



2021 PARTNERSHIP OPPORTUNITIES



603-641-2005 NHFISHERCATS.COM



AA 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.

***IT'S MORE THAN BASEBALL:
IT'S FEROCIOUS FUN!***



COMMUNITY



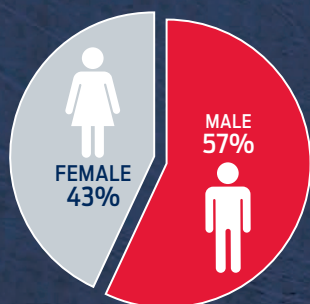
- Fisher Cats Foundation Scholarships
- Tickets for Kids
- Reading Challenge
- Granite State Baseball Dinner
- Battle of the Badges



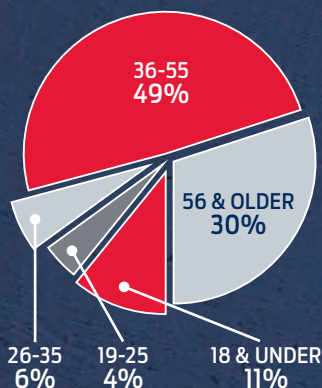
NH FISHER CATS

FISHER CATS FAN BASE

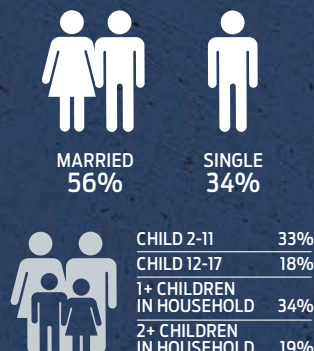
GENDER



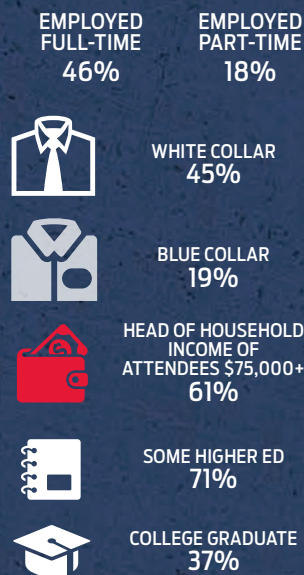
AGE



MARITAL STATUS



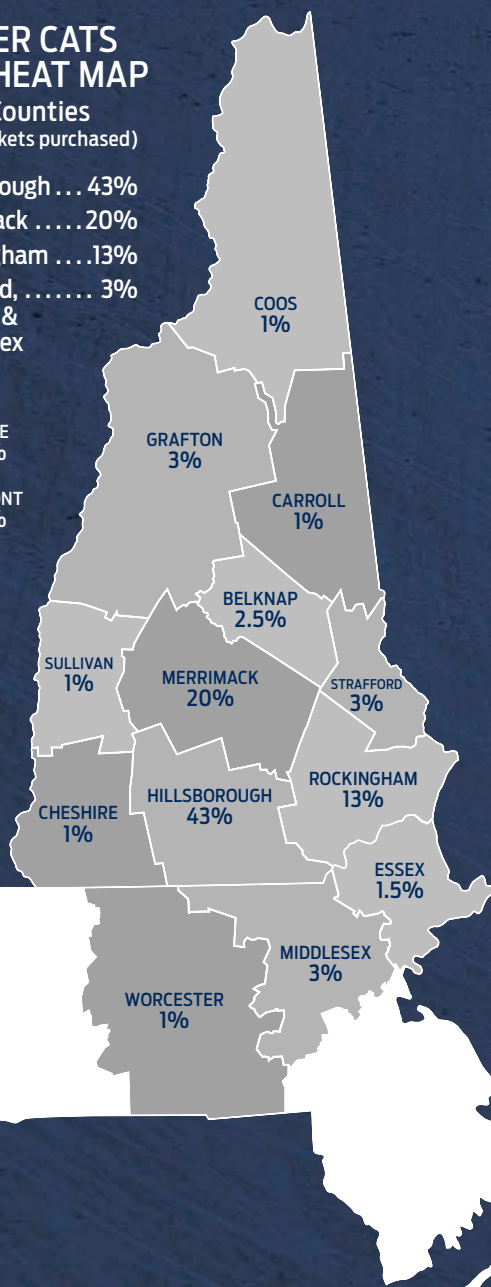
