



LYNCHBURG HILLCATS **PARTNERSHIP OPPORTUNITIES**



SINGLE A AFFILIATE OF THE CLEVELAND GUARDIANS



LYNCHBURG-HILLCATS.com

434-528-1144

LYNCHBURG

HILLCATS

PROFESSIONAL BASEBALL HAS BEEN A PART OF THE GREATER LYNCHBURG AREA FOR MORE THAN A CENTURY. WE MADE OUR MARK ON LYNCHBURG AND THE SURROUNDING COMMUNITIES IN 1995 WHEN WE BECAME THE LYNCHBURG HILLCATS. SINCE OPENING THE GATES TO OUR RENOVATED BALLPARK IN 2004, WE HAVE BECOME EVEN MORE POPULAR THROUGHOUT THE REGION. BANK OF THE JAMES STADIUM IS NOW ONE OF THE TOP VENUES IN ALL OF MINOR LEAGUE BASEBALL, AND OUR FACILITY TRULY GIVES US THE ABILITY TO ENTERTAIN FANS FROM THE TIME THEY ENTER THE STADIUM UNTIL THE TIME THEY LEAVE.

QUICK FACTS

ESTABLISHED.....1995
AFFILIATION....SINGLE A AFFILIATE OF THE CLEVELAND GUARDIANS
LOCATION.....LYNCHBURG, VIRGINIA
STADIUM...CALVIN FALWELL FIELD AT BANK OF THE JAMES STADIUM
CAPACITY.....4,000
LEAGUE.....CAROLINA LEAGUE
SCHEDULE.....132 GAMES/66 HOME GAMES
SEASON.....APRIL - SEPTEMBER
POPULATION.....79,282 (CITY), 261,593 (METRO)
ATTENDANCE.....107,551 (SEASON), 1,654 (AVERAGE)
CHAMPIONSHIPS.....1997, 2002, 2009, 2012, 2017





PRINT & DIGITAL

GAMEDAY MAGAZINE

FANS WHO'D LIKE TO LEARN MORE ABOUT THE TEAM, LOOK AT OUR ROSTER, AND READ ARTICLES ABOUT THE HILLCATS, ARE WELCOME TO SCAN OUR GAMEDAY MAGAZINE QR CODE TO BE REDIRECTED TO OUR DIGITAL MAGAZINE!

- NEW EDITION CREATED EVERY MONTH
- FULL & PARTIAL PAGE ADS AVAILABLE
- COUPONS CAN BE INCORPORATED INTO ADS
- ADVERTISEMENTS LAST ALL SEASON LONG



POCKET SCHEDULE

EACH SEASON MORE THAN 100,000 POCKET SCHEDULES ARE DISTRIBUTED THROUGHOUT THE CENTRAL VIRGINIA REGION AND FIND THEIR WAY INTO HIGH TRAFFIC AREAS.

- AVAILABLE AT OVER 400 STORES IN THE AREA
- RETAINS VALUE DURING ENTIRE SEASON
- COUPONS CAN BE INCORPORATED INTO ADS
- RESTOCKED THROUGHOUT THE SEASON



TICKET SPONSOR

A TICKET TO THE BALLGAME IS THE MOST PROMINENT ASPECT OF A LYNCHBURG HILLCATS BASEBALL GAME. THE BACK OF EVERY SEASON AND GAMEDAY TICKET WILL FEATURE YOUR COUPON THAT CAN BE REDEEMED AT YOUR LOCATION, OFFERING A GREAT OPPORTUNITY TO DRIVE BUSINESS THROUGH YOUR DOOR.



EXIT COUPON

ENJOY AN EXCLUSIVE NIGHT OF THE WEEK TO HAVE YOUR COUPON DISTRIBUTED TO EVERY FAN AS THEY LEAVE THE STADIUM. THIS OPTION IS A GREAT WAY TO DRIVE LOCAL FOOT TRAFFIC AND TARGET UNIQUE CUSTOMERS EACH GAME!



