



# ALTOONA CURVE PARTNERSHIP GUIDE

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**ALTOONACURVE.COM ♦ 814-943-5400 (OPTION 3)**



# STATS & NUMBERS

## 2022 ATTENDANCE

TOTAL

## AVERAGE PER GAME

# 285,777

4,330

## FAN DEMOGRAPHICS

# GENDER

## AGE

# HOMEOWNERS

# INCOME

**MALE**  
**51%**

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**FEMALE**  
**49%**

**18-44**  
**33%**

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**45+**  
**49%**

75%

**64%  
HOUSEHOLD  
OF \$75K+**

# DIGITAL ENGAGEMENT

# IMPRESSIONS

## APRIL-SEPTEMBER



**3,612,288**



**7,048,679**



**825,213**

## FOLLOWERS ALL TIME



**58,000+**



**23,000+**



**21,000+**

WEBSITE  
APRIL-SEPTEMBER

## PAGE VIEWS

# USERS

# 1,172,187

# 330,435





**CURRENTLY UNAVAILABLE**

# FACADE SIGNS

**Size: 30" x 12'**

# 300 LEVEL BILLBOARDS

**Size: 5' x 16.5'**



# CONCOURSE SIGNAGE

**Size: 4' x 8'**



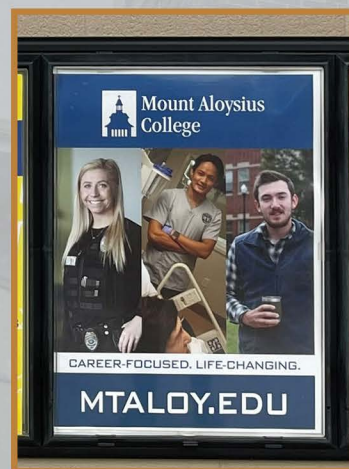


# BALLPARK SIGNAGE

## COMMUNITY WALL

Community wall posters are an affordable way to gain marketing exposure to thousands of fans inside Peoples Natural Gas Field. Located on the second level concourse near the Stockyard and concessions stands, community wall posters are perfect for companies looking to get started with sponsorship inside Peoples Natural Gas Field.

Size: 16" x 22"



## ELEVATOR DOORS

Elevator doors are great opportunities for your company to gain marketing exposure in high traffic areas at Peoples Natural Gas Field. Choose either the outside door to be viewed on each floor, or an inside door to be viewed by fans inside the elevator.





# VIDEOBOARDS

## LEFT FIELD VIDEOBOARD

### GET YOUR COMPANY SEEN ON ONE OF THE LARGEST VIDEOBOARDS IN MiLB!

Seen by over 300,000 fans per season and from all areas of the ballpark. All digital ads can be changed at anytime with a weeks notice

#### SPONSOR ROTATION

Have your logo rotate with other sponsors during gameplay!



#### HALF-INNING SPONSOR

Your logo can be displayed under the lineup for ½ inning during every Curve home game!

#### BATTER SPONSOR

Sponsor a special batter in the Curve or visting lineup!

## VIDEOBOARD COMMERCIAL

Your commercial can play before or during each Curve home game!



## RIGHT FIELD VIDEOBOARD

Have your logo rotate on our **NEW** Right Field Videoboard!





# GAME SPONSORSHIP

## MAKE PROMOTING YOUR BUSINESS FUN!

### WHAT YOU GET

- Marketing exposure to thousands of fans inside Peoples Natural Gas Field
- Pregame marketing exposure through signage, radio, TV, print, flyers, public address announcements & videoboard graphics
- Opportunity to display signage throughout the ballpark on gameday
- Videoboard recognition and public address announcements throughout the game to highlight and promote your business
- Opportunity to showcase your business with a concourse display and exit sampling
- Opportunity for your company representative to throw out a ceremonial first pitch
- Chance to join the Curve Radio Network for a half-inning and be a guest on the Curve Pregame Show
- Tickets to the game to entertain staff, customers & clients
- Exit coupon giveaway to promote your business and drive traffic





# IN-GAME ACTIVATION

## GAME ENTERTAINMENT

In the fun and wacky world of Minor League Baseball in-game promotions have endless possibilities. By basing your promotion on occurrences in the game and pairing it with details specific to your company, the Curve's promotional staff can create an activation to fit perfectly with



**CURRENTLY UNAVAILABLE**



## PRINT ADVERTISEMENT

### THE CURVE CHRONICLE PROGRAM

The Altoona Curve produce 100,000 printed programs yearly that are distributed for free to all fans entering the ballpark. These materials can provide your company with the ideal outlet to effectively convey your message while producing several hundred thousand impressions for your business. Print materials can be used as a branding ad, bounce back coupon or to drive traffic directly to your business.





