



PARTNERSHIP OPPORTUNITIES



MINOR LEAGUES, MAJOR BRANDING OPPORTUNITIES

The Crawdads provide a customized, creative approach to help you grow your business and connect with the 200,000+ attendees at LP Frans Stadium every year. We can help you reach your target audience with our diversity of fun, attention-grabbing promotional platforms at your disposal. With stadium signage, in-game promotions, theme nights, and more, you can mix and match from our extensive menu to build your custom package. Our marketing team will work to develop a program that will provide the optimal stadium exposure and return on investment for your business.



The Hickory Crawdads are dedicated to providing goals and positive outcomes to all our partners. We believe that a corporate partnership must:

- Generate new business
- Increase sales and market shares
- Gain name recognition among an influential targeted demographic of consumers
- Receive access to Crawdads fans and supporters
- Positively influence potential customers to visit your business location or to test your products and services
- Demonstrate community support and involvement
- Support the growth of Hickory while partnering with an exciting entity
- Obtain access to extraordinary hospitality



INSIDE THE NUMBERS

E-Newsletters

The Crawdads keep fans informed with the latest 'Dads news and promotions, plus weekly emails. Each e-newsletter is sent to our 5,000 contacts.



Website

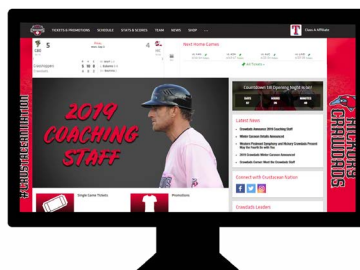
Our website is where fans can go to purchase tickets, check the latest promotions, stats, or read articles.

2019 Website Impressions:

916,306 Page Views

402,891 Visitors

198,985 Unique Visitors



Social Media

The Crawdads engage fans daily on our social media outlets. Our Facebook, Twitter, and Instagram platforms keep our 46,000+ followers up-to-date on promotions and news.

facebook

24,000+ Page Likes

twitter

13,000+ Followers

Instagram

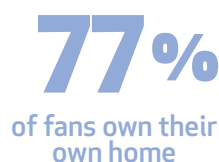
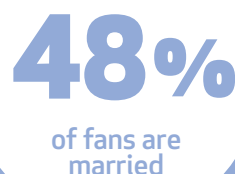
9,000+ Followers

Community Impact

The Crawdads are proud to be active members of the community. Every year we fundraise for local schools with our Battle of the PTOs. We also help collect donations for charities and non-profits such as the Humane Society, American Cancer Society, Disabled American Veterans, and the Boys and Girls Club of America. Members of our staff also volunteer their time to programs such as Meals on Wheels, the Hickory Soup Kitchen, and Lunch Buddies. The Crawdads are also proud to offer two free tickets to active duty and retired members of the military for every home game.