SIGNAGE



OUTFIELD BILLBOARDS

OUTFIELD BILLBOARDS ARE THE MOST POPULAR FORM OF DISPLAYING YOUR COMPANY NAME AT BANK OF THE JAMES STADIUM. FANS VIEW OUR BILLBOARDS FOR AT LEAST THREE HOURS PER GAME MAKING THIS OPTION PERFECT FOR BRAND AWARENESS AND LOGO RECOGNITION.

DIMENSIONS:

SINGLE - 8' X 16' DOUBLE - 8' X 32' TRIPLE - 8' X 48'



SCOREBOARD

THESE LARGE, BACKLIT SIGNS ARE PROMINENTLY PLACED ON THE HILLCATS SCOREBOARD AND ARE EASILY VISIBLE TO EVERY FAN IN ATTENDANCE WHILE THEY VIEW ALL THE NECESSARY DATA OF THE GAME

DIMENSIONS:

SIDE - 4' X 5' BOTTOM - 4' X 16' TOP - 3' X 28'

RIBBON BOARD

OUR L.E.D. RIBBON BOARD AT THE MAIN ENTRANCE IS VISIBLE TO FANS AS THEY WAIT TO ENTER THE STADIUM AND ON THE MAIN CONCOURSE. THE MOVING SLIDES AND LIMITED AVAILABILITY MAKE THIS DISPLAY GREAT FOR DETAILS AND FOR CATCHING THE EYE OF FANS.

DIMENSIONS:

768 PIXELS WIDE X 64 PIXELS HIGH





DUGOUT TOPS

DUGOUT TOPS ARE ONE OF THE MOST POPULAR FORMS OF DISPLAYING YOUR COMPANY NAME AT LYNCHBURG CITY STADIUM. FANS VIEW OUR DUGOUT TOPS FOR AT LEAST THREE HOURS PER GAME, MAKING THIS OPTION A TOP SOURCE FOR BRAND AWARENESS AND LOGO RECOGNITION.

DIMENSIONS:
FULL DUGOUT - 17' WIDE X 6' TALL

FENCE SIGNS

CAPTURE THE ATTENTION OF THE ENTIRE CROWD WITH A PAIR OF SIGNS DOWN THE FIRST AND THIRD BASE LINE! THESE SIGNS FALL IN THE SIGHTLINES OF THE FANS THANKS TO THEIR PROXIMITY TO THE ACTION ON THE FIELD!

DIMENSIONS:
TALL 2.5' X WIDE 10'



CONCOURSE SIGNAGE

THESE COLORFUL SIGNS ARE PLACED IN STRATEGIC LOCATIONS TO PRODUCE MAXIMUM EXPOSURE. BECAUSE OF THEIR PROXIMITY TO FANS, THEY ALLOW YOUR COMPANY TO RECEIVE A LARGER PRESENCE AND ARE ABLE TO INCLUDE MORE INFORMATION THAN MOST FORMS OF SIGNAGE.

DIMENSIONS:
3' TALL X 6' WIDE



BEAM SIGNS

SECTIONAL SIGNAGE OFFERS YOUR COMPANY THE OPPORTUNITY TO PLACE YOUR ADVERTISING IN STRATEGIC HIGH TRAFFIC LOCATIONS THROUGHOUT THE CONCOURSE. FANS WILL VIEW YOUR SIGN NUMEROUS TIMES THROUGHOUT THE GAME WHILE GOING TO AND FROM THE MANY AMENITIES LOCATED ON THE CONCOURSE AREA.

DIMENSIONS:
15" HIGH X 6' LONG



EVENTS



FIREWORKS

FIREWORKS SPONSORS ARE PROMINENTLY FEATURED IN ALL ADVERTISING AND MARKETING WITH LOCAL PRINT, RADIO, WEB, TELEVISION, AND IN-STADIUM MEDIA PROMOTING YOUR NIGHT. YOUR COMPANY WILL ALSO HAVE THE OPPORTUNITY TO SELF-PROMOTE WITH AN INFORMATION BOOTH ON THE CONCOURSE TO DISPLAY YOUR PRODUCTS AND CAPABILITIES. ADDITIONALLY, YOUR COMPANY WILL BE FEATURED IN ALL OF OUR GAMEDAY



