



2021 PARTNERSHIP OPPORTUNITIES



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COVID-19 IMPACT

On June 30th, 2020, it was announced that the Minor League Baseball season had officially been cancelled. While it was a disappointing and challenging time for everyone, the Blue Wahoos remained committed to our staff, fans, corporate partners, and the entire Pensacola community to put an alternative plan into action and continue to offer jobs and safely provide affordable, fun, family-friendly entertainment and events at our open-air facility in Blue Wahoos Stadium.





COVID-19 IMPACT



It's unfortunate and saddening that there will not be Blue Wahoos baseball at Blue Wahoos Stadium this season. However, the health and safety of our community is our number one priority, and we fully support the efforts by Major and Minor League Baseball to keep fans, players, and staff safe in communities throughout America.

We will continue to be creative and innovative to create affordable, family-friendly stadium events to allow our fans to continue to enjoy unforgettable ballpark moments safely at Blue Wahoos Stadium until Blue Wahoos baseball is able to return.

We understand that fans and clients have numerous questions right now about their tickets, sponsorships, and group outings planned at Blue Wahoos Stadium. We will handle questions on a case-by-case basis. Please reach out by email at Tickets@BlueWahoos.com or by phone at (850) 934-8444 with questions.



Major League Baseball™ (MLB™) has informed Minor League Baseball™ (MiLB™) that it will not be providing its affiliated Minor League teams with players for the 2020 season. As a result, there will not be a Minor League Baseball season in 2020.

"These are unprecedented times for our country and our organization as this is the first time in our history that we've had a summer without Minor League Baseball played," said Minor League Baseball President & CEO Pat O'Conner. "While this is a sad day for many, this announcement removes the uncertainty surrounding the 2020 season and allows our teams to begin planning for an exciting 2021 season of affordable family entertainment."

Minor League Baseball, which began as the National Association of Professional Baseball Leagues, was founded on Sept. 5, 1901.





Looking Ahead

As the sun sets on 2020...



We look forward to 2021!



Affordable, Fun, & Family-Friendly Entertainment





2019 SportsBusiness Journal Reader Survey

MiLB'S CONTINUED RELEVANCE

2019 SportsBusiness Journal/Daily Reader Survey Results

Which properties/sports would you
**most want your company aligned
with as a sponsor?**

1. NBA	40%
2. MLB	35%
t3. MiLB 	32%
t3. NFL	32%
t5. NCAA	16%
t5. MLS	16%
7. PGA Tour	15%
8. NHL	13%

What are the
hottest sports properties?

