



# **2026** **COMMUNITY REPORT**

# Overview

As a brand-new minor-league team, one of the Ontario Tower Buzzers' biggest challenges was establishing our own presence and building awareness within our own community. Entering a loaded sports and entertainment market meant we needed to establish our own identity and build trust within the community. We focused on creating a new standard for community engagement by consistently showing up, listening, and responding to local needs.

Through our focus on education, youth sports and diversity, we aim to create meaningful opportunities for people of all backgrounds to connect with our team and the broader community. We believe baseball can serve as a platform to bring people together, support local families, inspire young people, and create meaningful experiences within the community.

A key part of our strategy is to make the team more visible and accessible throughout Ontario and the Inland Empire. We focused on being present in the community, participating in local events, supporting causes that matter to Ontario, and creating affordable opportunities for families to experience baseball. We also listened to community feedback and adapted our programs to better meet the needs and interests of our fans. By prioritizing affordability, accessibility, and inclusion, we reduced barriers to participation and helped create a stronger sense of connection between the team and the community.

Finally, we turned ourselves into a platform for education, youth development and economic opportunities. Through youth sports programs, educational initiatives, community partnerships, and job opportunities, we gave Ontario residents greater exposure to baseball and the variety of career opportunities within professional sports. By consistently creating opportunities, increasing awareness, and investing in our community, we aim to grow together and build a strong foundation of trust that will last for years to come.



# Donations

Total Monetary Contributions

**\$43,785**

In-Stadium Fundraising

**\$111,662.15**

Specialty Jerseys

**\$33,870.65**

Misc. Auction Items

**\$39,895.79**

Ticket Fundraisers

**\$39,336**

Donated Tickets

**\$42,210**

Average ticket price: \$21

Tickets donated: 2,010

Merch Donations

**\$748.49**

Ballpark Donations

South Asian Heritage Walk for Special Olympics

**\$30,000**

Susan G. Komen Breast Cancer Awareness Walk

**\$30,000**

**TOTAL: \$258,405.64**



# Activations

Staff Volunteer Hours: 342 Hours

Mascot and Player Appearances: 200 Hours

**SUMMER WITH SANTA** - On August 8th, the Ontario Tower Buzzers partnered with Toys for Tots and Volunteers for Public Services to host a free event for local kids and families to collect some toys before the back-to-school season. Over 8,000 people attended the event and over 12,000 toys were passed out to kids. Families met Santa and Mrs. Claus and enjoyed fun activities throughout the event. Tower Buzzers front office staff and volunteers helped run the event by assisting with setup, toy distribution, activities, guest support and clean-up.

**SPORTS BRAS** - Research has shown that girls leave organized sports at higher rates than boys with cost and access to athletic apparel among the biggest barriers that they face. In partnership with San Antonio Regional Hospital, the Ontario Tower Buzzers distributed 300 sports bras to Girls Inc and Girls on the Run, two non-profit organizations that empower girls and young women to stay in sports and to become future leaders.

**BACKPACK GIVEAWAY** - On August 2nd, the Ontario Tower Buzzers worked with Niagara Bottling Cares Foundation and United Way of Inland Southern California to distribute 2,000 brand new backpacks with school supplies to kids across Ontario.



# Activations

**HALLOWEEN** - For the Spooky Season, the Ontario Tower Buzzers went to six different events around the Inland Empire to celebrate Halloween. Tower Buzzers Front Office Staff spent 25 hours volunteers at the various events.

**GOVERNMENT SHUTDOWN FOOD DRIVE** - When the US Government was shut down for 39 days in the fall of 2025, the impact of it hit our community, specifically our Air Traffic Controllers through our local airport. The Ontario Tower Buzzers hosted a food drive and donated it all back to the our Air Traffic Controllers, because we can't buzz without the tower!

**HOLIDAY DRIVE** - During the holiday season, the Tower Buzzers came together with our fans to spread a little extra holiday cheer. Fans generously donated a variety of clothing and toys, which the Tower Buzzers collected and delivered to families in need throughout the community.

**CHRISTMAS PARADE** - Our front office team joined the City of Ontario's Christmas Parade, spreading holiday cheer throughout the community. We brought out our lowrider and mascots, while staff members handed out Tower Buzzers goodies and festive spirit to parade-goers along the route.

**4TH OF JULY PARADE** - Our front office team proudly participated in the City of Ontario's 4th of July Parade, bringing plenty of team spirit to the celebration. We brought out our lowrider and mascots, while staff members handed out Tower Buzzers goodies to parade-goers along the route.

