

# WILMINGTON BLUE ROCKS

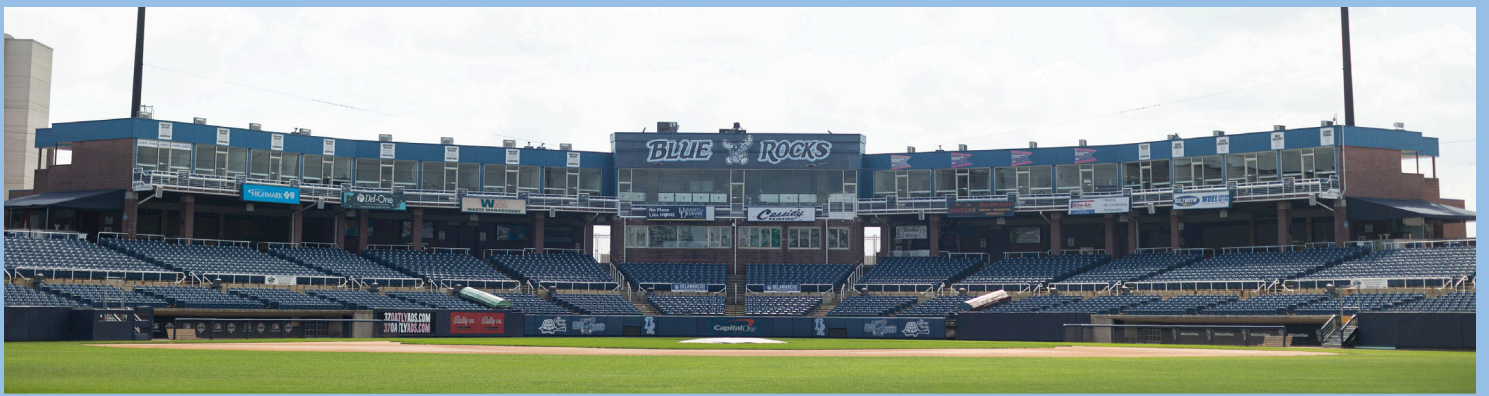


# 2025 SPONSORSHIP BROCHURE



**WILMINGTON BLUE ROCKS**

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# OUR DEMOGRAPHICS

## BLUE ROCKS OFFER REGIONAL EXPOSURE



**64%** OF FANS RESIDE IN DE

**36%** OF FANS RESIDE IN SURROUNDING COUNTIES

### BY COUNTY...

57% NEW CASTLE COUNTY

15% CHESTER COUNTY

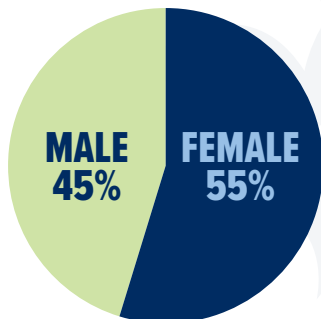
15% DELAWARE COUNTY

7% KENT COUNTY

3% CECIL COUNTY

3% OTHER

### GENDER BREAKDOWN



**61%** HAVE A HOUSEHOLD INCOME OF \$50,000 OR ABOVE

**63%** HAVE AT LEAST TWO (2) CHILDREN IN THE HOUSEHOLD

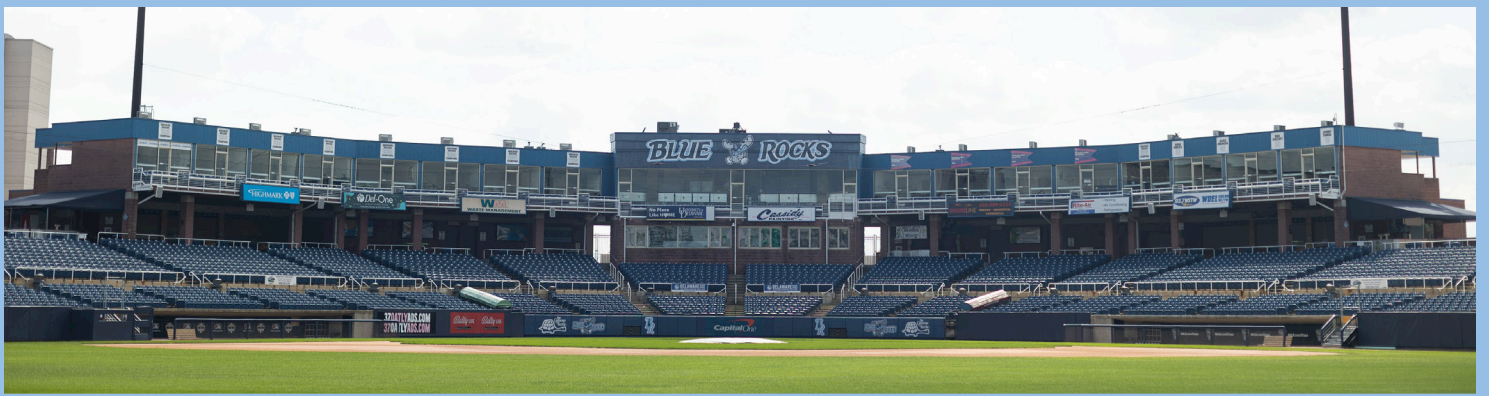
**75%** OWN A HOME



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# CORPORATE HOSPITALITY