1. NBA	48%
2. NFL	40%
3. MLB	32%
4. MiLB 	30%
5. NCAA	20%
6. MLS	16%
7. Premier League	15%
8. Overwatch League	12%



2019 Demographics

AGE

0-17	12%
18-34	24%
35-54	30%
+55	34%

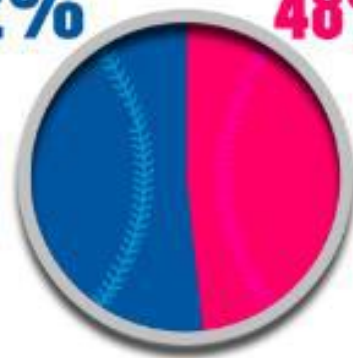
ETHNICITY

WHITE	64%
HISPANIC	17%
BLACK	12%
OTHER	7%

GENDER

MALE
52%

FEMALE
48%



FAMILIES

42% 1+ CHILD

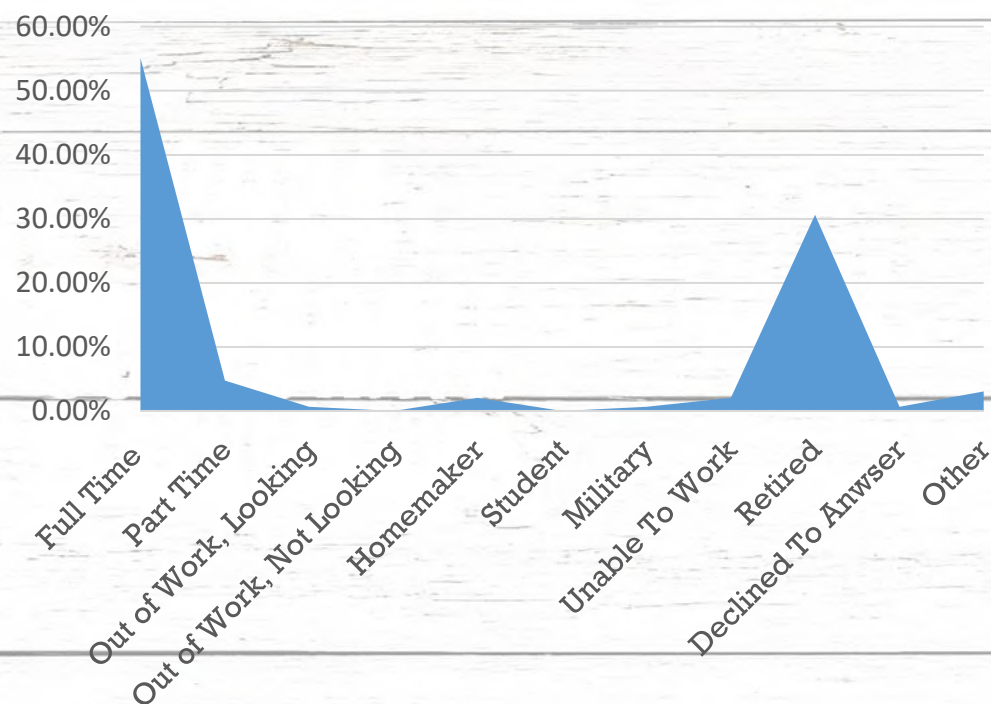


21% 2+ CHILD

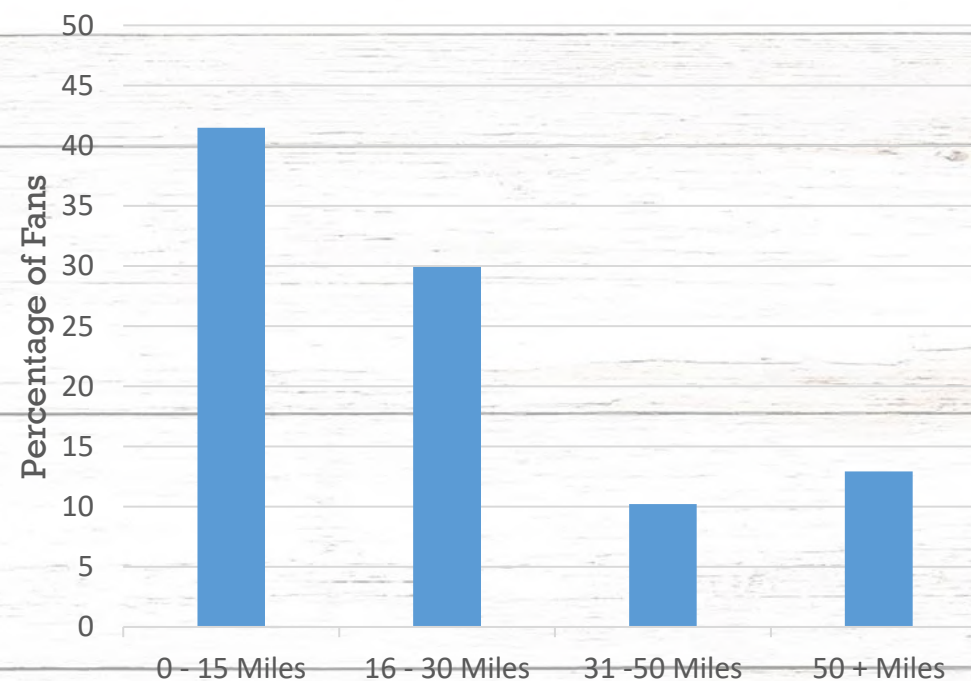


2019 Demographics

PERCENTAGE OF FANS

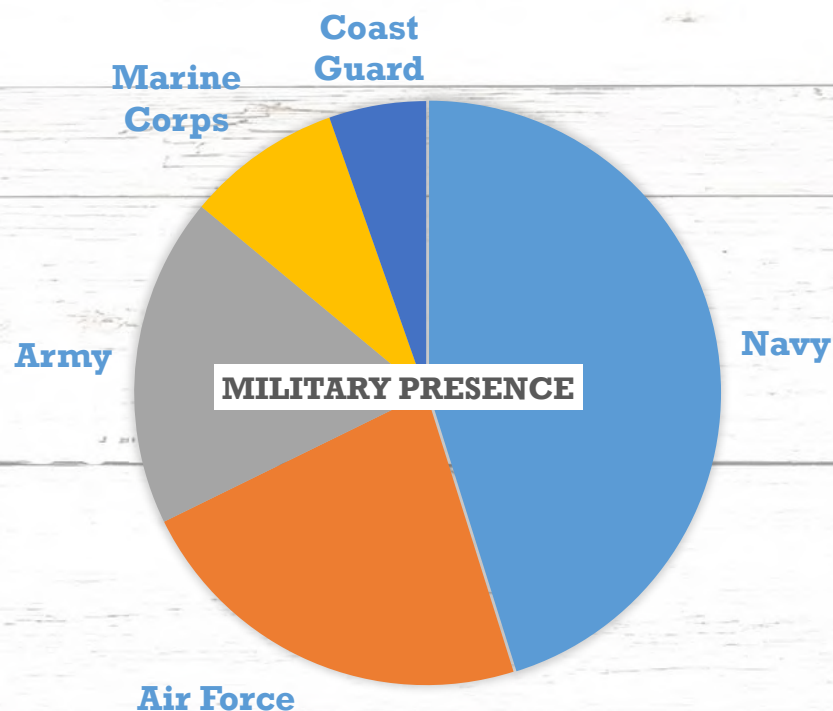


DISTANCE TRAVELED BY FANS





2019 Demographics



WHAT BRINGS YOU TO PENSACOLA

84% Live Locally

3.62% Vacation



Stadium Honors and Awards

- [2018 - Best View in Double-A Baseball – MiLB.com](#)
- [2018 – Voted #2 in Top 10 Minor League Ballparks – Baseball America](#)
- [2020 – Best Double-A Stadium in MiLB – Ballpark Digest](#)
- [2020 – Golden Bobblehead, Best Non-Gameday Event – MiLB](#)
- [2020 – Golden Bobblehead, Best Overall Promotion - MiLB](#)





Blue Wahoos Stadium Events



- In a season that never was, the Blue Wahoos Stadium event schedule was arguably the busiest it's ever been!
- 145+ nights of various events
- 50+ Airbnb stays
- 15+ movie/fireworks nights
- 50+ nights of stadium dining, bingo, or trivia-themed events.



Airbnb





Disc Golf



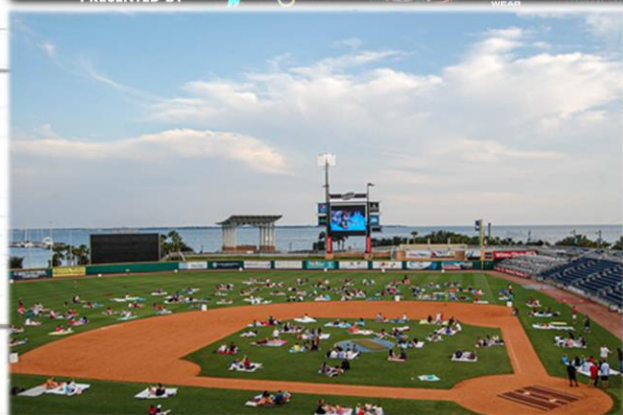
- May 15 to June 14, 2020
 - 500 total players
 - 40 disc golf sets purchased
 - 70 players in attendance for clinic with professional players
- Opportunities to sponsor individual holes, exposure on scorecards, etc.



Family Movie & Fireworks Nights



Almost every Saturday night, the Blue Wahoos hosted a Family Movie Night & Fireworks show at the stadium.



Average attendance was about 1,000 guests, physically distanced, safely spread across the field and throughout the stadium.

Sponsorship opportunities included title sponsorship of the movie night series, gate giveaways, marketing tables, and more!



Trivia and BINGO Nights

Team Trivia and BINGO Nights were very successful with special themes and food & drink specials all night long! Some nights drew a crowd of up to 500 people with the number of trivia teams ranging between 30-80 teams on a nightly basis!!

Past Trivia Night themes included Harry Potter, The Office, Marvel Movies, 90's trivia, Star Wars, General Knowledge, and Pop Culture!

Partnership opportunities included title sponsor, prize pack giveaways to the winners, and videoboard commercials.



blue wahoos stadium
trivia thursday 6/11 7pm \$2 BEER





Stadium Dining Experience



IN-STADIUM DINING
LUNCH
MON-THU
11 AM-3 PM
DINNER
WED-SAT
4 PM-8 PM
BRUNCH
SUNDAY
10 AM-2 PM

Thursday-Sunday of each week throughout the summer, the Pensacola community had a chance to enjoy picturesque sunset dinners while looking out over Blue Wahoos Stadium and Pensacola Bay!

Our Stadium Dining Experience provided guests with an unforgettable night of enjoying the views, and the dishes served up by the Blue Wahoos' Executive Chef, Travis Wilson!



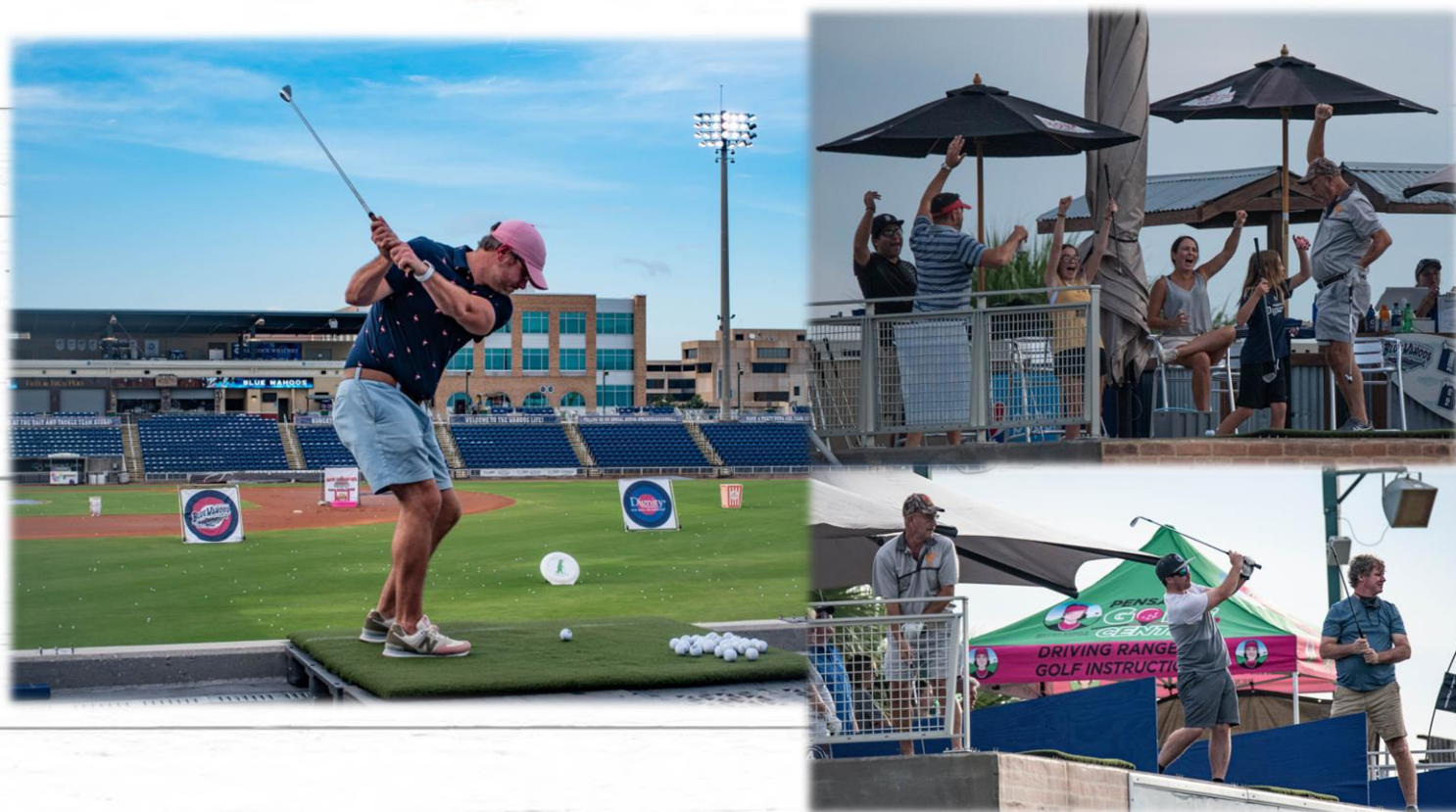


Eagles in the Outfield

For two separate weekends this summer, the Blue Wahoos hosted “Eagles in the Outfield” golf experience at the stadium.

- 137 groups booked tee times
- 775 total golfers

Partnership opportunities included title sponsor, logo targets, scorecards, marketing tables, bay sponsors, signage, etc.