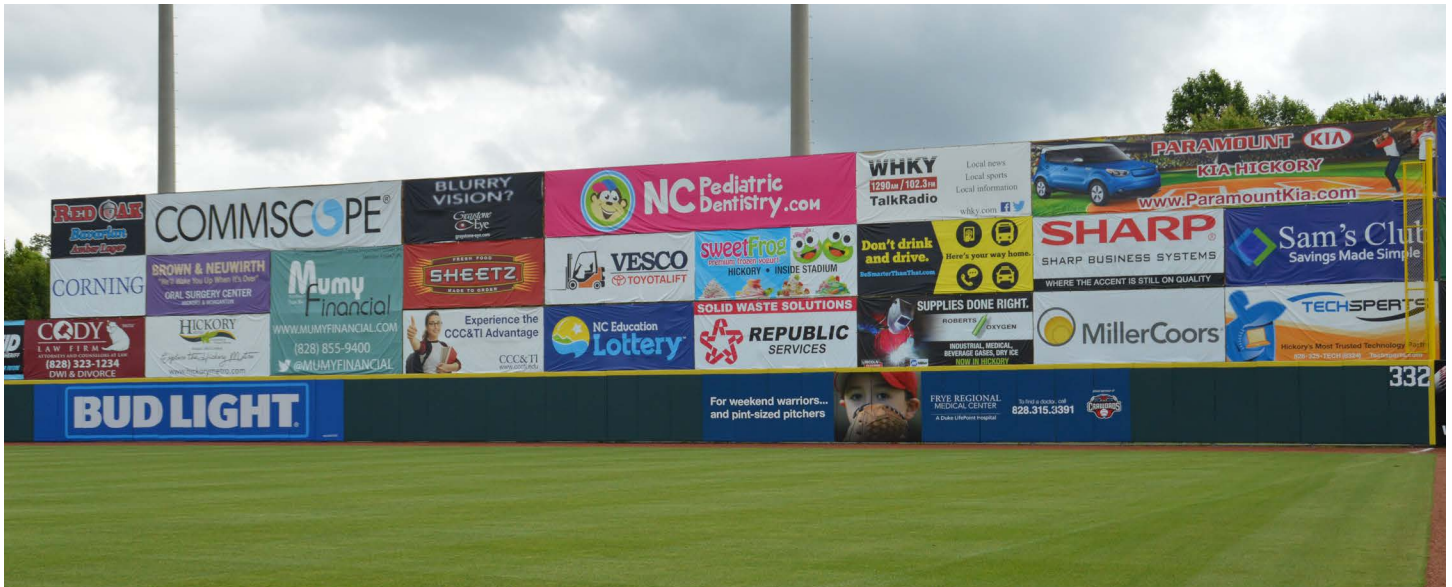
\$600,000+

Was raised in funds or donations for the community in 2019



BALLPARK SIGNAGE

Billboard



Create a tremendous amount of name recognition in front of a captive audience for an average of 3 hours each game. Your sign is up year-round: a minimum of all home games, plus all outside events (company outings, local and national baseball tournaments, etc...). Not only do our fans see your business during the game, but billboards are often caught in the background of photos used online and in newspapers. 20' x 8'

Time & Temp Sign



- Have a billboard surrounding the Time & Temp display in left field
- Your sign would be up all year (all Crawdads games and outside events)
- 98" x100" (including digital display)

Customer Care



- Be the exclusive sponsor of the customer care booth located directly across from the stadium's game day entrance
- Customer service is where fans check in upon arrival, pick up flyers, and ask questions, making it one of the highest traffic locations in the stadium
- PA announcements throughout the game would mention your name in all references to the booth
 - You would have signage around the bottom of the gazebo and alternating on the top

Section Sign

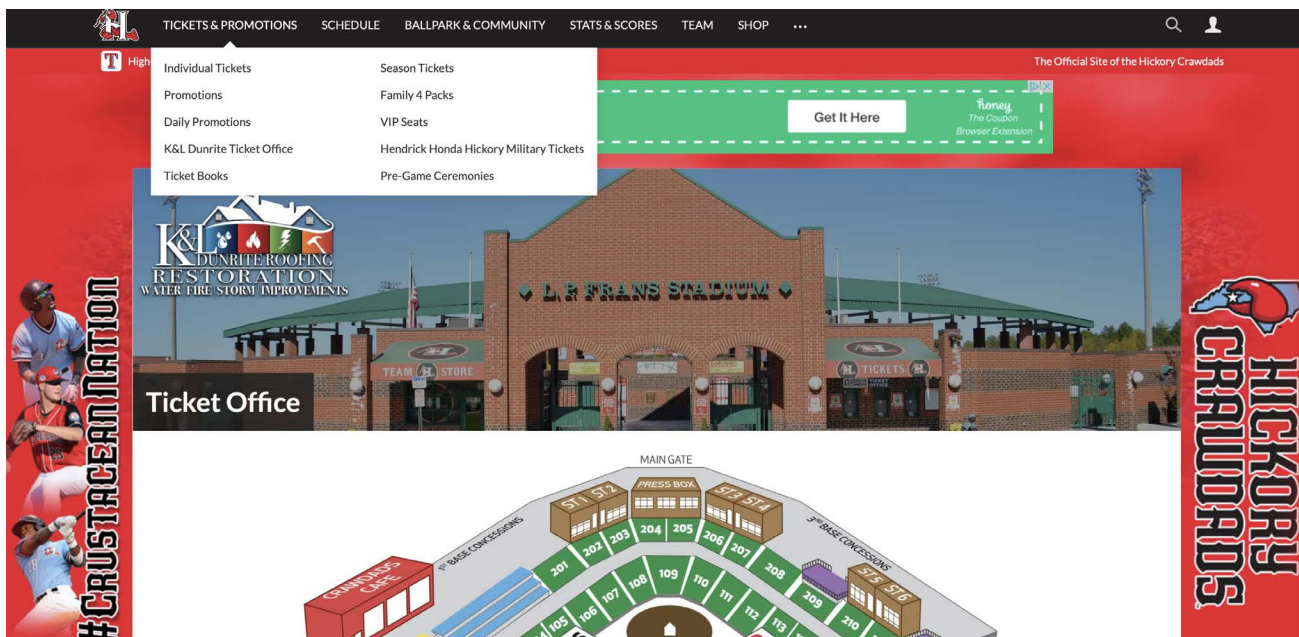


- Have a sign on the lower concourse throughout the 2022 season and outside events
- Section signs are visible throughout the seating bowl and provide a great opportunity for getting your name out there and strengthening brand recognition
 - Multiple sections available in the lower bowl

Ticket Office



- The Ticket Office would be renamed to feature your name, which would be included in all relevant press releases, PA announcements, and website mentions
- Your logo would be printed on the will call envelopes handed out to customers picking up their tickets
- You would have signage in front of the Ticket Office and a door wrap
- The ticket information website page would have a banner ad hyperlinked to your website



