



2024

ALTOONA CURVE PARTNERSHIP GUIDE

2024 SEASON PRESENTED BY STUCKEY AUTOMOTIVE

814.943.5400 (OPTION 3)

ALTOONACURVE.COM



STATS & NUMBERS



2023 ATTENDANCE

TOTAL

308,003

AVERAGE PER GAME

4,597

FAN DEMOGRAPHICS

GENDER

MALE

51%

FEMALE

49%

AGE

18-44

33%

45+

49%

HOMEOWNERS

75%

INCOME

64%

HOUSEHOLD
OF \$75K+

DIGITAL ENGAGEMENT

IMPRESSIONS

APRIL-SEPTEMBER 14, 2023



3,851,974



7,618,834



738,253

FOLLOWERS

ALL TIME



58,000+



24,500+



23,000+

WEBSITE

APRIL - AUGUST

PAGE VIEWS

1,669,020

USERS

332,422

BALLPARK SIGNAGE



OUTFIELD BILLBOARDS

Billboards are one of the most highly sought after pieces of ballpark real estate. Viewing through the outfield fence, watch a play in front of your company. Your company's sign can be seen by the crowds at PNC Field during 69 home games plus additional ballpark events.

Left Field : 5' x 15.7' Right Field : 7.5' x 15.7'

CURRENTLY UNAVAILABLE



FACADE SIGNS

Light up your brand with these prominent backlit signs, visible from both inside the stadium as well as Park Avenue. A facade sign is guaranteed to get eyes on your company.

Size: 30" x 12'



300 LEVEL BILLBOARDS

Upper Level Billboards are displayed below the skybox balconies and behind the 300 level, and provide excellent visibility from inside and outside the ballpark.

Size: 5' x 16.5'



CONCOURSE SIGNAGE

These backlit signs are displayed above the high-traffic concession windows on the upper and lower concourses. Additional concourse signs include the digital lineup & league standing boards which also have sponsorship opportunities. These are located on the lower level concourse near the main concession stand and across from the Customer Service booth.

Size: 4' x 8'



EASTERN LEAGUE HOMERUN LEADERS		
TEAM	PLAYER	HR
SOM	TYLER HARDMAN	26
HFD	HUNTER GOODMAN	25
REA	CARLOS DE LA CRUZ	16
AKR	JOHNATHAN RODRIGUEZ	16
BOW	BILLY COOK	17

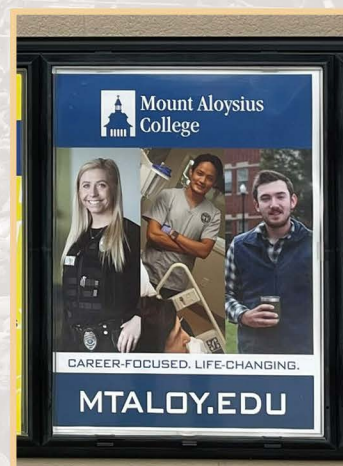
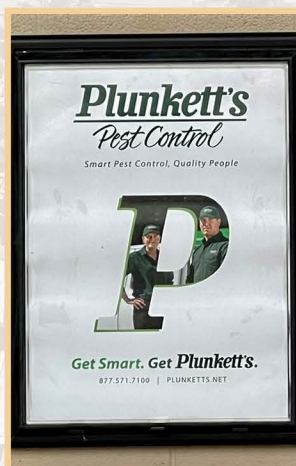
BALLPARK SIGNAGE



COMMUNITY WALL

Community wall posters are an affordable way to gain marketing exposure to thousands of fans inside Peoples Natural Gas Field. Located on the second level concourse near the Stockyard and concessions stands, community wall posters are perfect for companies looking to get started with sponsorship inside Peoples Natural Gas Field.

Size: 16" x 22"



ELEVATOR DOORS

Elevator doors are great opportunities for your company to gain marketing exposure in high traffic areas at Peoples Natural Gas Field. Choose either the outside door to be viewed on each floor, or an inside door to be viewed by fans inside the elevator.



VIDEOBOARD



LEFT FIELD VIDEOBOARD

GET YOUR COMPANY SEEN ON ONE OF THE LARGEST VIDEOBOARDS IN THE MINORS!

Seen by over 300,000 fans per season and from all areas of the ballpark. All digital ads can be changed at anytime with a weeks notice.

SPONSOR ROTATION

Have your logo rotate with other sponsors during gameplay!



HALF-INNING SPONSOR

Your logo can be displayed under the lineup for ½ inning during every Curve home game!

BATTER SPONSOR

Sponsor a special batter in the Curve or visting lineup!

VIDEOBOARD COMMERCIAL

Your commercial can play before or during each Curve home game!

RIGHT FIELD VIDEOBOARD

Have your logo rotate on our Right Field Videoboard each home game!



