXPERIENCE
AND A POSITIVE IMPACT WITHIN
THE COMMUNITY



#1 MINOR LEAGUE BALLPARK EXPERIENCE

SIX TIME AWARD WINNER
SINCE 2011



#1 SINGLE-A BALLPARK

**#5 OVERALL MiLB
BALLPARK**



CHARLES K. MURPHY PATRIOT AWARD NOMINEE

OUTSTANDING SUPPORT OF THE
U.S. ARMED FORCES & VETERANS



LARRY McPHAIL AWARD

BEST MARKETING & PROMOTIONS
IN THE MIDWEST LEAGUE



ORGANIZATION OF THE YEAR [CLASS-A LEVEL]

THE BEST TEAM OPERATORS IN
MINOR LEAGUE BASEBALL



JOHN HENRY MOSS COMMUNITY SERVICE AWARD

COMMITMENT TO CHARITABLE
SERVICES WITHIN OUR COMMUNITY



PARTNERSHIP SPOTLIGHT

"Being a good neighbor -- that's what Parkview's relationship with the Fort Wayne TinCaps is all about. As neighbors, our partnership means we work hard together to make this a better community. In turn, we play hard with our families and friends to enjoy the many blessings we've received.

It's clear that the TinCaps are meeting a need for affordable, family-friendly entertainment for the entire region. Each season, Parkview Field welcomes fans to TinCaps' games and every one of them makes a positive economic impact on our community.

That's a powerful partnership for healthier communities any way you look at it!"

Mike Packnett
President & CEO
Parkview Health



"At Indiana Tech, we view our partnership with the Fort Wayne TinCaps as a vital part of our work to connect with each of our university's audiences. The visibility of our ballpark signage, Will Call tent and materials, and program ads allows us to stay top-of-mind for prospective area students. Our suite is great for hosting alumni, students and university partners. And everyone within the TinCaps organization is just terrific to work with. We're proud to partner with them!"

Brian Engelhart
Vice President,
Marketing & Communication
Indiana Tech



"Supporting the hometown team is a time-honored principle for any business involved in their community. For Ruoff Mortgage, it goes way beyond that and gives us an incredible sense of pride to partner with the Fort Wayne TinCaps and Parkview Field. Our sponsorship has been a "home run" since 2016."

Kim Murphy
Chief Administrative Officer
Ruoff Mortgage



"When talking about opportunities with the TinCaps, their marketing staff understood how our ability to close mortgage loans brought our clients home.

After some initial conversations with the TinCaps, the "Speed to Home" concept was created, allowing Hallmark to sponsor the speed of every pitch thrown at Parkview Field. This marketing opportunity reflected Hallmark's commitment to this community and our ability to serve our customers and "bring them home". The signage for our partnership looks fantastic, and Hallmark Home Mortgage is proud to partner with the Fort Wayne TinCaps."

Brock Rauch
EVP, Business Support
Hallmark Home Mortgage



"At ProFed Credit Union, we believe in strong partnerships, who together, help create a flourishing community. Time spent together produces long-lasting memories, cherished for years to come. ProFed Credit Union values being a part of these moments -- sharing in the enjoyment at Parkview Field with our employees and community who travel near and far.

Working together with the TinCaps enables us to explore new ideas for serving and supporting our community across northeast Indiana. Baseball bridges generations and reminds us of the importance that as energy and excitement collide, it brings the joy for the game to life."

Rachel Murphy
Vice President of Marketing
ProFed Credit Union



"There is nothing better than a night at Parkview Field with co-workers, friends and family. The Basement Doctor's annual employee appreciation night was a hit, great food and drink, awe-some fireworks and a grand slam to top things off. Can't wait till next year. Go TinCaps!"