Door Wraps

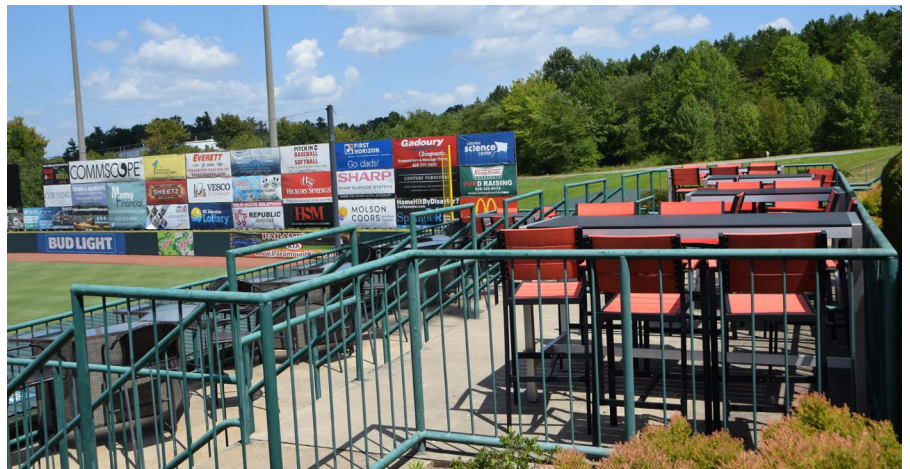


- Wrap a door on the Crawdads upper concourse
- The upper concourse is what fans use to move about the stadium, making it a high traffic location
- Doors are passed by fans walking to their seats, to the restrooms, and to the concession stands, and when waiting in line

Picnic Porch

Official sponsor of the Picnic Porch

- Banner across the main entrance
- Banner across the front rail of the porch, visible to the concourse and stands
- Additional signage around the porch: stairs, rails, directional signage.
- Option to distribute coupons to groups in picnic areas
- Option to provide food for picnics
- Promotion through flyers, brochures, Crawdads website, etc...
- Logos featured on all-you-can-eat picnic page on website



VIP Section



You can be the exclusive sponsor of the most comfortable seats in the park- the VIP Section! Your company will be included in all promotion of the section including Crawdads programs, a dedicated website page, PA reads, social media posts, and seating diagrams

2-Year Deal: logo decal ground at entrance to section

3-Year Deal: decals on each step of section

5-Year Deal: stickers on cupholders

Pressbox Signs



Strategically placed to be the first thing fans see as they enter the ballpark. Location is a hub of activity during all Crawdads home games. 8' x 2.5'

Concourse Signage

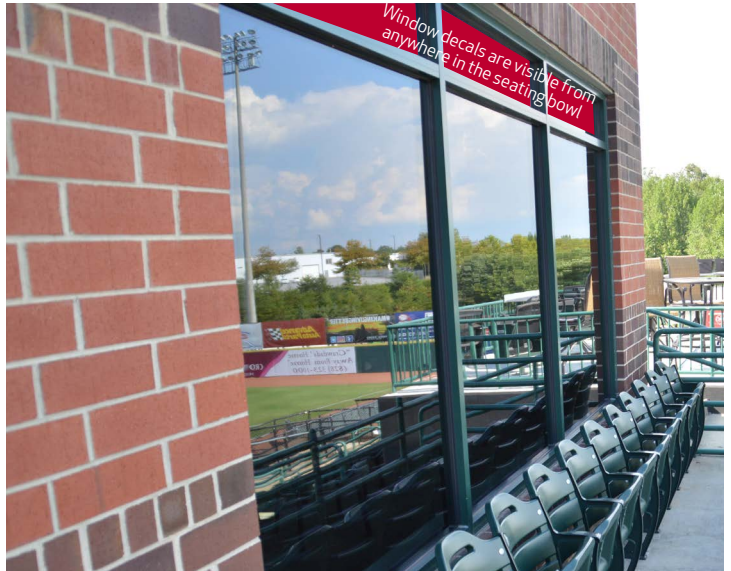
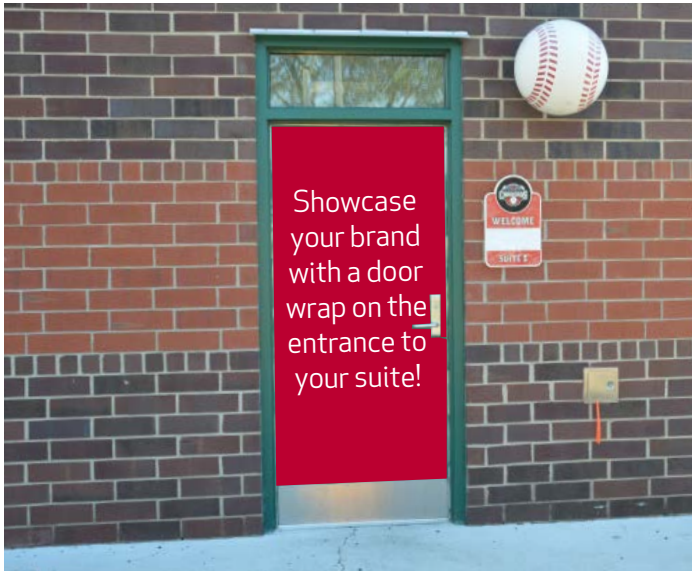