**FIELD RENOVATIONS** - In celebration of America's 250th birthday, Major League Baseball, all 30 MLB clubs, all 120 MiLB clubs and fans pledged to achieve 250,000 volunteer hours across the country. The Ontario Tower Buzzers used this time to do a field renovation at a local park to prepare for a Little League's Opening Day. The Tower Buzzers provided all of the equipment and spent the day cleaning up the field.

**BAKERS OF LOVE- RONALD MCDONALD HOUSE** - On National Chocolate Chip Cookie Day, the Tower Buzzers Front Office Staff visited the Ronald McDonald House Inland Empire and made homemade cookies and treat as part of the Bakers of Love program.



# Activations

To kick off Latino Heritage Month, the Ontario Tower Buzzers hosted the Mexican Baseball Fiesta and brought Naranjeros de Hermosillo y Aguilas de Mexicali to Ontario for an unforgettable two-day celebration of baseball, culture and community.

The event drew 11,259 fans from over 399 unique zip codes across California, Arizona, Nevada and Mexico.

The Ontario Tower Buzzers delivered authentic experiences with a variety of Mariachi, Banda, Cumbia, Reggaeton and Brass bands to perform throughout the night. Jaime Jarrin, the legendary Spanish broadcaster for the Los Angeles Dodgers, and his son, Jaime, called each game from the broadcast booth while the on-field promos were specifically catered for this event with in-game Loteria, a Chancla Toss and sing-alongs. Both team mascots as well as our very own Maverick and Hollywood joined the fun throughout the game.

Local nonprofits serving our Latino community were highlighted through the night, while the legacy of Dodgers icons such as Fernando Valenzuela was celebrated alongside the next generation of baseball talent, including the No. 1 pitching prospect for the Dodgers, Christian Zazauta.

Each night ended with fireworks and autographs from players on each team, giving fans an opportunity to create lasting memories at ONT Field.



# Camps

The Ontario Tower Buzzers believe that our role in the community extends beyond baseball. That's why we hosted a variety of free and low-cost, beginner youth sports camps that gave kids the opportunity to discover new interests and build confidence in a welcoming environment, regardless of their experience or background. Offering these camps at no or low cost was important to us because every child should have the opportunity to participate, stay active, and experience the positive impact of sports.

## GOLF CAMP

- o Partnered with Whispering Lakes Golf Course and Los Golfers Foundation to provide beginner instruction to a historically high-barrier sport.
- o 50 kids in attendance who got the opportunity to work with PGA professionals
- o Tower Buzzers provided golf themed gift bags at the end that included basic equipment for golf for them to continue practicing.

## BASEBALL CAMPS

- o Hosted 600 kids across three camps where they learned the basics and fundamentals of baseball taught by the Tower Buzzers players and coaches.
- o Tower Buzzers provided ticket vouchers, goodie bags and lunch free of cost to all kids who participated

## STREET HOCKEY CAMP

- o In partnership with the Ontario Reign, the developmental affiliate of the Los Angeles Kings, the Ontario Tower Buzzers hosted a free street hockey clinic at ONT Field. Participants took part in fun drills focused on stickhandling, passing, shooting and scoring. Ontario Tower Buzzers provided hockey themed gift bags and provided ticket vouchers and lunch, free of cost.
- o 50 kids in attendance



# *Camps* [CONT'D]

## **SOFTBALL CAMP**

- o The Ontario Tower Buzzers worked with the University of California Riverside Softball team to provide free instruction to 220 girls where they learned the fundamentals of softball.
- o Tower Buzzers worked with the AUSL to provide the girls with posters with professional softball players, in addition to softball themed goodie bags and lunch, free of cost.

## **INDIVIDUALS WITH DISABILITY CAMP**

- o The Ontario Tower Buzzers worked with Pat and Zach Valentine, TikTok Influencers with over 8 million followers whose content focuses on Zach's life living with Down Syndrome, to host a free clinic for individuals with disabilities. With 140 participants, they got a behind the scenes look of the clubhouse, batting cages and other facilities in addition to working with the Tower Buzzers players on the basic fundamentals of baseball.
- o Goodie bags, tickets and lunch were provided to all participants.

## **FLAG FOOTBALL CAMP**

- o In partnership with NFL Flag Inland Empire, the Ontario Tower Buzzers hosted 100 kids at ONT Field to teach them the basics of flag football, which included hands-on drills and activities with former NFL players and coaches.
- o Participants received a football themed goodie bag, lunch and ticket vouchers.

