



Sea Dogs™

2022 SEASON

PARTNERSHIP GUIDE



WHY THE SEA DOGS?

Since 1994, the Sea Dogs have attracted fans of all ages, becoming a fixture in the community. By acquiring local and national recognition on and off the field. As the Boston Red Sox Double-A affiliate, the Sea Dogs provide quality baseball, fun, and a safe environment, at family-friendly prices.

Sea Dogs fans are aware of their surrounding in a relaxed atmosphere and ready to enjoy themselves with family and friends. Fans are loyal, attentive, and receptive to your marketing efforts.

Does your current marketing have an emotional impact and attract attention? Does it create memories that make an impact? While emotions are high, your business is in front of thousands of fans who will associate your company name and message with entertainment and fun. You will make an impression!

Whether you're looking for branding, engagement, community presence, direct/indirect marketing, or driving fans to your location, the Portland Sea Dogs have an opportunity for you to meet your marketing goals.



ATTENDANCE

The 2021 season saw great success for the Sea Dogs. Not only did they have their best record in seven seasons, but fans also flocked to Hadlock Field despite the public health challenges. They had nine sellouts, drew over 210,000 fans, and were fourth in the Northeast League in attendance despite being at a reduced capacity until June. These numbers show how well our community supports the Sea Dogs.

In 2019, the Sea Dogs attracted 357,647 fans to Hadlock Field, fourth in the Eastern League in overall attendance, while averaging 5,677 fans per game. Here's where their 5,677 average attendance ranked in MiLB

- Eastern League: 4th out of 12 teams
- Double-A Baseball: 6th out of 30 teams
- Minor League Baseball: 34th out of 176 teams



FANS

FAN DEMOGRAPHICS

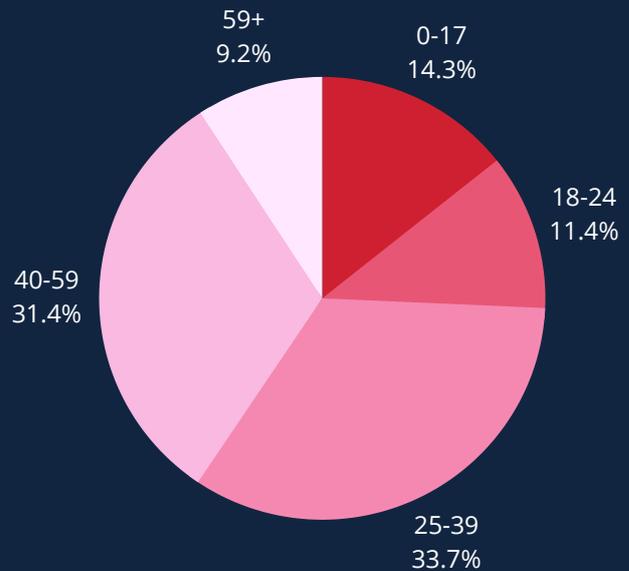
MALE 52.6%



FEMALE 47.4%



AGES.....



HOMEOWNERS.....



HOUSEHOLD INCOME OF \$60,000.00 +



TRAVELS 25-50 MILES TO THE GAME.....



MARITAL STATUS
.....
MARRIED **SINGLE**



SEA DOGS FANS

Fans of the Portland Sea Dogs come around the world for a game and root on the Sea Dogs! In Maine, fans travel across the state to make it to Hadlock Field. Here is a snapshot of advance ticket sale accounts, broken down by county. Marketing with the Sea Dogs gets you much more exposure than just Portland.



