



**INDIANAPOLIS
INDIANS**

SPONSORSHIP OPPORTUNITIES GUIDE

Your Perfect Partner

The Indianapolis Indians have been synonymous with Indy summers and affordable family fun for more than a century.

Nationally recognized as one of America's most beautiful ballparks, Victory Field offers a panoramic view of the downtown skyline and a perfect setting for an afternoon or evening with family and friends.

This guide offers an overview of sponsorship opportunities with the Tribe.

Our team is ready to tailor a custom partnership solution that meets your organization's needs.



INDIANAPOLIS INDIANS DEMOGRAPHICS BY THE NUMBERS



Families
Priority 50% 30-54 yr olds

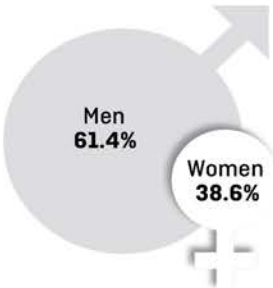


Fans
Priority 30% 25-54 yr olds



Young Professionals
Priority 20% 18-34 yr olds

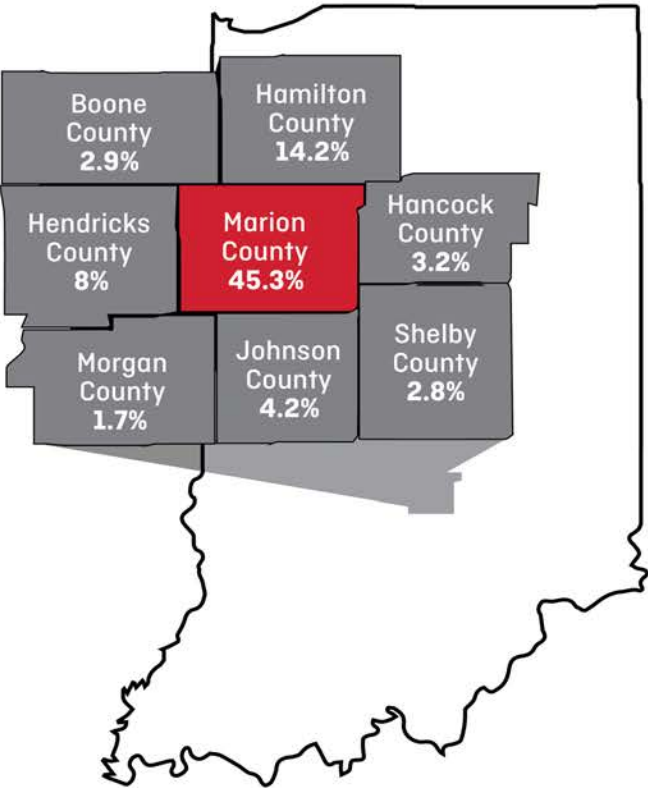
GENDER



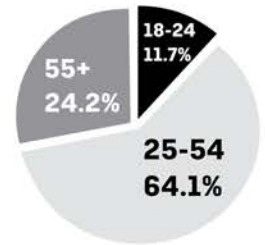
HOME OWNERSHIP



RESIDENCY



AGE

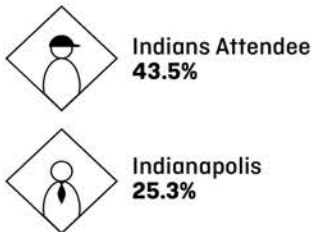


EDUCATION

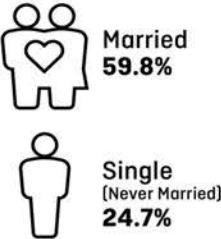


Some College - 30.5%
College Graduate - 22.9%

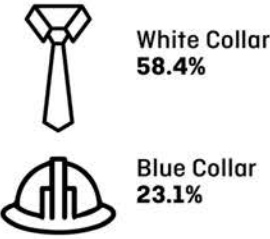
HOUSEHOLD INCOME (100K+)



MARITAL STATUS



OCCUPATIONAL SUMMARY





Summer-Long Exposure

Victory Field welcomes more than 650,000 fans every season.