Corporate Batting Practice



TAKE BATTING PRACTICE AT BLUE WAHOOS STADIUM

- TWO HOUR PRIVATE ACCESS
- FULL BATTING PRACTICE
- MUSIC AND ANNOUNCER
- MASCOT VISIT
- DUGOUT ACCESS
- FOOD SERVED ON-FIELD
- CASH BAR

**CONTACT THE BLUE WAHOOS
EVENT TEAM TO RESERVE!**
SREEVES@BLUEWAHOOS.COM



2019 Baseball Season



- Prior to Covid-19, the Blue Wahoos averaged the third most fans in the Southern League in 2019 with an average attendance of over 4,300 per game, beating our average attendance from each of the previous 3 seasons (2016-18)
- For the 8th year in a row, the Blue Wahoos again reached 300,000 total fans in 2019!
- The Wahoos had 22 sellouts (5,038 capacity) through 70 home games in.



Organizational Awards

In its 9 seasons the Blue Wahoos organization has been recognized for numerous awards including:

- Woman of Excellence
- Groundskeeper of the Year
- Community Service Award
- Best Minor League Experience
- Sports Media Award
- Executive of the Year
- Ballpark of the Year
- Organization of the year
- Broadcaster of the Year
- Best View in Double-A Baseball
- Best Double-A Stadium
- Best Overall Promotion
- Best Non-Gameday Event





Ownership

Ownership includes:

- Quint Studer
- Rishy Studer
- Randall Wells
- Bubba Watson
- Derrick Brooks
- John List
- Dana Suskind





Major League Debuts



ALEX KIRILLOFF

MAJOR LEAGUE DEBUT

Ten former Blue Wahoos players were called-up to make their Major League debut during the 2020 MLB season!

- Aaron Whitefield
- Chadwick Tromp
- Lewin Diaz
- Ryan Jeffers
- Brian Navarreto
- Robinson Leyer
- Domingo Tapia
- Travis Blankenhorn
- Edwar Colina
- Alex Kirilloff

The total number of former Blue Wahoos players to reach the Major Leagues is now at 87!



RYAN JEFFERS

MAJOR LEAGUE DEBUT



BRIAN NAVARRETO

MAJOR LEAGUE DEBUT



TRAVIS BLANKENHORN

MAJOR LEAGUE DEBUT



Media Highlights



- All 70 home games are broadcasted regionally on Cox Sports Television ranging as far North as Ohio, as far West as California, and as far South as Key West. Cox Sports Television reaches 5.5 million homes nationwide.
- 31 games are also broadcasted regionally on Blab TV which airs in over 550,000 homes and reaches approximately one million people in Escambia, Santa Rosa, and Okaloosa counties in Florida and Escambia, Mobile, and Baldwin counties in Alabama.
- All 140 games, both home and away, are broadcasted over the radio waves on 94.5FM ESPN Pensacola.





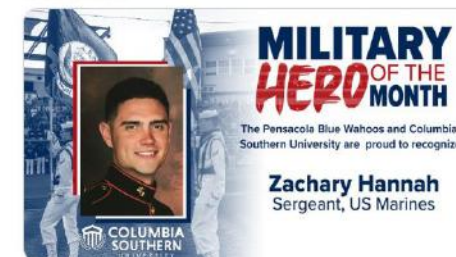
Social Media Highlights



- Despite the pandemic and cancelled season, the Blue Wahoos social media reach has increased 7% in 2020, reaching over 1 million additional people
- **12,037,462** total impressions from January-September between Twitter, Facebook, and Instagram
- Blue Wahoos social media accounts ranked **1st overall** in Double-A and **5th overall** in all of Minor League Baseball (160+ teams) in 2019



Sgt. Hannah has served in Kuwait, Portugal, Italy, and Romania and works as a combat instructor, instructing and mentoring new marines and ally troops around the world.



WKRG and 7 others

Aug 15
ve now hit a single-season

Like father, like son @Twins. #Bombas

Wahoos 13 Lookouts 0

The @SunTrust Player of the Game:



2 10 137





Community Involvement

- Without a baseball season, the Blue Wahoos amplified their commitment to improving the quality of life in the community by offering employee hours to local non-profits and stepping in to assist with other various community needs.
- Joining with the Studer Family of Companies to donate over a half-million dollars to local non-profits, charities, and community improvement projects. Staff members gave over 300 hours of community service at over 100 events throughout the year.
- Other volunteer efforts and community events include mascot appearances at non-profit events, local Field Renovations, Hurricane Relief, serving hot meals, mock interviews for those with special needs and more.





Party Decks



- Over 18,500 tickets sold in 2019 (avg. of 273 per game)
- 475 groups came out to the ballpark in 2019 (over 100 more than 2018!)
- Exclusive Party Deck Hats for every attendee
- Sonny's BBQ, Moe's Southwest Grill, or All-American food options

Taste of Pensacola Tuesday Party Deck

- \$24 special
- Hot dogs, burgers, popcorn, & food samples from vendors such as Moe's Southwest Grill, Jimmy John's and Longhorn Steakhouse
- Party Deck Hat



2019 Theme Nights

2019 was action-packed with promotions! Last season's theme nights included:

- Cox/Andrews/WEAR Magnet Schedule Giveaway
- LandrumHR Hat Giveaway
- Anchorman Night
- Hill-Kelly Hillsdales Bobble-Tail Giveaway
- Girl Scout Night
- Dlux Printing Team Photo Giveaway
- Bill and Ted Night
- Wind Creek Kazoo Bank Giveaway
- Summer of '69 Night & Jersey Auction
- Boy Scout Night
- Hurricane Prep Night
- CPC Office Technologies Drawstring Bag Giveaway
- Chevy Baseball Camp
- Star Wars Night
- Fur Circus
- Budweiser Foam Shield Giveaway
- Sacred Heart Homerun For Life
- Woodlands Cinch Bag Giveaway
- Splash Day
- Small Business Night
- Mardi Gras Night
- Synovus T-Shirt Giveaway
- Ghostbusters Night
- Mermaids and Pirates Day
- Select PT Phone Ring Giveaway
- Bark in the Park/Camp Bow Wow Leash Giveaway
- Christmas in July
- Fiesta Night & Jersey Auction
- Landshark Bobble-Shark Giveaway
- Margaritaville Night
- Area 51 Night
- Florida Blue Beach Towel Giveaway
- Rally Foundation Heroes Night



SIGNAGE



Stadium Naming Rights



COURTESY OF WRONG BROS

- Naming rights to the stadium will belong exclusively to Your Company.
- Your Company name and logos will be prominently displayed at the stadium and appear on maps both physical and digital as 'Your Company Stadium'.
- Stadium and signage is also visible to Main Street traffic.





Main Gate Signage



- Located next to the Box Office and Front Office doors, the Main Gate is the dominant entry way for fans wanting to enter Blue Wahoos stadium and receives the highest flow of traffic for all games and events.
- Branded as Your Company's Main Gate, it will be listed with your logo on our stadium map of the Blue Wahoos website.
- The Blue Wahoos and Your Company will collaborate to design signage
- Signage will remain up year-round.



Outfield Wall Signage





Auxiliary Scoreboard Signage



- Signage will be located adjacent to the auxiliary scoreboard located beneath the press box.
- Great signage opportunity with significant exposure as only two signs are located in this area.
- Signage will be displayed year-round and receive exposure from all 100+ events held at Blue Wahoos Stadium.



Bullpen Signage



- Exclusive signage in both bullpens will be given to Your Company
- Bullpen activity and its signage are shown in our TV broadcasts
- The signage will remain up during offseason events other than UWF football





Left Field Foul Line Signage

- The gate and outfield wall paneling will be branded with Your Company logo.
- Signage is visible to over half of the stadium's seats





Batter's Eye Signage



- The Batter's Eye in Centerfield will be branded to display Your Company logo above it.



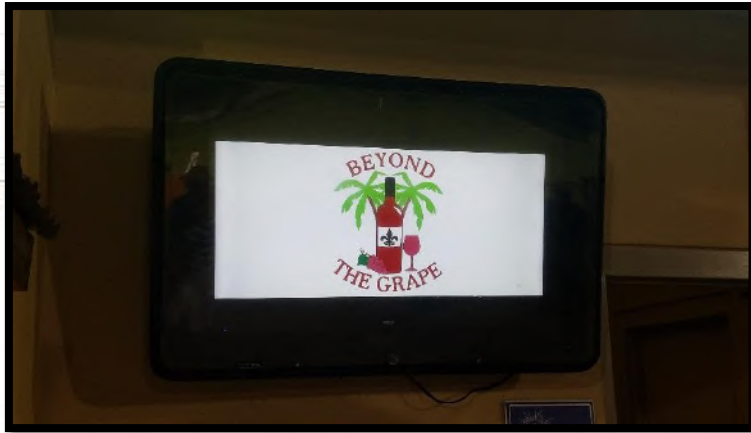
Drinking Fountain Signage

- Signage over one of our four drinking fountains along the concourse will be sponsored by Your Company.
 - The Blue Wahoos will work together with Your Company on the design of the signage.