## BLUE ROCKS DIAMOND CLUB

- ACCOMMODATES UP TO 75 GUESTS
- FOOD AND NON-ALCOHOLIC BEVERAGE OPTIONS
- ALCOHOL IS ADDITIONAL



## JP MORGAN CHASE PICNIC AREA & DOGFISH HEAD BREWERY PARTY DECK

- ACCOMMODATES GROUPS OF 100+
- FULL MENU AND NON-ALCOHOLIC BEVERAGES

## PRIVATE LUXURY SUITES

- ACCOMMODATES UP TO 20 GUESTS
- ALL-INCLUSIVE FOOD & BEVERAGE PACKAGES
- NEWLY RENOVATED WITH HVAC AIR CONDITIONING AND HARDWOOD FLOORING
- AVAILABLE FOR FULL/HALF SEASON & INDIVIDUAL GAMES



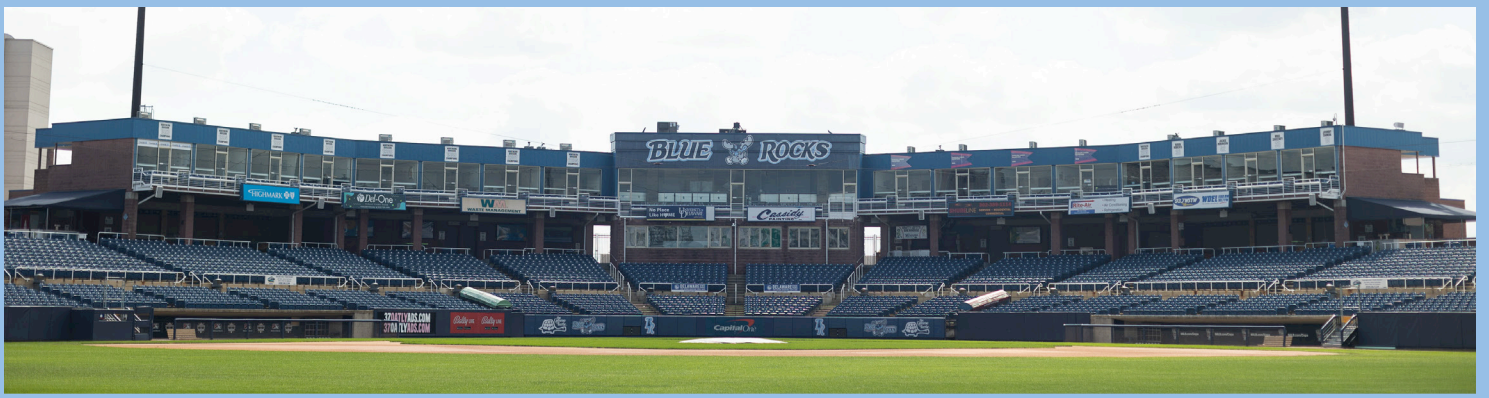
**GROUP SEATING** | ACCOMMODATES GROUPS OF 20+ | FOOD & BEVERAGE OPTIONS

**AS A MARKETING PARTNER OF THE BLUE ROCKS, YOU WILL RECEIVE INVITATIONS TO A NUMBER OF EXCLUSIVE EVENTS DURING THE 2025 SEASON**



