



BOWIE BAYSOX BASEBALL CLUB

Join The Fun!

2024 PARTNERSHIPS GUIDE





2023 DEMOGRAPHICS

Attendance for 2023 Season: 235,527

Average attendance per game for 2023 Season: 3,413

Fan Base

Prince George's County	24%
Anne Arundel County	38%
Baltimore Metro Area	9%
Southern Maryland	7%
Montgomery County	9%
Howard County	5%
DC/Northern Virginia	3%
Queen Anne's County	3%
Carroll/Frederick County	2%
Out of Area (over 75 miles)	1%

Age Breakdown

Under 18	23%
18-24	8%
25-34	17%
35-44	15%
45-54	14%
55-64	12%
65+	12%

How fans hear about the Baysox

Pocket Schedule	41%
Other	25%
Website	15%
Marquee	7%
Radio	5%
Newspaper	5%
TV	2%

Gender of Baysox Fans

Male	48%
Female	51%

Ethnicity

White	41%
Black	34%
Latino	16%
Asian	6%
Other	3%

How fans obtain tickets

At the ballpark	48%
Online	22%
Group Events	17%
Season Tickets	9%
Phone	4%

Average Household Income

Avg Household Income:	\$123K
Median Income:	\$99K
\$50,000 - \$60,000	7%
\$60,000 - \$75,000	10%
\$75,000 - \$100,000	14%
\$100,000 - \$125,000	11%
\$125,000 - \$150,000	9%
\$150,000 - \$200,000	11%
\$200,000+	12%

Reasons for Attending

Interest in Baseball	43%
Promo Night	19%
Value	19%
Fireworks	7%
Kids Play Area	7%
Giveaway	5%

Which Social Media Do Fans Follow

Facebook	58%
Twitter	30%
Instagram	12%





DIGITAL ENGAGEMENT

Impressions
April-September 2023

f 1,574,282

📷 150,857

Profile Visits

f 115,862

📷 69,840

Followers
All time

f 24,000+

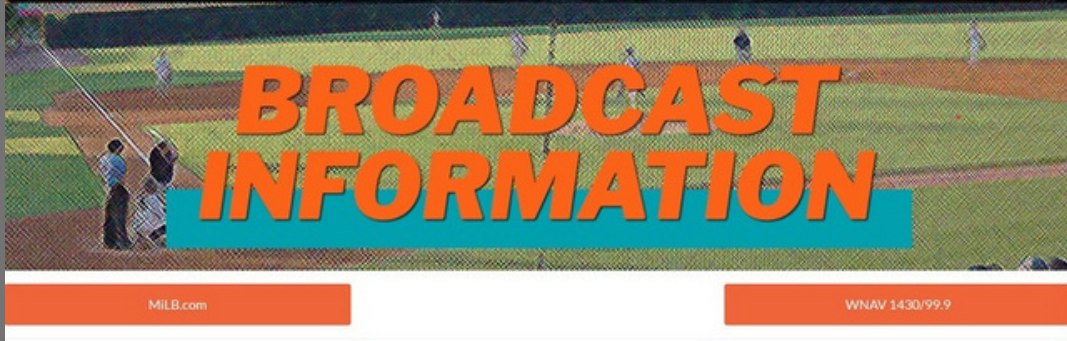
🐦 25,700 +

📷 21,300 +





MEDIA PARTNERS



The Baysox are proud to partner with WNAV Annapolis, who will carry the majority of the 138 games home and away on 99.9 FM/1430 AM, or on WNAV.com. Beginning this season, our broadcasters will also host Baysox Weekly, a half-hour long radio show featuring extended highlights and player/coach interviews on Saturday mornings from 10:00-10:30 a.m. Additionally, you can tune into every Baysox game, home and away, online at Baysox.com/Listen. All home games featuring the official Baysox broadcast will also be streamed for viewing on MiLB.TV and the MiLB App



At Bat on MiLB.TV



Fans can watch Bowie Baysox games during the upcoming season have access to additional features with an At Bat subscription on MiLB.TV. At Bat subscribers can stream Baysox games LIVE or on-demand on MiLB.com or in the MiLB app, and watch their favorite MLB team affiliate on MLB.TV and listen to EVERY out-of-market MLB game LIVE or on-demand throughout the 2024 season.

MLB.TV subscribers can also stream Minor League games with their subscription.



