



PARTNERSHIP GUIDE

Curve

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ALTOONA CURVE
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FUN MARKETING SOLUTIONS TO GROW YOUR BUSINESS!

DOUBLE-A AFFILIATE OF THE PITTSBURGH PIRATES

STATS & NUMBERS

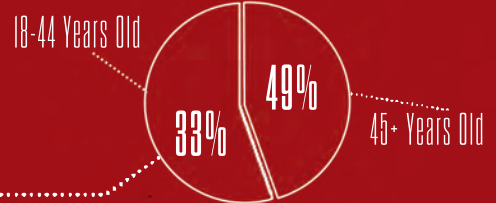
AVERAGE YEARLY ATTENDANCE

300,000 FANS

FAN GENDERS



FAN AGES



HOMEOWNERS

75%



HOUSEHOLD
INCOME 75K +



64%

DIGITAL ENGAGEMENT



54,000 +



20,000 +



19,000 +



IMPRESSIONS

3,923,143



IMPRESSIONS

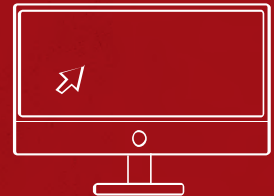
9,121,543



IMPRESSIONS PER POST

4,416

636,345
VISITS
MAY - AUG.



BALLPARK SIGNAGE

OUTFIELD BILLBOARDS

Billboards are one of the most highly sought after pieces of ballpark real estate, providing direct/indirect viewing throughout the game and in media coverage. Watch a player make a diving catch right in front of your company's logo! Your company's sign can be seen by the crowds at PNC Field during 69 home games plus additional ballpark events,

left field : 5' x 15.7' right field : 7.5' x 15.7'



FACADE SIGNS

Light up your brand with these prominent backlit signs, visible from both inside the stadium as well as Park Avenue. A facade sign is guaranteed to get eyes on your company.

Size: 24" x 12'



300 LEVEL BILLBOARDS

Upper Level Billboards are displayed below the skybox balconies and behind the 300 level, and provide excellent visibility from inside and outside the ballpark.

Size: 5' x 16.5'



CONCOURSE SIGNAGE

These backlit signs are displayed above the high-traffic concession windows on the upper and lower concourses. Additional concourse signs include the starting lineup, league standings and affiliate report boards, which also have sponsorship opportunities. These are located adjacent to the ballpark's main concession stand on the lower level and across the concourse from the Customer Service booth.

Size: 4' x 8'



VIDEO BOARD

GET YOUR COMPANY SEEN ON ONE OF THE **LARGEST VIDEO BOARDS IN MLB**
 SEEN BY 300,000 FANS PER SEASON | VISIBLE FROM ALL AREAS OF THE BALLPARK
 ALL DIGITAL ADS CAN BE CHANGED AT ANYTIME DURING THE SEASON WITH A 1-WEEK NOTICE

Altoona Mirror
PEOPLES NATURAL GAS FIELD
GIANT EAGLE

LINK
 official TECHNOLOGY PARTNER of the ALTOONA CURVE

JOSH BISSONETTE
 AVG .163 HITS 14 HR 0 RBI 6 OBP .242

DAKODY CLEMMER
 ERA 2.81 K 38 IP 25.2 PITCHES 17 BALLS 7 STRIKES 10

TODAY'S GAME
 INN. 4 2 RESULTS FO K

ALTOONA CURVE
 DAVIS CF
 KAISER SS
 SMITH-NJIGBA LF
 MARTIN 1B
 AMARAL RF
 MITCHELL DH
 VALDEZ 3B
 PABST C
 BISSONETTE 2B

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | R | H | E | BALL | STRIKE | OUT |
|---------|---|---|---|---|---|---|---|---|---|----|---|---|---|------|--------|-----|
| AKRON | 1 | 1 | 0 | 0 | 0 | 0 | | | | | 2 | 6 | 2 | 1 | 0 | 1 |
| ALTOONA | 1 | 1 | 0 | 0 | 0 | | | | | | 2 | 6 | 1 | | | |

SPONSOR ROTATION

Have your logo rotate with other sponsors during live innings!

