

CHESAPEAKE  
**Baysox**

*Join the fun!*

# 2025 PARTNERSHIPS GUIDE





# 2024 DEMOGRAPHICS

**ATTENDANCE FOR 2024 SEASON: 234,507**

**AVERAGE ATTENDANCE PER GAME FOR 2024 SEASON: 3,500**

## GENDER OF BAYSOX FANS

Male	48%
Female	51%

## PERSONS PER HOUSEHOLD

2.53

## BACHELOR'S DEGREE OR HIGHER

47.4%

## ETHNICITY

White	44%
Black	34%
Hispanic	11%
Asian	5%
2 or more races	3%

## AVERAGE HOUSEHOLD INCOME

Avg Household Income:	\$105K
Median Income:	\$98K
\$150,000 +	31%
\$100,000 - \$150,000	21%
\$50,000 - \$100,000	27%
\$25,000 - \$50,000	11%

## FAN SOCIAL MEDIA FOLLOWING

Facebook	58%
X/Twitter	30%
Instagram	12%



# DIGITAL ENGAGEMENT

## IMPRESSIONS

April-September 2023

 1,574,282

 150,857

## PROFILE VISITS

 115,862

 69,840

## FOLLOWERS

All-Time

 24,000+

 21,300+

 25,700+



# MEDIA PARTNERS

The Baysox are proud to partner with WNAV Annapolis, who will carry the majority of the 138 games home and away on 99.9 FM/1430 AM, or on WNAV.com. During the season, our broadcasters also host Baysox Weekly, a half-hour long radio show featuring extended highlights and player/coach interviews on Saturday mornings from 10:00-10:30 a.m. Additionally, you can tune into every Baysox game, home and away, online at [Baysox.com/Listen](http://Baysox.com/Listen). All home games featuring the official Baysox broadcast will also be streamed for viewing on MiLB.TV and the MiLB App.



**WNAV**  
99.9 FM & 1430 AM



**AT BAT ON MILB.TV**

Fans can watch Chesapeake Baysox games during the upcoming season have access to additional features with an At Bat subscription on MiLB.TV. At Bat subscribers can stream Baysox games LIVE or on-demand on MiLB.com or in the MiLB app, and watch their favorite MLB team affiliate on MLB.TV and listen to EVERY out-of-market MLB game LIVE or on-demand throughout the 2025 season. MLB.TV subscribers can also stream Minor League games with their subscription.



# OUTFIELD SIGNAGE

## BRAND YOUR COMPANY ON THE FIELD

What better way to brand your company than with an Outfield Sign at Prince George's Stadium! This three-hour commercial will help spread your advertising message during all 69 home games and at every event hosted at Prince George's Stadium.

### PREMIUM DIMENSIONAL OUTFIELD SIGNAGE

Five-Year Deal; Four Slots Available

### HOME RUN WALL SIGNAGE

Fair Pole Signage





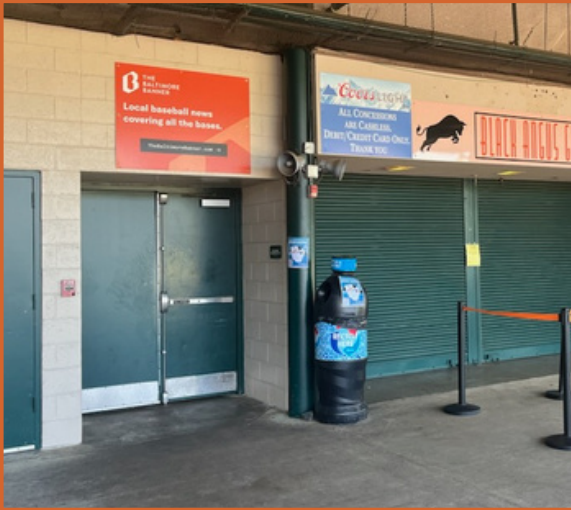
# INFIELD GRASS SIGNAGE

## BRAND YOUR COMPANY ON THE FIELD OF PLAY!

Leave a lasting impression on Baysox fans by branding your company's name on the INFIELD Grass. Our Corporate Partners will now have the right to place their company name and logo on the Infield grass in front of the First Base Dugout, Third Base Dugout, or behind Home Plate!



# CONCOURSE SIGNAGE



# BRAND YOUR COMPANY INSIDE THE STADIUM



## LOCATIONS

backlit wall signs, elevator door, seating sections, stairwells, walls, windows, door

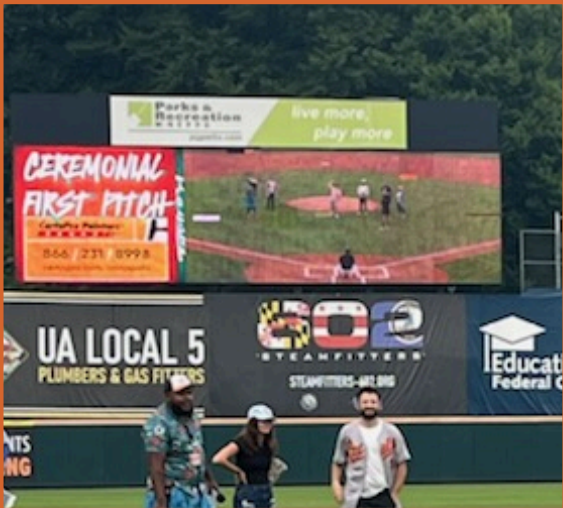


4 ▲ 7:47			Alex Ramírez											
BALLS	STRIKES	OUTS	AVG		.239		2 LF		OBP		.304		TODAY	
3	0	0	OPS		.641		0-1		HR		2		0-1	
RBI			22											
0 0 1			0 0 1		0 0 1		0 0 1		0 0 1		0 0 1		1 2 0	
0 0 0			0 0 0		0 0 0		0 0 0		0 0 0		0 0 0		0 1 0	