OUTFIELD SIGNAGE

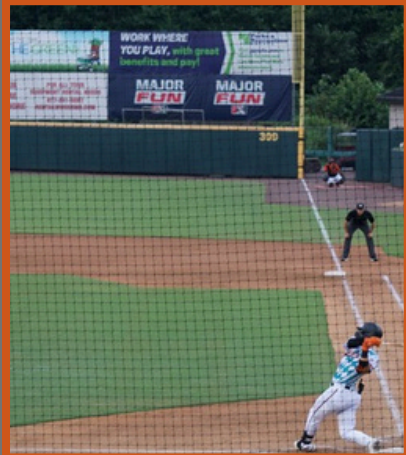


Brand Your Company on the Field

What better way to brand your company than with an Outfield Sign at Prince George's Stadium! This three-hour commercial will help spread your advertising message during all 69 home games and at every event hosted at Prince George's Stadium.

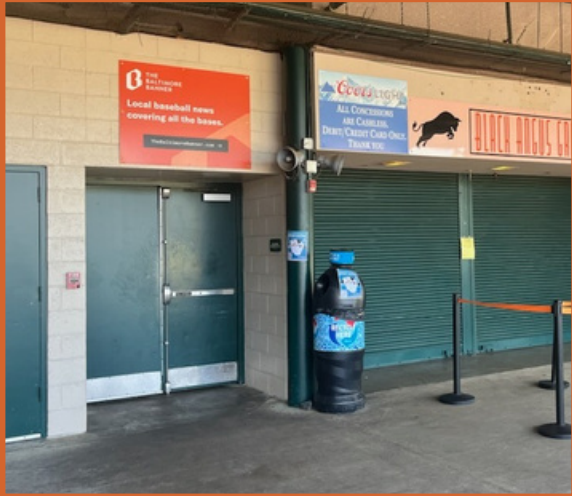
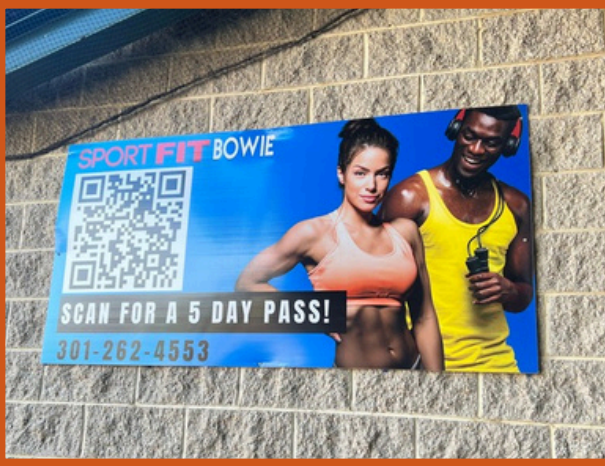
Pricing:

- Premium Outfield Signage: \$27,500 **-SOLD OUT**
- Field Wall Signage: \$16,500
- Standard Outfield Signage: \$15,000





CONCOURSE SIGNAGE



Brand Your Company inside the Stadium

Make that important first impression when Baysox fans enter the ballpark with your advertising message placed on one of our backlit signs in high traffic areas located around the main concourse.

Pricing: Investment Range \$2,500 - \$11,000
(based on sign and location)





VIDEOBOARD OPPORTUNITIES



Inning Sponsorship

A great place to digitally advertise at the ballpark! The left field ribbon board sponsorship is a digital full color advertisement located on the scoreboard in left field. Advertisements are available for full innings, and call to the bullpen (home and away). Your business can also sponsor head shots for both teams, and a :30 videoboard commercial is also available.

Pricing:

Full Inning: \$8,000

Call to the Bullpen (home or away): \$5,500 - **SOLD OUT**

Baysox Headshots: \$15,000

Videoboard Commercial: \$8,000





FIREWORKS SPONSORSHIP



Make a Grand Slam Impression!

The Bowie Baysox have the best fireworks shows in the region. Your company can make a lasting impression with Baysox fans as a presenting sponsor of one or more of the spectacular shows on the biggest nights at the ballpark! The Baysox light up the sky over Prince George's Stadium at every Saturday night home game, many Friday home games, and on Independence Day. Fans will cheer for the show and your company's involvement as they go home with great memories of the event and your company's sponsorship of it.