OCCUPATIONAL STATUS & INCOME



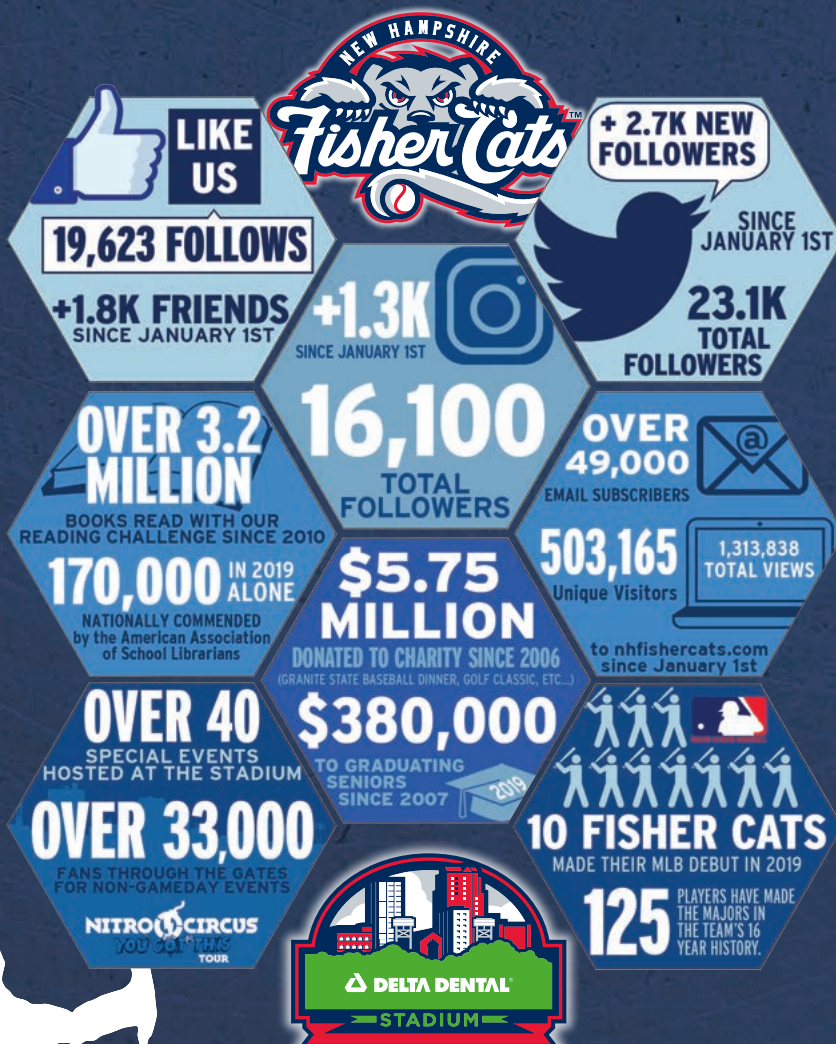
FISHER CATS FAN HEAT MAP

Top 5 Counties
(% of tickets purchased)

Hillsborough ... 43%
Merrimack 20%
Rockingham 13%
Strafford, 3%
Grafton & Middlesex



2019 SEASON HIGHLIGHTS



SEASON IN REVIEW

- Graduation Ceremonies
- Baseball Camps and Day Camps
- Socially Distanced Concert Series
- Baseball Showcase Events
- Shakespeare in the (Ball)park
- Dinner On The Diamond



NH FISHER CATS

EVENT TITLE SPONSORSHIP



Opportunities to reach your potential customers range from game-day events to non-baseball related events — ask us how to get involved!