IN-GAME ACTIVATION



GAME ENTERTAINMENT

In the fun and wacky world of Minor League Baseball in-game promotions have endless possibilities. By basing your promotion on occurrences in the game and pairing it with details specific to your company, the Curve's promotional staff can tailor a promotion to fit your marketing goals.



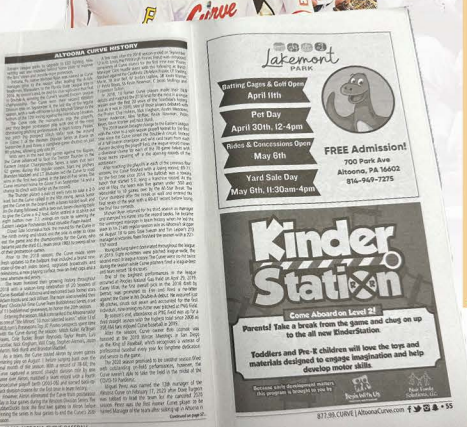
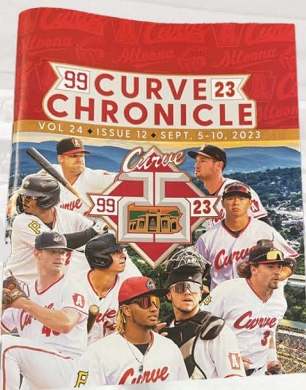
CURRENTLY UNAVAILABLE



PRINT ADVERTISEMENT

THE CURVE CHRONICLE PROGRAM

The Altoona Curve produce 100,000 printed programs yearly that are distributed for free to all fans entering the ballpark. These materials can provide your company with the ideal outlet to effectively convey your message while producing several hundred thousand impressions for your business. Print materials can be used as a branding ad, bounce back coupon or to drive traffic directly to your business.



RADIO SPONSORSHIP



BE HEARD ON THE ALTOONA CURVE RADIO NETWORK

Broadcast your company's message during the exciting live radio broadcasts of Altoona Curve baseball. Placing your ad on our multi-station network throughout Central Pennsylvania brings your message to our listeners every day during the baseball season. All games (home, away and postseason) can be heard on the Curve Radio Network, and can also be accessed nationwide through live streaming audio at AltoonaCurve.com.

TALKRADIO 98.5
WRTA

Curve Radio Network Affiliates

Station	Location	Info
98.5 FM & 1240 AM WRTA	Altoona, PA	Flagship home of the Curve
1230 AM WCRO	Johnstown, PA	Select Games
MILB.TV	Online and mobile app	Watch every game live. Requires annual subscription.

RADIO INVENTORY

- 30 or 60 second radio commercials that run during inning breaks and other natural breaks in the game.
- Pregame, postgame or overall title sponsorship of the Curve Radio Network.
- Segment sponsorship of various items, such as keys to the game, player of the game, upcoming games and MORE!



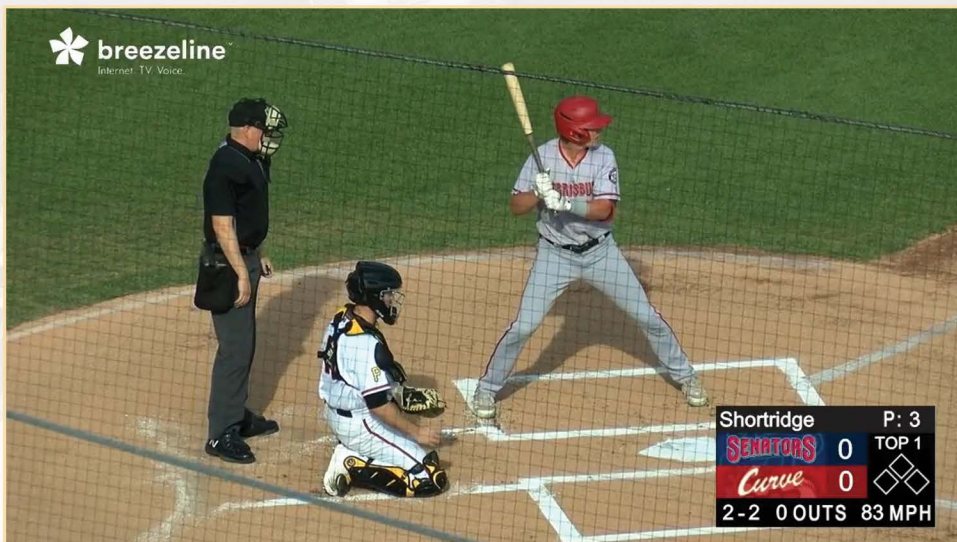
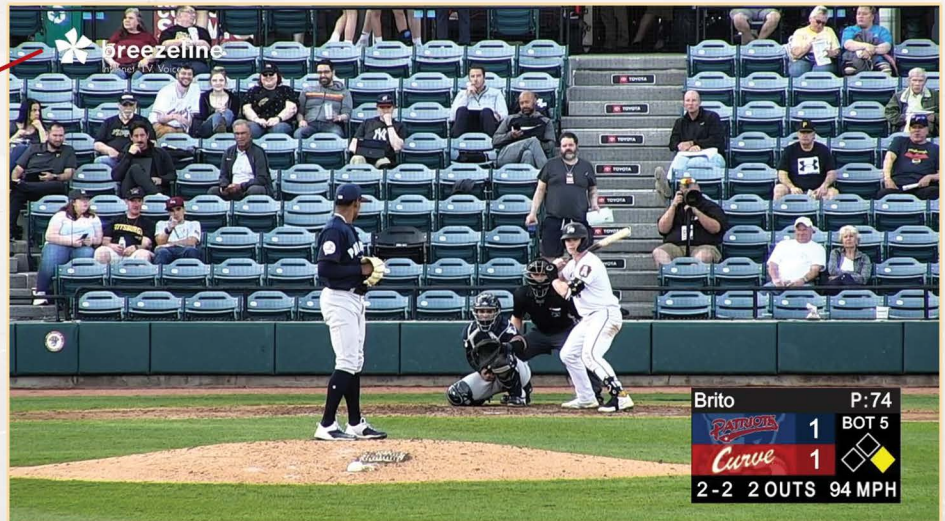
GAME BROADCASTS