County	Total Accounts	% of total Accounts
City of Portland	2019	14.23%
Cumberland	6814	48.30%
York	2224	15.77%
Kennebec	1122	7.95%
Androscoggin	1032	7.32%
Penobscot	501	3.55%
Sagadahoc	456	3.23%
Oxford	407	2.89%
Lincoln	274	1.94%
Knox	267	1.89%
Somerset	230	1.63%
Franklin	206	1.46%
Waldo	153	1.08%
Hancock	142	1.01%
Aroostook	138	0.98%
Piscataquis	52	0.37%
Washington	51	0.36%

**This snapshot does not include fans that purchased tickets during walk-up as we don't capture their information.*





SOCIAL MEDIA PRESENCE

Reach Sea Dogs fans beyond the walls for Hadlock Field through social media content. Our social media platform is the largest in Double-A Northeast and top 10 in Minor League Baseball. This platform provides an effective means of getting your company's brand and message out to the masses. Listed below is our social media presence.



FACEBOOK

More than
75.7k Followers



TWITTER

More than
46.2k Followers



INSTAGRAM

More than
34.3k Followers

We also look at new social media platforms as they arise, podcasting, Snapchat, TikTok, LinkedIn, or a new platform. We pay attention to make sure we're reaching fans on the platform they like to consume information.



SOCIAL MEDIA PARTNERSHIPS

Attract new clients and raise brand awareness by sponsoring a social media graphic. Whether it be Team Leaders, Home Run tracker, Player Birthdays, This Day In Sea Dogs History, and more; attaching your brand to content fans interact with is a fresh way to bring new eyes to your business.

For information about available graphics, posts, impressions, and prices, please reach out.



PREMIUM SIGNAGE

MAINE MONSTER SIGNAGE

Signage offers your company a unique form of marketing to reach several hundred thousand potential clients each year. These premium signs are in high demand and rarely become available.

Be a fixture on an iconic part of Hadlock Field, the Maine Monster. Whether it be sitting 37 feet high above the field or being a fixture on the Maine Monster wall, your brand stands above the rest and grabs fans' attention.

Maine Monster Signage Package:

- Sign above or on the Maine Monster
- One (1) MiLB TV Commercial
- Full Page Program Ad
- Two (2) 30-Second Radio Spots
- One (1) Pregame Announcement
- One (1) Skybox Rental
- Four (4) Season Tickets - Box Seats

Price:

\$30,000.00/year for a 3-year agreement



OUTFIELD INFLATABLE

Located next to the Maine Monster or above the home bullpen displaying a custom inflatable is a distinctive way to grab fans' attention.

Outfield Inflatable Package:

- Custom Inflatable
- One (1) MiLB TV Commercial
- Full Page Program Ad
- Two (2) 30-Second Radio Spots
- One (1) Pregame Announcement
- Four (4) Season Tickets - Box Seats
- One (1) Skybox Rental

Price:

\$25,000.00/year for a 3-year agreement



OUTFIELD SIGNAGE

OUTFIELD SIGNAGE

Ever dreamed of having your company's name and logo in the outfield? Have your company's brand featured in Hadlock Field 365 days a year. Outfield signage gives your company amazing, direct/indirect viewing though-out Sea Dogs' home games and media coverage. Your sign will be up during 69 Sea Dogs games, Deering and Portland High School baseball games, Field Rentals, and special events. An 8' x 16' outfield sign will certainly grab fans' attention.

Price:

\$9,000.00/year for a 3-year agreement

- *Includes Four (4) Season Tickets - Box Seats*

\$10,000.00/year for a 1-year agreement

- *Includes Four (4) Season Tickets - Reserve Seats*

Do you have an interest in grabbing more attention? We also offer 8' x 32' signs.



FIELD-SIDE STAIRWAY

The Field-Side stairway sign is a great way to get your brand in front of potential customers. By being over the stairways, your signage becomes a directional marker for fans and employees. With fans walking directly underneath your sign, your message stands front and center.

Price:

\$6,000.00/year for a 3-year agreement

- *Includes Four (4) Season Tickets - Box Seats*

\$7,000.00/year for a 1-year agreement

- *Includes Four (4) Season Tickets - Reserve Seats*



CONCOURSE SIGNAGE

CONCOURSE SIGNAGE

Looking for more than branding, want to add more information to a sign to get your message across to fans? Then our concourse signs are a great option! Sitting above high-traffic areas, take advantage of reaching thousands of fans who roam the concourse in the search for food, souvenirs, restrooms, Slugger, or just walking around. With a concourse sign, your brand's message reaches fans in a clean and perceivable way. Prime locations above stairways, bars, bathrooms, and specialty concession stands are available.