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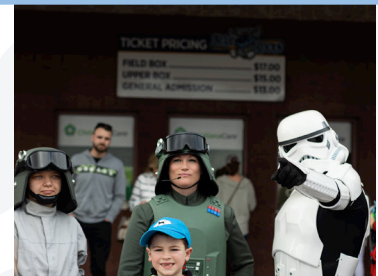
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# PREMIUM AREAS

## BOX OFFICE

WHEN OVER 160K+ FANS ARRIVED AT FRAWLEY STADIUM IN 2024, THE FIRST PLACE THEY WENT IS THE BOX OFFICE. HAVE YOUR COMPANY'S LOGO DISPLAYED WHERE EVERY FAN WILL SEE IT IN 2025.



## QUARRY TEAM STORE

THE QUARRY TEAM STORE IS WHERE FANS CAN SHOP FOR THE LATEST BLUE ROCKS MERCHANDISE. DISPLAY YOUR COMPANY'S LOGO IN THE TEAM STORE AS WELL AS THE WINDOWS FACING THE MAIN ENTRANCE PARKING LOT.

## LUXURY SUITES

OUR LUXURY SUITES ARE ONE OF THE MOST EXCLUSIVE AREAS TO ENJOY A BLUE ROCKS GAME. HAVE YOUR COMPANY SPONSOR A LUXURY SUITE AND DESIGN IT TO YOUR PREFERENCES.



## WELCOME CENTER

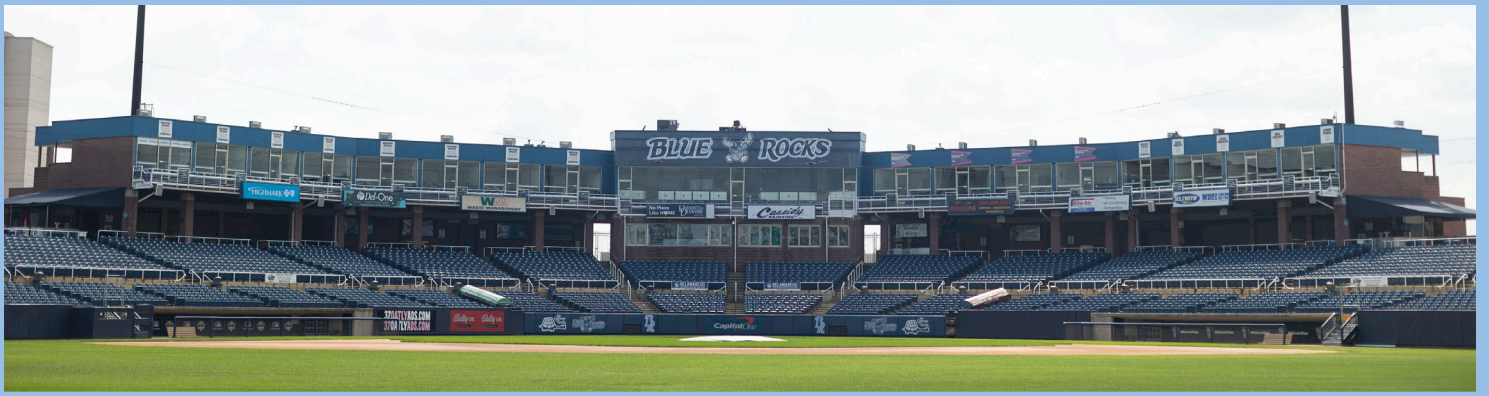
RIGHT NEAR OUR ELEVATOR, THE WELCOME CENTER IS THE PERFECT PLACE TO HAVE YOUR COMPANY'S LOGOS ON DISPLAY FOR FANS ON GAMEDAY AND NON-GAMEDAYS AT FRAWLEY STADIUM.



