



MARKETING GUIDE



2022 ROME BRAVES MARKETING GUIDE

ATTENDANCE **2**

MEDIA **3**

THE TERRACE **4**

SIGNAGE **5**

DIGITAL & PRINT **6**

PROMOTIONS **7**

SPECIALTY **8**

SEASON **9** TICKETS

CONTACT **11** INFORMATION

ATTENDANCE

140,052

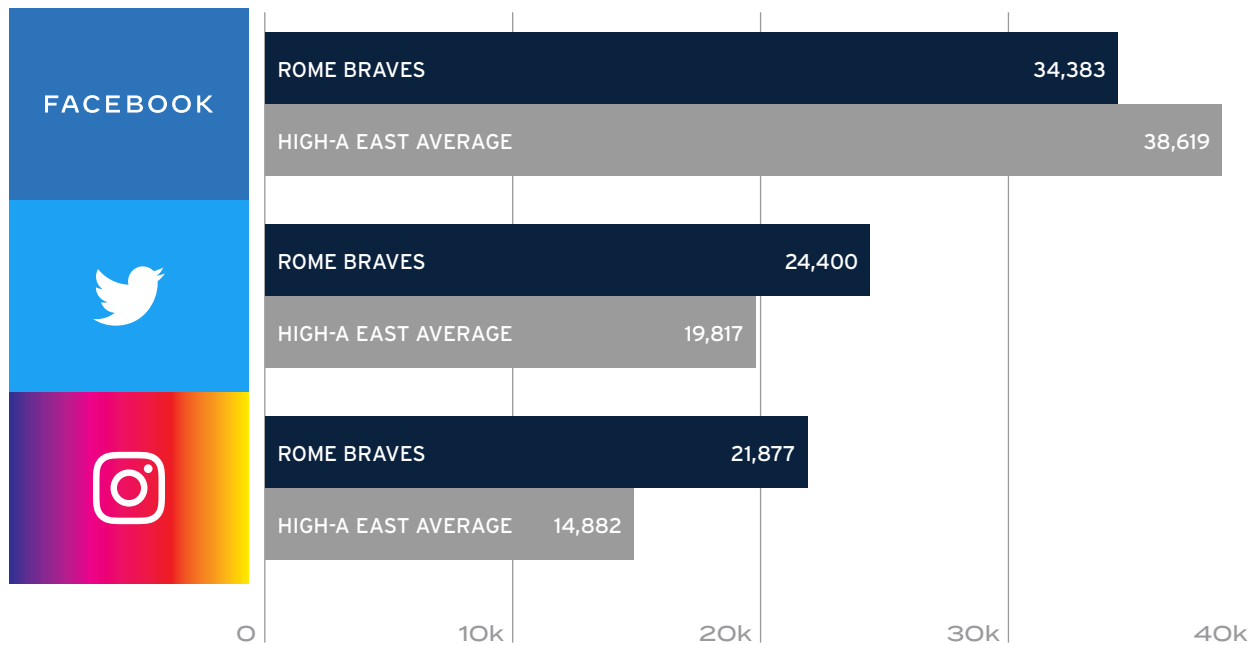
The average attendance over the past five seasons is 140,052. Not only do fans get to see the future stars of the Atlanta Braves here at the ballpark but State Mutual Stadium also hosts a number of special events all year long. In fact, you can expect another 50,000+ guests each year at events such as the Georgia High School Baseball Championships, business luncheons, high school baseball tournaments, various 5K/10K races and our semi-annual Rummage Sale, which takes place every March and September.



MEDIA

800,000+
W E B S I T E V I E W S

SOCIAL MEDIA FOLLOWERS



The Rome Braves social media accounts continue to be the standard across the league. After being promoted to High-A in 2021, our social media following continues to perform well above average. Rome's posts also reached over 100,000 fans across the internet.

* Website views data is from September 2020 - October 2021

THE TERRACE

Back in 2017 as part of the SPLOST package, Floyd County residents voted to use tax dollars to repair, restore and upgrade areas within the local community and fortunately, State Mutual Stadium was one of the facilities chosen for the funding.