Most fans attend 1-3 games per year, providing a significant opportunity for our partners to reach and engage unique fans at each game.

The Indians offer several season-long sponsor naming rights opportunities and access to custom inventory designed to help our partners “own” a piece of the ballpark.

In-Park Signage

Keep your brand front and center with Indians fans all season by taking advantage of the many signage options around Victory Field.

From static signs on the right field scoreboard and around the ballpark's concourse to dynamic digital signage on Victory Field's videoboard, first and third baseline ribbon boards and left field wall, we offer a variety of solutions to help our partners engage fans and inspire them to act.



Event Sponsorship

The fun never stops at Victory Field as the Indians play host to several fan-friendly specialty nights throughout the season.

Aligning with events like character appearances and player autograph nights provides our partners the chance to engage its target audience throughout the ballpark and even on the diamond.

Themed jerseys. Specialized giveaways. On-site activation. Our team can create an event sponsorship and customized experience tailored to your goals.





Engaging Promotions

Every break in the action is a chance for our partners to engage our fans through in-game promotions.

The anticipation of being selected to participate in an on-field activity. Seeing your family on the right field videoboard. Catching a t-shirt from your seat. In-game promotions offer our partners creative ways to reach our fans and provide them a memorable ballpark experience.

Plus, digital signage around the ballpark creates moments of exclusivity for partners and their messages during in-game promotions.

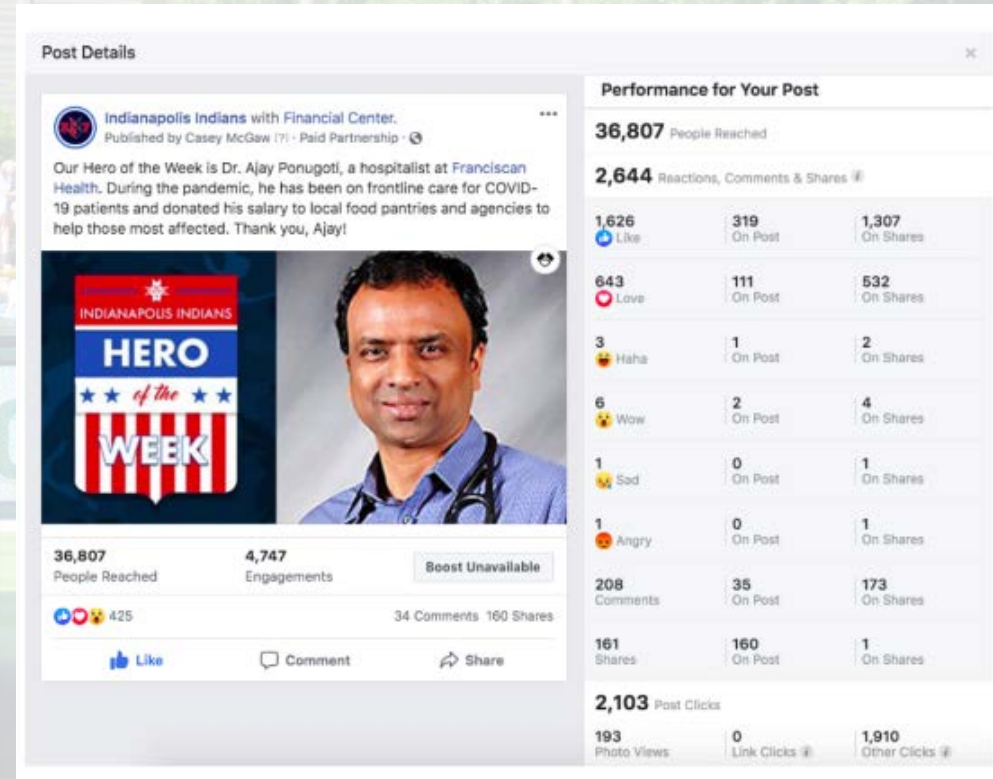
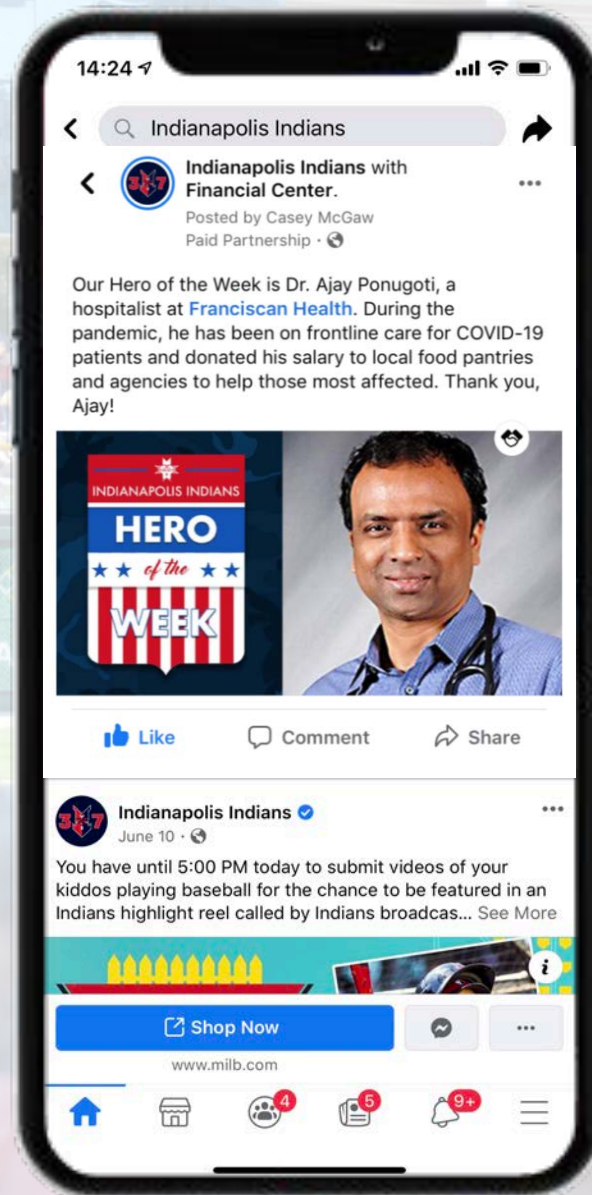
Digital and Social Media