John Clements
Owner
The Basement Doctor

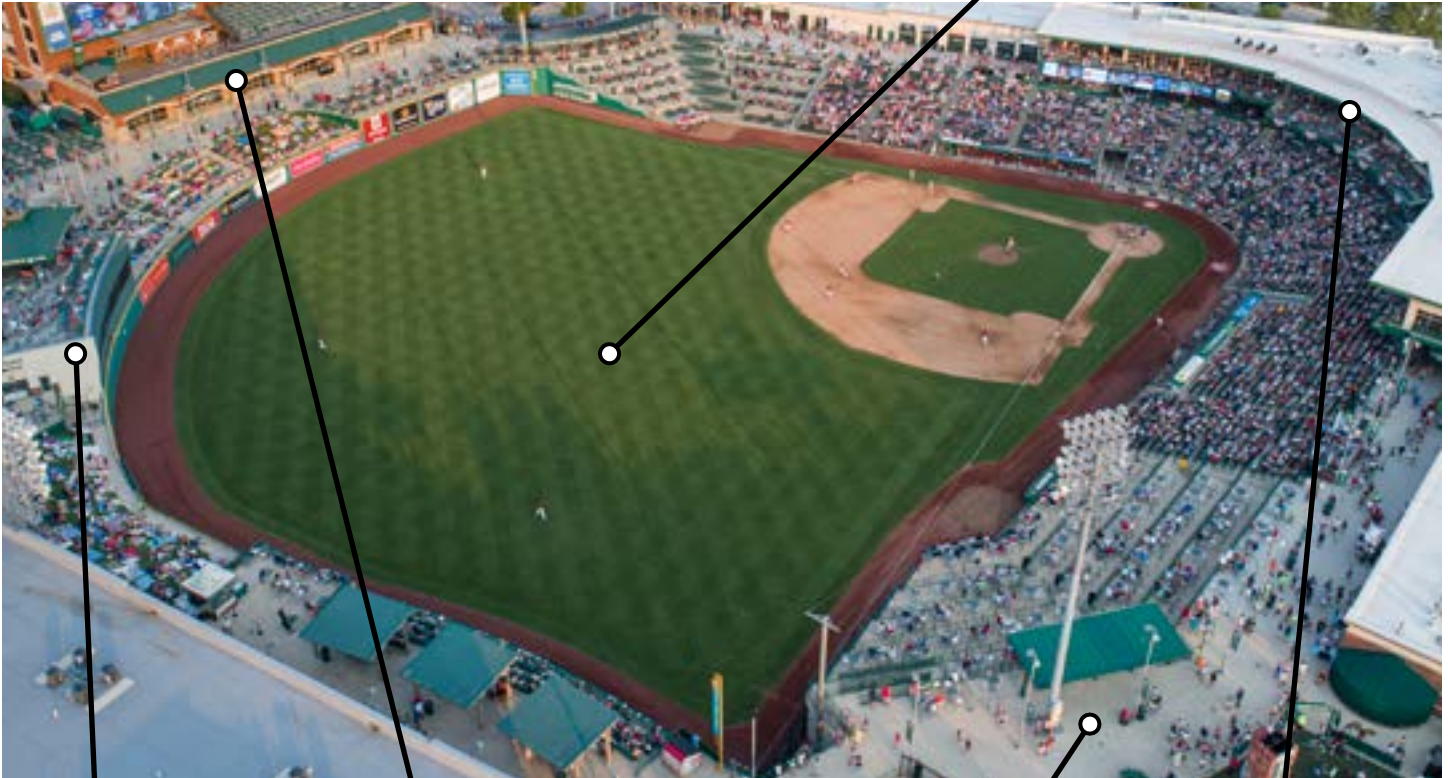


PARKVIEW FIELD... MORE THAN BASEBALL

With over 11,000 square feet of indoor meeting space, an on-site Food and Beverage Department, and an unparalleled view of Fort Wayne's skyline, Parkview Field provides a unique and fun setting for corporate functions, parties and other special events.

Marketing at Parkview Field allows your company exposure to the attendees at all of these additional events as well as the opportunity to link your brand with community-minded events and memorable moments.

PLAYING FIELD



400 CLUB



LINCOLN FINANCIAL EVENT CENTER



MAIN CONCOURSE



SUITE LEVEL LOUNGE



NATIONAL CONCERTS

Parkview Field has hosted several national concerts and drawn crowds of over 13,000 fans with acts like Zac Brown Band, Florida Georgia Line, Jake Owen & Bob Dylan.

FORT4FITNESS

The Fort4Fitness events (a full and half marathon, kid's and senior's marathons and a health festival) drew over 35,000 runners and fans to Parkview Field.