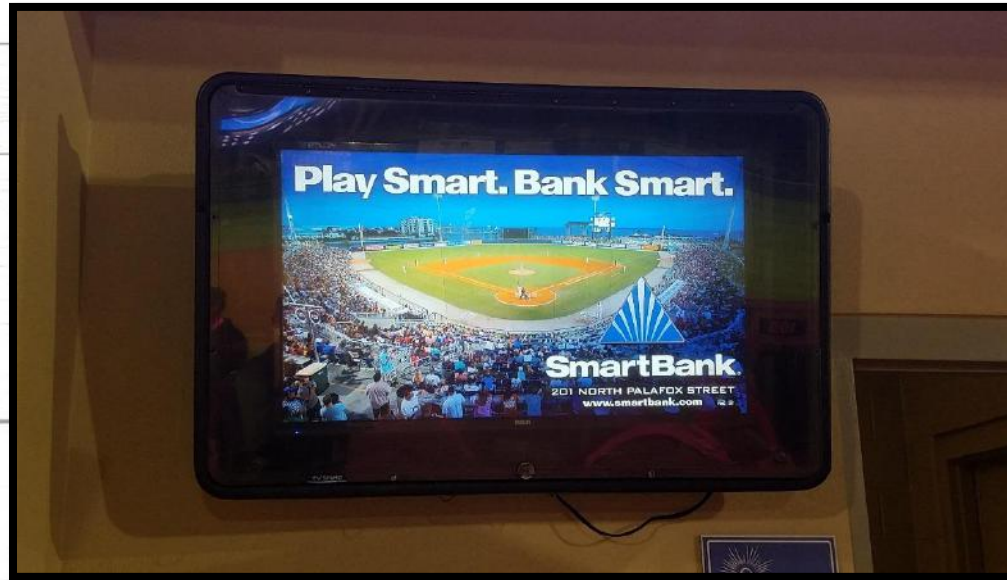




Digital Concourse Signage



- Ad will rotate every 15 seconds with up to (16) other companies' ads on seven 46" digital TV screens on the concourse of Blue Wahoos Stadium.



- All concourse signs are also used during non-baseball events (i.e. Soul Bowl, College Games, Egg Fest, as well as UWF Football games)



Concourse Drink Rail Signage





Cup Holder Signage



- 3,800 cup holders throughout the stadium will be branded to display Your Company signage.
- Your Company and the Blue Wahoos will work together on the design of the signage.





East Gate Signage



- Signage at the exterior “East Gate”.
- Branded as Your Company’s East Gate and will be listed on stadium map of the Blue Wahoos website.
- Entry way for fans wanting to enter on the left field/third base side of the stadium and those fans using our nearby Party Deck.
- The Blue Wahoos and Your Company will collaborate to design signage
- Signage will remain up year round.



Dugout Top Signage





On-Deck Circles



- Your Company will be the sole partner for both the Blue Wahoos & visiting team's on-deck circles.





Lineup Boards

- Your Company logo will be at the top of each of our home and visiting lineup boards located at the Fan Assistance booth on the main concourse at Blue Wahoos Stadium.

- Every night, the lineup boards are filled with the starting lineup for each team and are a prominent source of information for our season ticket members and fans!



4	ROYCE LEWIS	SS
19	ALEX KIRILLOFF	1B
8	RYAN JEFFERS	DH
9	TREVOR LARNACH	RF
2	JIMMY KERRIGAN	CF
18	RYAN COSTELLO	3B
11	CALEB HAMILTON	C
5	MARK CONTRERAS	LF
15	JOE CRONIN	2B
37	BRYAN SAMMONS	P



34	MICHAEL O'NEILL	LF
4	STUART FAIRCHILD	CF
16	JONATHAN INDIA	3B
48	SAMIR DUENEZ	DH
15	GAVIN LAVALLEY	1B
28	BRANTLEY BELL	RF
3	CALTEN DAAL	2B
19	CHRIS OKEY	C
6	ALBERTI CHAVEZ	SS
27	PACKY NAUGHTON	P



Inside Dugout Signage





Tunnel Signage



- Signage over the first or third base tunnels will be sponsored by Your Company.
- The Blue Wahoos and Your Company will work together on the design of the signage.





Elevator Wraps

- Elevator wraps are located in high traffic areas on the first, second, and third floors of Blue Wahoos Stadium.
- The Blue Wahoos and Your Company will work together on the design of the signage.





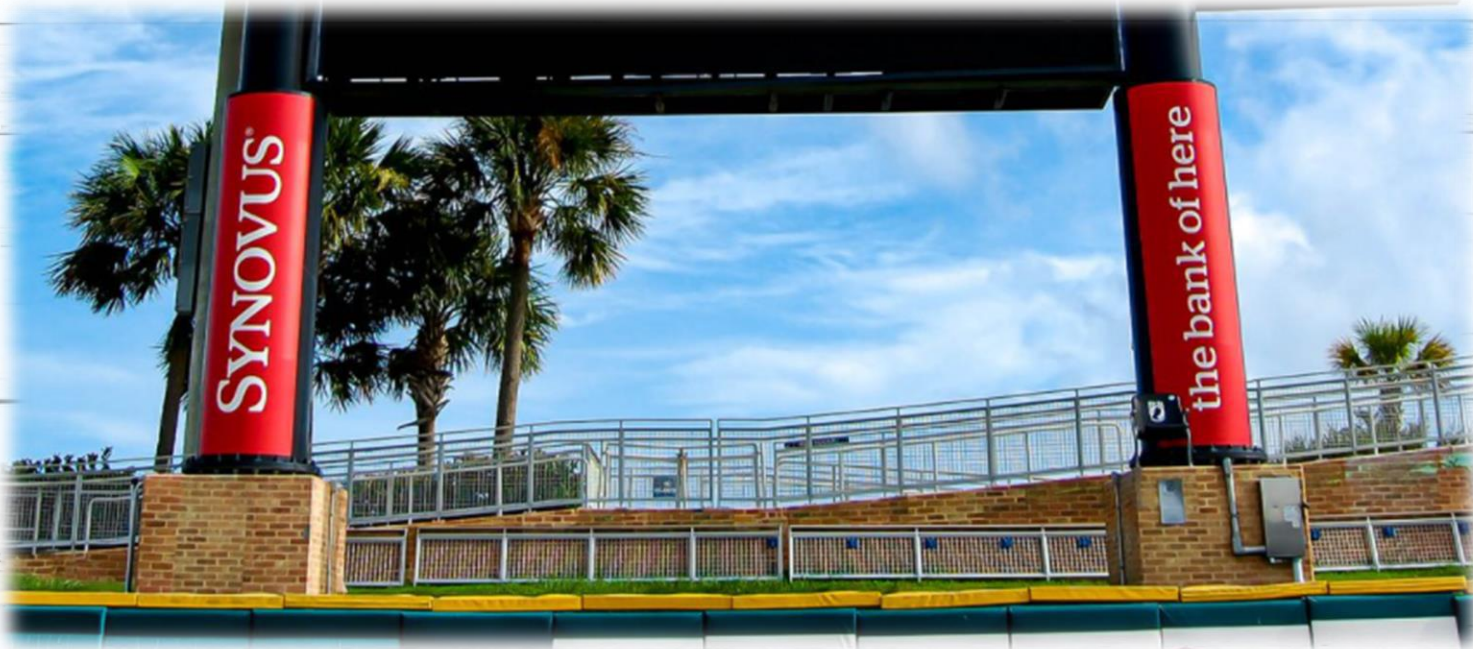
Foul Pole Signage



- The Foul Pole Signage will display Your Company name and logo
- Signage will be displayed for a full year and receive exposure from numerous events held throughout the year at Blue Wahoos Stadium including Soul Bowl, College Games, Egg Fest, as well as UWF Football games.
- A promotion can be tied in with the foul pole that if a Blue Wahoos player hits one of the poles a lucky fan will receive a prize courtesy of Your company.



