



***TEAMING UP WITH LYNCHBURG'S  
PROFESSIONAL BASEBALL TEAM***



***MAKING MEMORIES  
ALL SEASON LONG***







# HILLCATS AT A GLANCE



## Who are the Lynchburg Hillcats?

- ✓ Member of Minor League Baseball's Low A – East League
- ✓ Play 132 games (66 home and 66 away)
  - ✓ From mid-April through early September)
- ✓ Play all 66 home games at Bank of the James Stadium
  - ✓ One of the oldest active fields in pro baseball (1939)
- ✓ Lynchburg's only professional sports team



# HILLCATS TICKET BUYERS

## Statistics Gathered from 2021 Hillcats Ticket Purchases



- ✓ Attendance made up from:
  - ✓ Season Ticket and Mini Plans: 33.3%
  - ✓ Group & Corporate Events: 15.3%
  - ✓ Individual Tickets: 51.4%
- ✓ 243 Virginia zip codes were represented through online and walk up ticket orders
- ✓ The Hillcats focus on groups and individual buyers, to maximize the unique impressions our marketing partners can receive in the ballpark.



# A CLOSER LOOK

## More about the fans...

- ✓ 78% of adult Minor League Baseball fans are homeowners
- ✓ Almost half of MiLB fans have a household income of \$75,000 or more
- ✓ Approximately half of MiLB fans have children under the age of 17 living at home. More than 30% have two or more children under the age of 17 living at home
- ✓ “In Minor League Baseball, there is always a group of die-hard fans who come to the ballpark for the game played on the field. However, for the vast majority of those who come to a game, balls and strikes are secondary to what else is going on in the stadium. They are drawn to buy a ticket for the game because of the promotion, whether it’s discounted food, a favorite mascot, or a theme night.”  
-Examiner.com



# PARTNERSHIP BENEFITS

In addition to associating with a local, community-first organization, companies that partner with the Hillcats realize benefits that enhance any marketing, promotional, or corporate outreach campaign.

The Lynchburg Hillcats go to great lengths to understand the goals of any partnership. With this information, our sales and marketing team will put together a results based package that will meet the needs of any campaign.

All partnership details are identified, cataloged and presented annually in a “Proof of Performance” package that will help any partner determine the success of this collaboration.





# BRAND AWARENESS

Every Hillcats home game is an opportunity for a brand's image to be in front of a captive audience for hours at a time!



**Outfield Billboards** – Displayed in various sizes, these “in your face” wall signs are a perfect compliment to an existing campaign where local, repetitive brand awareness is necessary

**Informative signage** – This interactive signage informs patrons of necessary information while strategically placing your brand along side it

**Aesthetic signage** - It's a ballpark, and it should look like a ballpark. We have seen success branding signage that helps make the ballpark look great, while positively connecting a brand

**It never ends...** - The great thing about Minor League Baseball is that rules are generally guidelines. Dugout tops, on-deck circles, staff uniforms, foul poles...if we understand your goals, there is an opportunity for partnership



# SMILE INVENTORY

Minor League Baseball is an industry that allows us to witness the creation of memories on a nightly basis. There are interactions and experiences made at the ballpark each night that turn in to lifelong memories that a family will share.

Therefore, the Lynchburg Hillcats have identified some of these moments, and created an opportunity to connect a brand with this incredibly positive association.

Such examples include:

- ✓ **Kids Public Address Announcer** – let kids announce the Hillcats lineup during the game
- ✓ **Play Ball Kid** – let kids get the game started with the announcement of “play ball”
- ✓ **Honorary Manager** – let kids deliver the lineup card prior to the game



# TICKETS

The smell of the hot dogs, the crack of the bat...

Lynchburg Hillcats tickets serve many purposes in our local area, and can be a valuable part of any Lynchburg Hillcats partnership through:

- ✓ Employee Appreciation
- ✓ Customer/Vendor Appreciation
- ✓ Customer Acquisition and Retention
- ✓ Business Development

Come to a game either as a large group once or twice a season, or hand out flexible ticket vouchers to employees and/or valued customers or vendors. The right ticket package can result in direct ROI benefits!



# INTERACTIVE COMPONENTS

We want to develop a connection between our fans and your brand.

Using in-game assets, such as entertaining in-between inning promotions or a well-placed message on the video board, create an interaction with our fans that leaves an impression that goes beyond traditional brand messaging.



- ✓ Videos
- ✓ Contests
- ✓ Interactive Games
- ✓ Trivia
- ✓ Game Related Promotions



# RETAIL ACTIVATION



Using the ballpark and the Lynchburg Hillcats games as a platform to drive traffic to your place of business is a benefit to any campaign where retail activation is a goal.

Use this unique opportunity to get in front of fans and interact with them face-to-face through non-traditional promotions, such as promotional giveaway items, egress handouts, and much more.

Easy to measure results ensures the success of this component of your Hillcats partnership.



# SPOKESPERSON

Looking for that unique spokesperson that can set your brand apart from everyone else in the community?

The connection with one of our players will create a unique approach when in need of that pitchman during a summertime campaign. Seeing the Lynchburg Hillcats player pitch seven strong innings, and then sing the praises of your brand will go a very long way locally.

**How about twelve months of the year?**

Our mascot, Southpaw, is the perfect representative for any brand looking to make a mark and resonate with our local community. Over the years our mascot has put smiles on peoples' faces and helped create millions of memories. This positive association is something any brand would benefit from!



# SOUTHPAW



## Speaking of Southpaw...

Dozens of opportunities exist to associate your brand with the “face of the franchise”.

Guaranteed to create a buzz and draw a crowd wherever he goes, Southpaw can work within any campaign’s needs to create the results that you want.

## Southpaw can help your brand:

- ✓ Open the doors to create meaningful business relationships
- ✓ Drive traffic to your business
- ✓ Create long term brand awareness



# PARTNERSHIP OPPORTUNITIES

By truly identifying and understanding the needs of your business and your brand, a partnership with the Lynchburg Hillcats can meet the goals of your campaign through many platforms including:

- ✓ Brand Awareness
- ✓ Smile Inventory
- ✓ Tickets
- ✓ Interactive Components
- ✓ Retail Activation
- ✓ Spokesperson
- ✓ Southpaw
- ✓ Solid Local Reach and Connection





# LOCAL REACH AND CONNECTION



People locally know the Lynchburg Hillcats. Ask anyone who has been to a game about a positive memory, and without fail they have one.

We work at the local level, we live at the local level, and we will be a positive part of any campaign with local results being the goal.

The only limit to our local impact is our imagination, and we use our twenty plus years of positive local inroads to meet those needs and goals of your brand



# ***THANK YOU!***



The Lynchburg Hillcats appreciate your consideration to team up in the community with you.

We look forward to developing a partnership and thank you for the opportunity to share these thoughts with you.

Best Baseball Wishes!