Located above signage along the upper concourse.
Various locations available. 8' x 2.5'



Signage located above the concourse water fountain signs 3' x 3'

Suite Sponsorship



- Sponsor one of the six Crawdads luxury suites
- The suite's door would feature a customized door wrap, decals on the upper windows, and a banner in the balcony in front of the suite
 - Signage would be up for all Crawdads games and outside events at the stadium
- Your business could put flyers and other promotional materials in the suite on a nightly basis
- Friends, family, or clients can receive a code to save on the your suite. Anyone that mentions the code when booking can receive \$50 off the price of the suite

GROUP PACKAGES



Banquet Bash

Your business would sponsor the Crawdads Banquet Bash, an on-field award ceremony where a 'Dads player presents trophies to youth teams. Your logo will appear on the videoboard and your business will be mentioned in a PA read. Your business will also be featured on the Crawdads website page of group options and on flyers

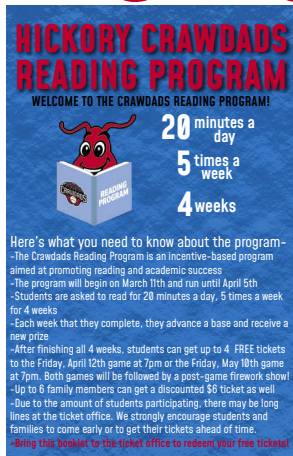


Field of Dreams

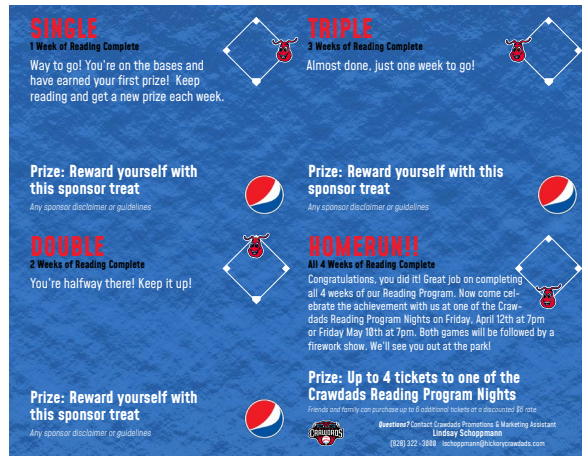
Sponsor the Crawdads Field of Dreams, a group package where youth teams can run out with 'Dads players as they run out to their positions and stand with them for the National Anthem. Your logo will appear on the videoboard and your business will be mentioned in a PA read. Your business will also be featured on the Crawdads website page of group options and on flyers

SCHOOL PROGRAMS

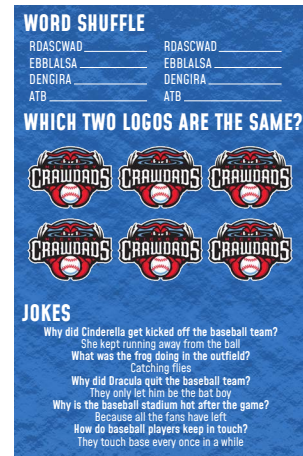
Reading Program



Booklet Cover



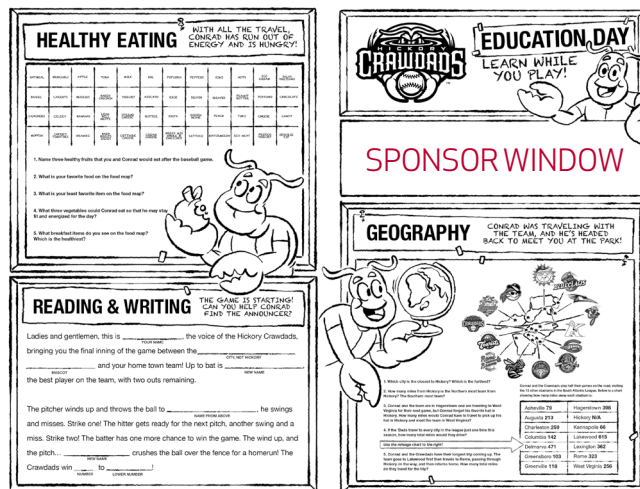
Inside Booklet



Back Cover

- The Crawdads Reading Program is getting refreshed for the 2022 season and there is no better time to get involved!
- Kids K-5 are encouraged to read for 20 minutes a day, 5 days a week for 4 weeks in the program. After completing each week, students will advance a "base" and receive a new prize from a local business
- By sponsoring a week, your business' logo will be featured in the booklet that is distributed to all students participating
- Drive traffic to your location by offering a prize that requires them to come in person to claim it (ex: a \$5 gift card, free cookie, etc.). Remember they'll bring their family when they come!
- In 2019, the program had nearly 19,000 students participate in the program
- As a sponsor of the program, you will be featured in all marketing of the Crawdads Reading Program nights including: pocket schedules, the Crawdads website, social media, PA reads, and e-newsletters