PATRIOTIC POPS

On July 3rd, over 7,000 guests enjoyed a free concert from the Fort Wayne Philharmonic. They performed on the field and finished with an amazing fireworks show.

SEASON TICKETS

TOYOTA FIELD BOXES

Located down the third base line, these private boxes include four chairs situated around a high top table. Wait service is available directly to your table.

\$3,000/box

LEGACY SEATS

The Legacy Seats are located behind home plate and feature a food rail, padded seats, additional leg room and personal wait service.

\$925/seat (2-year contract required)

RESERVED SEATS

Located just outside the first and third base dugouts, the Reserved Seats feature seating close to the action at an affordable price.

\$660/seat

CLUB LEVEL SEATS

These padded seats (located on the suite level) feature wait service and have access to the Suite Level Lounge which provides a full-service bar and food options.

\$1,500/ seat (1, 3, or 5-year contract required)

ALL-STAR SEATS

Spanning from dugout to dugout, the All-Star Seats get you right down into the action. Some seats put you closer to the catcher than the pitcher!

\$750/seat • Half-Season: \$430/seat

RUOFF MORTGAGE LAWN

Bring a blanket and enjoy the ballgame from either right or left field.

\$396/seat

2022 TINCAPS INCENTIVE PROGRAM	FULL SEASON	HALF-SEASON	17-GAME PLAN	12-GAME PLAN
Prime events pre-purchase option	✓	✓	✓	✓
Playoff tickets option	✓	✓	✓	✓
Future game exchange policy	✓	✓	✓	✓
Special "Thank You" gift	✓	✓	✓	✓
Electronic ticketing system	✓	✓	✓	✓
Renewal rights of seat location	✓	✓		
Unused season ticket exchange for non-fireworks games	✓	✓		
On-field batting practice & picnic	✓			

GROUP PRICING BREAKDOWN

	1-19	20-99	100-249	250+
 HR Porch	\$14.00	\$14.00	\$14.00	\$14.00
All-Star Seats*	\$14.00	\$13.50	\$13.00	\$12.50
Reserved Seats	\$12.00	\$11.50	\$11.00	\$10.50
 Ruoff Lawn	\$7.00	\$6.00	\$6.00	\$6.00

* No discount for All-Star seats on Fireworks nights.

The TinCaps take pride in ensuring that your group outing is fun and family-friendly.

Share the experience of Parkview Field with co-workers, church groups, friends and family. Pricing varies by number of tickets purchased. Parkview Field can accommodate you and your guests, and the TinCaps make planning and coordinating simple and hassle-free.

FORT WAYNE TINCAPS 2022 SCHEDULE

APRIL

SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
@DAY		SB 6:35PM	SB 6:35PM	SB 7:05PM	SB 7:05PM	SB 1:05PM
17	18	19	20	21	22	23
SB 1:05PM		@LAN	@LAN	@LAN	@LAN	
24	25	26	27	28	29	30
@LAN		DAY 6:35PM	DAY 6:35PM	DAY 7:05PM	DAY 7:05PM	DAY 1:05PM

MAY

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3	4	5	6	7
DAY 1:05PM		@WIS	@WIS	@WIS	@WIS	@WIS
8	9	10	11	12	13	14
@WIS		@SB	@SB	@SB	@SB	@SB
15	16	17	18	19	20	21
@SB		WM 6:35PM	WM 6:35PM	WM 7:05PM	WM 7:05PM	WM 6:35PM
22	23	24	25	26	27	28
WM 1:05PM		QC 6:35PM	QC 6:35PM	QC 7:05PM	QC 7:05PM	QC 6:35PM
29	30	31				
QC 1:05PM		@GL				

JUNE

SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	
		@GL	@GL	@GL	@GL	
5	6	7	8	9	10	11
@GL		LC 7:05PM	LC 7:05PM	LC 7:05PM	LC 7:05PM	LC 6:35PM
12	13	14	15	16	17	18
LC 1:05PM		@LAN	@LAN	@LAN	@LAN	@LAN
19	20	21	22	23	24	25
@LAN		GL 7:05PM	GL 7:05PM	GL 7:05PM	GL 7:05PM	GL 6:35PM
26	27	28	29	30		
GL 1:05PM		@WM	@WM	@WM		