Scoreboard Pole Signage





Scoreboard Signage



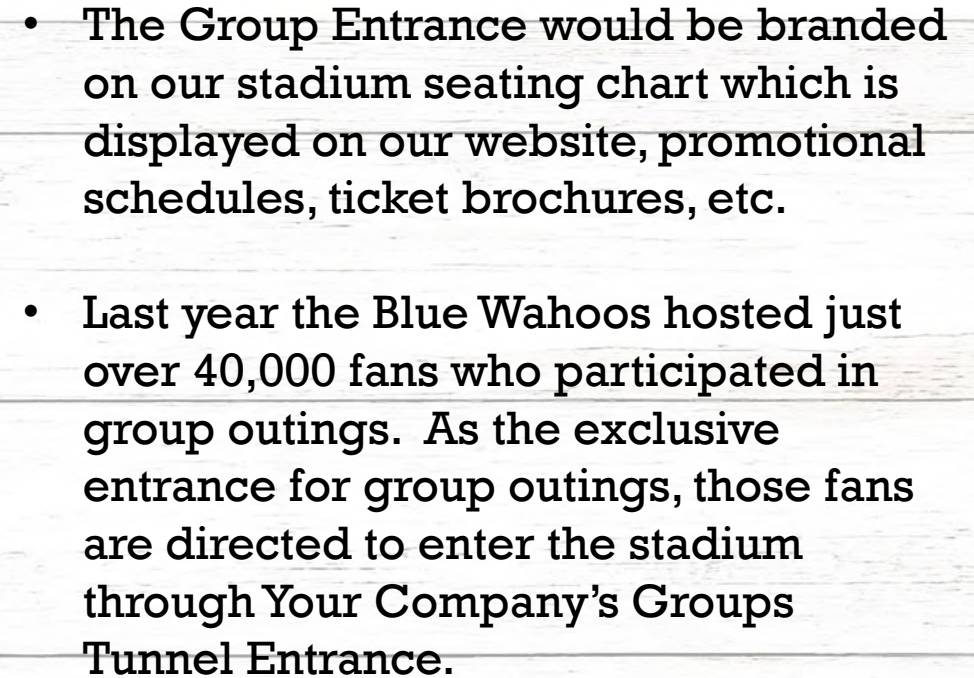
- Other than the field itself, the scoreboard is the main focal point of any event at Blue Wahoos Stadium. Your company's sign will be viewed by spectators of Blue Wahoos games as well as other events that are held at Blue Wahoos Stadium throughout the year.



Group Entrance Naming Rights



- The Group Entrance Signage will be displayed year round and will be visible to anyone entering the stadium through this entrance as well as anyone walking or driving past the stadium.
- The tunnel will have pictures of players, groups from last year, and Your Company's logo along the hallway walls.
- There will be an area for each person in every group that enters Your Company's Group Entrance to write their name on the wall itself as they enter for their group outing.



- The Group Entrance would be branded on our stadium seating chart which is displayed on our website, promotional schedules, ticket brochures, etc.
- Last year the Blue Wahoos hosted just over 40,000 fans who participated in group outings. As the exclusive entrance for group outings, those fans are directed to enter the stadium through Your Company's Groups Tunnel Entrance.



Party Deck Naming Rights

- One of three party decks at Blue Wahoos Stadium will be labeled and sponsored by Your Company.
- The deck will be branded as Your Company Party Deck and will be listed on stadium map on the Blue Wahoos website.
- Your company and the Blue Wahoos will work together on the design of the signage.
- The signage will remain up all year and be visible to anyone entering the stadium through the designated deck as well as anyone walking or driving past the stadium.
- Party deck branded wristbands with your company name are also created and used for each fan's entry onto the deck.





Season Ticket Member Lounge Sponsorship



- Your company will be the sponsor of the season ticket member lounge.

- Exclusive area for season ticket members to gather before and during games.

- Air-conditioned area offering food, beverages and bar service.

- Offers a great view of Pensacola Bay

- The Lounge is branded on our stadium seating chart which is displayed on the Blue Wahoos website, souvenir programs and various other printed marketing materials





Season Ticket Member Lounge Sponsorship

- The Lounge will have low top tables and chairs for eating and meetings.
- Ability to have marketing information in lounge for all events during the season.





Fan Assistance



- Your Company will be the sole sponsor of our Fan Assistance Booth.
- Includes PA recognition every time there is an announcement made throughout the game regarding a giveaway, lost and found, lineup cards, programs, “register to win” promotions, etc.
- Fans will be directed to *your company’s* Fan Assistance Booth when they need any questions answered about seat locations, food items etc.
- Your company’s Fan Assistance Booth Signage will be used during non-baseball events (i.e. Soul Bowl, College Games, Egg Fest, as well as UWF Football games, etc.)



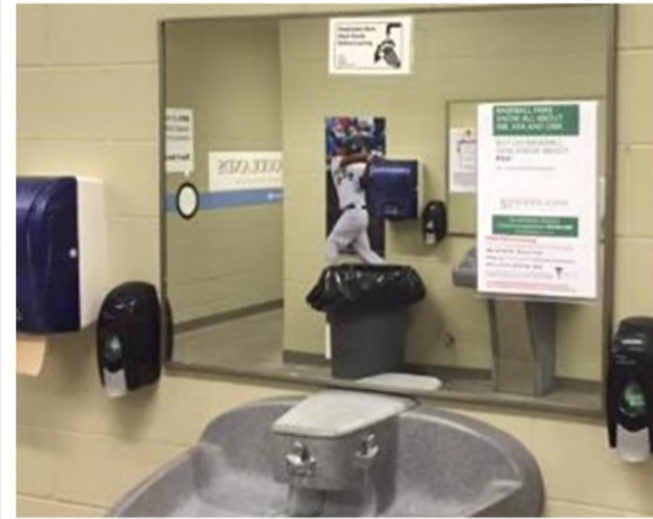


Ground/Step Signage





Restroom Mirror Signage



- Your company will receive one (1) sign over all three (3) mirrors within all four (4) restrooms along the concourse.
- The Blue Wahoos and Your Company will work together on the design of the signage.



Restroom Hand Drier Signage

Your Company Logo and/or Signage Here

- Your company will receive logo exposure and/or signage above our hand driers in the restroom.
- The Blue Wahoos and Your Company will work together on the design of the signage.





Napkin Dispenser Signage



- Sponsorship by Your Company provides 15 signage opportunities on our fifteen napkin dispensers throughout the stadium.
- Your company and the Blue Wahoos will work together on the design of the signage.



Mister Stations



- Display your company logo on one of our mister stations that are located on the concourse.
- Fans escaping the summer heat will thank you!



Hand Sanitizer Stations



- In today's environment, hand sanitizer stations will be an important destination for fans in attendance.
- Be a part of our safety solution as a sponsor of a hand sanitizing station inside of Blue Wahoos Stadium!



LED Ribbon Boards



- Ad will rotate throughout the game with up to (16) other companies ads.
- This signage is located along the concourse on both the first base and third base sides of the stadium.





Videoboard Commercials



- Every Blue Wahoos home game Your Company will have a :15 or :30 second pre-game, in game and/or post game commercial.



Trash Can Receptacles

The trash receptacles will be placed around the entire concourse of the stadium to encourage recycling. Trash can to be provided by Your Company.



All trash receptacles are also used during non-baseball events (i.e. Soul Bowl, College Games, Egg Fest, as well as UWF Football games)



SPONSORSHIP



Game Sponsorship

To Include A Giveaway Or Fireworks show

- Your Company will be the sponsor of a Blue Wahoos game during the season to include a giveaway or fireworks show.
- All Blue Wahoos media buys leading up to the event will promote Your Company.
- The promotion will be listed on the team's website and e-newsletter.
- Sponsorship includes a table to hand out information or promotional materials at the game.
- A representative from Your Company can throw out a first pitch.
- Opportunity to do a pre-game interview on the video board and an in-game radio interview.
- During the fireworks, Your Company logo will be displayed on the video board.





Player Headshots

90 MPH	WEAR 3	B S O										
#21 Brian O'Grady	SS Trahan	1 2 2										
	CF Guerrero											
	3B Senzel											
	LF VanMeter											
	DH LaValley											
	RF Aguino											
	C Tromp											
	1B O'Grady											
	2B Chavez											
1 2 3 4 5 6 7 8 9 10 R H E												
MOB	1	0	0	2	0	4				7	10	0
PNS	0	0	3	0	0	3				6	6	1

# 5 Ian Rice	Today AVG	B S O
0-3	.107	
H 1	HR 0	
HR 0	RBI 0	
AB 6		
1 2 3 4 5 6 7 8 9 10 R H E		
MOB	0 0 0 1 0 0 1	2 5 0
Wahoos	0 0 0 1 0 0 0	1 4 0

91 MPH	WEAR 3			B S O										
# 3 Josh VanMeter			Today 0 - 2		0 0 0									
		AVG	H	HR	RBI									
		.254	46	1	22									
		SO	SLG	2B	BB									
		44	.331	.338	25									
		BB	OBP	SB	CS									
		25	.338	4	1									
		1	2	3	4	5	6	7	8	9	R	H	E	
JAX		0	0	0	0	0	0	0	0	0	0	3	1	
PNS		1	0	0	3	1	0					5	6	0

- On each home player's headshot, located on the video board, Your Company logo will be on display.
- This would occur during every home game every time that a Blue Wahoos player steps up to bat.