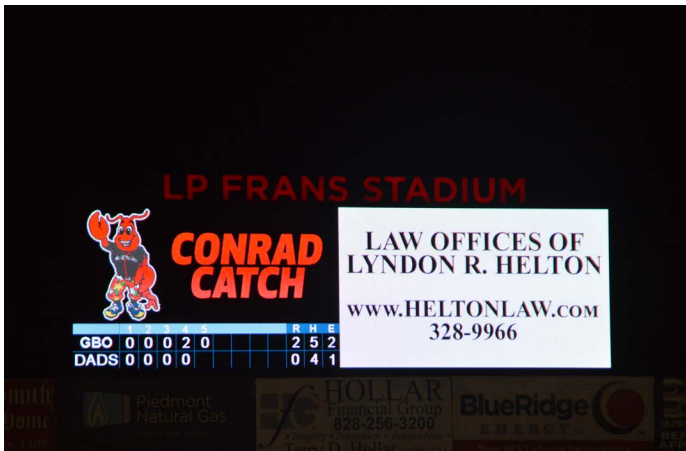
Education Day Booklets



Sponsor the education day booklets given out to students participating in the Crawdads education days. The Crawdads-themed booklets give students a chance to practice activities such as math and reading before coming to a game. Over 7,700 students participated in education days in 2019

IN-STADIUM ADVERTISING

Conrad Catch



Sponsor the Conrad Catch, a promotion run during every Crawdads home game where kids run across the field as they chase the mascot. You would be the official sponsor of the Catch, receiving a PA read pre-game, be mentioned as the announcer reminds kids to start lining up, and would have a PA read or commercial while the catch takes place in the 5th inning.

Giveaways



Branded giveaway items are distributed to the first 1,000 fans on your night. Opportunity for a concourse display on giveaway night (\$500 value). Promotion of giveaway nights include: website, social media, pocket schedules, in-stadium promotions, Crawdads e-newsletters, etc...

Theme Nights



Showcase a traveling entertainment act, present a celebrity appearance, or attach your brand to a significant market! The Crawdads will promote your business through the website, social media, pocket schedules, in-stadium flyers and PA reads, Crawdads e-newsletters, etc...

Fireworks



Present one of our spectacular fireworks shows. These are our top-attended games, boasting sell-out crowds. Your fireworks night will be mentioned on the Crawdads website, social media, pocket schedules, in-stadium flyers and PA reads, Crawdads e-newsletters, etc... Option to have a table on the concourse during the game (\$500 value) and have someone "start" the fireworks from the field.

TABLES & DISPLAYS



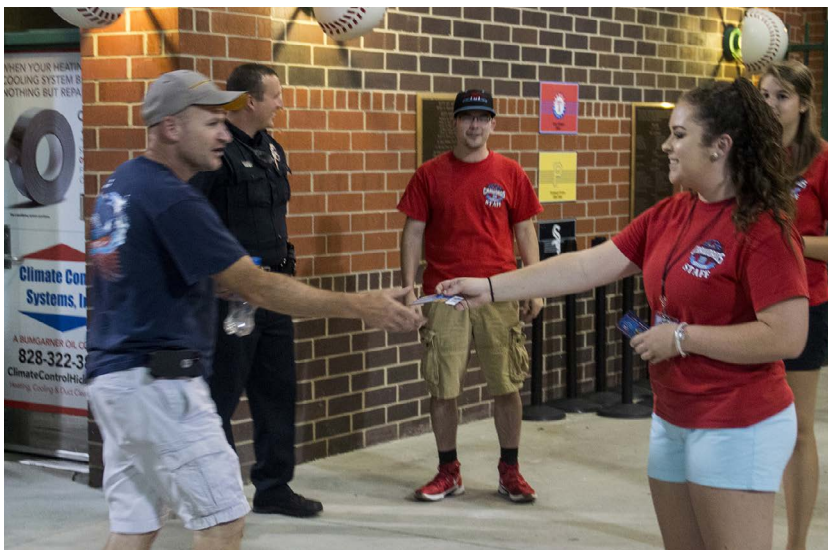
Table Night

Generate leads and distribute information to your target audience while you interact and build relationships with our fans. Choose any Crawdads home game (based on availability). The table is set up by the main gate, a high-traffic location.



