



CORPORATE PARTNERSHIPS 2024



WHY THE TINCAPS?

THE TINCAPS AWARD-WINNING STAFF WILL LISTEN TO YOUR NEEDS AND COLLABORATE WITH YOU ON A STRATEGIC PARTNERSHIP PLAN.



REACHING BEYOND THE BALLPARK

TinCaps home games can be seen anywhere in the world on MiLB.tv. All games (home and away) can be heard on ESPN Radio and receive major coverage in local newspapers and television news.

LEVERAGING OUR BRAND TO BENEFIT YOURS

The positive impact that the team and Harrison Square have had in downtown Fort Wayne have made the TinCaps one of the strongest and most loved brands in northeast Indiana.

REACHING YOUR TARGET AUDIENCE

The TinCaps audience represents a unique mix of desirable demographics and Parkview Field events attract families as well as business leaders, young professionals and college students.

MAKING LASTING IMPRESSIONS

Partnering with the TinCaps puts your business in front of nearly 400,000 fans during TinCaps games plus over 100,000 additional patrons attending other events at Parkview Field.

CONNECTING WITH OUR CAPTIVE AUDIENCE

TinCaps games offer companies an opportunity to convey their message in a relaxed atmosphere over an extended period of time.

BUILDING ON SUCCESS



57 *OUT OF* **59**

Single-A teams that the TinCaps outdrew in average attendance

25 *OUT OF* **30**

Double-A teams that the TinCaps outdrew in average attendance

10 *OUT OF* **30**

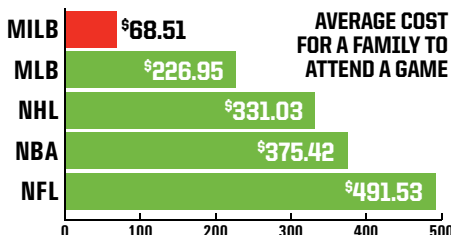
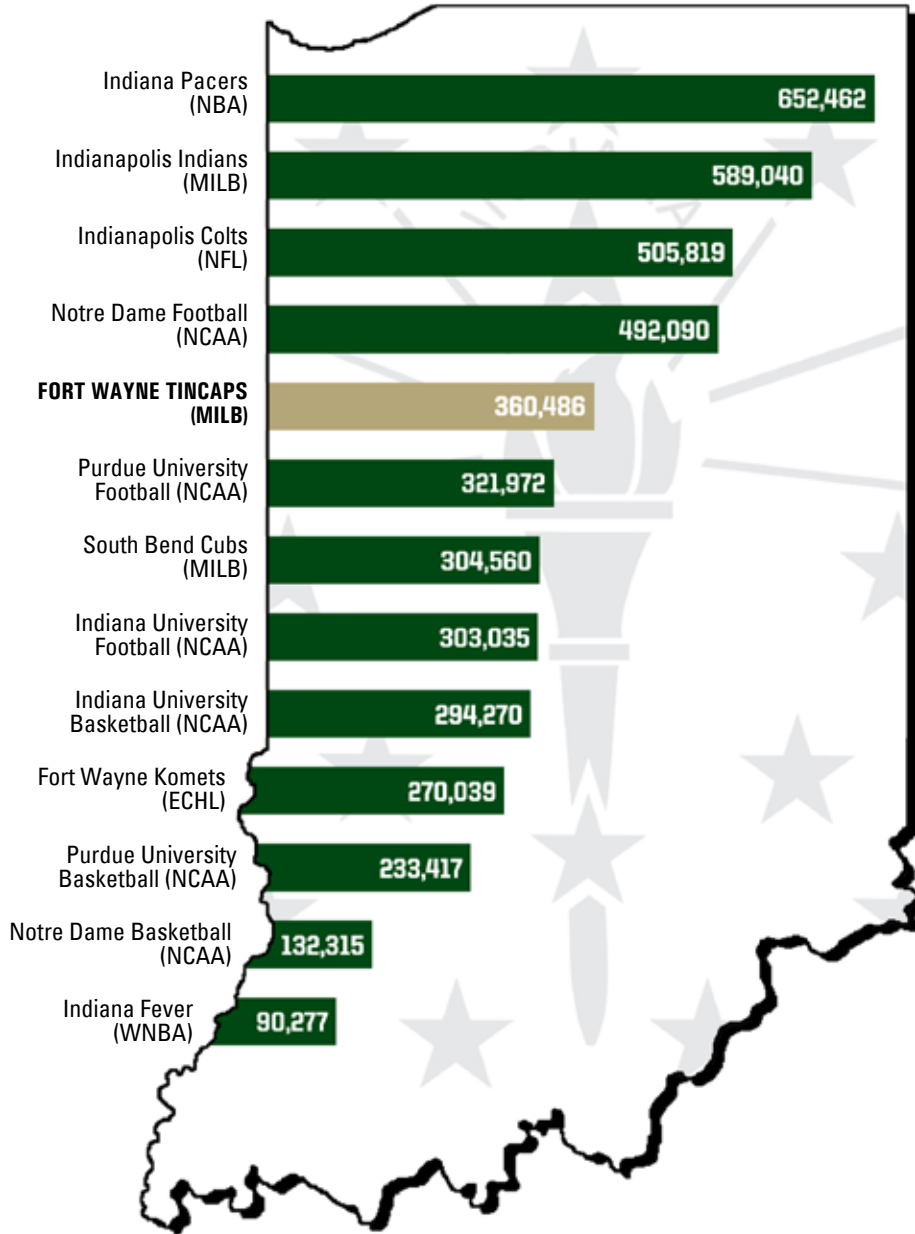
Triple-A teams that the TinCaps outdrew in average attendance



