

MISSISSIPPI BRAVES

DOUBLE-A AFFILIATE OF THE ATLANTA BRAVES

***PARTNERSHIP
MARKETING GUIDE***

PARTNERSHIP OPPORTUNITIES

The Mississippi Braves are proud to offer a variety of cost-effective mediums that can entertain customers, employees, and family members as well as showcase the company's products, services, logo, and message while showing support for surrounding communities. Trustmark Park creates opportunities for businesses to grow brand awareness and image in a competitive market place.

Also, the M-Braves have a variety of entertainment and hospitality packages to offer. Ranging from fully catered luxury suites and All-You-Can-Eat Picnics/ Party Decks to a convenient 12 game flex ticket package.

Featured inside of Trustmark Park, the M-Braves offer multiple branding mediums such as outfield billboards, print advertisements, video board features, and much more.

Across the M-Braves several digital platforms are opportunities for marketing and advertising. M-Braves digital platforms consist of Facebook, Twitter, and Instagram, and offer logo sponsorships, business advertisements, and more.

The M-Braves also customize non-traditional mediums and events for our corporate partners. Sponsoring events and programs like Post-Game Fireworks Nights, Premium Item Giveaways, and our Field of Dreams program provide companies a unique way of showcasing their name, product and message to a captive audience of over 180,000 fans annually.



M-BRAVES SIGNAGE

Colorful billboards located throughout the stadium are a staple of Minor League Baseball. These signs provide tremendous name and brand recognition to a captive audience during Mississippi Braves games and additional events such as the Governor's Cup, MSHAA state championships, etc. held throughout the year at Trustmark Park.

The Mississippi Braves offer a variety of signage options to market your company in front of the 200,000+ attendees across all games/events annually at Trustmark Park.

VIDEOBOARD SIGNAGE

OUTFIELD SIGNAGE

FIELD SIGNAGE

CONCOURSE SIGNAGE

DUGOUT SIGNAGE

LINEUP BOARDS

BATHROOM BOARDS

ON-DECK CIRCLES

Signage creates a great opportunity to grow your brand-awareness to the people in the Jackson metro area. Every physical sign is custom designed to sponsor's specifications and displayed in Trustmark Park year around or 70 plus events.

The Mississippi Braves boast one of the largest video boards in all of the Minor Leagues that provides a variety of new cutting edge marketing opportunities for organizations to activate campaigns or grow their brand awareness through a digital medium. Videoboard signage allows your logo and messaging to be featured on one of the prime focal points in the ballpark.



M-BRAVES DIGITAL & PRINT

PRINT

The Mississippi Braves produce a variety of high-quality printed materials each year in support of their season. These materials include but are not limited to our souvenir program, pocket schedules, and ticket backs. Depending on the publication, these printed materials contain information on the M-Braves' game schedule, promotions, stadium information, informative articles, and much more.

POCKET SCHEDULE PANEL

TICKET BACKS

TICKET ENVELOPES

DIGITAL GAME PROGRAM

The Mississippi Braves launched an all new Digital Game Program in 2021. Digital game programs are accessible through a QR code that will be available to scan at each entry gate, customer service table and videoboard. Digital programs will consist of team information, Atlanta Braves news and notes, and a whole lot more! All advertisements will be interactive allowing businesses to link their URL of choice for fans to click on. You will have a choice between full page, half page or quarter page.

RADIO & STREAM

M-Braves present the opportunity to advertise to both local and regional/national audiences through MiLB TV and radio. All games are streamed through the MiLB website nationally, and audio broadcast throughout central Mississippi via WJTV.

SOCIAL MEDIA

The world of social media has become a bigger and more integral component in any marketing campaign. Across multiple platforms (Facebook, Twitter, & Instagram), the M-Braves have 100,000 plus unique followers. Have your logo on lineup card, post game box score, specialty graphics and more. Other creative opportunities available to highlight your business.

2022
SOCIAL
MEDIA

CHANGING THE GAME...