The Indianapolis Indians offer several digital and social media solutions designed to help our partners meet our fans where they are and link them unique offers and important information.

The Indians website is one of the most visited in all minor league baseball, and over 180,000 fans have joined our digital database.

Partners also leverage our Indianapolis Indians, Victory Field and Rowdie Bear social media channels where we create and deploy custom content relevant to our fans.

Facebook (114k+) / Twitter (84k+) / Instagram (35k+) Followers



In the Community

When you're the oldest sports franchise in Indianapolis, it's inevitable you create lasting and impactful connections in the community.

The Indians are committed to working with our partners to improve the lives of youth and families by insuring they have access to foundational needs, learning and education opportunities, health and financial literacy resources and programs designed to grow communities and relationships. These values mirror those of Indianapolis Indians Charities, our 501(c)(3) nonprofit organization that dedicates its efforts toward youth, family education and neighborhood development.

Community programs extend the Tribe's reach beyond Victory Field and provide opportunities for the club to support nonprofit organizations and causes that matter to our teams, players and partners.

We are eager to discuss ways we can work together to better the Indianapolis community.





Hospitality & Entertainment

Victory Field can host a group of any size.

Whether it's a corporate family outing, class trip or business meeting, the ballpark offers flexible spaces and places for groups designed to create memorable experiences sure to please any crowd.

Victory Field Events

It's not baseball all the time at Victory Field.

From The Links at Victory Field to movie nights and Rowdie's Pumpkin Patch, the Indians work with our partners to transform the ballpark into fun events designed to engage our fans and put smiles on their faces



Christina Toler

Director of Corporate Sales

Indianapolis Indians at Victory Field
501 W. Maryland St.
Indianapolis, IN 46225

Direct (317) 532-6787
CToler@IndyIndians.com

www.IndyIndians.com