JULY

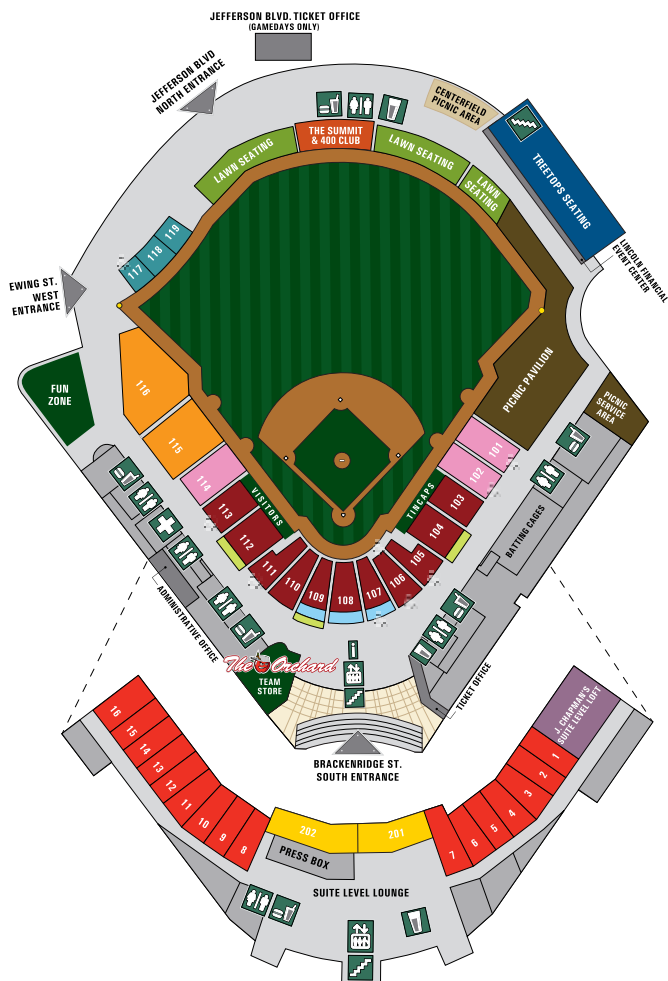
SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
					@WM	@WM
3	4	5	6	7	8	9
@WM	LC 6:05PM		LC 12:05PM	LC 7:05PM	LC 7:05PM	LC 6:35PM
10	11	12	13	14	15	16
LC 1:05PM		LAN 7:05PM	LAN 12:05PM	LAN 7:05PM	LAN 7:05PM	LAN 6:05PM
17	18	19	20	21	22	23
LAN 1:05PM					@DAY	@DAY
24	25	26	27	28	29	30
@DAY		@PEO	@PEO	@PEO	@PEO	@PEO
31						
@PEO						

AUGUST

SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2	3	4	5	6
		SB 7:05PM	SB 7:05PM	SB 7:05PM	SB 7:05PM	SB 6:35PM
7	8	9	10	11	12	13
SB 1:05PM		@LC	@LC	@LC	@LC	@LC
14	15	16	17	18	19	20
@LC		DAY 6:35PM	DAY 6:35PM	DAY 7:05PM	DAY 7:05PM	DAY 6:35PM
21	22	23	24	25	26	27
DAY 1:05PM		@GL	@GL	@GL	@GL	@GL
28	29	30	31			
@GL		WM 6:35PM	WM 6:35PM			

SEPTEMBER

SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2	3
				WM 7:05PM	WM 7:05PM	WM 6:35PM
4	5	6	7	8	9	10
WM 6:05PM		@LC	@LC	@LC	@LC	@LC
11	12	13	14	15	16	
@LC						



- All-Star Seats
- Reserved Seats
- Ruoff Mortgage Lawn Seats
- Legacy Seats
- Club Seats
- TOYOTA Field Boxes
- HUNTINGTON Bank Picnic Pavilion*
- Centerfield Picnic Area*
- J. Chapman's Suite Level Loft*
- FRENCH LICK RESORT*
FRENCH LICK & WEST BADEN, INDIANA
- PSM Parkview Sports Medicine Treetops*
- Luxury Suites*
- PRO-RED Credit Union Concourse Suites*
- ROHRMAN Home Run Porch*
- 400 Club* & The Summit

* - Group Rental Areas