Display Night

Showcase your business by setting up a display in front of the main gate. Additionally, you can set up a table alongside the display to engage with fans and distribute information.



Exit Night

Get your name in attendees' hands with an exit night. Crawdads staff members will distribute product samples, coupons or informational pamphlets to fans as they exit the stadium.

PRINT ADVERTISING

Program Ad

Full Page: 5.5" x 8.5"

Half Page: 5.5" x 4.15"

Quarter Page: 2.65" x 4.15"

Eighth Page: 2.65" x 2"

Experts in PEACE OF MIND
FRYE REGIONAL BRAIN CENTER
Bringing Advanced Brain Care to Hickory.
Few illnesses are as frightening as a disease or condition that impacts the human brain. Fortunately, there's peace-of-mind knowing that the new Frye Regional Brain Center provides advanced care for the brain - including conditions such as epilepsy, migraines, Parkinson's Disease and strokes - right here in our community.
From emergencies to long-term conditions, Frye Regional Medical Center's skilled team treats diseases of the brain with surgical, medical and rehabilitative services. As a part of Duke LifePoint Healthcare, we have a wealth of expertise and resources to strengthen the excellent quality of care our hospital delivers.
Find a doctor today. 828.315.3391
MyFryeRegional.com/Brain

IN THE CLUBHOUSE
With Pitcher Alex Eubanks
Favorite baseball player growing up: Greg Maddux
Most used emoji: Upside Down Smiley Face
Most unusual thing that creeps you out: Feet
Your superpower would be: To Be Invisible
How do you eat your eggs: Scrambled
Reality show you would win: Big Brother
Most useless talent: Touching my Tongue to my Nose
Favorite breakfast cereal: Lucky Charms
Favorite food: Steak
Spirit animal: Turkey
If you had to be trapped in a TV show for a month, which show would it be: Big Brother

Souvenir programs are full-color and are distributed to all fans free of charge as they enter the ballpark. Multiple editions are produced allowing businesses to change their messaging throughout the season. Drive traffic to your location with directions or attractions. 30,000 programs are distributed each season.

On Deck Circles



Be the exclusive sponsor of the on deck circles next to the home and away dugouts where players prepare for their at-bats. Your logo would be featured on both circles

Team Picture Giveaway



2022 HICKORY CRAWDADS



The official wireless provider
of the Hickory Crawdads



Sponsor the 2022 Crawdads Team photo giveaway. Your logo would appear on the giveaway picture. You would be featured in all promotion of the giveaway including: the Crawdads website, pocket schedules, social media, PA reads, and e-newsletters.

Pocket Schedule

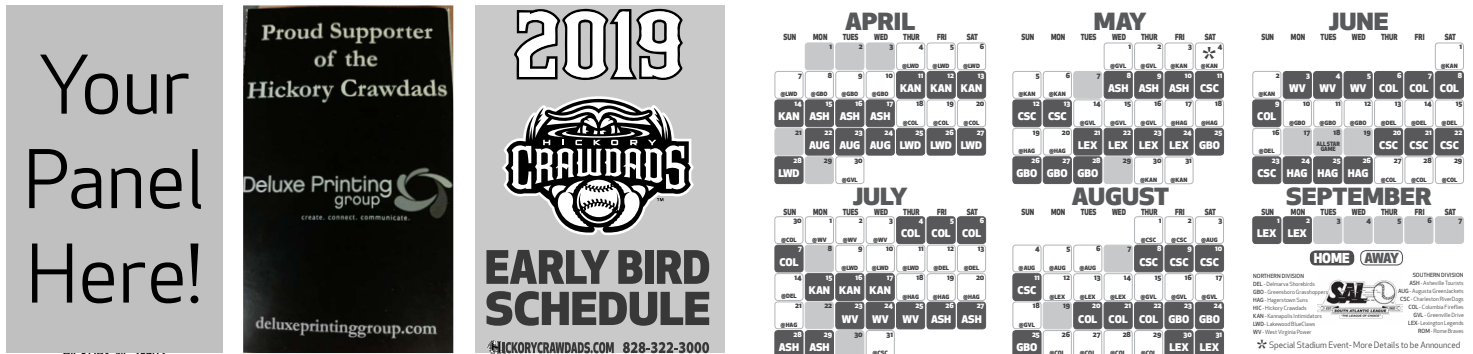


Pocket schedules are the #1 way our fans know when we're home! Over 100,000 pocket schedules are printed and distributed throughout the community and surrounding counties.

Full panel: 2.313" x 3.5"
Half panel: 2.313" x 1.75"



Early Bird Schedule



- Sponsor a panel on the Crawdads "Early Bird" 2022 Schedule
- The Crawdads Early Bird schedules are fans' first look at next season's schedule
- Schedules will be distributed from the release of the schedule this fall until March
 - 8,000 schedules will be printed
- You will have a full panel on the schedule to showcase your brand

Schedule Pens



Full panel, color ad on the back of 1,000 pull-out schedule pens. Pens are distributed at no cost to local businesses, at community events and ballpark events.