EXAMPLES:
BOBBLEHEADS,
BASEBALL CAPS
LOGO BASEBALLS,
MINI BATS
BEACH TOWELS
SCHEDULE MAGNETS
FLEECE BLANKETS
FLAGS
UMBRELLAS
T-SHIRTS



GIVEAWAYS

WHETHER YOU SPONSOR CAPS, T-SHIRTS, BOBBLEHEADS, OR LOGO BASEBALLS, YOUR COMPANY'S NAME CAN BE SHOWCASED ON ONE OF OUR LIMITED EDITION ITEMS HANDED OUT TO OUR FANS AS THEY ENTER THE BALLPARK. GIVEAWAYS CAN BE CUSTOMIZED TO FIT YOUR COMPANY'S NEEDS.

THEME NIGHTS

THEME NIGHTS ARE A FUN AND CREATIVE WAY TO BUILD THE EXCITING, FAMILY-FRIENDLY ATMOSPHERE AT THE BALLPARK! SPONSORING A THEME NIGHT IS GREAT EXPOSURE AND A GREAT WAY TO ATTACH YOUR COMPANY'S NAME TO FAN'S MEMORIES MADE THAT NIGHT. THEME NIGHTS CAN ALSO INCLUDE GIVEAWAY ITEMS, CHARITY BENEFACTORS AND MORE!



ON FIELD CONTESTS

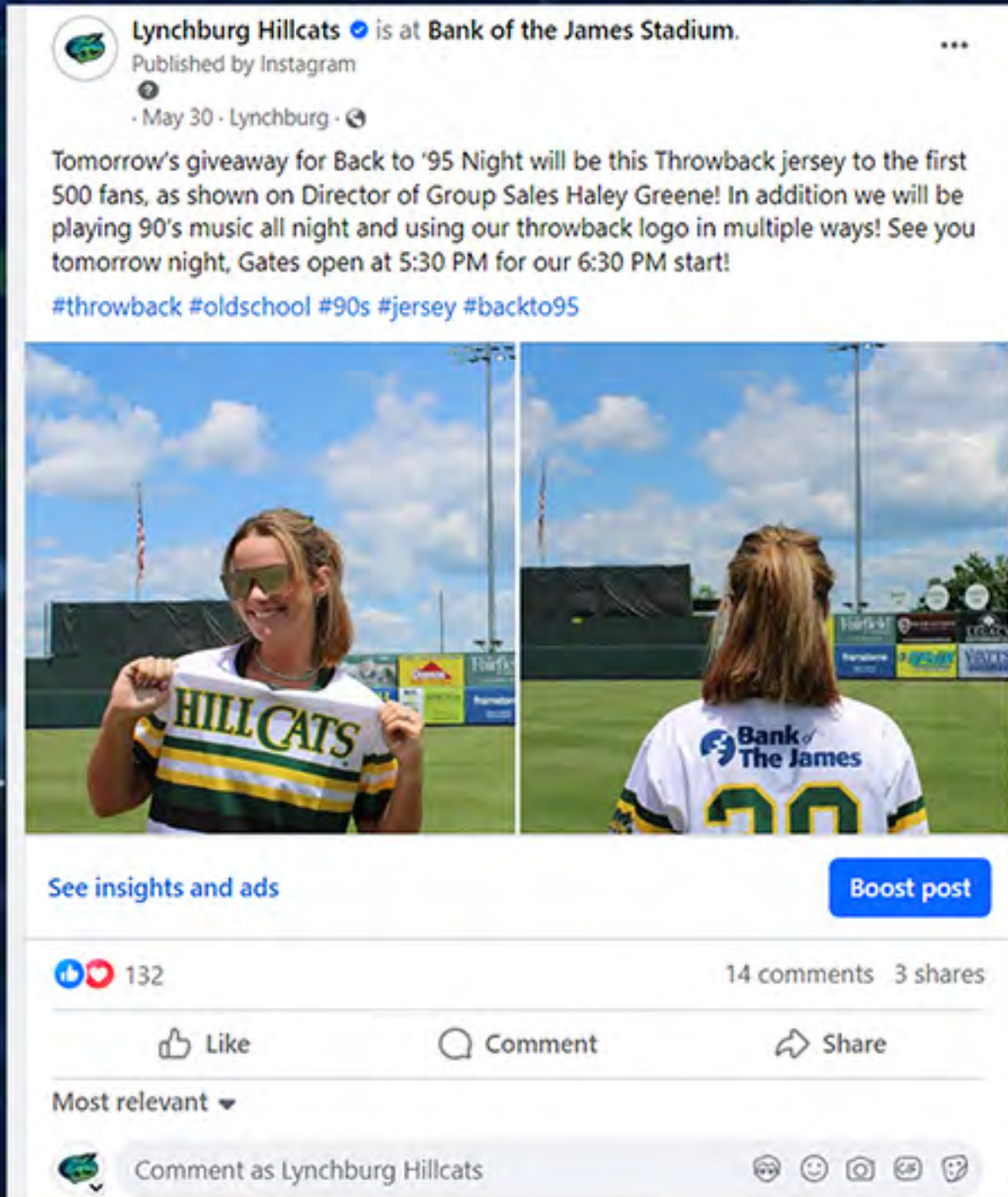
EXCITING AND HUMOROUS, THE BETWEEN-INNING CONTESTS AND PROMOTIONS THAT MAKE MINOR LEAGUE BASEBALL POPULAR PROVIDE A MEMORABLE WAY TO BUILD BRAND AWARENESS WITH OUR FANS.