- STEM Education Days
- Themed Game Days & Promotional Giveaways
- Atlas Fireworks
- Copa de la Diversión
- Fan Engagement
- Pride Night
- Earth Day
- Heritage Nights



BALLPARK EVENTS

- Charity Walks & 5K Road Races
- Concerts
- Food Truck Festival
- Kids Camps
- Charity Baseball Games
- AAU Tournaments

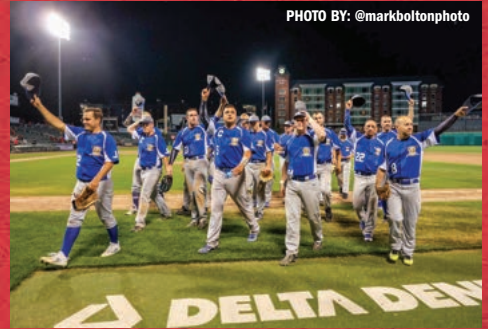


PHOTO BY: @markboltonphoto



PHOTO BY: Mark Myers Photography



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NAMING RIGHTS



- Birthday Parties
- Dinner On Deck
- Sports Camps
- Community Food Cart
- Tiki Bar
- Hospitality Locations



BETWEEN INNING PROMOTIONS



- Sponsored On-Field Games
- Branded Between-Inning Promotions
- Live Video Board & LED Signage Exposure
- Fan Engagement
- Pre-Game & Post Game Activation



NH FISHER CATS



MEDIA AND



Facebook
19K Likes



Instagram
16K Followers



Twitter
23K Followers



Radio
5 Affiliates



Website
505K Unique
Visits in 2019



10

2021 PARTNERSHIP OPPORTUNITIES

VIDEO BOARD PROMOTIONS



- Video Commercials ■ In-Game Replay Sponsorship
- Starting Line-Up Sponsorship ■ Player Headshot Sponsorship
- In-Game Entertainment Sponsorship ■ Social Media Wall



DYNAMIC MARKETING

The Fisher Cats Entertainment Experience allows you to engage fans of all ages before the game, during the game and after the game. We will work with you to create a means to share your message.

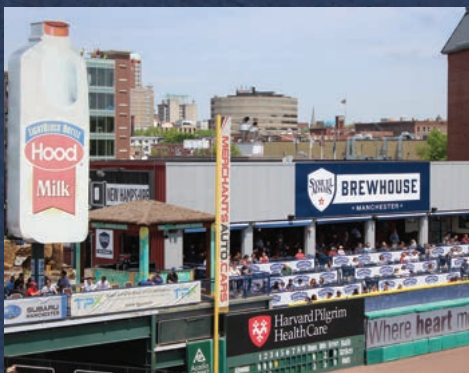
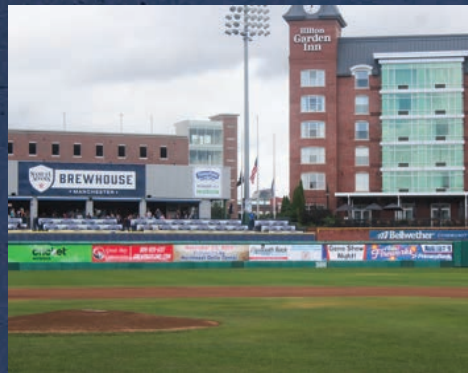


OPPORTUNITIES



SIGNAGE

- Video Board
- Fence Banners & Pad Wraps
- LED Signage
- Concourse Signage
- Concourse Tri-Vision
- Stadium Fascia



HOSPITALITY



Treat your employees, clients, friends and family to a night of Ferocious Fun and a catered event at the ballpark. The Fisher Cats have been voted NH Business Review **Best of Business** *“Best Sporting Event To Take Clients To”* for 12 years running and, our concessions partner, Professional Sports Catering, offers a variety of food and beverage options to meet your entertainment needs.



***WE LOOK FORWARD
TO PARTNERING WITH
YOU THIS SEASON!***



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