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# STADIUM SIGNAGE

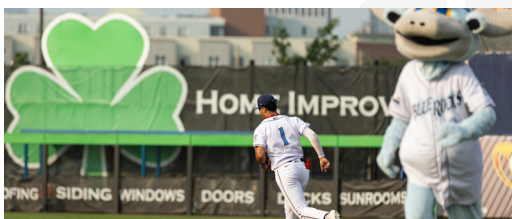
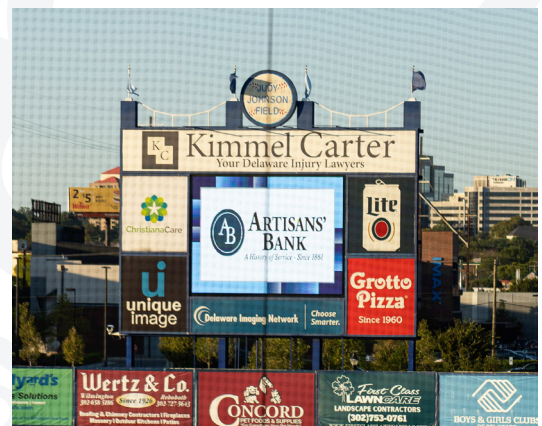


## OUTFIELD WALL

- YEAR-ROUND EXPOSURE
- SINGLE & DOUBLE

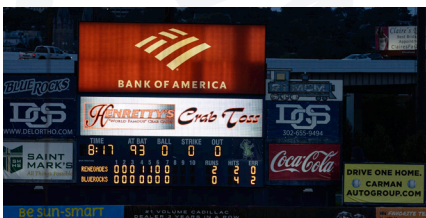
## RF VIDEOBOARD

- VISIBLE FROM INTERSTATE 95
- YEAR-ROUND EXPOSURE
- TOP | SIDE | BOTTOM PANEL OPTIONS



## RF DUGOUT

- LARGEST SIGNAGE AREA IN THE OUTFIELD



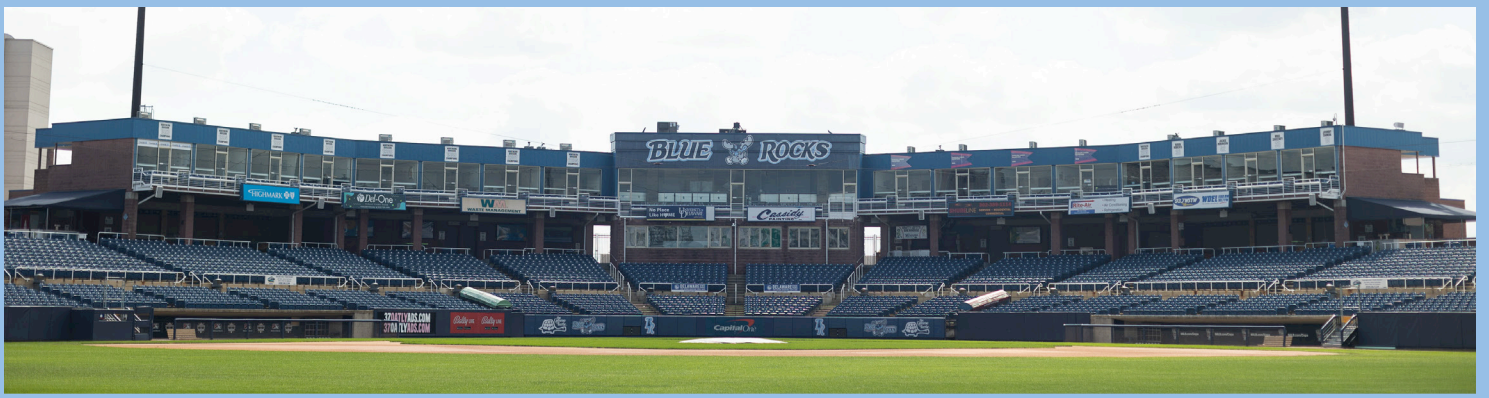
## LF VIDEOBOARD

- SIDE PANEL OPTIONS



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# STADIUM SIGNAGE



## ON THE FIELD

- FOUL POLES
- INFIELD GRASS (BEHIND HOME + DUGOUTS)
- ON-DECK CIRCLES
- PANEL BOARD SIGNS



## IN THE STANDS

- BACKLIT BALCONY SIGNS
- DUGOUT TOPS
- DUGOUT TUNNELS
- SEATING SECTION



## ALONG THE CONCOURSE

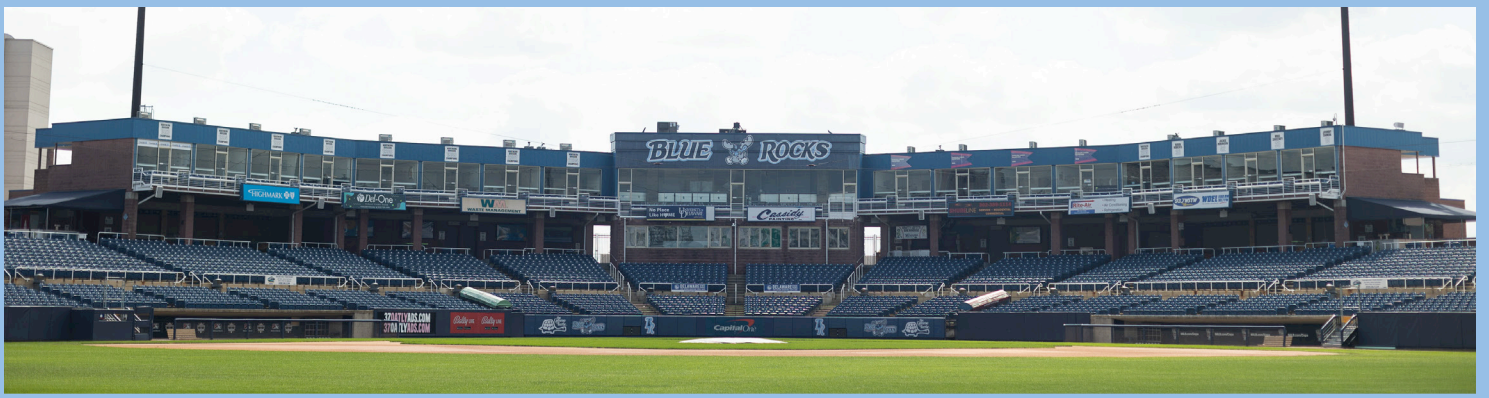