Included in your Fireworks sponsorship:

- Five days prior to your game, sponsor will be displayed on our Route 301 Marquee (receives an estimated 70,000 drivers daily) and will receive all external exposure via social media
- Sponsor's logo will be displayed on the video board for the entire fireworks presentation
- Sponsor's name listed on Baysox website ticketing page for their sponsored game
- One pregame spot and two (2) inning spots on our video board and text displayed on our scoreboard. During those three innings a P.A. mention will be announced to the crowd
- Sponsor will have an opportunity to display signage on our concourse and the front entrance (Sponsor will need to supply materials)
- One direct marketing table to distribute information/sample to all fans entering and exiting the stadium
- Opportunity to generate direct return via distributing coupons to fans exiting stadium
- Ceremonial first pitch

Pricing: \$6,000



AVAILABLE FIREWORK DATES:

Saturday, June 8th - Star Wars Night

Friday, July 19th - Mother Son Night

Saturday, July 20th - Luau Night

Saturday, August 24th - Pluto Demoted Night





DIGITAL OPPORTUNITIES



Concourse Televisions

Enjoy the benefits of **eight** televisions placed near high traffic areas on the main concourse at Prince George's Stadium! These televisions offer a platform for your business through pre-recorded or static spots that run on a rotational basis during each Baysox home game.

Pricing:

Full Season Display: \$6,500

Player to Watch Sponsor: \$5,000

Weekend Display: \$3,800

Monthly Display: \$1,500



EVENT PROMOTIONAL OPPORTUNITIES



Pricing: \$4,500 - \$8,500

Fan Interactive Games

Fan interaction is what Minor League Baseball is all about. Teams work to develop zany, interactive & crazy events to keep fans engaged & laughing throughout a baseball game. Have you ever seen kids riding inflatable horses down the baseline? All this and more is what makes a Baysox game fun for everyone. Your company will enjoy the affiliation and benefits of partnering with the team to create a contest to engage fans with your brand. Capitalize on your sponsorship by offering a prize to the contestants, a row of fans, a section of fans, or everyone in attendance.



Pricing: WE: \$500; WD: \$250

Direct Marketing

Baysox games provide a personal opportunity to market your business directly to fans attending games through face-to-face marketing. Make a direct connection with potential customers when you engage Baysox fans at an in-stadium concourse marketing exhibit. Choose one game, a series of games, weekends, or a whole season, and let you or your staff interact with fans and interest them in your products or services.



Pricing: \$7,500 - **SOLD OUT**

Premium Giveaways

Create a lasting impression with Baysox fans long after they attend the game by partnering with the Baysox to sponsor a premium giveaway! Each season, the Baysox host 5-10 premium giveaway events that put between 500 - 1,250 quality promotional items directly into the hands of eager fans. Many fans wait in line hours before the stadium gates open to get one of these great items. Premium giveaways have included Bobble Head & Garden Gnome collectibles of former Baysox players, celebrities, and historical personalities. Premium usable items have included T-shirts, socks, insulated coolers, texting gloves, winter beanies, and more!



PREMIER DESTINATIONS



Picnic Pavilion

Located on the third base side of the stadium concourse, our Picnic Pavilion is a prime outlet for your business message to be seen throughout the stadium. Your message will be branded around the structure of the deck on our blue drink tent and in all group sales marketing materials. With your creativity, we can do so much more!

Pricing: \$20,000

Kids' Park

The Kids' Park is one of the top destinations in the stadium at every Baysox game. Kids and parents flock to enjoy the carousel, inflatable games, bounce house, and more! Your company's message will be prominently displayed throughout the Kids' Park and in all related promotional and marketing materials, focusing on the Kids' Park as a destination at each home game and all outbound marketing to youth-focused groups and birthday party events.

Pricing: \$15,000



Diamond View Restaurant

Put your mark on the largest and most popular suite at the ballpark – the Diamond View Restaurant! The restaurant is located on the second level of the stadium, directly behind home plate, with great views of everything the ballpark has to offer. Area businesses, organizations, and individuals rent the space for various events, from company celebrations and birthday parties to membership and fundraising events, business meetings, and more. The Baysox will showcase your company's sponsorship of the Diamond View Restaurant inside and outside the ballpark in numerous ways, including web, print, public announcements, and much more.

