



EXECUTIVE SUMMARY

The Team: **West Michigan Whitecaps**
High-A Affiliate of the Detroit Tigers

The Games: The venue is home for 60 Whitecaps baseball games from May through mid-September. In addition, LMCU Ballpark annually hosts high school and collegiate athletic events, concerts, festivals, trade shows and over 150 corporate events.

The Field: LMCU Ballpark, which opened in 1994, is a 9,000-seat state-of-the-art ballpark located five miles north of downtown Grand Rapids. The largest outdoor venue in West Michigan, the facility features 22 luxury suites, a suite-level club room, nine hospitality decks and grill areas, a spacious parking lot and a year-round banquet facility.

The History: With nearly a half-million visitors each year taking in Whitecaps games, attending corporate functions, enjoying concerts or participating in festivals, LMCU Ballpark has become synonymous with exciting promotions, delicious food, and lasting memories.

The FUN!

Partnership opportunities with the West Michigan Whitecaps include stadium signage, promotional sponsorships, print advertisements, digital elements, social media presence, radio tie-ins, on-site displays, product sampling, coupon distribution, ticket packages, hospitality and much more. Associating with the Whitecaps brand of family fun allows your business to reach our fans using impressionable and emotional vehicles in a captive setting.



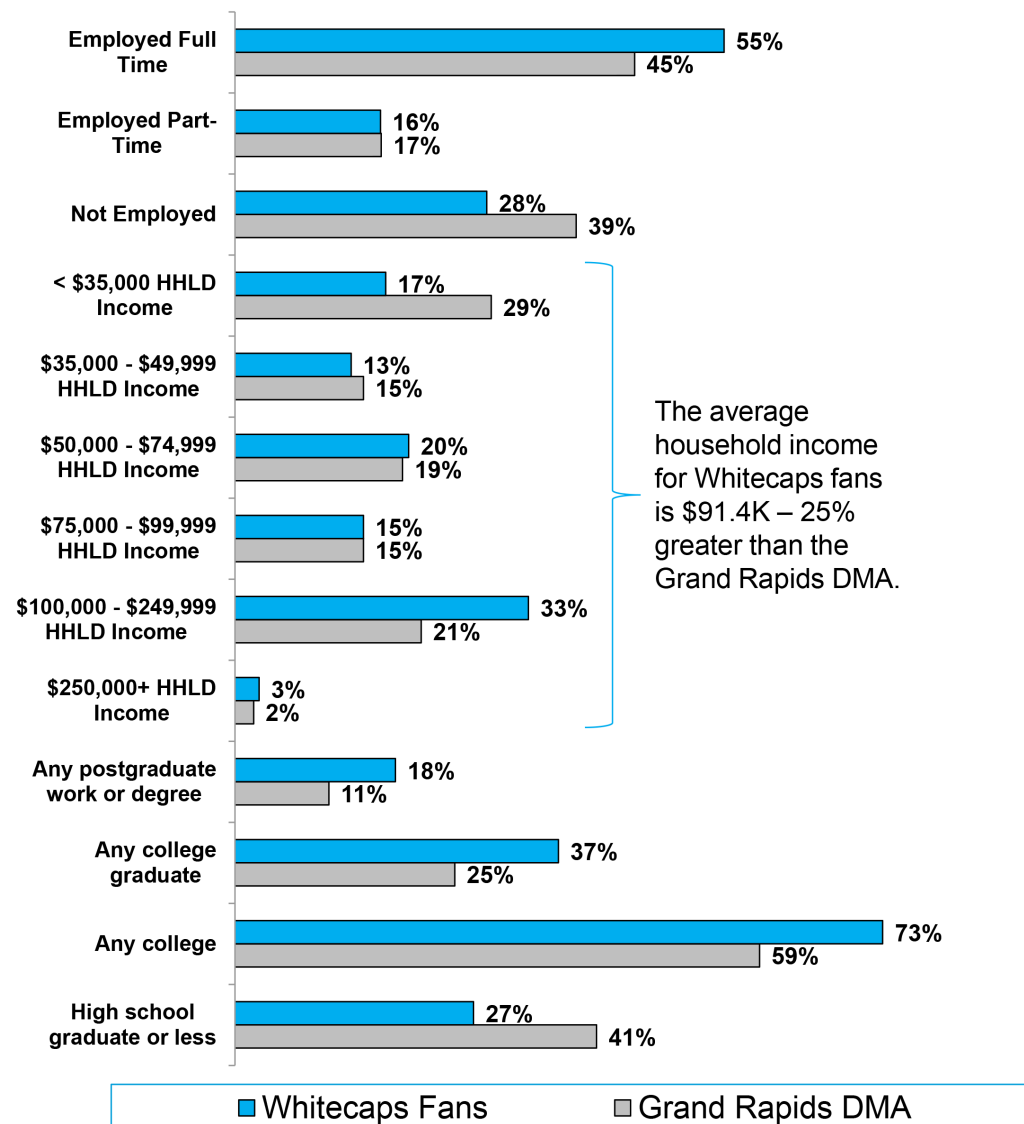
West Michigan Whitecaps
4500 West River Drive
PO Box 428 – Comstock Park, MI 49321
Phone: 616-784-4131 – Fax: 616-784-4911