- BACKLIT CONCOURSE SIGNS
- RAMP ENTRANCE
- STANDINGS BOARD



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# GAMEDAY SPONSORSHIP

## GIVEAWAYS

FROM JERSEYS AND CAPS, TO BOBBLEHEADS AND T-SHIRTS, OUR FANS LOVE EVERYTHING BLUE ROCKS. YOUR BRAND CAN BECOME A PART OF THAT PASSION BY SPONSORING A GIVEAWAY ITEM AT FRAWLEY STADIUM

- LOGO PLACEMENT ON ALL ITEMS
- ONE 20-PERSON CATERED SUITE
  - 50 RESERVE BOX TICKETS
  - CEREMONIAL FIRST PITCH
- IN-GAME PA READS AND LOGO DISPLAYED ON VIDEOBOARDS
- ONE MARKETING DISPLAY ON THE MAIN CONCOURSE
- OPPORTUNITY TO DISTRIBUTE COUPONS OR OFFERS FROM YOUR BUSINESS TO FANS AS THEY EXIT



## FIREWORKS

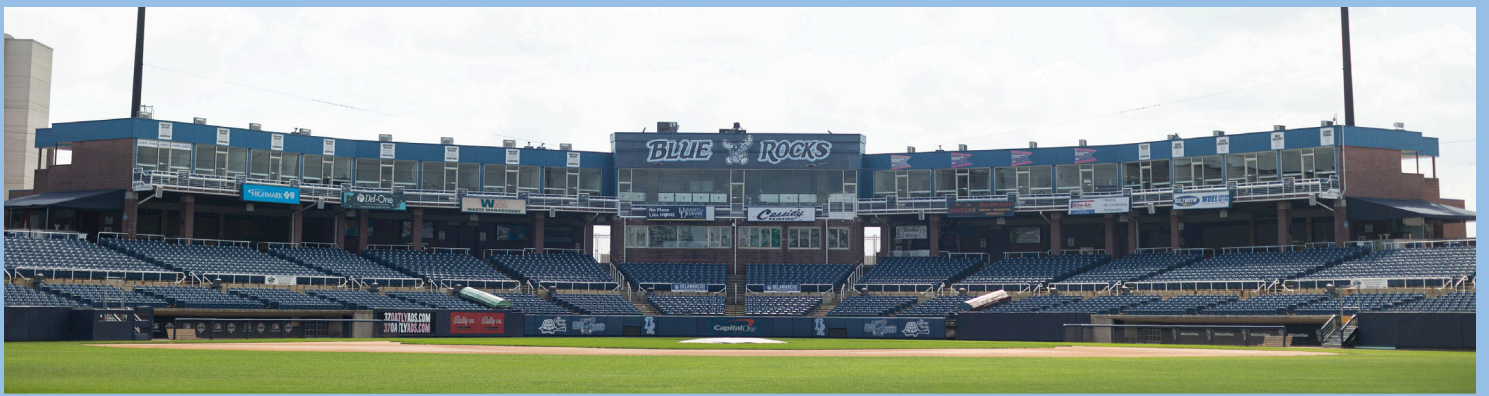
LOOKING TO ESTABLISH WHO YOU ARE OR WHAT YOU ARE TO A LARGE AUDIENCE? FIREWORKS NIGHTS ARE ALWAYS A TOP DRAW AT FRAWLEY STADIUM!