Since the completion of the 2019 season, county officials have installed brand new LED field lights, a new sound system and a video board that is approximately four times the size of its predecessor. The Tradin' Post team store and visiting clubhouse also saw expansions, making them both more spacious and a better experience for fans, players and coaches alike. One final project is currently under construction and that is the Terrace, which is slated to be ready by Opening Day in 2022 (set for April 12th). Known for its phenomenal view of the field, the Terrace will now be enclosed, but fans will still have access to the outdoors when heading out to the Terrace patio.

At a total of 3,100 square feet, the Terrace will be able to accommodate groups large and small, and with the enclosure, guests will be able to book events year-round! The Terrace will now be climate controlled and boast a total of six flat screen tv's, which will have access to cable as well as in-house programming. Guests will have access to a full-service bar and on-site catering will also be available.

One thing is certain. No matter what type of event you are looking to host on the terrace, the unique views and modern upgrades is sure to make your event memorable.

The Ideal Area for Your...

- Company outings
- Holiday parties
- Rehearsal dinners
- Birthday parties
- Business meetings/luncheons
- Reunions
- Bridal/Baby showers
- Graduation parties



SIGNAGE

Video Board

Showcase your company at a premier focal point in the stadium. See your logo crystal clear on our state-of-the-art Daktronics High Definition Video board. Installed in 2020, the left field video board is the primary board at State Mutual Stadium containing the pitch-count, score, batter headshot, and stats for the game. Your company logo will be rotated throughout each Rome Braves home game. Each half-inning, four new ads will rotate. The new HD display is approximately four (4) times larger than the previous video display and offer spectacular views from all angles around the diamond while ultimately enhancing the fan experience. A limited number of primary digital ads are available so don't miss out.

Video board specs:
960 x 528 pixels
48' wide x 26' tall

Outfield Billboards

4' x 32' | 8' x 16' | 4' x 16'

Your outfield billboard will be seen before a captive audience each home game for at least 66 nights a year plus potential play-off games, high school games, and various special events throughout the season. Your message will receive additional exposure through social media highlights and photos, television highlights, newspaper photos, and games streamed on MiLB.tv (now in High Definition). Installation and production is included.

+ All billboards include two (2) Box Level Season Tickets

Area Naming Rights

Custom Quoted

Add your company name and marks to one of the key areas at State Mutual Stadium. Naming rights are available on a smaller scale in various spots throughout the stadium including the brand-new Terrace, Bubba's BBQ Barn, the Kids Zone, Picnic Pavilion, Three Rivers Club and much more. In addition to the Braves 66 home games, your company will be seen throughout various ballpark events and tagged in mentions related to those areas all season. Pricing varies based on the area and elements involved in setting up those naming rights, so speak with a sales executive today and let us work with you to customize a package.

Other Options

Home Plate & Mound Tarps

On-Deck Circle

Field Tarp
with your logo in the center

Lineup Boards

Bathroom Boards

Concourse Signage

DIGITAL & PRINT

Digital Game Program

Full Page | Half Page

The Rome Braves are updating our souvenir game programs for 2022. All programs will be available for free online. That means you may access the program at the game or at home with the click of a button. Also, we are increasing the number of editions from two to eleven (one each home series). Each program comes jam-packed with information on the Rome Braves players and coaches, the Atlanta Braves organization, and more! Plus, all ads will be interactive, meaning anyone who opens the program has the ability to click on your ad taking you directly to your website or URL of your choice.

Social Media

Starting Lineup | Braves Win

Social Media is growing every day with more and more unique visitors. It has become intertwined in our daily lives. Rome Braves social media continues to grow each season. Reach over 70,000 fans in just a single post. Stretched across 3 platforms (Facebook, Twitter, Instagram) exposure for your company will become a norm in the social media routine. Sponsor starting lineups to gain exposure each time we play (133 total posts) and/or "Braves Win" for every victory.

Pocket Schedules

Back Cover | Inside Panel

One of the most popular items each season is the pocket schedule. Each schedule is folded to fit any wallet or purse, and fits perfectly on any refrigerator. Over 100,000 are produced and distributed in stores, businesses, restaurants, and other locations throughout Northwest Georgia.