@MBRAVES



"ONE OF THE FASTEST
GROWING SOCIAL BRANDS
IN MiLB." [MILB.COM](https://www.milb.com)

109,249
TOTAL AUDIENCE
12.1% GROWTH IN 2022 (4th-best in MiLB)

509k

Total interactions across Facebook,
Twitter, and Instagram (3rd in AA, and
11th (out of 120) in Minor League
Baseball)

22.9m

Total Impressions across Facebook,
Twitter, and Instagram (5th in AA, and
20th (out of 120) in Minor League
Baseball)



39,502 LIKES (RANK OUT OF 30 DOUBLE-A TEAMS)

14.7m IMPRESSIONS (5th)

225,706 INTERACTIONS (1st/5th in MiLB)

614,630 ENGAGEMENTS (4th)

0.50% ENGAGEMENT RATE (1st/6th in MiLB)

4,405 ADDED LIKES (3rd/10th in MiLB, +12.6%)

383,376 VIDEO VIEWS (6th)



38,372 FOLLOWERS (RANK OUT OF 30 DOUBLE-A TEAMS)

6.2m IMPRESSIONS (8th)

127,391 INTERACTIONS (3rd)

188,703 ENGAGEMENTS (12th)

0.13% ENGAGEMENT RATE (10th)

3,556 ADDED FOLLOWERS (3rd, +10.2%)

596,241 VIDEO VIEWS (11th)



31,375 FOLLOWERS (RANK OUT OF 30 DOUBLE-A TEAMS)

2.0m IMPRESSIONS (8th)

155,923 INTERACTIONS (7th)

159,594 ENGAGEMENTS (6th)

4.54% Impressions/Engagement Rate (2nd)

4,295 ADDED FOLLOWERS (6th)

642,433 VIDEO VIEWS (7th)

TOP PERFORMING POSTS...

The data was sourced through Emplifi
and reflects social media totals for the
2022 calendar year.

Mississippi Braves Apr. 10, 2022

How it started... How it's going...

1.37M

1.37M 39,566 1,116
Organic impress... Interactions Int. per 1k fans

Mississippi Braves Jun. 25, 2022 16:58

ALUMNI UPDATE: Checking in on M-Braves alum, Michael Harris II since his promotion t...

390k

390,295 8,788 237
Organic impress... Interactions Int. per 1k fans

Mississippi Braves Aug. 18, 2022 11:46

Congratulations to Vaughn Grissom on his promotion to Atlanta! He joins Michael Harri...

346k

346,791 13,097 340
Organic Impress... Interactions Int. per 1k fans

M-BRAVES PROMOTIONS

Post-Game Fireworks, premium item giveaways, celebrity appearances, fun midinning contests, and a variety of other interactive promotions are the lifeblood of any MiLB Team. Promotional sponsors receive a variety of benefits such as inclusion in the M-Braves' marketing efforts, tickets for their selected game, extensive in-stadium promotion, concourse display opportunities, and more. Sponsorship giveaways have included: Bobbleheads, Replica Jerseys, Hats, Towels, etc. The sponsor's logo will be prominently featured on each item given away.

PREMIUM ITEM OR FIREWORKS

Every Friday night home game the M-Braves giveaway one premium item to fans that enter the stadium. Premium items offer a great opportunity for your business to create brand awareness by having the company logo on unique Braves memorabilia such as bobbleheads, t-shirts, jerseys, hats and etc. Firework nights are a great opportunity to put your company name and logo in front of some of our more popular family nights at the ballpark. Following each game there will be a 6-8min firework show with logo present on our videoboard.

MID-INNING ENTERTAINMENT

Sponsor one of our mid inning entertainment games played by fans in between innings. Games vary from Q&A, racing and more. Your company will have the title sponsor rights with the logo on the videoboard.

UNIQUE INVENTORY

The Mississippi Braves have the unique ability to customize and create unique inventory for your company to sponsor to help reach any marketing goals you have. Examples include: Kid's Club, Field of Dreams, Birthday Package and etc.



M-BRAVES HOSPITALITY

The Mississippi Braves offer a variety of ways to entertain clients, employees, family, and friends. From a hassle-free catered event in one of our luxurious private suites to a ticket package to share with clients and employees....the Mississippi Braves can customize the perfect entertainment and hospitality package for you.