VIDEOBOARD ADVERTISING

Videoboard Animation



- Sponsor an animation on the Crawdads HD videoboard that will appear after a given play occurs or during a crowd prompt
- Your company's logo will appear to the left of the animation every time it is played
- Option of selecting your animation (strikeout, walk, triple, double play, great play, caught stealing, Crawdads score, etc.)
- Dimensions of your panel: 526px (h) by 227px (w)

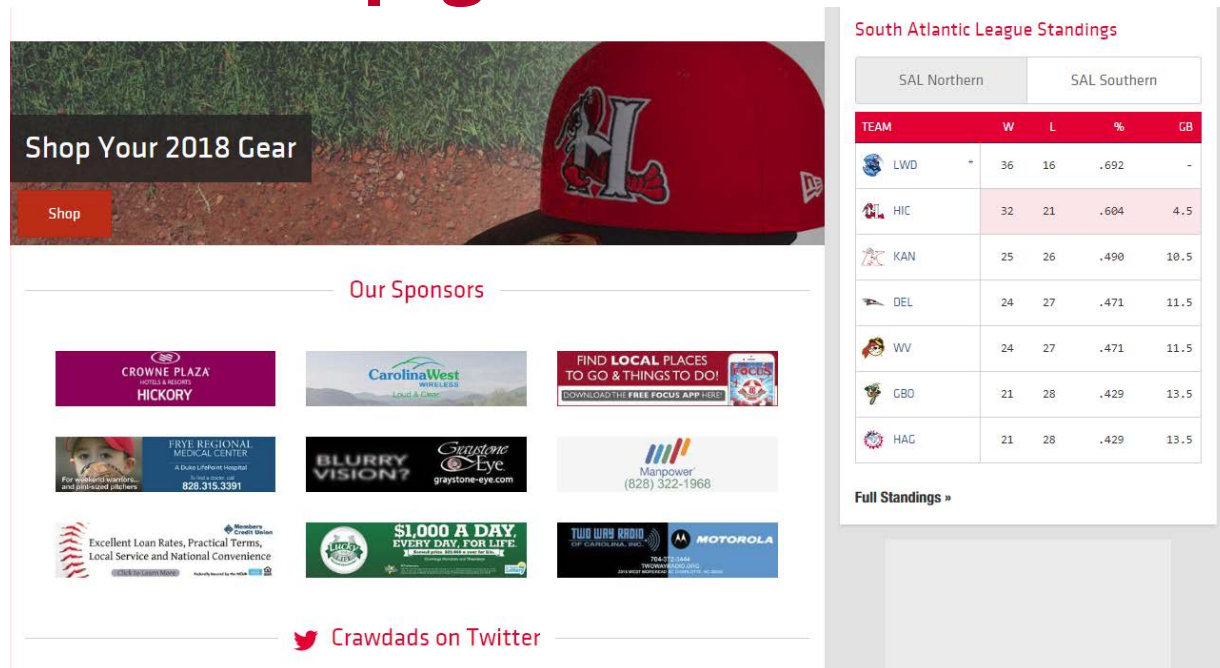
Inning Sponsor



- Be the official sponsor of a designated inning during all 66 Crawdad home games
- Your logo would appear on the videoboard throughout the inning
- Your business would receive a PA read during the inning

DIGITAL ADVERTISING

Website Homepage Ad



Shop Your 2018 Gear

Shop

Our Sponsors

Crowne Plaza Hickory
CarolinaWest Wireless
Find Local Places to Go & Things to Do! Download the Free Focus App Here
Frye Regional Medical Center
Blurry Vision? Graystone Eye
Manpower (828) 322-1968
Excellent Loan Rates, Practical Terms, Local Service and National Convenience
\$1,000 A DAY EVERY DAY FOR LIFE
Two Way Radio
Motorola

South Atlantic League Standings

SAL Northern		SAL Southern		
TEAM	W	L	% GB	
LWD	36	16	.692	-
HIC	32	21	.604	4.5
KAN	25	26	.490	10.5
DEL	24	27	.471	11.5
WV	24	27	.471	11.5
GBD	21	28	.429	13.5
HAG	21	28	.429	13.5

Full Standings »

Crawdads on Twitter

Ad is located on the Crawdads homepage. The ads are up year-round and are clickable to direct fans to your business's website. There were more than 392,000 sessions on the website from August 2020 to August 2021. 2608 x 652 px