Family Sunday Games

- After each Sunday game, kids are able to run the bases and families are able to play catch in the outfield. During this time Your Company's logo will be shown on the videoboard.
- Your Company could also pass out a co-branded item and/or coupons to each child as they leave the field/bases. (For example, a travel size sun lotion bottle.)



- During the game Your Company will have multiple video board and PA announcement recognition drops with your preferred logo. (The picture at the bottom right is an example.)
- Your Company would be the sponsor of each of our 13 Sunday Games.
- This would include posting Your Company's Family Sunday within our social media (as seen to the left). Between our e-newsletter, Facebook, Twitter, and Instagram pages we have over 134,849 followers.





Military Night Sponsorship



- Military Nights for the 2019 Season will be on Mondays.
- 200 tickets will be at your disposal to distribute to active military & veterans during your sponsored night.
- During the game Your Company will be recognized on the video board.
- At the game of your sponsorship, Your Company may have a table set up along the concourse, behind home plate to pass out brochures, flyers, and other information.



Lineup Sponsor



- Before the start of each of the 70 home games during the season, Your Company will have their logo displayed on the Video Board as the sponsor of the game line-ups.
- The PA announcement will also highlight Your Company as the line-up sponsor.



“Taste of Pensacola” Tuesdays

Every Tuesday Night throughout the season our Winn-Dixie Party Deck will be sold to individuals (instead of groups) as an all-you-can-eat discounted ticket.

Your Company will be one of five partners to provide 200 food items (sample size) for each Tuesday game.

- Blue Wahoos will provide hamburgers, hot dogs, and popcorn.
- Your own staff can pass out food, menus, and coupons.
- Sponsor will be included in advertising by the Blue Wahoos for Tuesday nights (this includes all TV, radio and print ads the week leading up to each event).
- Sponsor will be included in advertising within the Blue Wahoos social media accounts the week leading up to each event; total social media impressions during the 2019 season reached 12,000,000+
- Sponsor will receive half page ad in souvenir program (your graphic can be changed, as the program has five issues throughout season).





Food Kiosk

- Sell Your Company product inside the ballpark during the 70 home game season.
- Your company has the opportunity to provide labor while wearing branded t-shirts to increase your brand recognition.
- Give out Your Company store menus, catering menus, coupons, and/or brochures during the games.
- Your company will be listed in our stadium maps and website.





Kids Zone

- Signage will be located adjacent to the Kids Zone area.
- This is a great signage opportunity as it is the only sign located in this area and can be seen from the outfield berm.
- All of our birthday parties gather within the Kids Zone area.
- The signage will be displayed year round and receive exposure from all events held at Blue Wahoos Stadium.





Kids Club

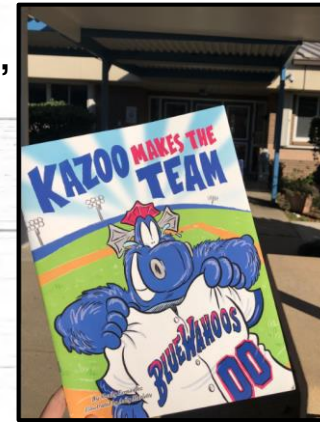


- Your company will be the sponsor of the Blue Wahoos' Kids Club.
- During the season, there are five different activities that the Kids Club members get to participate in. (After each activity, the Kids Club members go to a Blue Wahoos game.)
- A table date will be provided to Your company each game that the Kids Club attends.
- The kids gift can be branded with your company logo.



Kids Reading Program

- The Blue Wahoos Reading Program will be sponsored by Your Company.
- During school assemblies, we perform the story of 'Kazoo Makes the Team' while reading it.
- Children must read four books to complete their literacy homerun.
- Students who participate in the reading program will receive a special prize pack, courtesy of your company, that includes giveaways such as a bookmark, sticker, ticket to the Wahoos game, etc.
- The Blue Wahoos Reading Program saw record growth in 2019, reaching over 14,000 students in 30 local elementary schools.



- Kids Reading Club giveaway items will have your company's logo on it.
- Cost of production of the Kids Reading Club giveaways would be included.
- Examples of past giveaways include stickers, bookmarks, pencils, erasers, etc.
- The Kids Reading Club will include social media press releases. (total social media impressions during the 2019 season reached 10,405,292)





Street Team Uniforms



- Your company will be the official sponsor of the Blue Wahoos Promotional Team aka “Street Team”.
- The Street Team will have uniforms that represent your company and the Blue Wahoos.
- They will attend events in the panhandle and perform at all 70 home games (Over 100 appearances annually)
- The Street Team will hand out giveaways and literature each appearance for your company and the Blue Wahoos.
- There will be a PA read about Your Company and the Street Team each game.



Egga Wahooza

- Your Company will co-sponsor our Egga Wahooza day at Maritime Park on a TBD date
- Sponsoring that day provides outside advertising for the event through newspaper, TV and radio.
- Egga Wahooza has over 20,000 eggs dispersed and over 5,000 participants
- Your Company table display and or truck display will pass out brochures, flyers, and other information during the event.

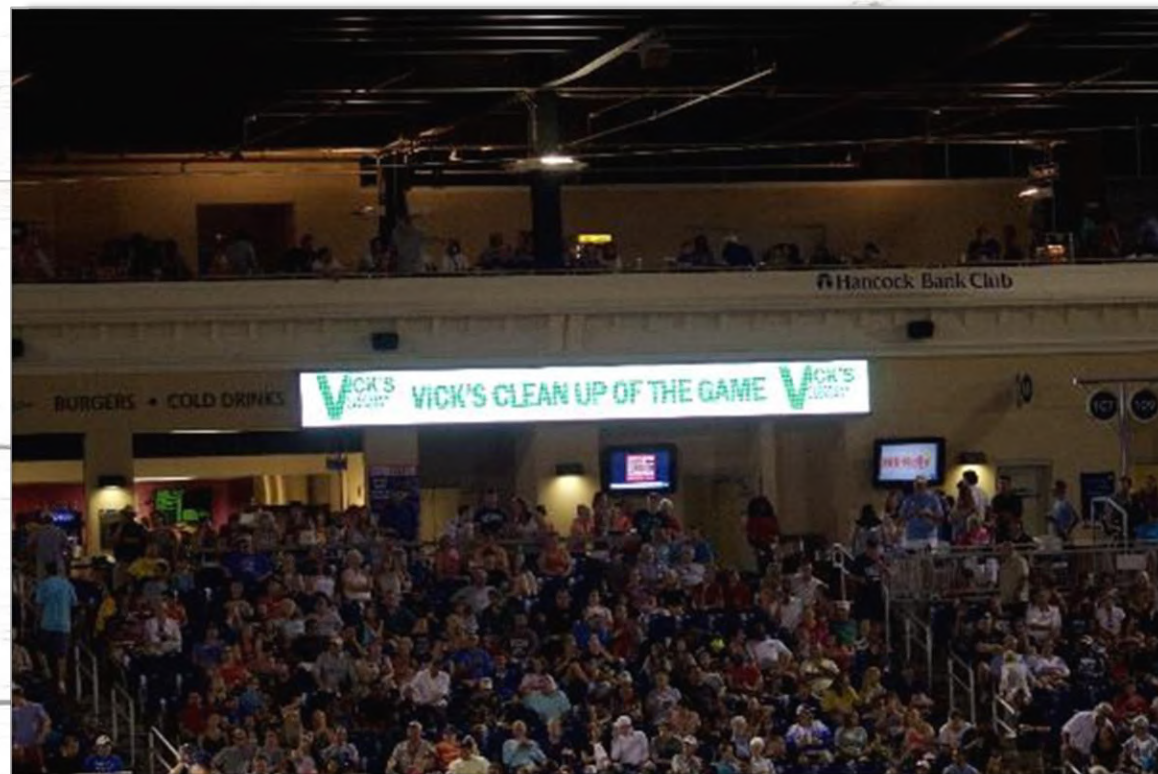




IN GAME/PROMOTION



Clean Up Of The Game





Clean Up Of The Game





First Pitch





First Pitch





K-Count



- Your company will be the sponsor of the K-Man (tracks and promotes strikeouts by the home team) of the Game
- Your logo will be featured on the video board in a similar format to the one pictured.