MEDIA

BROADCASTS

ADVERTISE YOUR COMPANY'S MESSAGE DURING LIVE BROADCASTS OF HILLCATS BASEBALL. THE HILLCATS BROADCASTS COVER ALL 66 HOME GAMES THROUGHOUT THE SEASON. THE HILLCATS RADIO NETWORK PROVIDES AN EXTENSIVE REACH THROUGHOUT CENTRAL VIRGINIA AND BEYOND THROUGH ITS LIVE AUDIO STREAMING ON THE HILLCATS OFFICIAL WEBSITE AND MILB.TV!



SOCIAL MEDIA

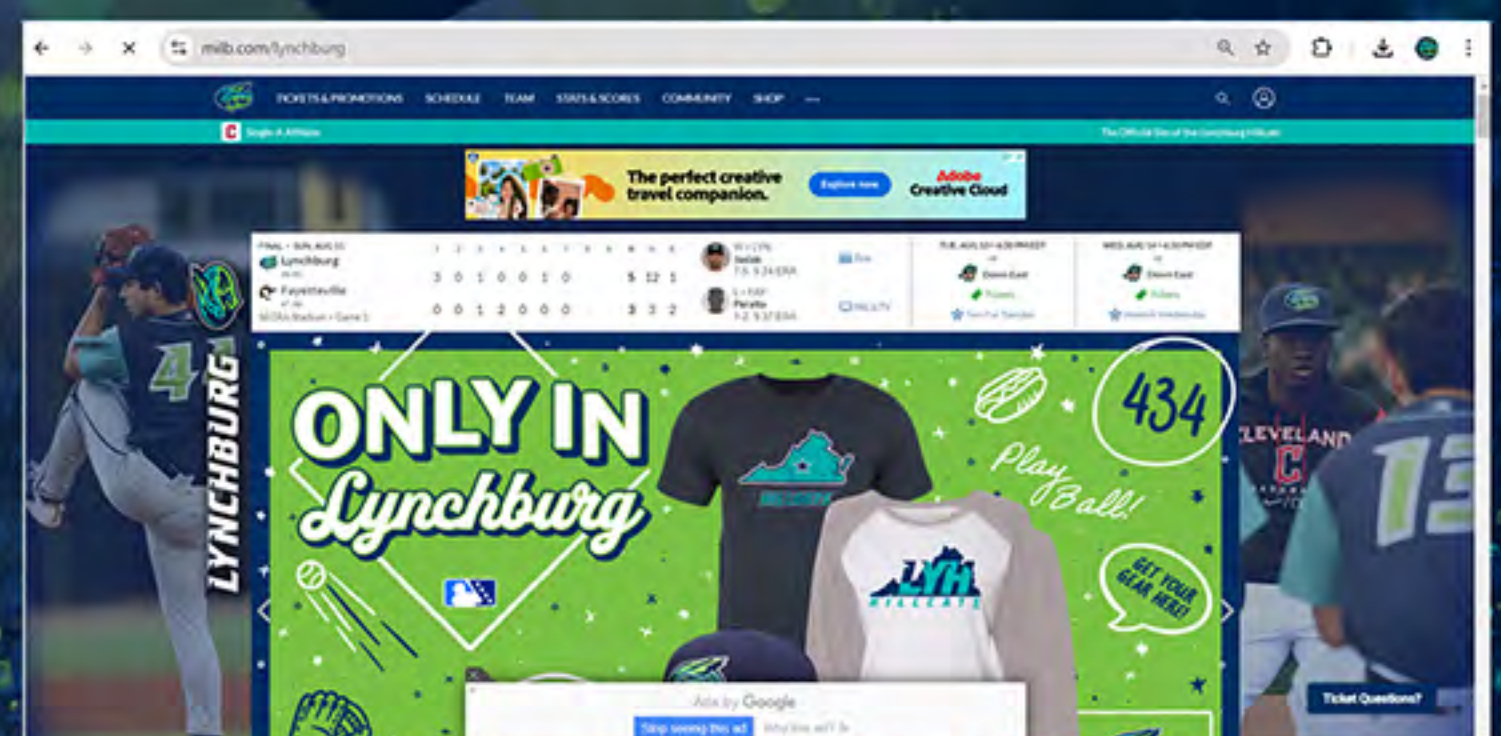
HELP SPREAD BRAND AWARENESS AND GAIN A DIGITAL FOLLOWING BY TEAMING UP WITH HILLCATS SOCIAL MEDIA ACCOUNTS! CREATE A UNIQUE CAMPAIGN ON ANY OF OUR PLATFORMS, SUCH AS MONTHLY PHOTO CAPTION CONTESTS ON FACEBOOK OR VIDEO SERIES ON INSTAGRAM. OR SPONSOR A SET OF POSTS, LIKE FINAL SCORE POSTS FOR EACH GAME OR THROWBACK THURSDAY PHOTOS. THESE CAMPAIGNS WILL IN TURN

THE FOLLOWING...

FACEBOOK - 24,500 LIKES
INSTAGRAM - 11,100 FOLLOWERS
X - 12,200 FOLLOWERS
TIKTOK - 4,667 FOLLOWERS

WEBSITE