# RADIO SPONSORSHIP

## BE HEARD ON THE ALTOONA CURVE RADIO NETWORK

Broadcast your company’s message during the exciting live radio broadcasts of Altoona Curve baseball. Placing your ad on our multi-station network throughout Central Pennsylvania brings your message to our listeners every day during the baseball season. All games (home, away and postseason) can be heard on the Curve Radio Network, and can also be accessed nationwide through live streaming audio at TuneIn.com, TuneIn app, and AltoonaCurve.com



Curve Radio Network Affiliates		
Station	Location	Info
98.5 FM & 1240 AM WRTA	Altoona, PA	Flagship home of the Curve
1260 AM WPHB	Phillipsburg, PA	All 140 games
TuneIn Radio	Online and mobile app	All 140 games
MiLB.TV	Online and mobile app	Watch every game live. Requires annual subscription.

## RADIO INVENTORY

- 30 or 60 second radio commercials that run during inning breaks and other natural breaks in the game.
- Pregame, postgame or overall title sponsorship of the Curve Radio Network.
- Segment sponsorship of various items, such as keys to the game, player of the game, upcoming games and MORE!





# PROMOTIONS

## GIVEAWAY ITEMS

Looking to promote your business in the most unique way possible? Be seen and associated with one of the Altoona Curve's highly sought after collectible giveaways. Your company logo can be prominently displayed on anything from a player bobblehead to a T-Shirt! Your business will also receive recognition on all Curve marketing for that giveaway!

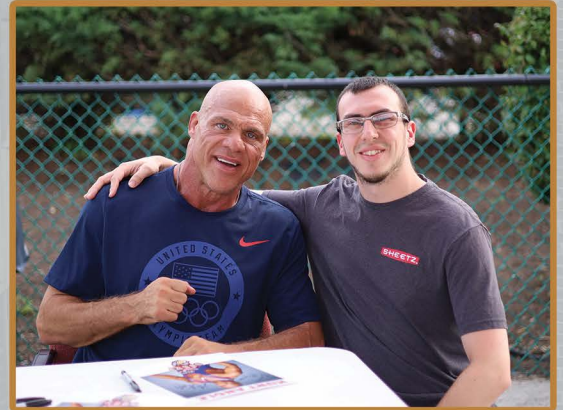


## FIREWORK NIGHTS

Launch your business ahead of the competition by filling the night sky with a Curve fireworks show! Fireworks draw not only large group outings to PNG field but are a staple of a successful Curve promotion!

## CELEBRITY APPEARANCES

Have a celebrity or entertainment act you'd like to see visit PNG Field? We can make that happen! Celebrity appearances are a fantastic way to get eyes on your business by bringing in stars from your favorite team, tv shows, talent shows or movies!



## ENTERTAINMENT ACTS

Found an entertainer you want to see perform at PNG Field? Your company can sponsor an act to bring fun to thousands at a Curve home game! Entertainment acts are a great way to show off your brand in a fun and exciting way!





# TICKET OPTIONS

## TICKET PACKAGES

### SEASON TICKETS

TOYOTA DIAMOND CLUB (100 LEVEL)	<b>\$675</b>
TERRACE LEVEL (200 LEVEL)	<b>\$585</b>
GRANDSTAND (300 LEVEL)	<b>\$495</b>
WEIS MARKET RESERVED BLEACHERS	<b>\$495</b>
UPMC HEALTH PLAN OUTFIELD BLEACHERS	<b>\$450</b>
RAILKINGS	<b>\$770</b>

### MINI PLANS

HALF SEASON (35 GAMES)	<b>\$245 - \$420</b>
WEEKENDER (24 GAMES)	<b>\$180 - \$310</b>
FIREWORKS SAMPLER (18 GAMES)	<b>\$150 - \$250</b>
SUNDAYS (11 GAMES)	<b>\$100 - \$165</b>

### GROUP OUTINGS

3RD BASE PICNICS - 2 HOUR ALL YOU CAN EAT  
 1ST BASE PICNICS - 1 HOUR ALL YOU CAN EAT  
 LUXURY SUITES - 20 PERSON & 36 PERSON  
 GROUPS - DISCOUNTED RATES FOR 20+ TICKETS

### CORPORATE MEMBERSHIP BOOKS

- ♦ 50 undated ticket vouchers good for best available seating
- ♦ Great gift that allows flexible attendance. Use 10 vouchers for 5 games or all 50 at one game
- ♦ Must redeem at box office for actual tickets for entry. Can be done in advance or on gameday

**SEATING IS BASED ON AVAILABILITY**

## SEATING LAYOUT

Your company can sponsor a section of the seating layout at Peoples Natural Gas Field. This gives your brand exposure to the thousands of fans who visit Peoples Natural Gas Field each Curve home game







**CELEBRATING 25 SEASONS  
IN CURVE, PA**

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