Listed below are the different sizes and styles we offer.

CONCOURSE SIGN (6' x 6', 7' x 7', or 4' x 8')

Offering different sizes and locations throughout the concourse.

Price:

\$2,500.00/year for a 1-year agreement

- *Includes Two (2) Season Tickets - Reserve Seats*



DOUBLE SIGN (6' x 12', 7' x 15', or 4' x 16')

Looking for a bigger presence? Make it a double and really stand out!

Price:

\$4,000.00/year for a 1-year agreement

- *Includes Two (2) Season Tickets - Reserve Seats*

BACKLIT CONCOURSE SIGN (3.5' x 16')

Located in front of the main gate, have your brand light up and welcome fans into Hadlock Field. These signs are typically the first signs you see when entering the ballpark ... and you know what they say about first impressions.

Price:

\$5,500.00/year for a 3-year agreement

- *Includes Four (4) Season Tickets - Box Seats*



SINGLE GAME SPONSORS

SINGLE GAME SPONSORS

Single game sponsorships with the Sea Dogs provide your company an opportunity to obtain maximum exposure in a unique and creative way. Attaching your brand to a theme night, giveaway, fireworks show, community awareness, or special event is a fantastic way to meet your marketing needs. Your company can be the presenting sponsor of one of our 69 home games. By being the single-game sponsor you will receive the following:

Single Game Sponsorship:

- Inclusion in all event marketing the Sea Dogs do to promote the game
 - Print, radio, social media, & in-house marketing
- Three (3) in-game announcements during the game
- Three (3) name & logo recognition on the video board
- 100 Reserve Seats Tickets
- Table space in the concourse or in front plaza
- Opportunity to do a giveaway at the front gate
 - Giveaway provided by you, and a minimum of 1,000 pieces
- Opportunity to provide talking points or be interviewed live on the Sea Dogs Radio Network
- Opportunity to throw out a ceremonial first pitch

Price:

\$4,000.00/per game



FIREWORKS SHOW



BOBBLEHEAD GIVEAWAY

Some of the most popular games of the year are our five (5) post-game fireworks shows and our four (4) bobblehead giveaway nights. Fans look forward to these games, purchasing tickets in advance and showing up hours before gates open. Attaching your brand to one of these games is sure to make an impression and give you a "WOW" factor when entertaining clients or employees!

By being the sponsor of one of these games, you receive all the elements of the single-game sponsorship plus one (1) skybox for your game.

Price:

\$6,000.00/per game



NAMING RIGHTS

NAMING RIGHTS

Own a piece of Hadlock Field as a naming rights partner. Being a naming rights partner carries considerable branding opportunities, name recognition, and exposure in all marketing efforts to promote these areas.

Available naming rights inventory is listed below. For more information and packages, please reach out.

- Brehouse
- Skybox Level
- Souvenir Shoppe
- Third Base Corporate Corner
- Park Ave Plaza
- Speed Pitch



COMMUNITY PROGRAMS

Have your company be the reason why kids and community leaders come out the ballpark and are recognized in front of fans for their hard work and dedication. By being the primary sponsor of one of these great programs, your company will have the exclusivity and be associated with helping the community.

COMMUNITY PROGRAMS

- Slugger Reader Challenge
- Summer Reading Challenge
- Brush and Floss
- Healthy Living

RECOGNITION NIGHTS

- First Responders
- Nurses Appreciation
- Teacher Appreciation
- Volunteer Appreciation
- High School Night of Champions
- Women in Sports Night

Interested in learning more about community program? Please reach out and we'd be more than happy to give you additional information on any of these great programs, or create a new community program to highlight your brand and message.