THE HILLCATS OFFICIAL WEBSITE, LYNCHBURG-HILLCATS.COM CAPTURES THE ATTENTION OF FANS AS THEY LOOK TO PURCHASE TICKETS, READ PLAYER BIOS & STATS, CHECK LEAGUE STANDINGS, READ GAME RECAPS AND MORE. IN ADDITION TO WEBPAGE FEATURES, LYNCHBURG-HILLCATS.COM STREAMS THE PLAY-BY-PLAY BROADCASTS OF EVERY HILLCATS HOME GAME. ADS CAN BE PLACED PROMINENTLY ON THE LYNCHBURG-HILLCATS.COM HOME PAGE THAT WILL LINK TO YOUR COMPANY'S WEBSITE.



NAMING RIGHTS



STADIUM

WANT TO MAKE A SPLASH IN THE LYNCHBURG COMMUNITY? CITY STADIUM NAMING RIGHTS IS THE MOST UNIQUE AND IDENTIFIABLE FORM OF ADVERTISING IN THE CENTRAL VIRGINIA AREA. NAME RECOGNITION WILL BE INCLUDED IN ALL PRINT, RADIO, WEB, AND EVERYTHING IN BETWEEN!



FOUL POLES

HOP ONTO ONE OF THE NEWEST TRENDS IN PROFESSIONAL BASEBALL. THESE UNIQUE FOUL POLE ADVERTISEMENTS HAVE BEEN GAINING POPULARITY THROUGHOUT THE MINOR LEAGUES AND ARE ALSO BEING SEEN AT MAJOR LEAGUE BALLPARKS.