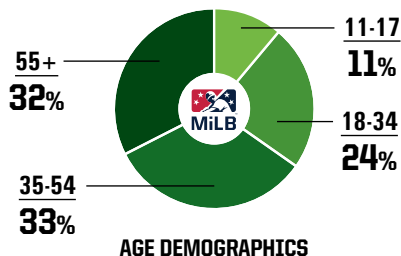
OUR FANS, YOUR CUSTOMERS

FIVE-YEAR SEASON ATTENDANCE AVERAGE

(EXCLUDING THE 2020-21 SEASONS)



AVERAGE COST
FOR A FAMILY TO
ATTEND A GAME



AGE DEMOGRAPHICS

TINCAPS.COM

266,297

UNIQUE VISITORS

(APRIL - SEPTEMBER, 2023)

877,727

PAGE VIEWS

(APRIL - SEPTEMBER, 2023)

SOCIAL MEDIA FOLLOWERS

AS OF SEPTEMBER 1, 2023



80,112



51,645



30,094



3,288



2,200

MiLB.TV

7 HOME GAMES FEATURED AS
"GAME OF THE DAY"

40,000

VIEWERS PER GAME

(MLB.COM, MLB APP, PADRES.COM)

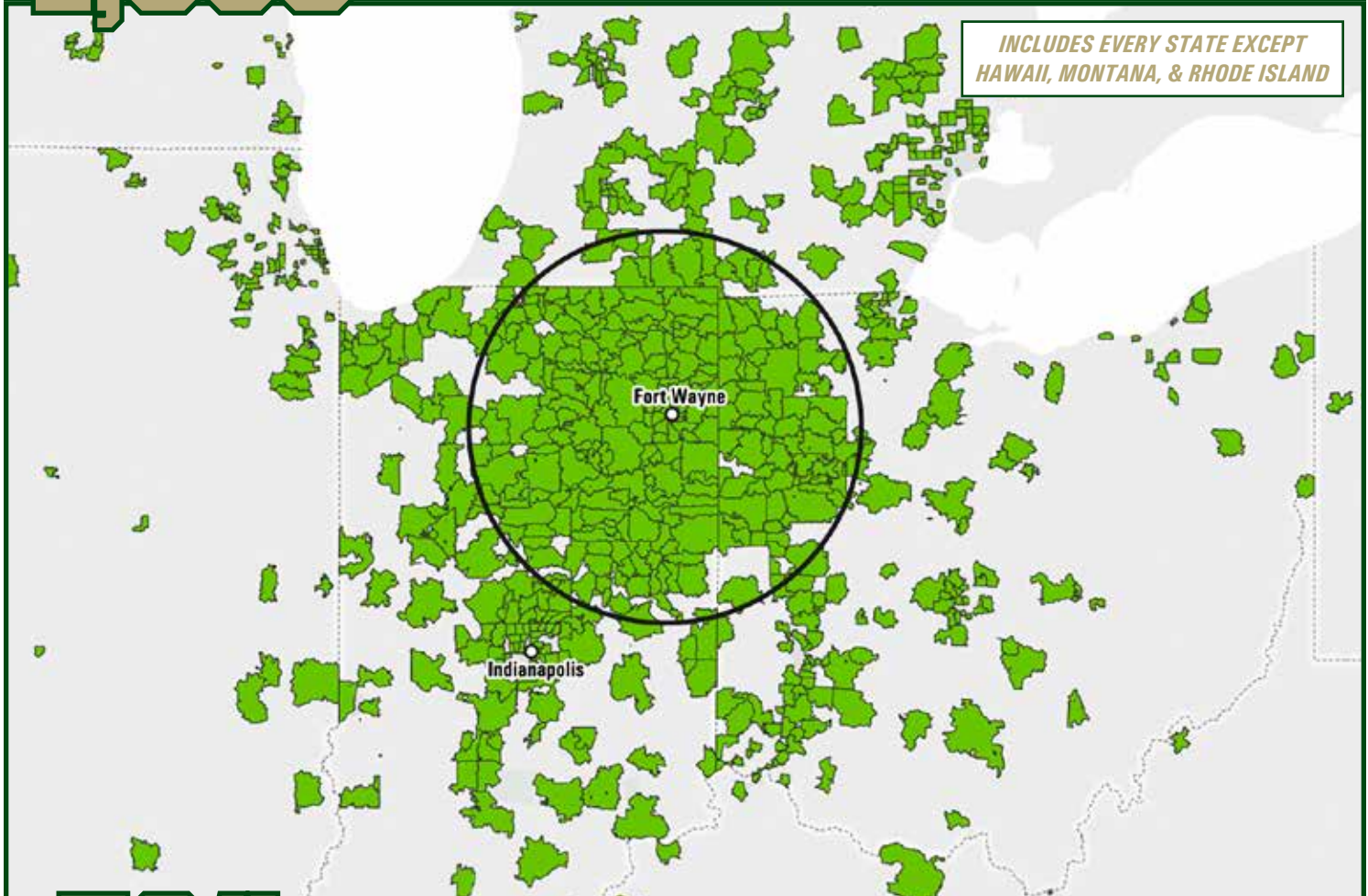
REGIONAL EXPOSURE

The TinCaps have sustained an annual attendance that is on par with (or above) franchises in larger markets.

TEAM NAME	POPULATION	CURRENT LEAGUE (LEVEL)	3-YR ATTENDANCE AVERAGE
Fresno Grizzlies	542,107	California League (Low-A)	306,227
Fort Wayne TinCaps	265,974	Midwest League (High-A)	335,625
Omaha Storm Chasers	487,300	International League (Triple-A)	308,982
San Antonio Missions	1,434,625	Texas League (Double-A)	298,015
Memphis Redbirds	633,104	International League (Triple-A)	257,481

1,653

NUMBER OF ZIP CODES IN WHICH FANS HAVE BOUGHT TINCAPS TICKETS



794

NUMBER OF ZIP CODES WITHIN THE TRI-STATE REGION, WITH THE HIGHEST CONCENTRATION BEING WITHIN A 60 MILE RADIUS



MARKETING ELEMENTS

BILLBOARDS & SPONSORSHIP



DIGITAL SIGNAGE



THE TINCAPS WILL TAILOR A CREATIVE, UNIQUE & PRODUCTIVE PARTNERSHIP PACKAGE TO CAPTURE THE ATTENTION OF OUR LOYAL FAN BASE.