- SAME BENEFITS AS SPONSORING A GIVEAWAY
- LOGO DISPLAYED ON VIDEOBOARD DURING THE DURATION OF THE FIREWORKS



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# GAMEDAY SPONSORSHIP

## GAME SPONSORSHIPS

BECOME THE PRIMARY SPONSOR FOR AN ENTIRE BLUE ROCKS GAME. HAVE YOUR LOGO DISPLAYED ON THE MILB.TV SCOREBUG, ON SOCIAL MEDIA POSTS ADVERTISING THE GAME, AND ADDITIONAL IN-GAME ADS.



## INNING SPONSORSHIPS

EACH GAME DURING THE SEASON, ONE DESIGNATED INNING WILL OPEN WITH A PA READ PROMOTING YOUR BUSINESS. IN ADDITION, YOUR LOGO WILL TAKEOVER THE RF VIDEOBOARD AND DISPLAYED THE ENTIRE INNING.

## IN-GAME CONTESTS

OUR ON-FIELD CONTESTS BETWEEN INNINGS ARE FUN AND MEMORABLE. ASSOCIATE YOUR COMPANY WITH THE EXCITEMENT OF IN-GAME ENTERTAINMENT AND ADD A UNIQUE TOUCH TO YOUR MARKETING.



## SITUATIONAL PROMOTIONS

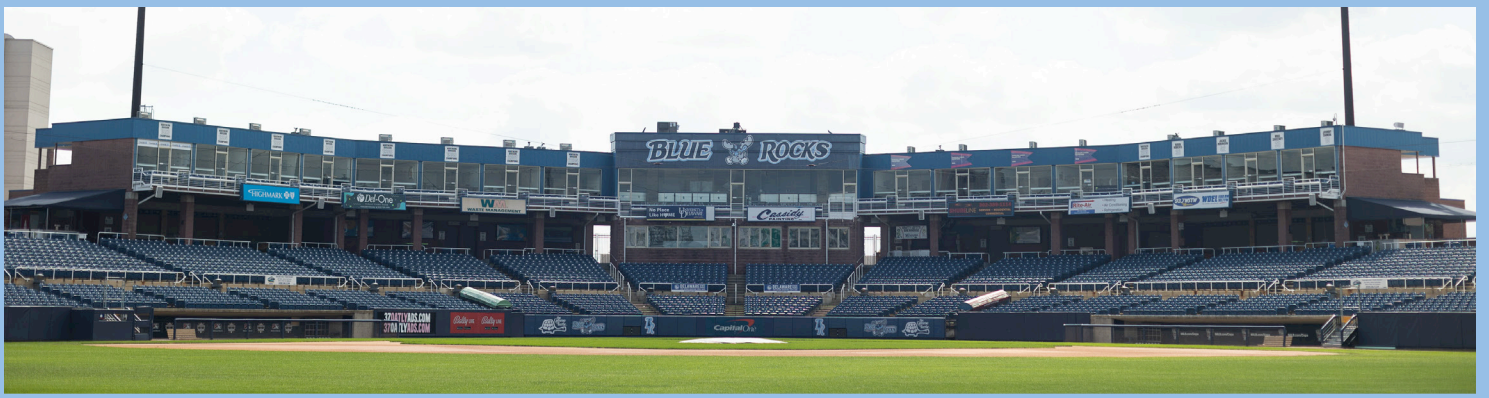
THE BLUE ROCKS OFFER ASSOCIATION WITH SPECIFIC PLAYS THROUGHOUT THE GAME. BEING TIED TO STRIKEOUTS, FOUL BALLS, WALKS, STOLEN BASES, OR RUNS PROVIDE CONSISTENT REPETITIVE EXPOSURE.