Pricing: \$20,000



PRINT OPPORTUNITIES



Let your business be seen by Baysox fans attending games each season with BayWatch – the full-color game program of the Baysox. Tailor your promotional message throughout the season by changing your advertisement for each edition or keep it the same – it’s your choice. More than 200,000 BayWatch programs are distributed FREE to adult Baysox fans each year.

Jump on our back and promote your business with the #1 way fans find out about Baysox games each season. The Baysox distribute over 250,000 pocket schedules annually via hundreds of high traffic locations throughout the region, including the surrounding eight counties, and to fans attending Baysox games all season long.

Pricing: Full Page: \$8,500
 Half Page: \$6,500
 1/4 Page: \$4,000

Pricing: \$8,500
SOLD OUT

Create a lasting impression with Baysox fans when you put your logo on one of the most popular giveaway items of every season. Magnet schedules are proudly displayed at home and at work, and have a long shelf life as they hold those special items on the refrigerator that kids bring home from school. Adorned with the current season’s game schedule and photos of great players from the past, these magnets are collectible and highly visible all season and longer.



Pricing: \$5,500
SOLD OUT



FANCOMPASS

Sponsor a Campaign on a Premier Digital Fan Engagement Platform



Fancompass Benefits

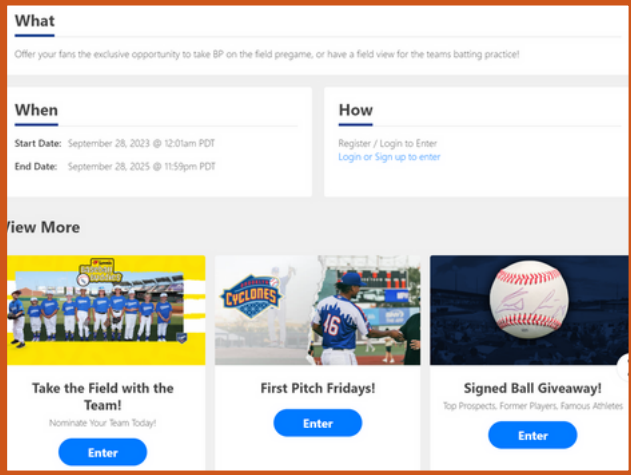
-Ability to set up individual campaigns throughout the season.

- Enter-To-Win (Giveaway)
- Predict- It
- Trivia
- Fan Voting

-Sponsors will receive all customer data and one lead generating question of their choice for each campaign.

-In-Season and Off-season opportunities

-At least two social media posts per campaign on the Baysox’s social media pages, which includes your company’s logo & name on marketing content.



Pricing: \$1,500



FAN ASSISTANCE CENTER



The Fan Assistance Center is located on the ballpark's main concourse and is the epicenter of activity on game day. During each game, hundreds of fans stop by this location to ask questions, pick up prizes, register for drawings, and more. You can brand your business with custom table covers and window clings that set this ballpark location apart from all the rest. Your business will also be highlighted in dozens of public announcements calling attention to your sponsorship of the Fan Assistance Center throughout each home game.

Pricing: \$12,500 - **SOLD OUT**



ROUTE 301 MARQUEE SIGNAGE



Brand Your Company outside the Stadium

This unique backlit signage location on the Baysox Route 301 marquee will make your advertising message visible to over 100,000 people each day. More than 75,000 vehicles pass the marquee sign daily, making it one of the busiest intersections along the busiest stretch of state highway in Maryland. Signs available facing both the North and South sides of Route 301. Each sign measures approximately 16.9" x 3.95. Includes other in-stadium inventory.*

Pricing: \$22,000 (includes production) -
SOLD OUT



YOUTH CENTRIC OPPORTUNITIES



Baseball Camps

Pricing: \$5,000

SOLD OUT

League Night Out

Pricing: \$2,000 - **SOLD OUT**

Field of Dreams



Baysox Kids Club

Pricing: Title Sponsor: \$7,000
Associate: \$3,500



Baysox



2024 BAYSOX SEASON SCHEDULE

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5 REA 7:05	6 REA 6:35
7 REA 1:05	8 OFF	9 HFD	10 HFD	11 HFD	12 HFD	13 HFD
14 HFD	15 OFF	16 ALT 6:05	17 ALT 11:05	18 ALT 6:35	19 ALT 7:05	20 ALT 6:35
21 ALT 1:05	22 OFF	23 RIC	24 RIC	25 RIC	26 RIC	27 RIC
28 RIC	29 OFF	30 ERI 6:05				