We will take the time to understand your goals and help you achieve them, be they brand awareness, brand preference, increased retail traffic, improved business-to-business relationships, employee rewards, or community leadership.

Unlike most traditional forms of marketing, we can incorporate dynamic elements that allow fans to experience your message and interact with your brand.

IN-BALLPARK SIGNAGE



FOUL POLES



BATTING CAGES



CONCOURSE SIGNAGE

MULTIMEDIA & COMMUNITY



SOCIAL MEDIA



**MANZANAS LUCHADORAS
PRESENTING SPONSOR**



RADIO, TELEVISION & WEB

IN-GAME PARTNERSHIPS



FIREWORKS SPONSOR



IN-GAME PROMOTIONS



BALLPARK KIOSKS

WE WILL DELIVER WHAT WE PROMISE AND FIND WAYS TO MAXIMIZE THE VALUE YOU RECEIVE.

ROOFLINE SIGNAGE

**NEW FOR
2024!**

The Roofline is an all-new illuminated ballpark feature that runs the entire length of the upper portion of the suite level, adding lighting and color effects to the 400-foot stretch of previously empty space. The Roofline is installed with programmable LED lights to not only add to the ballpark aesthetic, but also allow for dynamic lighting effects during exciting TinCaps baseball moments such as home runs, strikeouts, and victories.

The Roofline offers the opportunity for business and corporate partners to include their illuminated logo as part of this new ballpark feature. There are 14 total logo inclusion locations.



PARKVIEW FIELD... MORE THAN BASEBALL

With over 11,000 square feet of indoor meeting space, an on-site Food and Beverage Department, and an unparalleled view of Fort Wayne's skyline, Parkview Field provides a unique and fun setting for corporate functions, parties and other special events.

Marketing at Parkview Field allows your company exposure to the attendees at all of these additional events as well as the opportunity to link your brand with community-minded events and memorable moments.

PLAYING FIELD



US FOODS 400 CLUB



LINCOLN FINANCIAL EVENT CENTER



MAIN CONCOURSE



SUITE LEVEL LOUNGE



NATIONAL TOURING ACTS

Parkview Field has hosted several national concerts and drawn crowds of over 13,000 fans with acts like Zac Brown Band, Florida Georgia Line, Jake Owen & Bert Kreischer.

FORT4FITNESS

The Fort4Fitness events (a full and half marathon, kid's and senior's marathons and a health festival) drew over 35,000 runners and fans to Parkview Field.

PATRIOTIC POPS

On July 3rd, over 7,000 guests enjoyed a free concert from the Fort Wayne Philharmonic. They performed on the field and finished with an amazing fireworks show.

PARTNERSHIP SPOTLIGHT

"As a proud sponsor of the Fort Wayne TinCaps, Don Ayres Honda brings its passion for community engagement to the ballpark. The TinCaps continue to be a catalyst for growth and success in the Fort Wayne community which we have been proud to be a part of for over 50 years. Our employees have enjoyed several opportunities to celebrate our core value of Friendship by attending group events at the TinCaps games. We deeply value our partnership with the TinCaps and are grateful for the shared success it brings."

Sara Ayres, President
Don Ayres Honda



"Being associated with the TinCaps has proven to be a great investment for Aunt Millie's Bakeries. Not only are we able to build brand awareness through in-stadium signage, but we also gain product trial by serving our buns in the concessions. In addition to helping us achieve these company goals, we can reward our team members and others with great seats for all the games."

The TinCaps marketing team was interested in what we were trying to achieve and tailored our sponsorship package to accomplish all our goals. The uniqueness of opportunity that the TinCaps provide with their reach has benefited our business. Plus, we view our sponsorship as giving back to the Fort Wayne community and supporting a great organization like the TinCaps. It is an often overused expression, but our association with the TinCaps has truly been a win-win proposition."

Rick Brown, Chief Customer Officer
Aunt Millie's Bakeries



"The Fort Wayne TinCaps are such great people to work with; the way they creatively put together a marketing package for us was just shy of brilliant. Their team was willing to think outside of the box on a creative plan that benefited us in getting our name in front of their fans while also giving our company employees the benefit of being able to go to games with their families and friends."