PROMOTIONS

Giveaway Items

Giveaway nights are BIG with the Rome Braves. In addition to standard promotional night benefits, each special night is advertised through print, digital, and broadcast media, as well as promoted on our pocket schedule, promotional calendars, in-stadium PA, and scoreboard announcements. This sponsorship features premium giveaways with your business name and/or logo appearing on all items, as well as all social media promo pieces.

In-Game Promotions

The entertainment outside of old fashioned baseball. Fan interaction with in-game entertainment adds that extra exposure for your brand. All eyes in the stadium are focused on your between-innings promo/game. Sponsor one of our standard games or let us customize a feature for you. Sponsorship includes one (1) feature during each regular-season Rome Braves game (66 games). Your company logo will be shown on the video board along with a 10-15 second PA tag.

Promotional Nights

Be the presenting sponsor of the entire night. This includes video board and social media recognition, and your company will be announced over the PA system. You are also invited to set up a booth or concourse table to display your product on the front plaza as fans enter the stadium. A company representative may also throw out a ceremonial first pitch. From fireworks and special appearances to theme nights and other unique promotions, there's a night for everyone.

Weekly Promotions

Each year the full promotional calendar features special "weekly promotions" that occur on that specific day of the week such as \$2 Tuesday and Thirsty Thursday. Attach your name via sponsorship to one of these weekly promotions and be tagged all summer long. Some exclusions apply. Pricing changes based on the day of the week and/or inclusion of additional giveaway items related to the promo such as Family Fun Day caps.



SPECIALTY

Souvenir Cups

32oz

Showcase your business all summer long by having your company logo included on the Rome Braves 32 oz. souvenir cups that will be used for the 2022 season in its entirety. A collector's set is being designed to include the likes of Ronald Acuna Jr., Freddie Freeman, Austin Riley and Ozzie Albies and these durable cups can be taken home, washed and used time and time again.

Game Features

Sponsor one of our pregame or situational production elements each night. For 66 games a season have your brand featured with pregame elements such as the ceremonial first pitch, umpire introductions, national anthem, play ball kid, etc; or situational elements like pitching changes, foul balls, strikeouts/walks, stolen bases, errors, etc. Your company name will be tagged to that feature along with a 10-15 second PA read when applicable.

Other Options

Cup Holders

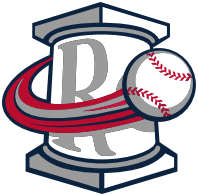
Ticket Envelopes

Ticket Backs

Romey's Rascals Kids Club

Kids Zone Wristbands

2022 SEASON TICKETS



Season Tickets gives fans the ultimate experience with incredible benefits that includes all 66 regular-season home games at State Mutual Stadium. Whether it is for business or pleasure, Season Tickets can be used in many ways for yourself, friends, family, and even coworkers. Season Tickets are the lifeblood of the Rome Braves organization. Be part of Braves Nation and purchase your season tickets now!