Receipt & Coupon Cross Promotion



- For the entire season, the Blue Wahoos will run a promotion that if fans bring in your company's receipt, they will be able to exchange their receipt for a gift courtesy of your company.
- Offer will be promoted on Blue Wahoos social media sites and our e-newsletter once per week throughout the season. (total social media impressions during the 2019 season reached over 12,000,000+)



Game Action Promotion

- Allows Your Company to associate with the game itself through a creative tie-in.
 - Near the end of the game Your Company will be recognized on the PA system (with a brief tagline) and our LED video board will display Your Company's logo before we present the game's play of the game.
 - The Blue Wahoos will work together with Your Company to create an audio clip or sound effect as well if interested.



“Today's first run scored (or today's first RBI) is brought to you by 'Your Company'...when the Blue Wahoos Need to Drive in a Run, They Call 'Your Company'...”



Pregame Promotion

- As the sponsor, Your Company will have your logo displayed on the video board during The Home Plate Pregame Sweep activity.
- Your Company will be recognized by our PA announcer as the sponsor of The Home Plate Sweep of the game.
- Branded gifts may be given to each participant throughout the season. (Example: T-Shirt)





Pregame Promotion

- During the Play Ball Kid pre-game activity Your Company will have your logo displayed on the video board.
- Your Company will be recognized by our PA announcer as the sponsor of our Play Ball Kid.
- Gifts to each participant throughout the season can be branded and provided by Your Company (Example: T-Shirt)





Birthday Party Sponsor

- Your Company will be the sponsor for all of the Blue Wahoos' Birthday Parties.
- All of our Birthday Parties' group forms will read "Children will receive a Blue Wahoos souvenir presented by 'Your Company'".
- All birthday party children participate in a sing-a-long on top of the 3rd base dugout. During this, Your Company's logo would be placed on the videoboard, as well as a PA announcement simultaneously.
- All of our birthday names will scroll on the videoboard in the later part of each game. Your Company's logo would be on the videoboard along with a PA announcement simultaneously.
- Birthday parties are located in the Kids Zone, and a kids meal is included in the birthday party package.





Nightly Coupon Promotion

- For every Blue Wahoos home game on a certain night of the week (ex. every Sunday night -13 games) fans who purchase walk up tickets that night will receive a coupon courtesy of your company.
- Offer will be promoted on Blue Wahoos social media sites the day of the game. We have over 134,849 followers between Facebook, Twitter, Instagram, and our e-newsletter.





Wahoo Waddle

Your company will be the Wahoo Waddle partner for 5 concourse bar crawls.

- The Blue Wahoos give drink specials 5 times throughout the year which allows our top brands to be purchased at a discount. This allows fans to try new beverages each month.
- Each fan is given a lineup card that lists the special for each inning.
- Products provided by Your Company will be at 3 of the 7 stands that participate.
- Your company will be able to have giveaways and flyers at the stands.



WAHOO WADDLE

Wahoo Life

1 ST	<input type="checkbox"/>	\$5 BUZZ BALL <small>PORTABLE 4 NEAR HBC STAIRS</small>
2 ND	<input type="checkbox"/>	\$4 SWEET TEA VODKA DRINK & FIREBALL SHOTS <small>PORTABLE 4 NEAR HBC STAIRS</small>
3 RD	<input type="checkbox"/>	\$4 THE WAHOO SPECIAL <small>THE SAND BAR</small>
4 TH	<input type="checkbox"/>	\$5 CRAFTED DRAFT <small>OFF THE HOOK</small>
5 TH	<input type="checkbox"/>	\$2 ONO DRAFT <small>PORTABLE SIX NEAR HOME PLATE STAIRS</small>
6 TH	<input type="checkbox"/>	2 FOR \$6 BOTTLE BUDS <small>WAHOO'S CART</small>
7 TH	<input type="checkbox"/>	\$2 WAHOO WATER <small>PORTABLE EIGHT BEHIND MARGARTAVILLE</small>



Concourse Table Dates



- Your Company will have a table set up for a game at Blue Wahoos Stadium.

- One table and two chairs will be provided by the Pensacola Blue Wahoos.



- Interacting with fans, handing out promotional materials and distributing other information at these games will benefit Your Company.





PRINT



Program Ad

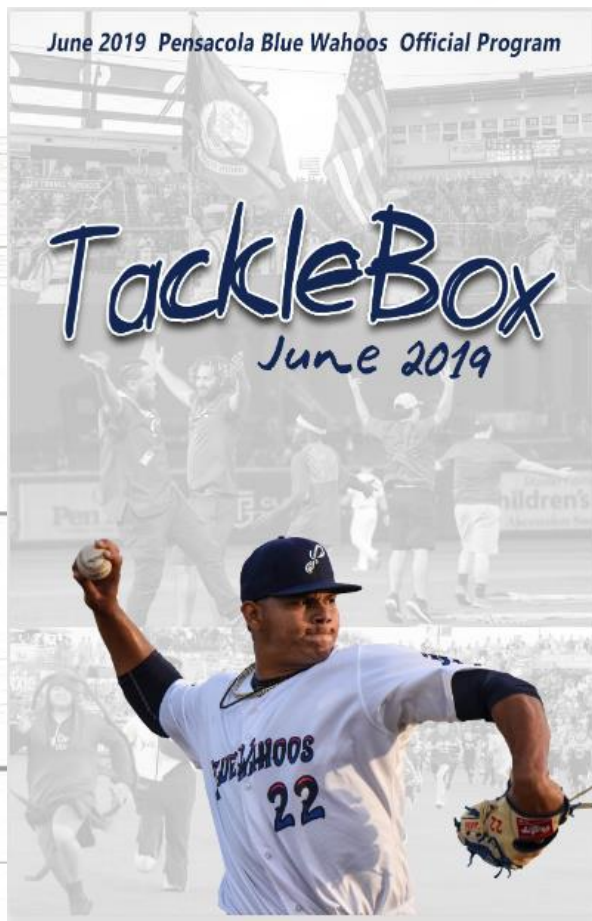


- Ads are available as a full, half (1/2) or quarter (1/4) page color ad in each of the five monthly issues of the Blue Wahoos souvenir program.
- Programs are distributed free of charge to each fan as they enter and exit every game.





Military Hero Of The Month



- Each edition of the Tackle Box program (5 total) will feature a 'Military Hero of the Month' spread.
- Your company will be the presenting sponsor of this article highlighting one of our military heroes with logo placement on the page.
- Tackle Box programs are distributed free of charge to each fan as they enter each game.
- You'll also receive recognition on social media



Joe Fournier served his country in the United States Air Force, flying a C-130 plane in the 403rd Wing hurricane hunting unit. A native of Fernandina Beach, FL, Fournier received a Navigator Scholarship to the Reserve Officers' Training Corps at the University of Oklahoma. After joining the Air Force, he served on missions in Saudi Arabia and Iceland.

A lifelong baseball fan, Fournier attended Mobile BayBears games with his wife while helping to keep the Panhandle safe with the hurricane hunters stationed in Biloxi.

After retiring to Pensacola, Fournier has been a Blue Wahoos Season Ticket Member since the team's inaugural season in 2012.

The Pensacola Blue Wahoos thank Joe Fournier for his service to our country!



The Pensacola Blue Wahoos are proud to honor America's military heroes.



Ticket Back/Card Ad

- Sponsoring the ticket stock and cards will be exclusive to Your Company.
- The Blue Wahoos and your company would work together on the layout and design of the graphic.
- As pictured, your company has an opportunity to place your logo or a promotional ad.
- In 2018, we printed nearly 310,000 total.





Ticket Envelopes

- Anytime a customer approaches the Box Office to purchase or pick up a ticket for any event, not just Blue Wahoos' games, they will be delivered in one of your company sponsored envelopes.
- Your company would place your logo as seen to the right on each envelope.
- Last season we distributed over 20,000 envelopes at our Box Office.

NAME _____ DATE _____

EVENT _____

OF TICKETS _____

PENSACOLA BLUE WAHOOS
OFFICIAL SMILE PROVIDER

850-934-8444

fishbein
ORTHODONTICS

www.bluewahoos.com





First Game Certificate

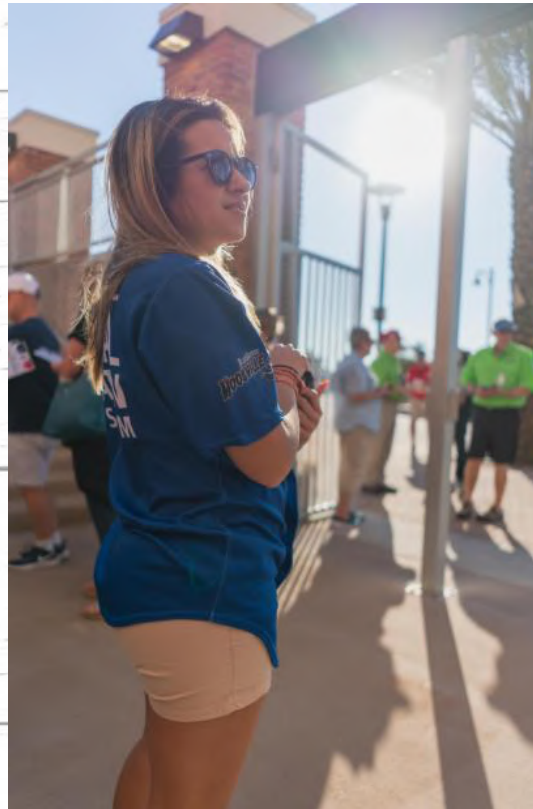


- Be there when our first-time fans make a lasting memory at Blue Wahoos Stadium! Fans have the opportunity to stop by Fan Assistance to create a printed certificate as a keepsake to remember their first Blue Wahoos experience!
- Your company logo will be included at the top of each certificate!
- During the 2019 season, we distributed 20,000 certificates to new fans!



