

# PARTNERSHIP OPPORTUNITIES



PROFESSIONAL BASEBALL





**OVER \$16 MILLION HAS BEEN  
INVESTED IN THE UPMC PARK  
FAN EXPERIENCE SINCE 2019!**



## **ABOUT THE ERIE SEAWOLVES**

The Erie SeaWolves are the Double-A affiliate of Major League Baseball's Detroit Tigers. The SeaWolves provide affordable, family entertainment with 69 home games from April through September at UPMC Park in downtown Erie, Pennsylvania. Since 1995, the SeaWolves have annually averaged over 210,000 fans for professional baseball and over 40,000 attendees for special events like high school baseball, movie nights, and community fundraisers.

Nearly 300 Erie SeaWolves have played Major League Baseball including Justin Verlander (2019 American League Cy Young Award), Michael Fulmer (2016 American League Rookie of the Year), and dozens of All-Stars like Eugenio Suárez, Nick Castellanos, Andrew Miller, Joe Jiménez, and Curtis Granderson. Quality pro baseball is just part of the experience. With buzzworthy promotions, awe-inspiring fireworks, and award-winning food, a SeaWolves game at UPMC Park is a fun time out for die-hard fans and first-timers too.

Since 1995, the team has worked to enhance the quality of life in northwest Pennsylvania. In 2015, the SeaWolves received the Times Publishing Company's Commitment to Erie Award for Community Service. The SeaWolves Community Fund annually contributes more than \$250,000 in goods, services and monetary donations to area causes.

Over \$16 million in new and upgraded amenities have been added recently to UPMC Park. A new playing surface and two new video boards were installed in 2019. Major upgrades to concession areas, restrooms and suites were made prior to the 2021 season, and a new Team Store and Stadium Club now serve the community on a year-round basis. With these new additions, it's an exciting time to partner with the Erie SeaWolves!

**CONTACT A SEAWOLVES CORPORATE SALES REPRESENTATIVE TO DISCUSS  
A CUSTOMIZED PARTNERSHIP FOR YOUR BUSINESS TODAY.**



**814.456.1300**







## UNIQUE MARKETING OPPORTUNITIES

Take advantage of the ballpark environment and showcase your brand to a family-focused audience with booths and displays. You can provide samples or promotional incentives, conduct contests, or offer a live demonstration to highlight your products and services.



**CONCOURSE DISPLAYS**



**PRIZE GIVEAWAYS**



**EXIT SAMPLING**

The stadium plaza and concourse can showcase cars, trailers, tents and tour vehicles in a wide variety of sizes. Concourse tables are available for an entire season, weekend games, or specific dates that fit your schedule. The SeaWolves also can partner with you on a retail promotion at your location(s) that incorporates SeaWolves players, mascots, or inflatables.



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# PROMOTIONS & GIVEAWAYS

In-park promotions allow your brand to own the day at UPMC Park. SeaWolves partners can sponsor a fireworks show or giveaway items to connect with fans and receive thousands of valuable impressions before and during the event. Partnership benefits include:

- Media exposure prior to the game via radio, social media, video board, and more.
- Giveaway partners receive their logo on 1,000 keepsake items presented to the fans.
- Fireworks sponsors can have their logo on the video board during the pyrotechnics and provide a commercial to be played while fans wait for the show to begin.
- The opportunity to hang promotional banners at the stadium entrance.
- Participation in pre-game festivities including the ceremonial first pitch.
- Three (3) in-stadium PA announcements on your promotional date.
- 125 tickets to the game for customers, partners or employees.
- A promotional booth on the ballpark concourse or plaza to engage fans.



**THE ERIE SEAWOLVES WERE  
AWARDED BALLPARK DIGEST'S  
2021 PROMOTION OF THE YEAR!**





## VIDEO BOARD & IN-GAME PROMOTIONS

### BETWEEN INNINGS PROMOTIONS

The SeaWolves can create custom-branded entertainment that delivers a fun and positive association with your business. Your product or service can be incorporated into video board content or fan-interactive contests that rotate throughout the season. Your company can provide prizes or coupons to participants to drive them into your business after the game.