OUR FANS

WHITECAPS FANS INCOME STATUS?

Employment, Income and Education Status



WHITECAPS FAN PLANS TO PURCHASE

	Item/Service	Total Spend	Average Spend per Fan
	New Vehicle (Plan to Buy Next Year)	\$347.1M	\$31,793
	Groceries (Spent Past Week)	\$41.2M	\$149
	Internet Purchases (Spent Past Year)	\$245.4M	\$973
	Home Improvements (Spent Past Year)	\$430.1M	\$2,654
	Furniture (Spent Past Year)	\$78.7M	\$1,075
	Televisions (Spent Past Year)	\$39.6M	\$754
	Cell Phone / Wireless Bill (Spent Past Month)	\$26.4M	\$97
	Athletic Clothing (Spent Past Year)	\$19.5M	\$166

RESTAURANT USAGE PAST 30 DAYS

Quick Service Restaurants Used Past 30 Days

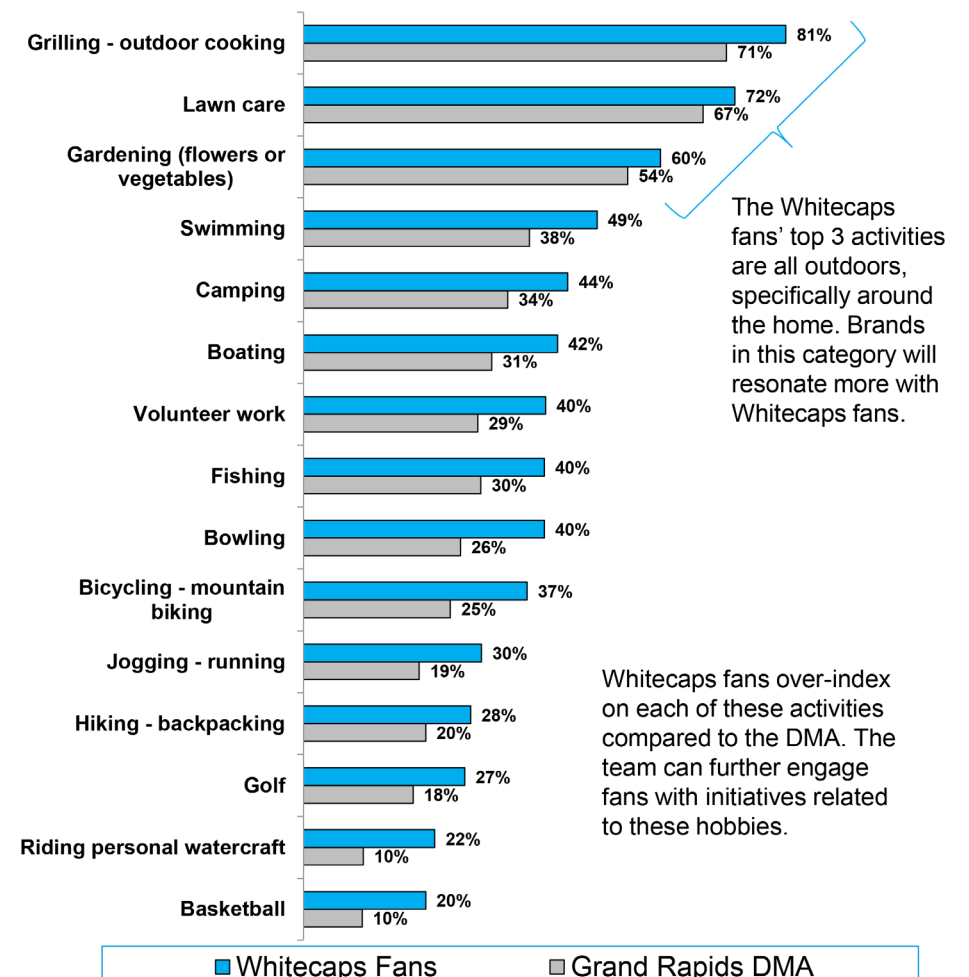
QSR Frequency Past 30 Days		
Times Used	Grand Rapids DMA	Whitecaps Fans
1+ Times	88%	94%
3+ Times	71%	78%
5+ Times	50%	59%
10+ Times	20%	22%