PARTY AREAS

THE 1ST BASE PICNIC TERRACE AND THE 3RD BASE PARTY SECTION SPONSORSHIPS ALLOW FOR SOME OF THE HIGHEST VISIBILITY IN SIGNAGE WITH RAILING BANNERS, PERFECT FOR INCREASING BRAND AND LOGO AWARENESS!



IN GAME PROMOTIONS

GET CREATIVE IN YOUR APPROACH TO BRAND AWARENESS WITH OUR FANS! FROM RALLY MASCOTS TO STRIKEOUT BATTERS, PITCHING CHANGES TO HOME RUN INNINGS, WE CAN USE UNIQUE EVENTS DURING GAMES TO CATCH THE ATTENTION OF ALL EYES IN THE STADIUM.



SEASON TICKETS



LOOKING FOR THE PURRFECT WAY TO SPEND YOUR SUMMER IN LYNCHBURG? IN ADDITION TO SAVING OVER 48% ON TICKETS, HILLCATS SEASON TICKET MEMBERS ENJOY THE BEST SEATS TO ALL 66 HOME GAMES AT BANK OF THE JAMES STADIUM ALONG WITH EXCLUSIVE MEMBER BENEFITS. SEASON TICKETS ARE GREAT FOR FAMILY, FRIENDS, EMPLOYEE APPRECIATION, CUSTOMER RELATIONS, BUSINESS DEVELOPMENT, AND ANYONE LOOKING TO ENJOY A NIGHT OUT AT THE BALLPARK!

BENEFITS

- VIP PARKING PASSES
- EXCHANGEABLE UNUSED TICKETS
- 15 MINUTE EARLY ENTRY
- RESERVED GIVEAWAY ITEMS
- INVITES TO SEASON TICKET EVENTS
- POST SEASON BATTING PRACTICE
- PRIORITY IN SELECTING BEST SEATS
- DISCOUNTED SEAT RATE
- 10 UNDATED GUEST PASSES
- SEASON TICKET T-SHIRT
- SEASON TICKET CLEAR BAG
- COMMEMORATIVE LAPEL PIN
- 10% DISCOUNT AT TEAM STORE
- \$50 DISCOUNT ON SKYBOX RENTALS

\$425

GENERAL ADMISSION

\$525

RESERVED SEATS

\$600

V.I.P. SEATS

MINI PLANS START AT \$80



GROUP EXPERIENCES

LOOKING FOR A UNIQUE EXPERIENCE WITH FAMILY, FRIENDS, CLIENTS AND/OR CO-WORKERS? WHETHER YOU ARE A BUSINESS, SERVICE CLUB, SPORTS TEAM, SCHOOL, CHURCH, REUNION, MILITARY GROUP, OR ANY OTHER GROUP OF BASEBALL FANS, THE HILLCATS CAN ASSIST YOU IN CREATING A MEMORABLE EXPERIENCE FOR EVERYONE!

GROUP TICKETS

\$7 - GENERAL ADMISSION
\$9 - RESERVED

ADD ONS INCLUDE:

- HOT DOG COMBO VOUCHERS
- DRINK VOUCHERS
- ICE CREAM VOUCHERS
- MERCHANDISE

PERFORMANCES!



TROPHY BASHES!

BIRTHDAYS!



FIELD OF DREAMS!

HIGH FIVE TUNNELS!



FIRST PITCHES!



PICNICS

ALL YOU CAN EAT

1.5 HOUR LONG BUFFETS SERVING HOT DOGS, BURGERS, BAKED BEANS, CHIPS, COOKIES, AND DRINKS!
\$28/ADULT
\$23/CHILD

PURRFECT MEAL

ONE HOT DOG, ONE BURGER, CHIPS, ONE COOKIE, AND DRINKS PER PERSON.
\$21/PERSON
(SUBSTITUTIONS AVAILABLE AT REQUEST)

SKYBOXES

INCLUDES 20 TICKETS TO THE SUITE, ACCESS TO INDOOR & OUTDOOR SEATING, AND WAIT SERVICE THROUGHOUT THE GAME!