**SPONSOR AN ELEMENT OF THE
CURVE'S BROADCASTS TO MAXIMIZE
YOUR COMPANY'S EXPOSURE BOTH
LOCALLY & NATIONALLY.**

INNING SPONSOR

Get you company's
logo displayed
on all home
broadcasts.



- 69 Home broadcasts
- Highlights shared on the Curve's social media.
- Broadcasts available to watch both live and on-demand on MiLB.TV & Bally Live platforms.

GAME SPONSORSHIP



MAKE PROMOTING YOUR BUSINESS FUN!

WHAT YOU GET

- Marketing exposure to thousands of fans inside Peoples Natural Gas Field
- Pregame marketing exposure through signage, radio, TV, print, flyers, public address announcements & videoboard graphics
- Opportunity to display signage throughout the ballpark on gameday
- Videoboard recognition and public address announcements throughout the game to highlight and promote your business
- Opportunity to showcase your business with a concourse display and exit sampling
- Opportunity for your company representative to throw out a ceremonial first pitch
- Chance to join the Curve Radio Network for a half-inning and be a guest on the Curve Pregame Show
- Tickets to the game to entertain staff, customers & clients
- Exit coupon giveaway to promote your business and drive traffic



PROMOTIONS



GIVEAWAY ITEMS

Looking to promote your business in the most unique way possible? Be seen and associated with one of the Altoona Curve's highly sought after collectible giveaways. Your company logo can be prominently displayed on anything from a player bobblehead to a T-Shirt! Your business will also receive recognition on all Curve marketing for that giveaway!



FIREWORK NIGHTS

Launch your business ahead of the competition by filling the night sky with a Curve fireworks show! Fireworks draw not only large group outings to PNG field but are a staple of a successful Curve promotion!

CELEBRITY APPEARANCES

Have a celebrity or entertainment act you'd like to see visit PNG Field? We can make that happen! Celebrity appearances are a fantastic way to get eyes on your business by bringing in stars from your favorite team, tv shows, talent shows or movies!