Sit-Down Restaurants Used Past 30 Days

Sit-Down Restaurant Frequency Past 30 Days		
Times Used Sit-Down Restaurant	Grand Rapids DMA	Whitecaps Fans
1+ Times	78%	85%
3+ Times	47%	60%
5+ Times	24%	28%
10+ Times	7%	7%

WHITECAPS LIFESTYLES

Activities Participated in Within Past 12 Months



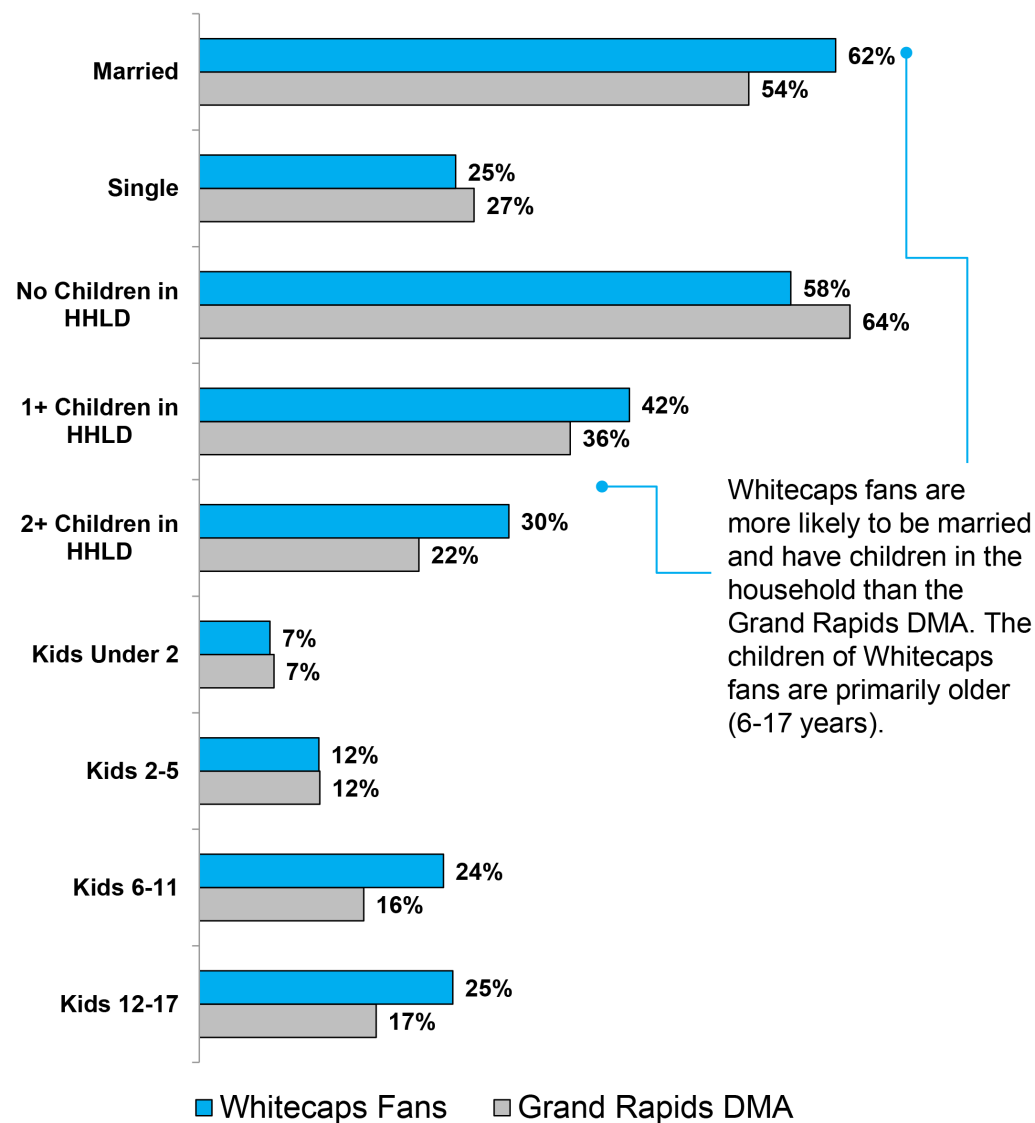
WhitecapsAttendeesenjoyavarietyofoutdoorandsportingactivities, andareveryactivesupportersofothercommunityeventsandattractions.WhenyoureachWhitecapsfans,youefficientlyconnectwithan active, adventurous