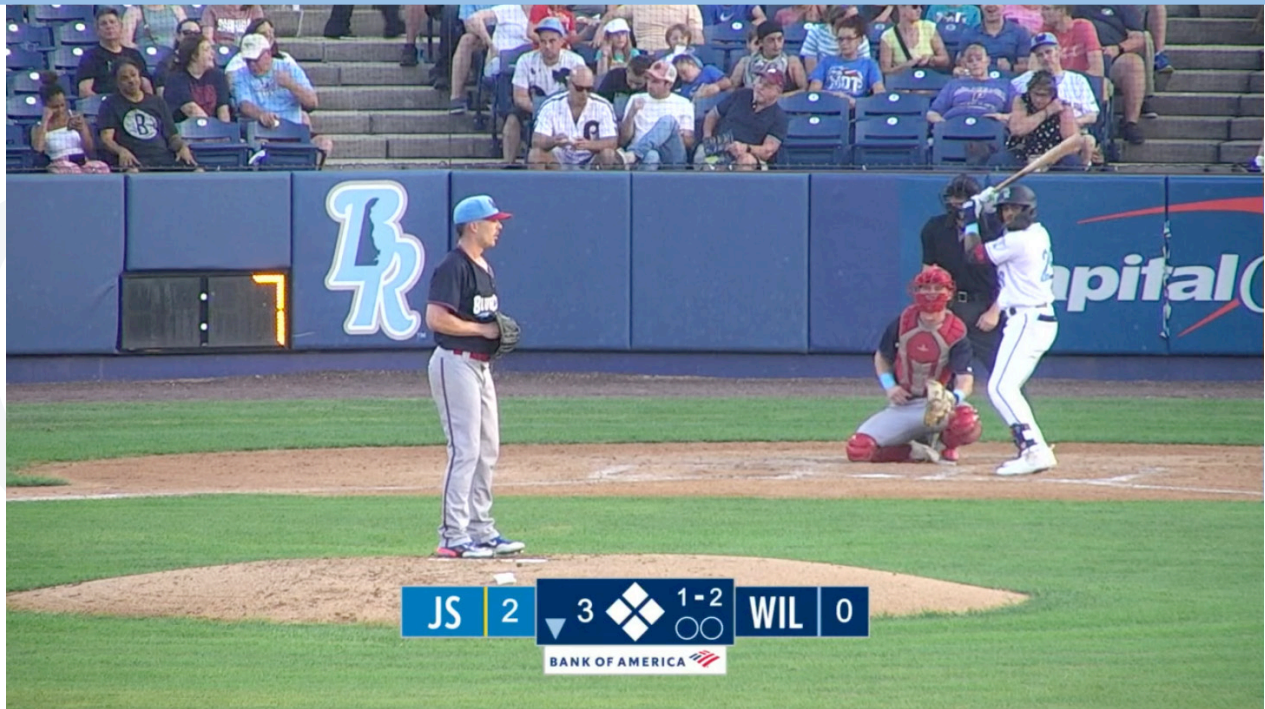
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# DIGITAL SPONSORSHIP