BETWEEN INNING PROMOTIONS

BETWEEN INNING GAMES

Promote your company and entertain the fans between innings by sponsoring an in-between inning promotion! Let our experienced promotions team create a unique and fun event on the field, on the video board, or in the stands that will highlight your company or product. Fans will be randomly picked during the pre-game by our promo team to give them a memory that will last a lifetime.

By being the sponsor, you will get your logo on the video board, live mentions, all while your promotion captures the stadiums' attention. You also have the opportunity to provide a prize for the participants for additional branding to drive them into your business.

Price:

\$9,500.00/year for a 1-year agreement

- Includes Four (4) Season Tickets - Box Seats



SEAT UPGRADE

Make two (2) lucky fans day by upgrading their seats to an exclusive spot in the ballpark. Overlooking the Sea Dogs dugout, there is a space for two (2) comfortable high-top chairs and a drink rail to watch the game in style. These fans are picked at random during the pregame by our promo crew. In addition to making the fans day/night you will receive the following:

- Signage in the upgrade section area
- In-Park Announcement and logo/graphic on video board
- Opportunity to provide prize pack to winners
- Four (4) Season Tickets - Box Seats

Price:

\$10,000.00/year on a 3-year agreement



TABLING EVENTS

COMMUNITY SPOTLIGHT

Be the reason community non-profit organizations and groups can raise awareness and spread the word about their great causes by being the community spotlight title sponsor. You will provide a table in the concourse at every home game to a great non-profit organization or group. Community Spotlight participants will be selected and contacted by the Portland Sea Dogs.

Community Spotlight Package

- Naming rights of the Community Spotlight
 - Inclusion in website, forms, social media, and all marketing the Sea Dogs do to promote the community table
- Concourse sign behind Community Spotlight Table
- 20 General Admission Tickets to each home game
 - Donated to the community spotlight participant
- Four (4) Season Tickets - Box Seats

Price:
\$15,000.00/year for a 1-year agreement



TABLING EVENT

Tabling at the Sea Dogs game is a great way to get close and personal with potential customers. Hand out information, sign up to win, talk, answer questions, tabling at the Sea Dogs is what you make it, and you can make it meaningful.

Tables are available in the concourse or outside on the Front Plaza. Space is limited and is on a first-come, first-serve basis.

Price:
\$1,500.00 for the first tabling event

- *\$500.00 for each additional tabling event*



VIDEO BOARD

INNING SPONSOR

Get fans to see your brand and hear your message by being a primary sponsor of one (1) inning at a Sea Dogs game!

By being the sponsor of an inning, your logo/graphic will take up the entire video board at the top of the inning and have an in-game announcement to get your message across to fans. During the inning, your logo will be in the corner of the video board for more branding, and when the inning is over, your logo/graphic will once again cover the entire video board along with a thank you announcement.

Price:

\$8,500.00/year for a 3-year agreement

- Includes Four (4) Season Tickets - Box Seats

If you're looking for fan engagement, we can set up a contest during the inning for fans to win prizes. For examples or ideas, please ask for more information.



BETWEEN INNING ANNOUNCEMENT

Once a game, get your brand/graphic on the video board and pair it up with a 15-20 second between inning announcement. Grab fans' attention between innings with your message and branding.

With your branding being digital and announcement being a live read, you have the opportunity to change them during the season to highlight a new promotion, product, or sale you're having.