Coupon Books

- There's no better way to reach 300,000 fans and drive traffic straight to your door!
- Place a coupon ad into our coupon books that are handed out to fans at the gates upon exit after each of our 70 home games.
- Easily track your coupon redemption and ROI.





MEDIA



Blab TV Spots



- Your Company will receive (1) :30 second spot on Blab TV.
- The 30 second spot will be broadcasted one time throughout all Blab broadcasted Wahoos' games.
- Chris Garagiola, the Pensacola Blue Wahoos' finest play-by-play announcer, will present Your Company's 30 second spot.





30-second TV spots between innings. Get commercial time during Blue Wahoos games and reach new markets across the country

Sponsor calls to the bullpen, starting lineups, weather reports and much more with on-air graphics during the game

Get your name out during the game with in-game reads on the radio and TV broadcast



Radio

- ESPN Pensacola (94.5) will provide Your Company one 30 second spot.
- Every 30 second spot will be broadcasted a minimum of (1) time throughout all 140 Pensacola Blue Wahoos' games.
- Your company and the Blue Wahoos will work together on the script unless your company has a 30 second spot created.
- Your 30 second spot will be broadcasted by Pensacola Blue Wahoos' finest play-by-play announcer, Chris Garagiola.



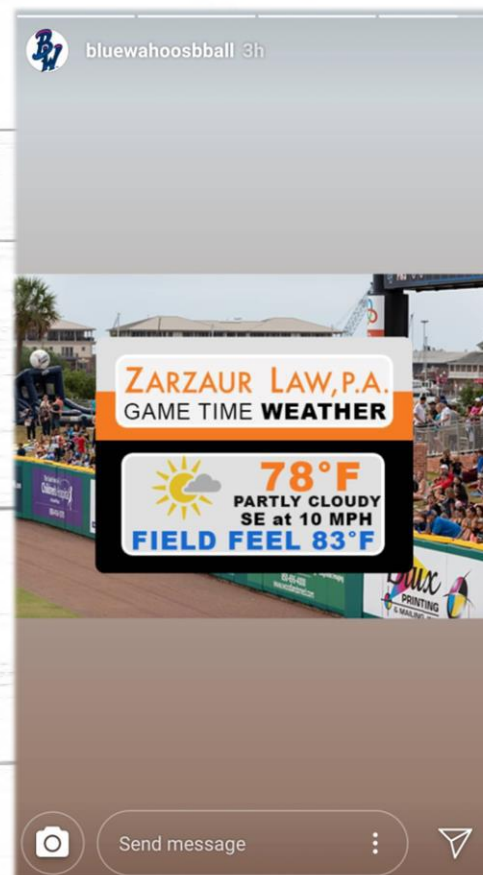


Social Media Posts

- Social posts are the perfect way to customize and cater your message to a wide-range of consumers. Your company will receive one (1) social media post on **either** our Facebook, Twitter, Instagram **OR** our e-newsletter (total social media impressions have reached over 12,000,000 from January-August)\

Some ideas include:

- Post-Game Highlight Reel
- Pitcher of the Game
- Player of the Game
- In-Game Double Play Sponsor
- Stolen Base Sponsor
- Drive of the Game (homerun or hit)
- Strikeout Sponsor



Pensacola Blue Wahoos @BlueWahoosBBall · Aug 3
An absolute gem from Bryan Sammons and the Blue Wahoos win 3-1 over Birmingham on a combined two-hit effort!

The @SunTrust Player of the Game:





Social Media Lineup Card

LINEUP
DATA REVOLUTION

GENERALS vs **BW**

1B	Alex Kirilloff
SS	Royce Lewis
RF	Trevor Larnach
C	Ryan Jeffers
CF	LaMonte Wade Jr.
LF	Mark Contreras
3B	Ryan Costello
1B	Taylor Grzalakowski
2B	Joe Cronin
P	Bailey Oberholtzer



LINEUP
Select PHYSICAL THERAPY

CC vs **BW**

1B	Alex Kirilloff
C	Williams Astudillo
SS	Royce Lewis
RF	Trevor Larnach
DH	Ryan Jeffers
2B	Travis Blankenhorn
3B	Ryan Costello
CF	Jimmy Kerrigan
LF	Mark Contreras
P	Marcos Diplan



Thursday, August 15 **ESPN** PENSACOLA 94.5

- Your company's logo will be featured on our Lineup Card that's posted on our social media accounts before each of our 70 home games.
- Your company social page will be tagged in the post for maximum exposure and traffic-driving results.
- Between Twitter and Facebook, the lineup graphics received over **half a million views** during the 2019 season.

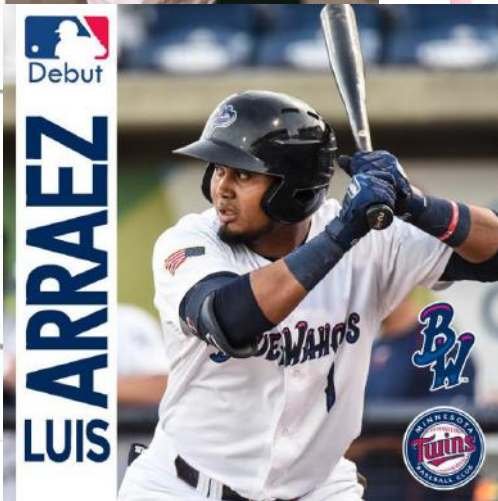


Major League Call-Ups

Debut
CODY STASHAK



Debut
GRATEROL
Brusdar



- Be a part of the team in a major way!
Each time a former Blue Wahoos players gets the phone call to the Major Leagues for their debut, your company will be a part of the history!
- Your company and logo will be posted as the presenting sponsor of the “Call-Up”.



Website Recognition

- We'll include your company logo on the Blue Wahoos Partners page, with a direct link to your website to help increase traffic to your site.





TICKETS



Season Tickets

Uses for your Blue Wahoos tickets:

- Run a sales contest and reward the winner with tickets.
- Take care of a worker who went the extra mile to help solve a customer's problem.
- Coordinate a planning retreat for managers, capped off by a relaxing game.
- Take a potential client to close the sale at the ballpark.
- Forward tickets to a long-time customer to say, "We appreciate you!"
- Give to a prospective client who is visiting the area and looking for something to do.
- Boost your own career by networking at the park.
- Package them in a with a product to promote sales.
- Use your tickets for a drawing, attracting potential clients to your office or website.
- Remember when your children were little? Make a memory!
- Give the tickets to a youth team, Boys and Girls club, or other local charities.
- Place them for resale through the Ticketshare program and the Wahoos will try to sell them for you.





Season Tickets

Benefits include, but are not limited to:

- Lock in your price for three years
- Exclusive season ticket gift vouchers
- Discount card to get a 10% off merchandise
- Invitations to exclusive season ticket holder-only events
- Free entry for pregame batting practice
- Exclusive season ticket holder pass for one free admission to Southern League ballparks (*Excludes Mobile BayBears and Biloxi Shuckers)
- Ability to resell tickets, if you are unable to attend a game included in your package! Please ask for additional details.
- Electronically transfer game tickets free of charge. (*Customer does not receive credit for transferring of tickets)
- Opportunity to keep same seats or move locations during renewal period seat selection event.





Party Decks



- At 25 guests or more Your Company can enjoy a party deck outing.
- Enjoy a buffet consisting of burgers, hot dogs, potato salad, fruit, desserts and non-alcoholic drinks for an hour and half.
- Each guest will receive a Blue Wahoos souvenir ball cap.
- Your Company will have a group photo taken, and it will appear on the Blue Wahoos' Facebook page.
- The Wahoos will recognize Your Company and group on our video board.



Thank you!

THANK YOU FOR YOUR
PARTNERSHIP WITH THE
PENSACOLA BLUE WAHOOS!