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OUR COMMUNITY

GENERAL DEMOGRAPHICS OF WHITECAPS ATTENDEES



BUYING POWER

Number of Whitecaps fans planning to purchase listed items in the next 12 months

Furniture
33,766 Fans

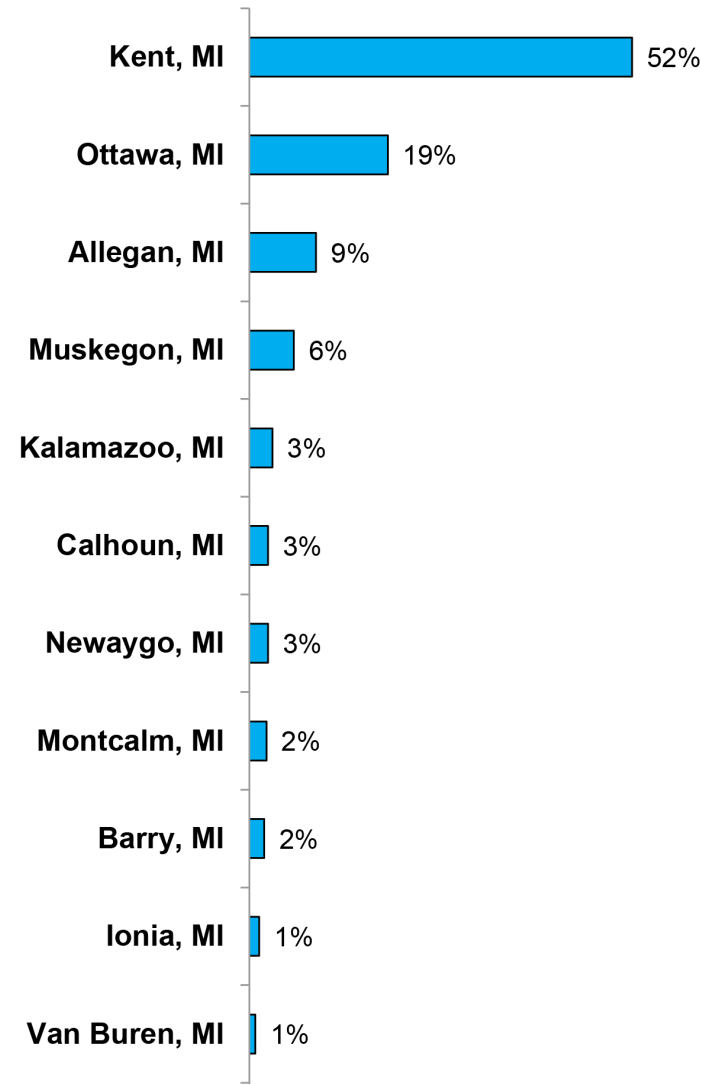
Smartphone/Accessories
28,138 Fans

Major Appliance
19,697 Fans

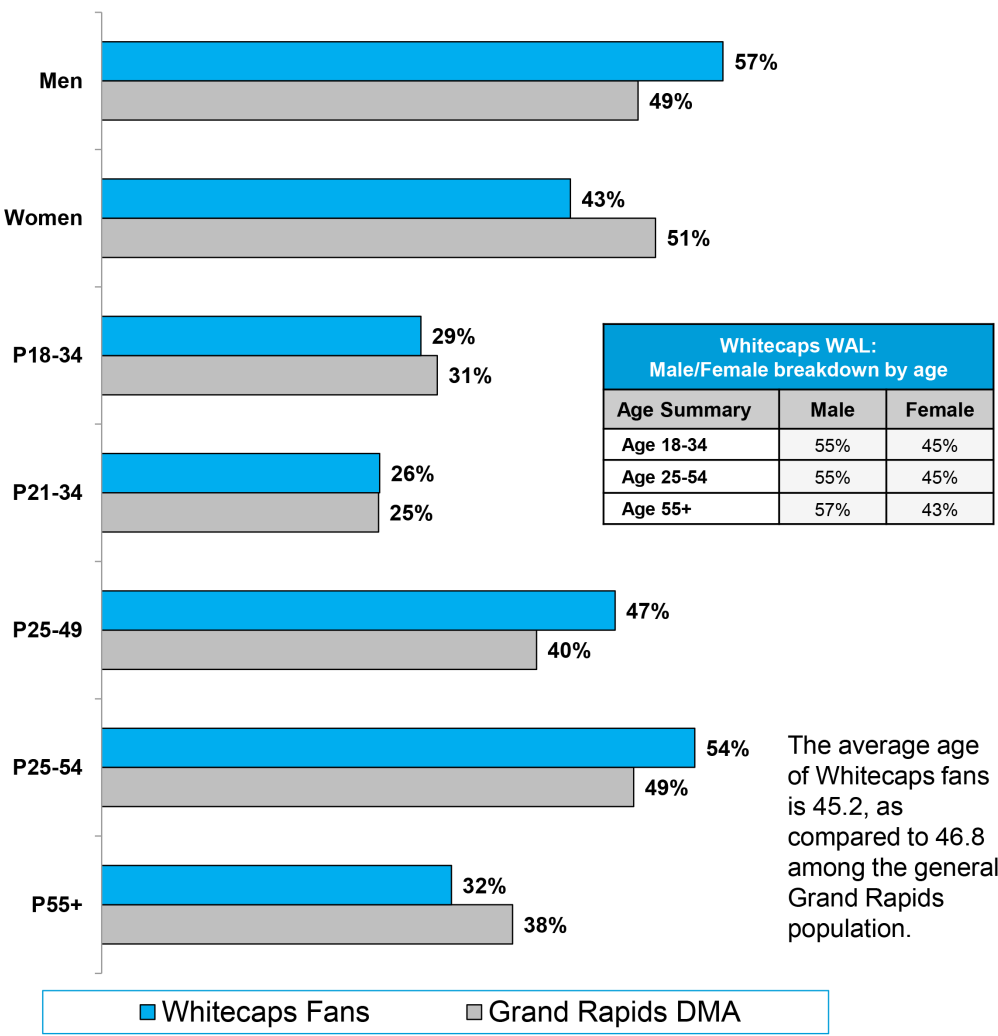
Mattress
36,580 Fans

WHERE ARE THEY COMING FROM?

County of Residence



WHITECAPS FANS GENDER AND AGE



CUSTOM OPPORTUNITIES

SIGNAGE



PRINT MEDIA



PROMOTIONS



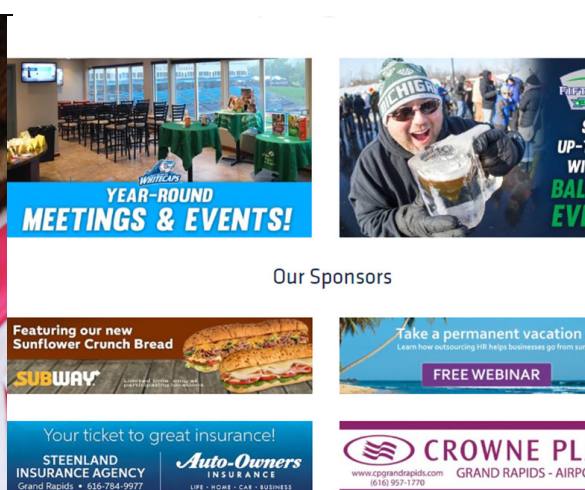
RADIO BROADCAST



BRANDING



SOCIAL MEDIA



CORPORATE OUTINGS & HOSPITALITY



FACILITY EVENTS



WHAT OUR PARTNERS SAY...

"Family Centered Events"

"The West Michigan Whitecaps are a great organization and truly help create a fun, family centered event where we can promote the goodness of fresh Michigan dairy products."
- Milk Means More

"Perfect Fit"

"The Whitecaps has been one of our best sponsorships year after year. The crowds are fun, friendly, and a perfect fit for our family demographic."
- J & H Family Stores

"Lifetime Partnerships"

"The West Michigan Whitecaps will always be part of our marketing efforts as well as our employee/customer appreciation strategy."
- Centennial Securities

"Passionate & Genuine"

"We've been in business together for over 24 years. We have grown to understand the passion behind the experience delivered to their fans, and their genuine efforts to support and represent their business partners at all levels of their organization."
- PepsiCo Western Michigan

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