SPONSOR ROTATION

Your logo can be displayed under the Curve or visiting team's lineup for ½ inning during every Curve home game!

BATTER SPONSOR

Sponsor a special batter in the Curve or visiting line up!

Altoona Mirror
PEOPLES NATURAL GAS FIELD
GIANT EAGLE

KERRY CARPENTER
 AVG .252 HITS 96 HR 15 RBI 300
 TODAY 4-HR 1-1B

OSWALDO BIDO
 ERA 4.31 K 79 IP 84.0 PITCHES 10 29 BALLS 29 STRIKES 39

THE SEAWOLVES
 CABRERA LF
 DINGLER C
 CARPENTER RF
 LIPCIUS 2B
 WARD 1B
 POLICELLI CF
 NAVIGATO SS
 MYERS 3B
 JOYCE DH

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | R | H | E | BALL | STRIKE | OUT |
|---------|---|---|---|---|---|---|---|---|---|----|---|---|---|------|--------|-----|
| ERIE | 1 | 0 | 0 | 1 | 0 | | | | | | 2 | 4 | 0 | 0 | 0 | 1 |
| ALTOONA | 2 | 0 | 0 | 0 | 0 | | | | | | 2 | 4 | 1 | | | |

71' WIDE!

Altoona Mirror
PEOPLES NATURAL GAS FIELD
GIANT EAGLE

TONIGHT'S GAME SPONSORS

QUALITY INN

ALTOONA RAILRODERS

GAME SPONSORSHIP

MAKE PROMOTING & GROWING YOUR BUSINESS...**FUN!**

WHAT YOU GET

- Marketing exposure to thousands of fans inside Peoples Natural Gas Field
- Pre-game marketing exposure to thousands of fans inside and outside the ballpark through signage, radio, TV, print, flyers, public address announcements and videoboard graphics
- Opportunity to display signage throughout the ballpark on game day
- 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 an inning or be a guest on the pre-game Curve Gameday Show
- Tickets to the event to entertain staff, customers, clients and colleagues
- Exit coupon giveaway to promote your business and drive traffic back to your location



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 in-game promotional staff can tailor a promotion to fit perfectly with your marketing goals.



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 BROADCAST

TALKRADIO 98.5

WRTA

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

RADIO INVENTORY

- 30 or 60 second radio commercials that run during inning breaks and other natural breaks in the game
- Pre-game, post-game 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 and collectible giveaways. Your company logo can be prominently displayed on anything from a player bobblehead to a T-shirt, plus you'll 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 you'd like to see at PNG Field? We can make that happen! Celebrity appearances, such as stars from your favorite team, TV show or movie, are a fantastic way to get eyes on your business!



JERSEY AUCTIONS

Dress the Curve players in these unique jerseys that are sure to draw attention both locally and nationally. Our specialty jerseys have been on SportsCenter, Baseball America and numerous other publications!



TICKET OPTIONS

TICKET PACKAGES

SEASON TICKETS

| | |
|---|-------|
| TOYOTA DIAMOND CLUB (100 LEVEL) | \$675 |
| TERRACE LEVEL (200 LEVEL) | \$585 |
| GRANDSTAND (300 LEVEL) | \$495 |
| WEIS MARKETS RESERVED BLEACHERS | \$495 |
| UPMC HEALTH PLAN OUTFIELD BLEACHERS (500 LEVEL) | \$450 |
| RAILKINGS | \$770 |

MINI PLANS

| | |
|--------------------------|---------------|
| HALF - SEASON (35 GAMES) | \$245 - \$420 |
| WEEKENDER (24 GAMES) | \$180 - \$310 |
| SAMPLER (16 GAMES) | \$130 - \$220 |
| SUNDAYS (12 GAMES) | \$130 - \$220 |

CORPORATE MEMBERSHIP BOOKS



- 50 undated ticket vouchers good for best available seating
- 10 Arby's coupons to be redeemed at Altoona Arby's location
- Great gift idea that allows flexibility in attending games. Use 10 vouchers for 5 games or all 50 at one game
- Must redeem vouchers at box office for actual tickets to enter the game
CAN BE DONE IN ADVANCE OR AT THE BALLPARK ON GAME DAY
- Seating is based on availability

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