We are proud to be a part of the TinCaps family. We love their dedication to downtown Fort Wayne and that they are a community-minded organization that also provides great opportunities for us to connect to their fans. "

Mark Nolot
Lawnganics



"Our partnership with the TinCaps has helped build brand awareness for Hotel Tango Distillery. Consumers can try our bourbon slushies at the concessions or sample our spirits in the park. They learn more about the brand through onsite promotions and can find where to purchase near their homes. Our mission is to create disciplined spirits that bring people together. The TinCaps do an excellent job of bringing people and local organizations together. If you've ever been to a Thirsty Thursday game, you can feel the spirit and camaraderie in the ballpark."

Kelsey Strohmeyer, Director of Marketing
Hotel Tango Distillery



"The TinCaps are part of what makes our Fort Wayne community such a great place to live and work. They bring a crowd together in the summertime to be entertained, and have a great family-friendly experience. Even before the Rohrman Automotive Group was approached to become a sponsor of the team, we were already fans of what the TinCaps were doing in our community."

The decision for the Rohrman Automotive Group to sponsor the TinCaps was an easy one, because we both share some of the same basic values. We both try to drive relationships with our customers by providing awesome experiences. Just like baseball, we feel car buying should be fun.

As an automotive retailer in Fort Wayne for over 30 years, we've built a solid reputation for being transparent, innovative, personable, and servant-minded. Our association with the TinCaps also shows our commitment to the Greater Fort Wayne community, a place we call home."

Rick Rohrman • Director of Special Events
Rohrman Automotive Group



"As a new family-owned business in the greater Fort Wayne area, we wanted a unique and exciting way to market ourselves to the public. The TinCaps have been wonderful to work with and they helped guide us to the perfect sponsorship opportunity that not only markets us in a fun way, but also ties into our business! Our family, friends, and clients comment on how great it is to see our logo during the games and we love having our Client Appreciation Event at the ballpark."

Shannon Mark, Office Manager
On The Mark Land Surveying



FORT WAYNE TINCAPS 2024 SCHEDULE

APRIL

SUN	MON	TUES	WED	THURS	FRI	SAT
					@GL	@GL
7	@GL		9	10	11	12
		LC 6:35PM	LC 6:35PM	LC 7:05PM	LC 7:05PM	LC 1:05PM
14	LC 1:05PM		@DAY	@DAY	@DAY	@DAY
21	@DAY		GL 6:35PM	GL 6:35PM	GL 7:05PM	GL 1:05PM
28	GL 1:05PM		@LC			

MAY

SUN	MON	TUES	WED	THURS	FRI	SAT
			@LC	@LC	@LC	@LC
5	@LC		7	8	9	10
		@WM	@WM	@WM	@WM	@WM
12	@WM		SB 8:35PM	SB 8:35PM	SB 7:05PM	SB 8:35PM
19	SB 1:05PM		LAN 6:35PM	LAN 6:35PM	LAN 7:05PM	LAN 6:35PM
26	★		@WIS	@WIS	@WIS	@WIS

JUNE

SUN	MON	TUES	WED	THURS	FRI	SAT
						@WIS
2	@WIS		4	5	6	7
		PEO 7:05PM	PEO 7:05PM	PEO 7:05PM	PEO 7:05PM	PEO 6:35PM
9	PEO 1:05PM		@LC	@LC	@LC	@LC
16	@LC		18	19	20	21
		WIS 7:05PM	WIS 7:05PM	WIS 7:05PM	WIS 7:05PM	WIS 6:35PM
23	WIS 1:05PM		DAY 7:05PM	DAY 12:05PM	DAY 7:05PM	DAY 6:35PM

JULY

SUN	MON	TUES	WED	THURS	FRI	SAT
	@LAN	@LAN	@LAN	LAN 6:05PM	LAN 7:05PM	LAN 6:35PM
7		@GL	@GL	@GL	@GL	@GL
14	@GL			19	20	★
		@DAY	@DAY	@DAY	@DAY	@DAY
21	LC 1:05PM		WM 7:05PM	WM 7:05PM		
28	@DAY					

