

2023

# PARTNERSHIP OPPORTUNITIES



603-641-2005  
NHFISHERCATS.COM



DOUBLE-A AFFILIATE OF THE TORONTO BLUE JAYS



# FEROCIOUS FUN LIVES HERE!



**SINCE 2004**, the Fisher Cats have teamed with business partners from the greater New Hampshire community to connect and engage with fans of all ages.

The Fisher Cats Entertainment Experience offers **AFFORDABLE FAMILY FUN**, enabling businesses to showcase their brand and share their message directly with our fans.



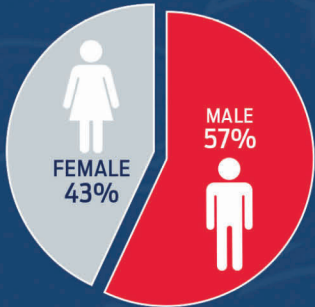
- Fisher Cats Foundation Scholarships
- Tickets for Kids
- Reading Challenge
- Granite State Baseball Dinner
- Oral Health Challenge

## COMMUNITY

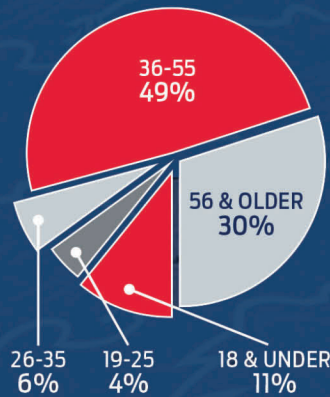


# FISHER CATS FAN BASE

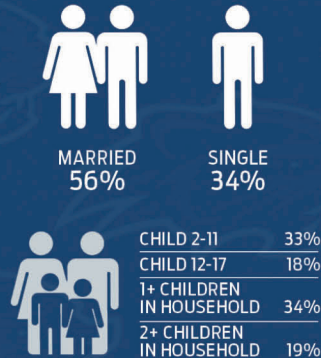
## GENDER



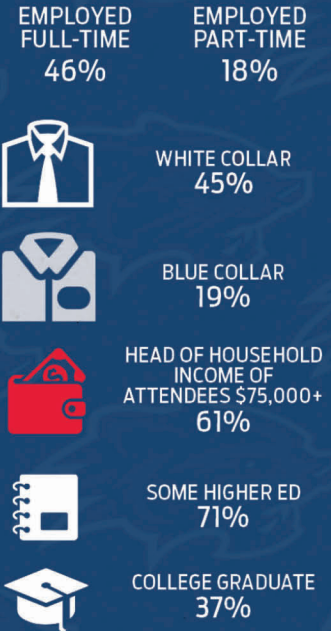
## AGE



## MARITAL STATUS



## OCCUPATIONAL STATUS & INCOME



## FISHER CATS FAN HEAT MAP

TOP 5 COUNTIES (% OF TICKETS PURCHASED)

- HILLSBOROUGH..... 44%
- MERRIMACK..... 17%
- ROCKINGHAM..... 14%
- MIDDLESEX..... 3.4%
- STRAFFORD..... 3%



## 2022 SEASON HIGHLIGHTS

**24,500**

FOLLOWERS ON FACEBOOK

**+4K FRIENDS**  
SINCE DECEMBER 2021

**27,000+** FOLLOWERS ON TWITTER

NHFISHERCATS.COM PAGE VIEWS

**1.2 MILLION**

OVER **\$6.72 MILLION**

DONATED TO CHARITY SINCE 2006

**19,500** FOLLOWERS ON INSTAGRAM

OVER **33,000** FANS THROUGH THE GATES FOR NON-GAME DAY EVENTS

**152** TOTAL PLAYERS THAT HAVE REACHED THE MLB

**330,000** UNIQUE VISITORS TO NHFISHERCATS.COM

EMAIL OPEN RATE **42%**

**3.3 MILLION** BOOKS READ WITH OUR READING CHALLENGE SINCE 2010

VISITORS TO DELTA DENTAL STADIUM YEARLY **OVER 375,000**

# NAMING RIGHTS OPPORTUNITIES:



- Dinner on Deck
- Pavilion
- Plaza
- Tiki Bar
- Party Deck
- Birthday Parties
- Kid's Play Area
- Hydration Station