Website Banner Ad



TICKET BOOKS

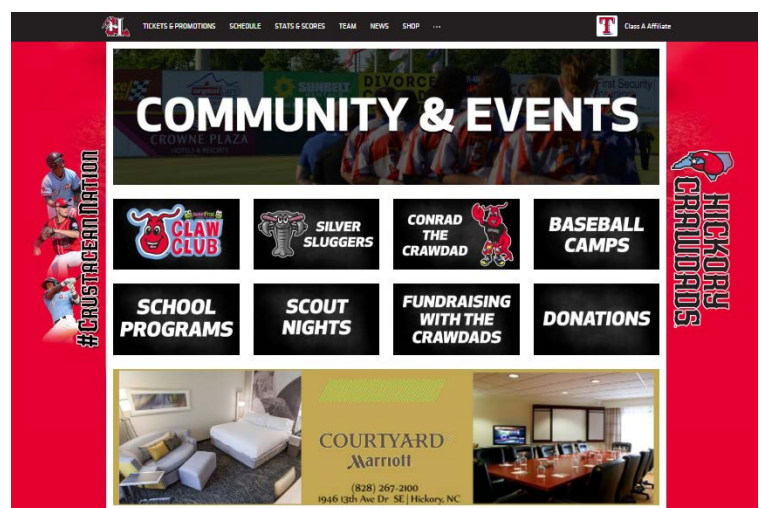
Crawdads Ticket Books contain 10 selected tickets that can be used in any quantity of any Crawdads home game during the 2019 season. You can go by yourself to 10 different games, or spread them all at once and bring 10 of your favorite friends/families to one game!

- Ticket Options
- Single Game Tickets
- Promotions and Giveaways

Ticket Books are one of the most flexible and valuable ticket options available at just \$70, a \$50 savings off the regular ticket price. Now through September 15th, purchase a Ticket Book and receive a bonus voucher for a total of 15 tickets!

For more information or to order your 2019 Ticket Book, visit L.P. Frans Stadium or call the Front Office at (828) 322-3000.

REPUBLIC SERVICES



COMMUNITY & EVENTS

Crowne Plaza

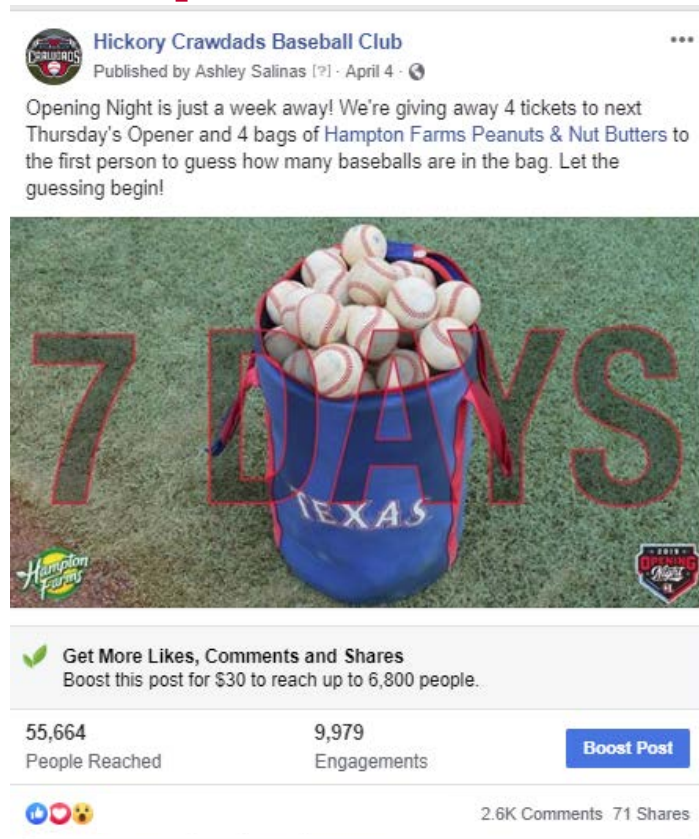
- CLAW CLUB
- SILVER SLUGGERS
- CONRAD THE CRAWDAD
- BASEBALL CAMPS
- SCHOOL PROGRAMS
- SCOUT NIGHTS
- FUNDRAISING WITH THE CRAWDADS
- DONATIONS

COURTYARD Marriott

(828) 267-2100
3945 12th Ave. Dr. SE | Hickory, NC

Banner ads are located on the Crawdads secondary webpages. Ads are up year-round and are clickable to direct fans to your business's website. 2608 x 652 px

Social Media Graphic



Your business will be attached to a graphic or contest run through the Crawdads social media pages. Build your brand's reach by having your name/logo attached to high engaging posts on the 'Dads social pages. Examples bi-monthly Facebook contests, player of the homestand, etc.

Outside-the-Box Ideas

Have another idea to strengthen your brand at the ballpark? We are proud to work with our partners every season to help come up with new and innovative marketing opportunities. We can create a program to reward your employees or give discounts on tickets to your customers. If you are a plumber or urologist, we can put your ad in our restrooms. If you are an optometrist, you can sponsor the pre-game umpire's meeting. We are dedicated to finding an opportunity that will meet all your objectives so bring your ideas and we will work with you to find the perfect solution!