SUITES

All our Luxury Suites come with indoor and outdoor seating area. Each suite is fully furnished with couches, chairs, barstools, mini fridge and counter space. A Suite Attendant will be assigned to your suite to assist you with any food and beverage needs through out the night. A separate catering menu is available also.

SUPER SUITE

VIP SUITE

REGULAR SUITE

MITCHELL SIGNS PARTY DECKS

Enjoy a fantastic ballpark buffet from one of our two party decks on our suite level. Our Party Decks are located on either end of our suite level. An all outdoor area, comes with patio seating, bar top railing and stadium seating. The Party Deck area will be exclusive to you and your group with easy access to the concourse level. Enjoy one of our two dining choices: The Basic Menu or Sonny's BBQ.

WHITE CLAW PICNIC PAVILION

Enjoy a fantastic ballpark buffet from our Picnic Pavilion area. The Picnic Pavilion is located down the third base line in the left field corner portion of our ballpark. An all outdoor area, comes with picnic seating to host any group size you desire. The Pavilion area is exclusive to any groups with 100 or more people. Enjoy one of our two dining choices: The Basic Menu or Sonny's BBQ.



M-BRAVES SEASON TICKETS

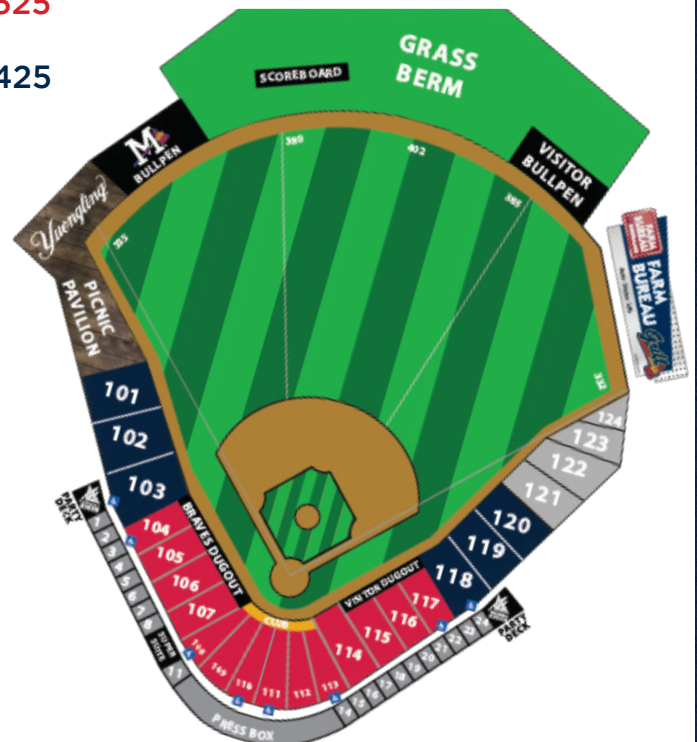
SEASON TICKET BENEFITS

- Never-A-Wasted Ticket Policy
- Free Memorabilia Gift
- Special Concierge Service/Suite
- Discounted Suite Rentals
- Discount in the Team Store
- Exclusive Special Events
- Right of first refusal for playoff & special events
- Parking Pass

SEASON TICKET MEMBERSHIPS

Ticket price is per seat, per year. Gates open 1 hour before game time (subject to change). Children of age 4 and under do not require a ticket unless occupying a seat. There are no refund or exchanges on tickets that have already been purchased. In the event an official game has not been played, your tickets can be exchanged for a future M-Braves game.

SECTION	3-YR	1-YR
CLUB LEVEL	\$900	\$1,000
DIAMOND LEVEL	\$675	\$625
FIELD LEVEL	\$475	\$425



M-BRAVES CONTACT INFO

TRUSTMARK PARK

PHONE: 601.664.7600

EMAIL: mississippibraves@msbraves.com

SHIPPING ADDRESS

Mississippi Braves
1 Braves Way
Pearl, MS 39208

MAILING ADDRESS

P.O. Box 97389
Pearl, MS 39288