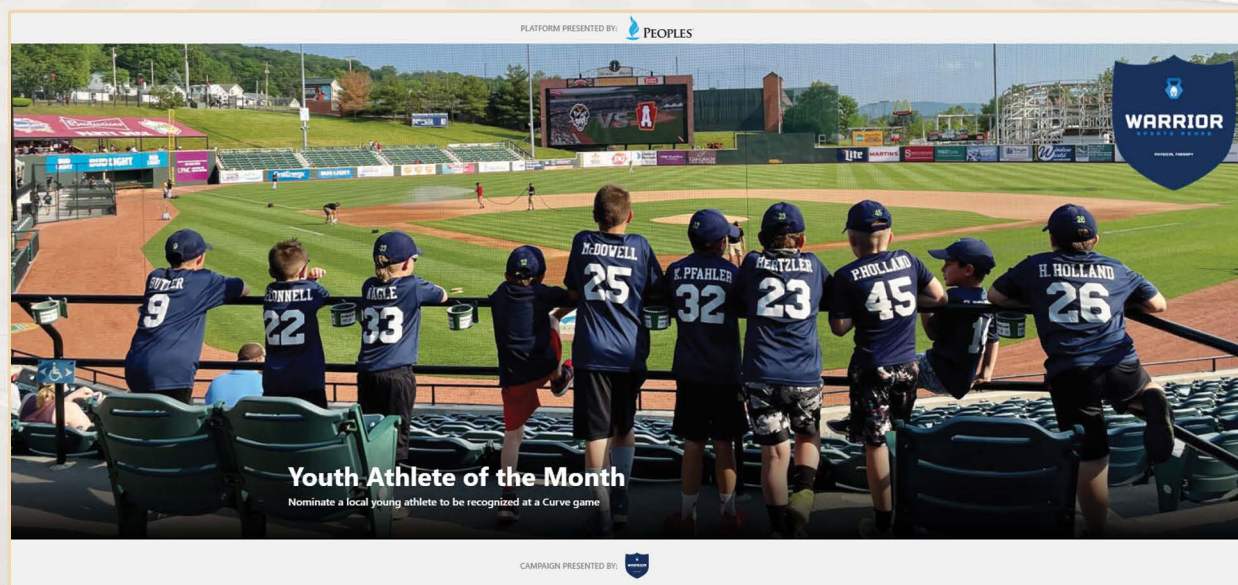
ENTERTAINMENT ACTS

Found an entertainer you want to see perform at PNG Field? Your company can sponsor an act to bring fun to thousands at a Curve home game! Entertainment acts are a great way to show off your brand in a fun and exciting way!

FANCOMPASS



SPONSOR A CAMPAIGN ON A PREMIER DIGITAL FAN ENGAGEMENT PLATFORM



FANCOMPASS BENEFITS

- Ability to set up individual campaigns throughout the season.
- Enter-To-Win (Giveaway)
- Predict-It
- Trivia
- Fan Voting
- Contest Submissions & Nominations
- Sponsors receive all customer data and one lead generating question of their choice for each campaign.
- Year-round campaign opportunities (In-Season and Off-Season)
- At least two social media posts per campaign on the Curve's social media pages, which includes your company's logo & name on marketing content.

Yes, I would like to be contacted about (click all that apply):

- ☐ Season Tickets & Mini Plans
- ☐ Group outings (Suites, Picnics, Team/Birthday Parties, etc.)
- ☐ Flex Books
- ☐ Fundraising Opportunities
- ☐ Advertising at the Ballpark
- ☒ Yes I'm interested in receiving news and promotional messages from the Altoona Curve
- ☐ I would like to learn more about the services offered at Warrior Sports Physical Therapy

[Enter Now](#)

What

Alongside our friends at Warrior Sports Physical Therapy, we're excited to introduce a new program: Youth Athlete of the Month! Nominations for youth athletes 18 and under are currently being accepted for April.

APRIL NOMINATION DEADLINE: March 31

Each monthly winner will receive four (4) tickets to the recognition game (listed below) as well as a pregame on-field recognition.

Recognition Games:
Saturday, April 6
Friday, May 26
Friday, June 2
Friday, July 21
Friday, August 25
Thursday, September 7



TICKET OPTIONS



TICKET PACKAGES

SEASON TICKETS

TOYOTA DIAMOND CLUB (100 LEVEL)	\$675
TERRACE LEVEL (200 LEVEL)	\$585
GRANDSTAND (300 LEVEL)	\$495
WEIS MARKET RESERVED BLEACHERS	\$495
UPMC HEALTH PLAN OUTFIELD BLEACHERS	\$450
RAILKINGS	\$770

MINI PLANS

HALF SEASON (35 GAMES)	\$245 - \$420
WEEKENDER (24 GAMES)	\$180 - \$310
FIREWORKS SAMPLER (18 GAMES)	\$155 - \$260
BASEBALL PURIST (15 GAMES)	\$120 - \$205
SUNDAYS (11 GAMES)	\$100 - \$165

GROUP OUTINGS

3RD BASE PICNICS - 2 HOUR ALL YOU CAN EAT
 1ST BASE PICNICS - 1 HOUR ALL YOU CAN EAT
 LUXURY SUITES - 20 PERSON & 36 PERSON
 GROUPS - DISCOUNTED RATES FOR 20+ TICKETS

CORPORATE MEMBERSHIP BOOKS

- 50 undated ticket vouchers good for best available seating
- Great gift that allows flexible attendance. Use 10 vouchers for 5 games or all 50 at one game
- Must redeem at box office for actual tickets for entry. Can be done in advance or on gameday

SEATING IS BASED ON AVAILABILITY

SEATING LAYOUT

Your company can sponsor a section of the seating layout at Peoples Natural Gas Field. This gives your brand exposure to the thousands of fans who visit Peoples Natural Gas Field each Curve home game.





DOUBLE-A AFFILIATE

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