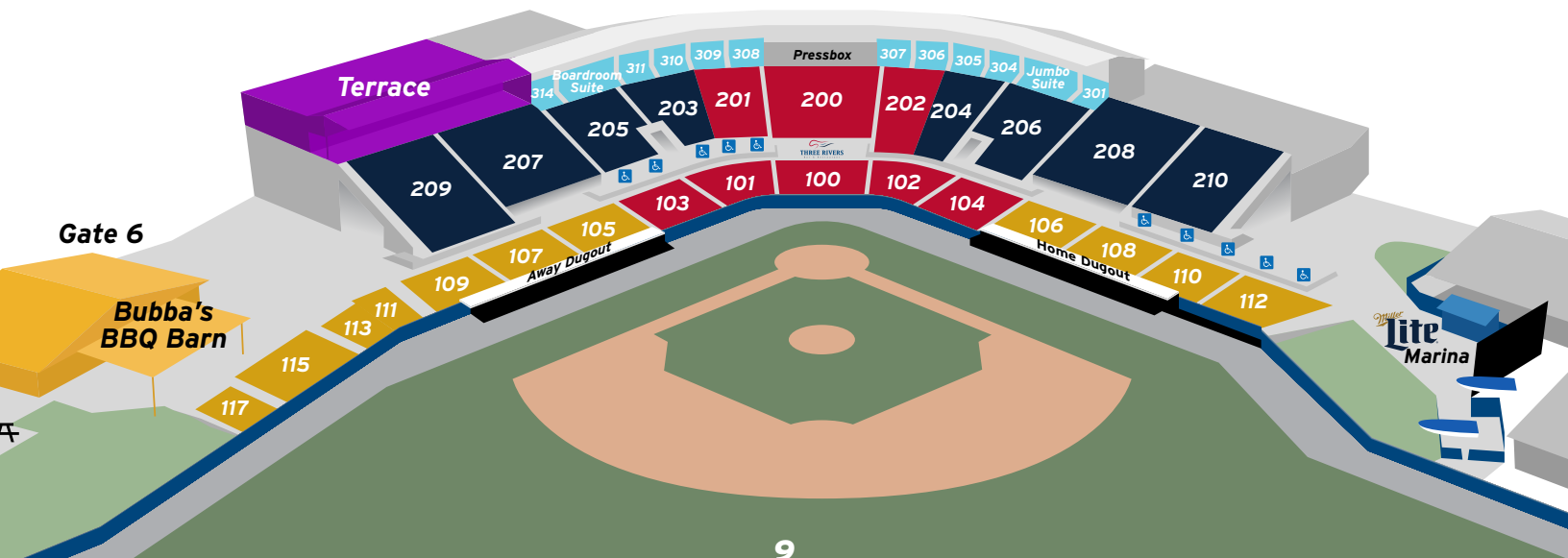
Season Tickets Holders receive amazing fan benefits that no other membership or ticket plan can match. Receive exclusive access to State Mutual Stadium, players and coaches all summer long. Other benefits include banquets, special drawings, Atlanta Braves tickets, unlimited popcorn and much more! See below for a full list of benefits and details.

EXCLUSIVE BENEFITS

- Ⓢ 15% OFF in the Tradin' Post
- Ⓢ Early Entry to Stadium & Restaurant
- Ⓢ Never-A-Wasted-Ticket Policy
- Ⓢ Unlimited Popcorn
- Ⓢ Exclusive Atlanta Braves Pre-Sales
- Ⓢ Atlanta Braves Ticket Discounts
- Ⓢ STH Batting Practice Experience
- Ⓢ VIP Parking Options
- Ⓢ Jersey Raffles
- Ⓢ Payment Plans
- Ⓢ Free Kids Zone Pass All Season

PRICING

Club Level	\$726
Dugout Level	\$630
Box Level	\$420



ROME BRAVES ALUMNI



Jeff Francoeur
OF | 2003

Brian McCann
C | 2003

Charlie Morton
P | 2004

Martin Prado
3B | 2004

Yunel Escobar
OF | 2005

Tommy Hanson
P | 2007

Freddie Freeman
1B | 2008

Jason Heyward
OF | 2008

Craig Kimbrel
P | 2008

Mike Minor
P | 2009

Julio Teheran
P | 2009

Evan Gattis
C | 2011

Tommy La Stella
2B | 2011

Brandon Drury
3B | 2012

Alex Wood
P | 2012

Johan Camargo
SS | 2014

Ozzie Albies
2B | 2015

Ronald Acuña Jr.
OF | 2016

Max Fried
P | 2016

Austin Riley
3B | 2016

Mike Soroka
P | 2016

Ian Anderson
P | 2017

Cristian Pache
OF | 2017

William Contreras
C | 2018

CONTACT INFORMATION

Rome Braves

State Mutual Stadium

Phone: (706) 378-5100

Tickets: (706) 378-5144

Email: romebraves@braves.com

Shipping Address

Rome Braves

755 Braves Blvd

Rome, GA 30161

Mailing Address

Rome Braves

P.O. Box 1915

Rome, GA 30162

Didn't Find What You're Looking For?

Contact a sales representative. We will come together to discover the right fit for both parties. We can customize any package to accommodate your specific needs. **Partner with us today!**