Limited availability -

Price:

\$5,500.00/year for a 1-year agreement

- Includes Four (4) Season Tickets - Reserve Seats



IN-GAME ANNOUNCEMENTS

IN-GAME ANNOUNCEMENT

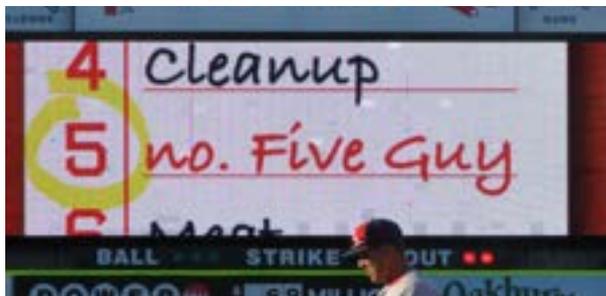
Want to make your brand and message be a part of the game? Sponsor a play and get an in-game announcement and logo on the video board. Create a direct connection with fans when emotions are running high for a long-lasting impression. Whether it's a home run, double-play, triple, or steal, sponsor a play like these and have your brand associated with cheering!

For available inventory please reach out.

Price:

\$5,500.00/year for a 1-year agreement

- Includes Four (4) Season Tickets - Reserve Seats



BATTER SPONSOR

Sponsoring a batter connects your brand with fan's beloved Sea Dogs players. When your batter makes his way to the plate before his music hits, your company will be a part of his introduction with your logo/graphic will be on the video board. Having this attachment to the batter will create a connection with fans that they will remember.

Limited availability -

Price:

\$5,500.00/year for a 1-year agreement

- Includes Four (4) Season Tickets - Reserve Seats



RADIO & TV

SEA DOGS RADIO NETWORK

Broadcast your company's message during exciting live Sea Dogs baseball action on the Sea Dogs Radio Network. The Sea Dogs Radio Network is on WPEI 95.5 & 95.9 and serves as our flagship station for all 138 Sea Dogs games. In addition, all Sea Dogs games are available over the internet at SeaDogs.com and through the Tunein app.

Let Emma Tiedemann, the voice of Sea Dogs Baseball, announce your message across Maine and Southern New Hampshire over the airways and across the world over the internet.

30-SECOND NETWORK SPOT

\$3,500.00/year for a 1-year agreement

60-SECOND NETWORK SPOT

\$4,500.00/year for a 1-year agreement

15-SECOND IN-GAME READER

\$1,500.00/year for a 1-year agreement



MILB TV

Showcase your commercial to fans at the game and watching from home. PSD TV will be streaming all Sea Dogs home games online and on the TVs at Hadlock Field. Streaming is available through a paid subscription to MiLB.tv. Fans who watch these games are loyal and attentive.

30-second spots are available between innings.

Are you interested in being the presenting sponsor of PSD TV? Contact us for more information.

Price:

- *\$750.00 per spot*



PRINT

SOUVENIR PROGRAM

A must-have for all Sea Dogs fans is the Sea Dogs souvenir program. Our program contains 100 pages of full-color information about the team, Double-A Northeast, and baseball in general. Print ads can be branding ads, couponing, or driving traffic into your business. For every program sold, an average of four people read it. It's a great medium to get your logo and information into the hand of our fans.

FULL PAGE AD

\$2,500.00/year for a 1-year agreement

HALF PAGE AD

\$1,800.00/year for a 1-year agreement

QUARTER PAGE AD

\$1,000.00/year for a 1-year agreement

Be a sponsor of the program insert and have it included with the Program or sold separately. The program insert keeps you current with information and statistics of the Sea Dogs and the visiting team.

PROGRAM INSERT AD

\$2,000.00/year for a 1-year agreement



POCKET SCHEDULE

A magnificent way to get a coupon into fans' hands is by sponsoring a panel in our pocket schedule. We distribute about 350,000 pocket schedules throughout Maine and Southern New Hampshire. Most Sea Dogs fans find out about games through the pocket schedule. We flood the market with our pocket schedules by placing them at local businesses, restaurants, visitor stations, and anywhere people go. After each home game, we will pass out pocket schedules and thank fans as they leave Hadlock Field. Putting your company on a pocket schedule is an excellent way to connect with fans inside and outside the ballpark.

