

ALTOONA CURVE
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PARTNERSHIP GUIDE

Curve

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FUN MARKETING SOLUTIONS TO GROW YOUR BUSINESS!

AA AFFILIATE OF THE PITTSBURGH PIRATES

STATS & NUMBERS

AVERAGE YEARLY ATTENDANCE

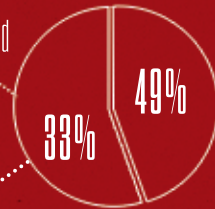
300,000 FANS

FAN GENDERS



FAN AGES

18-44 Years Old



45+ Years Old

HOMEOWNERS

75%



HOUSEHOLD
INCOME 75K +



64%

DIGITAL ENGAGEMENT



54,000 +



20,000 +



19,000 +



IMPRESSIONS

3,923,143



IMPRESSIONS

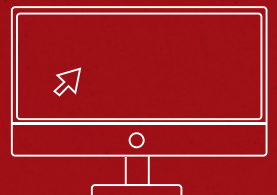
9,121,543



IMPRESSIONS PER POST

4,416

636,345
VISITS
MAY - AUG.



BALLPARK SIGNAGE

OUTFIELD BILLBOARDS

Billboards are one of the most highly sought after pieces of ballpark real estate, providing direct/indirect viewing throughout the game and in media coverage. Watch a player make a diving catch right in front of your company's logo! During 69 home games plus additional ballpark events, your company's sign can be seen by the crowds at PNC Field.

left field : 5' x 15.7' right field : 7.5' x 15.7'



FACADE SIGNS

Light up your brand with These prominent backlit signs! Visible from inside the stadium as well as park avenue. A facade sign is guaranteed to get eyes on your company.

Size: 24" x 12'



300 LEVEL BILLBOARDS

Upper level billboards are displayed on the facing of the skybox balconies and provide excellent visibility 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 starting lineup, league standings, and affiliate report boards (all have sponsorship opportunities) located adjacent to Peoples Natural Gas Field's main concession stand and across the concourse from the customer service center.

Size: 4' x 8'



VIDEO BOARD

GET YOUR COMPANY SEEN ON ONE OF THE **LARGEST VIDEO BOARDS IN MLB**
 SEEN BY 300,000 FANS PER SEASON | VISIBLE FROM ALL AREAS OF THE BALLPARK
 ALL DIGITAL ADS CAN BE CHANGED AT ANYTIME DURING THE SEASON WITH A 1-WEEK NOTICE



SPONSOR ROTATION

Have your logo rotate with other sponsors during live innings!

SPONSOR ROTATION

Your logo can be displayed under the Curve or visiting team's lineup for ½ inning during every Curve home game

BATTER SPONSOR

Sponsor a special batter in the curve or visiting line up



71' WIDE!



GAME SPONSORSHIP

MAKE PROMOTING & GROWING YOUR BUSINESS...**FUN!**

WHAT YOU GET

- Marketing exposure to thousands of fans inside Peoples Natural Gas Field
- Pre-game day marketing exposure to thousands of fans inside and outside the ballpark through signage, radio, TV, print, flyers, public address announcements and videoboard graphics
- Opportunity to display signage throughout the ballpark on game day
- 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 an inning or be a guest on the pre-game Curve Gameday Show
- Tickets to the event to entertain staff, customers, clients and colleagues
- Exit coupon giveaway to promote your business and drive traffic back to your location



IN-GAME ACTIVATION

GAME ENTERTAINMENT

In the fun and wacky world of Minor League Baseball additional 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 in-game promotional staff can tailor a promotion to fit perfectly with your marketing goals.



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 BROADCAST

TALKRADIO 98.5

WRTA

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 TuneIn.com, TuneIn app, and AltoonaCurve.com

RADIO INVENTORY

- 30 or 60 second radio commercials that run during inning breaks and other natural breaks in the game
- Pre-game, post-game 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

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 and collectible giveaways. Your company logo can be prominently displayed on anything from a player bobblehead to a T-shirt! receive recognition on all curve marketing.



FIREWORK NIGHTS

Launch your business ahead of the competition by filling the night sky with a curve firework 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 you'd like to see at png field? we can make that happen! celeb appearances are a fantastic way to get eyes on your business - stars from your favorite team, tv show or movie!



JERSEY AUCTIONS

Dress the curve players in these unique jerseys that are sure to draw attention both locally and nationally. Our specialty jerseyes have been on sportscenter, baseball america and numerous other publications!



TICKET OPTIONS

TICKET PACKAGES

SEASON TICKETS

TOYOTA DIAMOND CLUB (100 LEVEL)	\$675
TERRACE LEVEL (200 LEVEL)	\$585
GRANDSTAND (300 LEVEL)	\$495
WEIS MARKETS RESERVED BLEACHERS	\$495
UPMC HEALTH PLAN OUTFIELD BLEACHERS (500 LEVEL)	\$450
RAILKINGS	\$770

MINI PLANS

HALF - SEASON (35 GAMES)	\$245 - \$420
WEEKENDER (24 GAMES)	\$180 - \$310
SAMPLER (16 GAMES)	\$130 - \$220
SUNDAYS (12 GAMES)	\$130 - \$220

CORPORATE MEMBERSHIP BOOKS



- 50 undated ticket vouchers good for best available seating
- 10 Arby's coupons to be redeemed at Altoona Arby's location
- Great gift idea that allows flexibility in attending games. Use 10 vouchers for 5 games or all 50 at one game
- Must redeem vouchers at box office for actual tickets to enter the game
CAN BE DONE IN ADVANCE OR AT THE BALLPARK ON GAME DAY
- Seating is based on availability

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

