



2022 MARKETING OPPORTUNITIES



Community-owned since 1957, Rochester Community Baseball Inc. and the Red Wings provide a high quality, affordable, family entertainment product - and regardless of how the team performs on the field, we make sure our fans and marketing partners leave the ballpark with a winning feeling.

Despite constantly changing regulations and capacity limitations, plus six home games rained out, fans returned to Frontier Field in 2021 to cheer on the Wings. We fully expect 2022 season attendance to return to the level of 2019, when we posted a paid attendance of 453,853 (6,846 average).

Our affordable outdoor fun, dining variety and quality, innovative promotions, giveaways and theme nights add up to a winning atmosphere to connect with families from all over the region. It's a great time to be a Wings fan - and a great time to be a marketing teammate of Red Wings Baseball.

In-Stadium Closed Circuit Telecast/MiLB.TV

A four-camera production of each home game is shown on monitors in every suite, the Team Store, and above concession stands throughout the concourse. A limited number of full inning sponsorships and between-innings video spots are available. The same telecast is also available as a live stream with MiLB.TV and the First Pitch app, with fans across the country able to watch on a variety of devices.



Video Board

Our video boards showcase player photos, sponsor and game information, and video clips. It's a dynamic way to reach Red Wings fans using a 10-second message with your color logo on the video board between innings.

At-Bat Sponsorships

Your full-color logo is part of the game throughout an entire at-bat. You'll receive a minimum of two player at-bats per game.



Social Media Sponsorships

Leverage the power of our official social media platforms to boost your brand. Be part of game day, season-long, or year-round opportunities including Home Game Weather Forecast, Keys to the Game, Pic of the Day, Game Recaps, and more.





Radio

Become a sponsor of live Red Wings radio broadcasts... it's an opportunity to deliver your message to Red Wings fans during every game, home and away, whether they enjoy games while driving, in their homes, or even at the ballpark.

Full-season (144 spots) radio package, with one 30-second spot per game

Full-season (144 spots) radio package, with one 60-second spot per game

72-spot packages for first half or second half of season also available.



Title sponsorship of an in-game broadcast feature, with premium spot placement and live mentions attached to dynamic in-game content - with added exposure through the on-line audio webcast and First Pitch app. Features include the pre-game show, starting lineups, post-game show, star of the game, trivia, scoreboard, pitching changes, injury report and more.

Publications YEARBOOK

Our yearbook is a free publication packed with original content on the team and our rich baseball history, with player profiles and much more. Each yearbook also includes a special scorecard section for fans to keep track of the action on the field. Pass-along circulation multiplies readership of this yearly keepsake.

Your message appears in the yearbook at every Red Wings game (total of 72 games), providing repeat exposure throughout the spring and summer.



Rates for full color ad space	Size
Outside Back Cover	11" w x 11" h
Inside Front/Inside Back Cover	11" w x 11" h
Full-Page	9.5" w x 9.25" h
Half-Page	9.5" w x 4.55" h
Quarter Page Player Profile	4.68" w x 4.55" h
Quarter Page	4.68" w x 4.55" h
Eighth Page Player Profile	4.68" w x 2.25" h
Eighth Page	4.68" w x 2.25" h
Scoring Page Horizontal Strip	9" w x 2" h

Note: Yearbook ad copy (digital files) should be submitted by March 18. Preferred formats: high res PDF (300 ppi), or flattened Photoshop document.

POCKET SCHEDULE

Our Pocket Schedule provides game times, opponents, and promotion details. With 175,000 pieces distributed, our pocket schedule is a cost-effective option for couponing and branding.

A limited number of full color ad panels are available. Ask your Red Wings representative for details.





Former Yankees star Bucky Dent with a fan at a sponsored autograph and photo session.

In-Game Promotions

Promote your business and entertain fans between innings. Let our experienced promotions team create a unique and fun event on the field or in the stands, starring your business and products. Fans can enter by signing up at the ballpark, your retail location, or on-line. You also have the chance to provide prizes as part of the promotion. You'll receive a live mention and your logo appears on the video board, while your event captures the attention of the crowd.



Premium Giveaway Sponsorship Give Fans a Night They'll Remember

Whether your company sponsors a baseball cap, jersey or other keepsake, your logo will adorn a special premium item that will be worn, used and enjoyed by thousands of fans year-round.

Sponsorship benefits:

- Your corporate name and/or logo on all giveaway items.
- Your business name listed in local area print/digital, radio and/or TV ads when available.
- In-stadium publicity, including scoreboard messages, public address announcements, live radio broadcast mentions, and website promotions schedule listing.
- A ceremonial first pitch.
- Space in the stadium concourse to hand out coupons and set up promotional displays.

Fireworks

Red Wings Fireworks Nights: a spectacular way to make an impression on current and potential customers. Sponsorship includes the same publicity as for a premium giveaway sponsorship, with the additional opportunity for a unique promotion on the field before the start of the fireworks show.

Special Event Sponsorship

Recent special event sponsorships have included appearances by stars from "The Office" and "Gotham" TV series, stars from the films "The Sandlot" and "Slap Shot," WWE Hall of Famers Mick Foley and Bret Hart, Bills Hall of Famers Jim Kelly and Thurman Thomas, former Red Wings greats like Bobby Grich and Jeff Manto, former Major League Baseball stars Darryl Strawberry and Joe Carter, and Baseball Hall of Famers Jack Morris and Bert Blyleven.

Sponsorship includes the publicity detailed above for premium giveaway sponsorship.