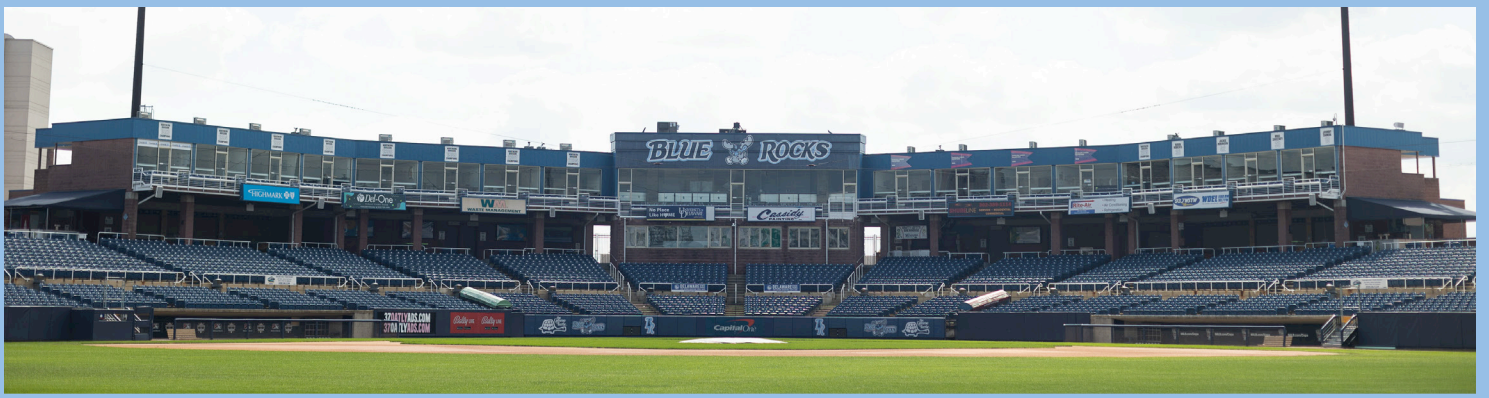
## MILB.TV ADVERTISING

DURING THE 2024 SEASON, WILMINGTON BLUE ROCKS GAMES WERE BROADCASTED ON MILB.TV, MLB.TV AND BALLY LIVE. VIEWERSHIP INCREASED 25.16% OVER THE 2023 SEASON. BLUE ROCKS MILB.TV BROADCAST CLIPS SHARED ON SOCIAL MEDIA ECLIPSED ONE MILLION VIEWS OVER THE 66 GAMES SHOWN. HAVE YOUR COMPANY DISPLAYED ON THE SCOREBUG BY SPONSORING A GAME OR SPONSOR GRAPHICS SUCH AS STARTING LINEUPS, PITCHING CHANGES, OR BETWEEN INNING BOX SCORES AMONG OTHER OPTIONS AVAILABLE.



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# DIGITAL SPONSORSHIP

## SOCIAL MEDIA

THE WILMINGTON BLUE ROCKS ARE ACTIVE ACROSS MAJOR SOCIAL MEDIA PLATFORMS SUCH AS FACEBOOK, TWITTER/X, INSTAGRAM AND TIKTOK. IN TOTAL, OVER 68,000 USERS FOLLOW THE BLUE ROCKS ON SOCIAL MEDIA AND ENGAGED WITH OUR CONTENT DURING THE 2024 SEASON. HAVE YOUR COMPANY LOGO INCLUDED ON SELECT GAMEDAY GRAPHICS OR COLLABORATE ON BUILDING A SYNERGETIC CAMPAIGN BETWEEN THE BLUE ROCKS AND YOUR BUSINESS'S GOALS.



From a single game to all 66 home games or from a picnic deck to the exclusive Diamond Club - and everything in between - there's a Blue Rocks ticket for everyone. Whether you're coming alone, with your family or with over 200 co-workers & clients, we have exactly the ticket required to provide you with a night out that you won't soon forget!

Use the navigation below to check out all of our different ticket options, Frawley Stadium seating chart & pricing - plus all of the great promotions on The Riverfront!

[Email Us!](#) [Call the ChristianaCare Box Office](#)

**Inside Blue Rocks Tickets**

- Single Game Tickets
- Promotions and Giveaways
- Seating & Pricing
- Rain Policy
- Season Seats
- Group Tickets
- Luxury Suites
- Diamond Club
- Picnic Decks
- Parties

**ChristianaCare™**



## WEBSITE

DURING THE 2024 SEASON, BLUEROCKS.COM - THE OFFICIAL WEBSITE OF THE WILMINGTON BLUE ROCKS - WAS VISITED 500,000+ TIMES BY 250,000+ UNIQUE VISITORS. THE BLUE ROCKS PAGE VIEWS TOTALED OVER 1,000,000 FOR THE 2024 SEASON.



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