## **LITTLE LEAGUE OPENING DAY CEREMONIES**

- o As Ontario and the Inland Empire got ready for baseball season, the Tower Buzzers were active across Little Leagues and Fan Activations. Maverick and front office staff visited 13 Little Leagues across our community.

**Total Kids Served: 1,160**



# Camps (CONT'D)



# Education

## READING PROGRAM

### o In Schools

- o Throughout the offseason, the Ontario Tower Buzzers visited 23 schools and 12,431 students to encourage them to read. Tower Buzzers front office staff and Maverick did assemblies at each school where kids got to teach Maverick how to play baseball. As a thank you, Maverick gifted each student a custom Tower Buzzers bookmark and if each of them tracked their reading goals on the bookmark and turned it in when completed, they received two free tickets to a Tower Buzzers game.
- o 9,271 students completed the challenge, so 18,542 tickets were passed out.

### o In Libraries

- o The Ontario Tower Buzzers partnered with the Ontario Public Library to keep students reading throughout the summer. This year, we had 6,004 kids participate in the summer reading program.
- o The Ontario Public Library and the Ontario Tower Buzzers released a limited-edition library card and issued 4,000 baseball-themed library cards, which helped bring new users to the library.
- o As part of the Summer Reading Program, the Ontario Tower Buzzers hosted a Story Time for kids aged 0-5 with the library, where we welcomed approximately 100 participants.

### o Read Across America

- o For Read Across America Week, a nationwide holiday to celebrate Dr. Suess and to support children's literacy, the Ontario Tower Buzzers staff went to 5 local elementary schools and read in classrooms across different age levels.



# Education

## CAREER MENTORSHIP

- Throughout the season, the Ontario Tower Buzzers front office staff visited 6 local schools to introduce students to the different career paths and opportunities available within baseball and the sports industry. In addition, the Tower Buzzers hosted 3 high schools for ballpark visits, where students learned about careers in professional sports, heard from front office staff, and received a behind-the-scenes tour of the ballpark.

## HBCU IN MiLB EXPERIENCESHIP

- The Ontario Tower Buzzers were selected amongst 19 other clubs to participate in EICOP's Baseball HBCU Program. We hosted, John McCovey, a student at Morehouse College, for a week and he got to shadow a variety of departments and learn what it was like to work in a MiLB Front Office.

## STUDENT SHADOWING

- This season, we welcomed four students who reached out wanting to learn more about working in MiLB. We were happy to open our doors and give them the opportunity to shadow our staff and experience the industry firsthand. It was a great way to share what we do and support students looking to build a career in sports.



# Inclusion

## LOU GEHRIG'S DAY

- o As an MLB and MiLB-wide initiative, the Ontario Tower Buzzers participated in Lou Gerhig's Day by working with the Live Like Lou Foundation to host local families impacted by ALS at the game with complimentary tickets.
- o Our honoree of the night, Abelardo Padilla, spent time pre-game with our coaching staff and players, and his son, Abelardo Padilla Jr, was apart of our mascot intro and threw out the first pitch.

## JOE TORRE SAFE AT HOME

- o The Ontario Tower Buzzers participated in the MiLB-wide Joe Torre Safe at Home initiative, which was designed to help raise awareness about domestic violence and educate fans about the resources available to help those in need. The Tower Buzzers worked with local non-profits to provide resources and information throughout the game as well as raffled off a Joe Torre autographed baseball to benefit those organizations. Baseball cards were passed out at the gates as well as in-game PA reads/graphics were shown throughout the game.

## HERITAGE AND CULTURAL NIGHTS

- o Throughout the season, the Ontario Tower Buzzers hosted **11 different cultural and heritage nights** to celebrate the diversity in Ontario and across Southern California. Each night was put together with local community leaders and organizations to ensure authenticity.

Jackie Robinson Day  
South Asian Heritage Night  
Japanese Heritage Night  
Pacific Islander and Asian American Heritage Night  
Pride Night  
Juneteenth Celebration Night  
Native American Heritage Night  
Faith Night  
Mexican Heritage Night  
Central American Heritage Night  
Taiwanese Heritage Night



# Promos

## WINGS OF THE COMMUNITY

- o The Ontario Tower Buzzers are proud to highlight the season-long Wings of the Community. During each Tower Buzzers home game, a different non-profit organization will be highlighted with in-stadium exposure throughout the night. The Wings of the Community Program provides our fanbase an opportunity to learn about different resources available to them across the Inland Empire.