# EVENT SPONSORSHIPS OPPORTUNITIES:

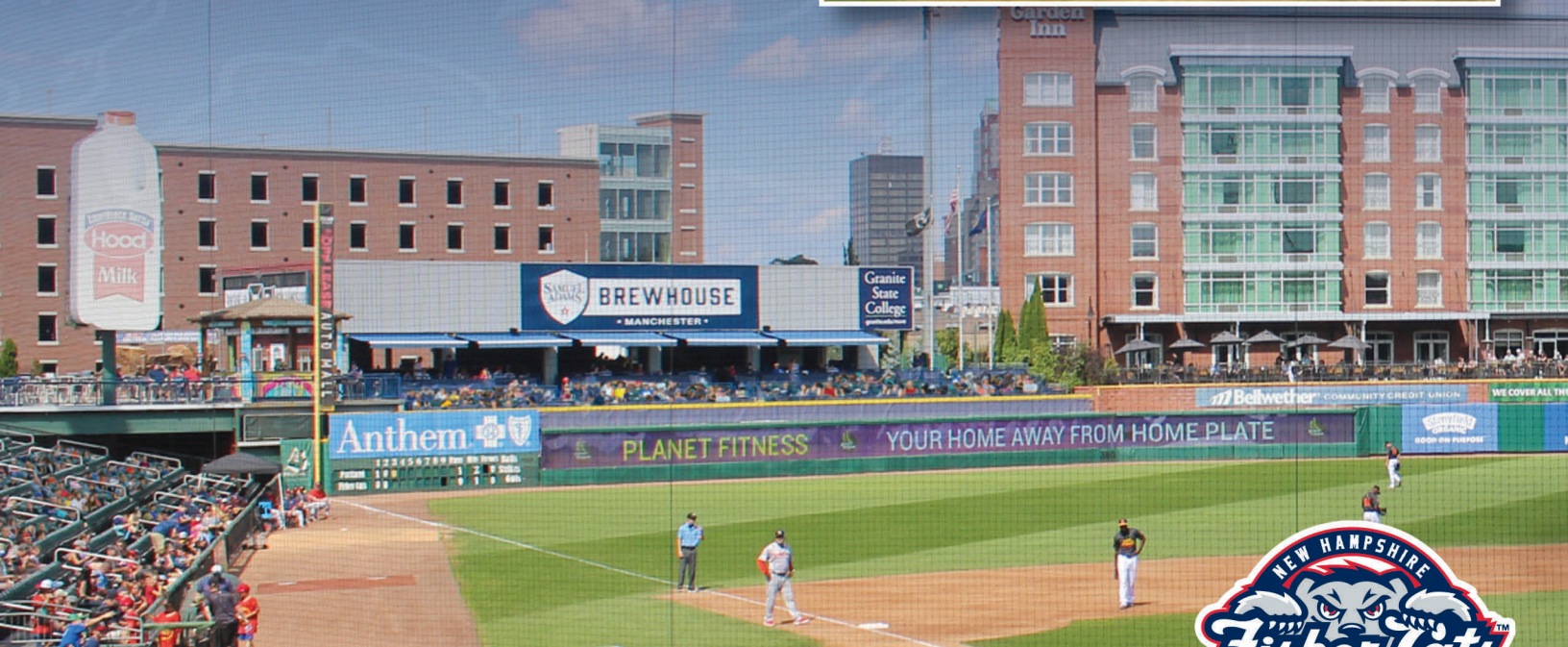
- Game Sponsorship
- STEM & Education Days
- Princess Breakfast Series
- Bark in the Park
- Theme Nights
- Copa de la Diversion