### VIDEO BOARD DISPLAY ADS

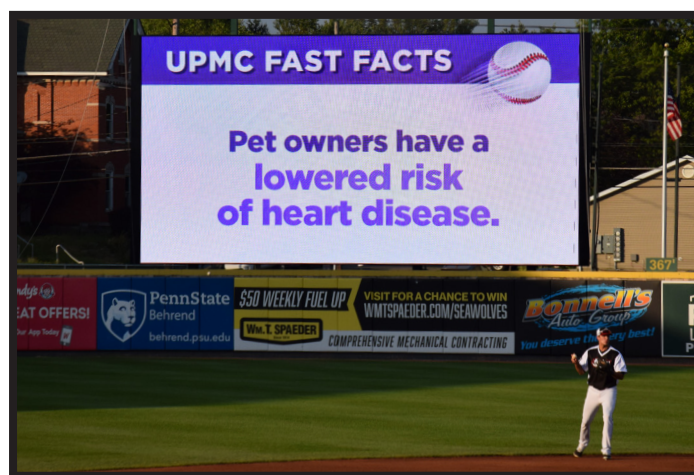
UPMC Park's video boards were upgraded to high-definition displays in 2019. Video board advertising offers dominant branding and the flexibility to change your advertisement during the season. Your brand can be promoted during each home game with its logo on the right-field video board (25' x 64') or left-field wall fascia display (6' x 70').

### BRANDED HEADSHOTS

Your company's logo can be integrated into the player photo shown on the video board during his at-bat. Your brand can be shown on the board during every SeaWolves at-bat in 2022.

### REPLAYS & HIGHLIGHTS

Your business can sponsor select replays, highlights, or in-game segments throughout the baseball season. Select segments may be featured via the team's social media accounts.



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## FIELD SIGNAGE

### OUTFIELD BILLBOARDS

Outfield billboards are highly visible and often appear in TV, online, and newspaper coverage of the game. The signs can be seen during other facility events such as concerts, charity walks, and high school baseball. Available in 8' x 16' or 8' x 32'.

### FIELD SIGNS

Your business can receive branding with a pair of 2' x 40' signs -- one each along the first and third base lines. These signs are highly visible in the ballpark and are shown regularly in media coverage of games.



### HOME RUN SIGNS

Home Run Signs offer the most dominant branding in the ballpark. These 16' x 27' signs, located high on the face of the Erie Insurance Arena, are visible during all events. These signs are even visible from outside of UPMC Park.

### DUGOUT BRANDING

The home and visiting dugouts each have interior space dedicated for the logo of one national MLB partner and one local team partner. This branding location regularly appears on MiLB.TV and in game highlights.





# IN-STADIUM ADVERTISING



**CONCOURSE SIGNS**



**OUTSIDE-THE-BOX**



**AREA SPONSORSHIP**

## CONCOURSE SIGNS

Located near concession stands and restrooms, framed concourse signs offer plenty of space to deliver a detailed message in a high-traffic area. Since fans view these signs in close proximity, you can tell a more detailed story than you can in other forms of advertising.

## ENTRY BARRICADE BANNERS

Barricade banners deliver logo and message placement in a standout location. Fans will connect with your message via a double-sided 3' x 8' banner as they arrive at the ballpark and again as they depart.

## INFORMATION BOARDS

Fans check the stadium information boards each game for the latest standings, lineups, and league leaders. Your logo can be featured on an information board located in a high-traffic area on the third base concourse.

## STADIUM AREA SPONSORSHIP

The SeaWolves can create a custom-branded area of the ballpark to meet your objectives. Your sponsored area will connect with fans using colorful graphics and advertising in the ballpark, online, and in team marketing materials. Opportunities that may be available for the 2022 season include sponsorship of the Stadium Club, Celebration Cove, Suite Level, Flagship Funland Kids Zone and Picnic Perch.

## OUTSIDE-THE-BOX

Since 1995, we have worked with businesses to identify unique marketing opportunities. We can feature your logo and products at concession stands. We can create a season-long program that recognizes your employees or creates leads. If you're a plumber, we can even put your ad in the restrooms. We're not limited to the ideas detailed in this brochure, so bring us your ideas or let us develop a fun, results-focused concept specific to your objectives.



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# PRINT & MEDIA OPPORTUNITIES

## RADIO ADVERTISING

All 138 SeaWolves games will be heard on FOX Sports Radio 1330-AM. Your company can advertise with :30 in-game spots, live on-air reads or sponsored segments (i.e. Alumni Report, Keys to the Game, Call to the Bullpen, Inning Sponsorship).

## PLAYBALL MAGAZINE

PlayBall magazine is similar to the playbill you might receive at a musical. PlayBall is free to the first 1,000 fans per game. The SeaWolves release five different issues per season and select ad locations may be changed with each issue. Most ads are black and white with a limited quantity of full-page, color ads available.

## WEBSITE & SOCIAL MEDIA ADVERTISING

The SeaWolves have one of the top social media voices in Erie and professional baseball. With creative content and engaging contests, the SeaWolves can highlight your brand. Some team partners have earned MILLIONS of impressions via social media and promotion at SeaWolves.com.



Please call for more information on how a SeaWolves partnership can benefit your business.  
**Erie SeaWolves • 831 French Street • Erie, PA 16501 • (814) 456-1300 • [www.seawolves.com](http://www.seawolves.com)**