- \$400 - SUNDAY-THURSDAY GAME RENTAL
- \$500 - FRIDAY-SATURDAY GAME RENTAL
- \$1,600 - 1/8 SEASON (8 GAMES)*
- \$3,200 - 1/4 SEASON (16 GAMES)*
- \$6,000 - 1/2 SEASON (33 GAMES)*
- \$12,000 - FULL SEASON (66 GAMES)*

*RECEIVES SEASON TICKET BENEFITS



PRE-GAME AND OFF DAY PICNICS ARE AVAILABLE!



2025

SCHEDULE

APR

S	M	T	W	TH	F	S
		1	2	3	4 @ FAY	5 @ FAY
6 @ FAY	7	8 VS KAN	9 VS KAN	10 VS KAN	11 VS KAN	12 VS KAN
13 VS KAN	14	15 @ SAL	16 @ SAL	17 @ SAL	18 @ SAL	19 @ SAL
20 @ SAL	21	22 VS FAY	23 VS FAY	24 VS FAY	25 VS FAY	26 VS FAY
27 VS FAY	28	29 VS CSC	30 VS CSC			

MAY

S	M	T	W	TH	F	S
				1 VS CSC	2 VS CSC	3 VS CSC
4 VS CSC	5	6 @ FBG	7 @ FBG	8 @ FBG	9 @ FBG	10 @ FBG
11 @ FBG	12	13 VS MB	14 VS MB	15 VS MB	16 VS MB	17 VS MB
18 VS MB	19	20 @ FAY	21 @ FAY	22 @ FAY	23 @ FAY	24 @ FAY
25 @ FAY	26	27 VS FBG	28 VS FBG	29 VS FBG	30 VS FBG	31 VS FBG

JUNE

S	M	T	W	TH	F	S
1 VS FBG	2	3 @ SAL	4 @ SAL	5 @ SAL	6 @ SAL	7 @ SAL
8 @ SAL	9	10 VS CAR	11 VS CAR	12 VS CAR	13 VS CAR	14 VS CAR
15 VS CAR	16	17 @ AUG	18 @ AUG	19 @ AUG	20 @ AUG	21 @ AUG
22 @ AUG	23	24 @ CSC	25 @ CSC	26 @ CSC	27 @ CSC	28 @ CSC
29 @ CSC	30					

JULY

S	M	T	W	TH	F	S
		1 VS SAL	2 VS SAL	3 VS SAL	4 VS SAL	5 VS SAL
6 VS SAL	7	8 VS HIC	9 VS HIC	10 VS HIC	11 VS HIC	12 VS HIC
13 VS HIC	14	15	16	17	18 @ FBG	19 @ FBG
20 @ FBG	21	22 @ DEL	23 @ DEL	24 @ DEL	25 @ DEL	26 @ DEL
27 @ DEL	28	29 VS SAL	30 VS SAL	31 VS SAL		

AUG

S	M	T	W	TH	F	S
					1 VS SAL	2 VS SAL
3 VS SAL	4	5 @ CAR	6 @ CAR	7 @ CAR	8 @ CAR	9 @ CAR
10 @ CAR	11	12 VS DEL	13 VS DEL	14 VS DEL	15 VS DEL	16 VS DEL
17 VS DEL	18	19 @ HIC	20 @ HIC	21 @ HIC	22 @ HIC	23 @ HIC
24 @ HIC	25	26 VS FBG	27 VS FBG	28 VS FBG	29 VS FBG	30 VS FBG
31 VS FBG						

SEPT

S	M	T	W	TH	F	S
	1	2	3 @ DEL	4 @ DEL	5 @ DEL	6 @ DEL
7 @ DEL	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

LYNCHBURG-HILLCATS.COM

HIC - HICKORY CRAWDADS
 FBG - FREDERICKSBURG NATIONALS
 SAL - SALEM RED SOX
 KAN - KANNAPOLIS CANNONBALLERS
 MB - MYRTLE BEACH PELICANS

AUG - AUGUSTA GREENJACKETS
 DEL - DELMARVA SHOREBIRDS
 FAY - FAYETTEVILLE WOODPECKERS
 CSC - CHARLESTON RIVERDOGS
 CAR - CAROLINA MUDCATS