AUGUST

SUN	MON	TUES	WED	THURS	FRI	SAT
			WM 7:05PM	WM 7:05PM	WM 6:35PM	
4	WM 1:05PM		@SB	@SB	@SB	@SB
11	@SB		DAY 6:35PM	DAY 7:05PM	DAY 6:35PM	DAY 6:35PM
18	DAY 1:05PM		@PEO	@PEO	@PEO	@PEO
25	@PEO		@LAN	@LAN	@LAN	@LAN

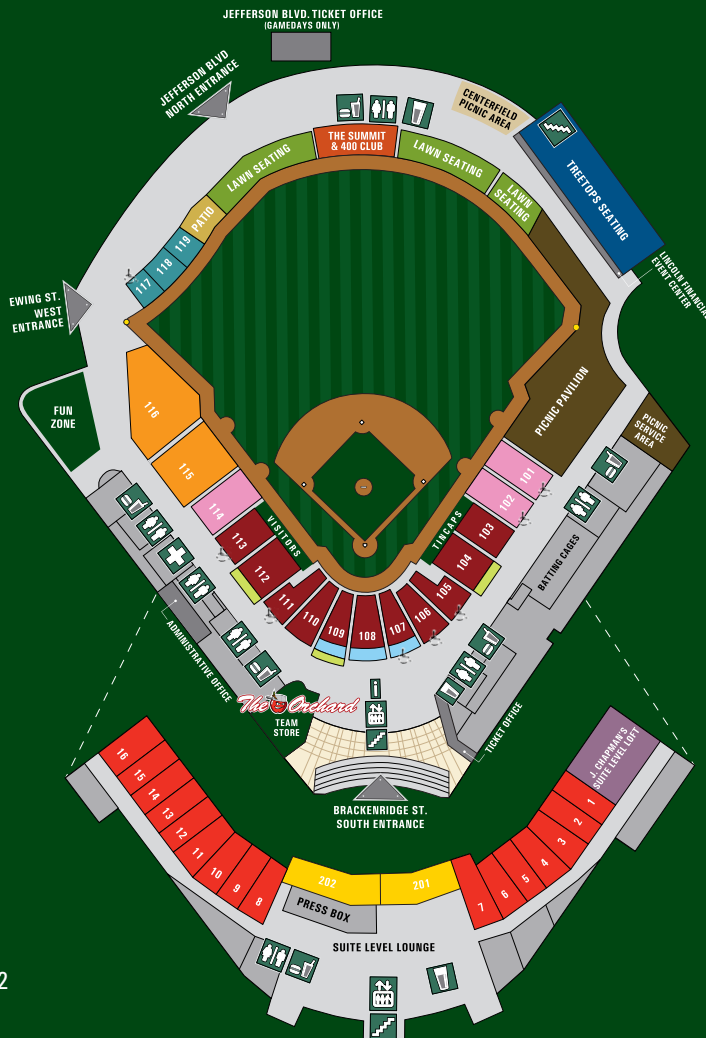
SEPTEMBER

SUN	MON	TUES	WED	THURS	FRI	SAT
@LAN		SB 6:35PM	SB 6:35PM	SB 7:05PM	SB 7:05PM	SB 6:35PM
8	SB 1:05PM					

TINCAPS.COM



Parkview Field
1301 Ewing Street
Fort Wayne, IN 46802
(260) 482-6400
TinCaps.com



- All-Star Seats
- Reserved Seats
- Ruoff Lawn Seats
- PAUDAVIS Diamond View Seats
- Club Seats
- TOYOTA Field Boxes
- HUNTINGTON Picnic Pavilion*
- Centerfield Picnic Area*
- J. Chapman's Suite Level Loft*
- FRENCH LICK RESORT*
FRENCH LICK & WEST BADEN - INDIANA
- PSM Treetops*
- Luxury Suites*
- PRO FED Concourse Suites*
- ROHRMAN Home Run Porch*
- Modelo Patio*
- US FOODS 400 Club* & The Summit*

* - Group Rental Areas