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
			1 ERI 11:05am	2 ERI 6:35	3 ERI 7:05	4 ERI 6:35
5 ERI 1:05	6 OFF	7 AKR 6:35	8 AKR 12:05	9 AKR 6:35	10 AKR 7:05	11 AKR 6:35
12 AKR 1:05	13 OFF	14 BNG	15 BNG	16 BNG	17 BNG	18 BNG
19 BNG	20 OFF	21 RIC 6:05	22 RIC 11:05am	23 RIC 6:35	24 RIC 7:05	25 RIC 6:35
26 RIC 1:05	27 OFF	28 SOM	29 SOM	30 SOM	31 SOM	

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
						1 SOM
2 SOM	3 OFF	4 BNG 6:35	5 BNG 6:35	6 BNG 6:35	7 BNG 7:05	8 BNG 6:35
9 BNG 1:05	10 OFF	11 HBG	12 HBG	13 HBG	14 HBG	15 HBG
16 HBG	17 OFF	18 ALT 6:35	19 ALT 6:35	20 ALT 6:35	21 ALT 7:05	22 ALT 6:35
23 ALT 1:05	24 OFF	25 REA	26 REA	27 REA	28 REA	29 REA
30 REA						

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
	1 RIC 6:35	2 RIC 6:35	3 RIC 6:35	4 RIC	5 RIC	6 RIC
7 OFF	8 OFF	9 ALT	10 ALT	11 ALT	12 ALT	13 ALT
14 ALT	15 OFF	16 OFF	17 OFF	18 OFF	19 HFD 7:05	20 HFD 6:35
21 HFD 1:05	22 OFF	23 AKR	24 AKR	25 AKR	26 AKR	27 AKR
28 AKR	29 OFF	30 SOM 6:35	31 SOM 12:05			

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
				1 SOM 6:35	2 SOM 7:05	3 SOM 6:35
4 SOM 5:05	5 OFF	6 HBG 6:35	7 HBG 6:35	8 HBG 6:35	9 HBG 7:05	10 HBG 6:35
11 HBG 1:05	12 OFF	13 ALT	14 ALT	15 ALT	16 ALT	17 ALT
18 ALT	19 OFF	20 ERI 6:35	21 ERI 6:35	22 ERI 6:35	23 ERI 7:05	24 ERI 6:35
25 ERI 1:05	26 OFF	27 AKR	28 AKR	29 AKR	30 AKR	31 AKR

SEPT

SUN	MON	TUE	WED	THU	FRI	SAT
1 AKR	2 OFF	3 HBG 6:35	4 HBG 6:35	5 HBG 6:35	6 HBG 7:05	7 HBG 6:35
8 HBG 1:05	9 OFF	10 ERI	11 ERI	12 ERI	13 ERI	14 ERI
15 ERI	16	17	18	19	20	21

Schedule Subject To Change

● HOME ○ AWAY ● FIREWORKS

SOUTHWEST

- DIVISION: **AKR**: Toledo Mud Hens (Cleveland)
- ALT**: Altoona Curve (Pittsburgh)
- BOW**: Bowie Baysox (Orioles)
- ERI**: Erie SeaWolves (Detroit)
- HBG**: Harrisburg Senators (Washington)
- RIC**: Richmond Flying Squirrels (San Francisco)

NORTHEAST

- DIVISION: **BNG**: Binghamton Rumble Ponies (NY Mets)
- HFD**: Hartford Yard Goats (Colorado)
- BNG**: New Hampshire Fisher Cats (Toronto)
- HFD**: Portland Sea Dogs (Boston)
- NH**: Reading Fightin Phils (Philadelphia)
- POR**: Somerset Patriots (NY Yankees)
- REA**: Salem Red Sox (Boston)
- SOM**: Somerset Patriots (NY Yankees)



BAYSOX.com

Double-A Affiliate



Baysox



BOWIE BAYSOX BASEBALL CLUB

Join The Fun!



CONTACT:

Matt McLaughlin

Director of Partnerships

Direct: (301) 464-4875

Email: mmclaughlin@baysox.com

4101 Crain Hwy.

Bowie, MD 20716

<https://www.milb.com/bowie>