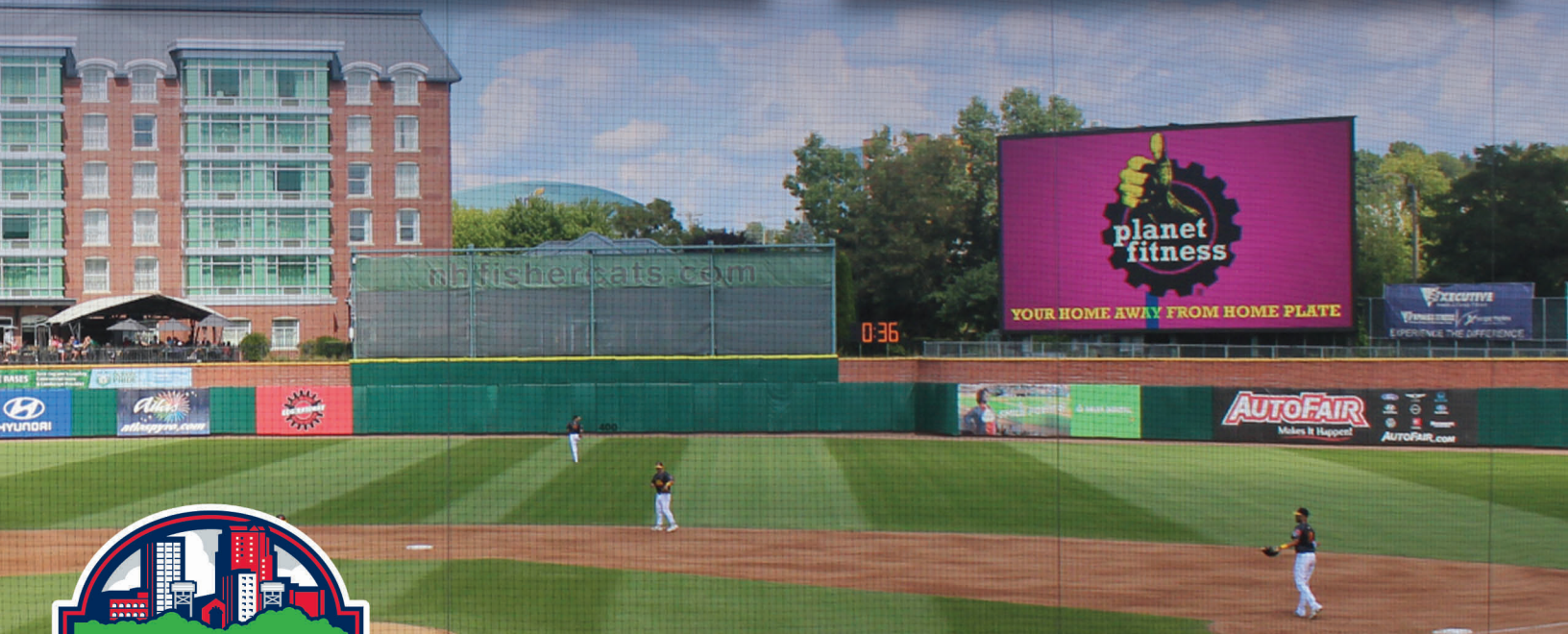


# SIGNAGE OPPORTUNITIES:



- Outfield Pad Wraps
- Digital Video Board
- LED
- Stadium Fascia
- Stairwells
- Concourse Signs
- Sideline Pad Wraps





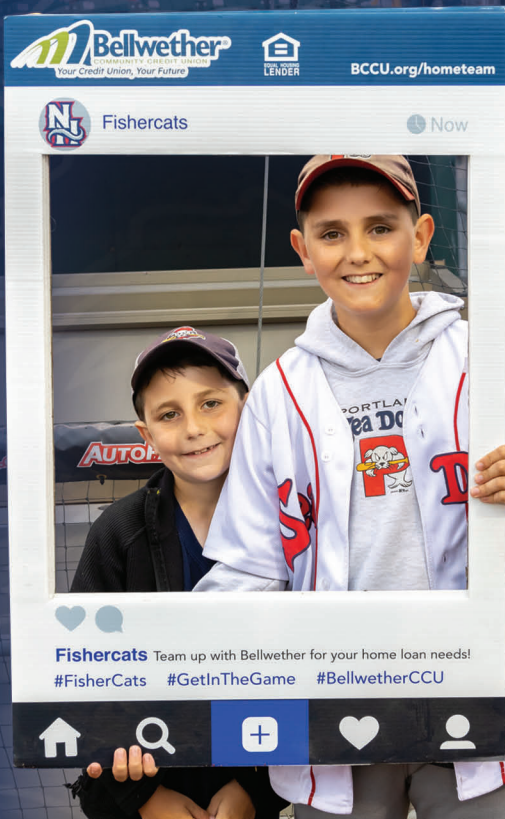
# DIGITAL MARKETING:

- Social Media Contests
- Co-Branded Posts
- Email Newsletters
- Radio - 5 Affiliates
- Website - Over 330K Unique Visits in 2022



- Avg. of 138 Viewers/game in 2022

- 24K Followers
- 20K Followers
- 27K Followers



Interactions per Post per 1,000 Followers			
Triple-A	Double-A	High-A	Single-A
897	664	835	506
581	557	519	426
567	504	402	349
439	478	389	346
436	453	386	239

MILB Club Social Media Report - June 2022

Audience Growth (relative change in followers)			
Triple-A	Double-A	High-A	Single-A
3.96%	4.00%	2.28%	2.39%
1.89%	3.16%	1.39%	2.16%
1.72%	1.92%	1.35%	2.03%
1.46%	1.53%	1.18%	1.95%
1.18%	1.40%	1.17%	1.73%



**8 2023 PARTNERSHIP OPPORTUNITIES**





# FAN ENGAGEMENT:

- Concourse Tabling
- Sampling
- Promotional Giveaways
- On-Site Branding
- Vehicle Displays



# HOSPITALITY:

- Dinner on Deck
- Pavilion
- Luxury Suites
- Party Deck



Treat your employees, clients, friends and family to a night of Ferocious Fun and a catered event at the ballpark.



# GAME PROMOTIONS:



- Between Inning Promotions
- Community Based Initiatives
- Promotional Giveaways
- Pre & Post Game Promotions
- Fireworks









# WE LOOK FORWARD TO PARTNERING WITH YOU THIS SEASON!



 603-641-2005  [NHFISHERCATS.COM](http://NHFISHERCATS.COM)



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