Price:

\$5,000.00/year for 1-year agreement

- Includes four (4) Season Tickets - Reserve Seats*



SEASONS & SKYBOXES

SEASON TICKETS

Season Tickets are the perfect way to catch all of the action at Hadlock Field by having the same seats for all 69 home games. Season tickets also serve as a great marketing tool for social media giveaways, employee incentives, entertaining clients, customer appreciation, donation requests, fundraising, or for your personal use. By being a season ticket member, you receive the right of first refusal for playoff tickets and special events. You will also receive the following benefits:

Season Ticket Member Benefits:

- Same great seats for all 69 home games
- "Never Waste a Ticket" Program
- Right of first refusal on playoff tickets
- 20% Souvenir Shop Discount
- On-Field Batting Practice
- Team Autograph Sessions
- Breakfast with the team
- End of the year celebration picnic
- Other "Season Ticket Member Only" events

BOX SEATS

\$497.00/year on a 1-year agreement
\$461.50/year on a 3-year agreement

RESERVE SEATS

\$497.00/year on a 1-year agreement
\$461.50/year on a 3-year agreement



SKYBOXES

Adding hospitality gives you the chance to treat your employees and clients to a night they won't forget! The Sea Dogs skybox is a great way for your guests to make a long lasting memory in the comfort of your private skybox.

Watch the game with 22 people from the style and comfort of a temperature controlled, furnished skybox.

NIGHTLY RENTALS

\$550.00/game in April
\$638.00/game in May - September

FULL, HALF, OR QUARTER SEASON RENTALS

Call for more information



PICNICS

ALL-YOU-CAN-EAT PICNIC AREAS

The Sea Dogs have several unique areas at the ballpark designed for hospitality outings. It is a great way to treat employees, clients, friends, or family to a Sea Dogs baseball game with all of the amenities.

Each of our group picnic areas includes your game ticket and an All-You-Can-Eat ballpark-style buffet for you and your guests. Food service starts when the gates open and runs until one hour after the first pitch.

The traditional menu includes hamburgers, hot dogs, pulled BBQ chicken sandwiches, cole-slaw, beans, assorted Coca-Cola products, and Sea Dog Biscuits. (Veggie Burgers are also available upon request). All areas also have beer and wine available via a cash bar or on a consignment basis.

COCA-COLA PICNIC AREA

The Picnic Grove at Hadlock Field is a wonderful choice for entertaining a group of 20-350 people. Everyone in your group will receive a ticket to the game and all you can eat food. The Coca-Cola Picnic Grove includes both stadium-style and picnic table seating.

THIRD BASE CORPORATE CORNER

This exclusive picnic area gives groups of 100 to 300 people a way to enjoy a Sea Dogs baseball game with all of the amenities. Located behind the third base stands the area includes seating under a tent for your picnic, then move to lower box seats for the game next to the visitor's bullpen!

PARK AVE PLAZA

Similar to the Corporate Corner, the Park Ave Plaza allows 50 to 100 people the opportunity to enjoy an exclusive all-you-can-eat picnic. The Park Ave Plaza includes seating under a tent for your picnic and box seats in section 201 or 202 behind the Sea Dogs dugout for the game.

GIFFORD'S PAVILLION

Modeled after the "Monster Seats" at Fenway Park, the Gifford's HomeMaine Ice Cream Pavilion, located in right-field, these spacious seats offer spectacular views of the field with countertop seating. It is the only place in the ballpark that you have an opportunity to catch a home run ball. Groups from 10 to 350 people can enjoy a Sea Dogs game with an All-You-Can-Eat Picnic.

Price:

\$30.00 per person

- Includes a ticket to the game and the All-You-Can-Eat Picnic*



Sea Dogs

THANK YOU

FOR YOUR INTEREST

THIS PACKAGE CONTAINS A COUPLE IDEAS OF PARTNERSHIP
POSSIBILITIES. WE ARE ALWAYS DEVELOPING NEW AND
UNIQUE WAYS TO MARKET. IF YOU HAVE ANY QUESTIONS OR
NEED ADDITIONAL INFORMATION,
PLEASE DON'T HESITATE TO REACH OUT.

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