## DOG DAYS

- o The Tower Buzzers hosted two Bark in the Parks over the season where we hosted over 350 dogs. The money raised from our pet tickets was a direct donation to Animal Resource Center and West End Animal Shelter. The Tower Buzzers donated \$1,176 to each local organization.
- o For National Dog Day, the Tower Buzzers partnered with Zippy Paws to donate brand-new baseball themed toys and bandanas to the pets in the two shelters.

## MAKE A WISH NIGHT

- o The Tower Buzzers proudly supported Make-A-Wish OCIE by wearing specialty jerseys designed by two Make-A-Wish kids. The two artists, Maggie and Mehul, got a private tour of the stadium and got to do a meet-and-greet with Tower Buzzers players. We also held an auction featuring game-worn and signed jerseys, raising over \$3,500 for Make-A-Wish OCIE. To cap off the initiative, we presented Make-A-Wish with a signed team jersey as a special token of appreciation. The night made regional news with coverage from many LA-based news stations.

## FIREFIGHTERS DAY

- o On May 3rd, the Ontario Tower Buzzers hosted a Firefighters Day with the Ontario Fire Department to celebrate everything that they bring to our area. The fire department brought out their various vehicles and equipment for families to check out before the game started.



# Promos

## o Blood Drives

The Ontario Fire Department Prehospital Blood Transfusion Program is a new and innovative medical intervention that allows our paramedics to bring life-saving blood products to patients in the field who experience excessive hemorrhaging. Ontario is the first Fire Department in San Bernadino County to carry this lifesaving product. To help support, the Ontario Tower Buzzers hosted 5 Blood Drives throughout the season and collected 61 donations of blood which is enough to save 183 lives.

## FIGHTING CANCER

### o Susan G Komen Partnership

The Ontario Tower Buzzers hosted a Big Wigs Night, with Susan G Komen where the Buzzers handed out pink wings to all of the fans in attendance, and the team wore special team jerseys that were auctioned off at the end of the night to go back to Komen. By the end of the season, \$52,000 was raised for Breast Cancer. The Ontario Tower Buzzers also hosted the Walk for a Cure fundraiser at ONT Field.

### o City of Hope Hospital Partnership

The Ontario Tower Buzzers worked with City of Hope, a cancer research hospital to celebrate pediatric cancer survivors. Throughout the three games, the survivors got to meet the players, throw out a first pitch and enjoy the game with their families.

## MILITARY APPRECIATION NIGHTS

- o Throughout the season, the Ontario Tower Buzzers hosted three Military Appreciation Nights to honor our heroes. We partnered with a variety of non-profits to activate the various theme nights, handed out free tickets and worked with families of fallen soldiers.

## TAKE MEOW'T TO THE BALLGAME

- o The Tower Buzzers hosted a Cat Day at ONT Field where the team welcomed 34 cats into the ballpark. We teamed up with West End Animal Shelter to host a cat adoption and over 40 cats got adopted!



# Promos

## ONTARIO POLICE DAY

- o On August 2nd, the Ontario Tower Buzzers partnered with the Ontario Police Department as we celebrated their work in the community. We had a special pre-game ceremony with the presentation of the colors, a helicopter flyover and a linewalk with families of fallen officers. The Ontario Police Department also brought out their various equipment and vehicles for kids and families to check out before the game.

## LEGENDS OF THE SKY

- o We can't buzz without the tower! The Ontario Tower Buzzers partnered with the Air Traffic Controllers at the Ontario International Airport to honor and celebrate the work they do for our skies. ATCs got the opportunity to come out to a game with gifted tickets and got in-game recognition. 10 air traffic controllers participated in this program.

## FLY HIGH JACKIE NIGHT

- o On August 9th, 2026, the community mourned the loss of Jackie, a bald eagle from Big Bear Lake who captured the world's heart with her livestream videos with her partner Shadow. Throughout her life, Jackie and Shadow's videos were streamed worldwide, earning billions of views, shining a light on the Eagle conservation in Southern California. So, on August 23rd, the Ontario Tower Buzzers hosted a Fly High Jackie Night, which raised more than \$31,484.25 for Friends of Big Bear Valley, home of the conservation group who has led the charge for preserving the Bad Eagles' natural habitat. Networks from across Los Angeles and Southern California were on site for the celebration, including all of the major stations and newspapers. The event even earned national media attention by being featured in CBS Evening News. This event reached an audience of 946 million, with a total publicity value of \$14.5 million.

## ONTARIO KIDS MARKET

- o The Ontario Tower Buzzers hosted a farmers market fully hosted by kids in the community ages 5-17 to teach them how to launch a business, entrepreneurship and how to sell products for real money. There was 52 booths in attendance with 120 kids participating.



# Wrapped