# VIDEOBOARD

## LEFT FIELD AND RIGHT FIELD VIDEOBOARDS

A great place to digitally advertise at the ballpark! . Advertisements are available for full innings, and call to the bullpen (home and away). Your business can also sponsor head shots for both teams, and a :30 videoboard commercial is also available.





**TONIGHT'S FIREWORKS SPONSORED BY**



301-464-8707

DCA

# FIREWORKS SPONSORSHIP

## MAKE A GRAND SLAM IMPRESSION!

The Chesapeake Baysox have the best fireworks shows in the region. Your company can make a lasting impression with Baysox fans as a presenting sponsor of one or more of the spectacular shows on the biggest nights at the ballpark! The Baysox light up the sky over Prince George's Stadium at every Saturday night home game, many Friday home games, and on Independence Day. Fans will cheer for the show and your company's involvement as they go home with great memories of the event and your company's sponsorship of it.



## INCLUDED IN YOUR GAME & FIREWORKS SPONSORSHIP:

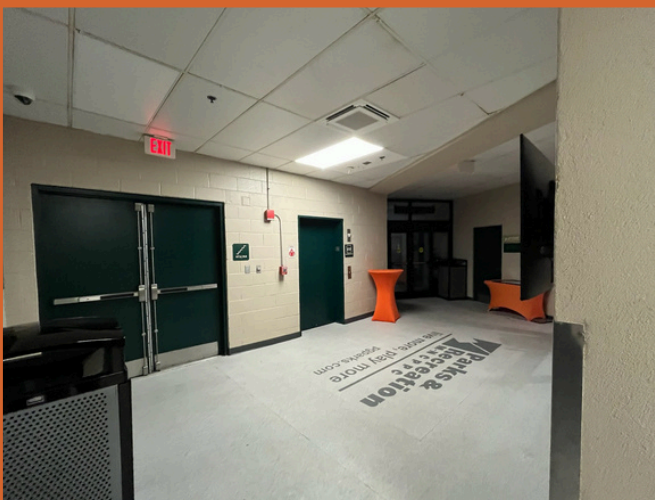
- Five days prior to your game, your business will receive marketing exposure on our Route 301 Marquee (receives an estimated 70,000 drivers daily)
- Pregame marketing exposure through radio, print, & more
- Videoboard Recognition and Public Address Announcements throughout the game and for the entire fireworks presentation
- Your Business Name listed on Baysox website ticketing page for their sponsored game
- Opportunity to display signage on our concourse and the front entrance (Sponsor will need to supply materials)
- Opportunity for your business representative to join the Baysox Radio Network for a half-inning during sponsored game
- Opportunity to generate direct return via distributing coupons to fans exiting stadium
- Ceremonial first pitch for business representative
- Tickets to the game to entertain staff, customers and clients



# HOSPITALITY AREAS

## LUXURY SUITE LEVEL & INDIVIDUAL SUITES

Located on the second level of the stadium, our Luxury Level is a prime outlet for your business message that can target multiple businesses utilizing a private room for their party. Your message will be branded from the moment fans enter the Luxury Level and will be extended by maximizing your message along the first and third base corridors. With your creativity, we can do so much more!





# HOSPITALITY AREAS

## DIAMOND VIEW RESTAURANT

Put your mark on the largest and most popular suite at the ballpark – the Diamond View Restaurant! The restaurant is located on the second level of the stadium, directly behind home plate, with great views of everything the ballpark has to offer. Area businesses, organizations, and individuals rent the space for various events, from company celebrations and birthday parties to membership and fundraising events, business meetings, and more. The Baysox will showcase your company's sponsorship of the Diamond View Restaurant inside and outside the ballpark in numerous ways.



## PICNIC PAVILION

Located on the third base side of the stadium concourse, our Picnic Pavilion is a prime outlet for your business message to be seen throughout the stadium. Your message will be branded around the structure of the deck on our blue drink tent and in all group sales marketing materials. With your creativity, we can do so much more!





# KIDS PARK

The Kids' Park is one of the top destinations in the stadium at every Baysox game. Kids and parents flock to enjoy the carousel, inflatable games, bounce house, and more! Your company's message will be prominently displayed throughout the Kids' Park and in all related promotional and marketing materials, focusing on the Kids' Park as a destination at each home game and all outbound marketing to youth-focused groups and birthday party events.





# CONCOURSE TELEVISIONS

Enjoy the benefits of six televisions placed near high traffic areas on the main concourse at Prince George's Stadium! These televisions offer a platform for your business through pre-recorded or static spots that run on a rotational basis during each Baysox home game.

## OPPORTUNITIES

FULL SEASON DISPLAY

HALF SEASON DISPLAY

MONTHLY DISPLAY

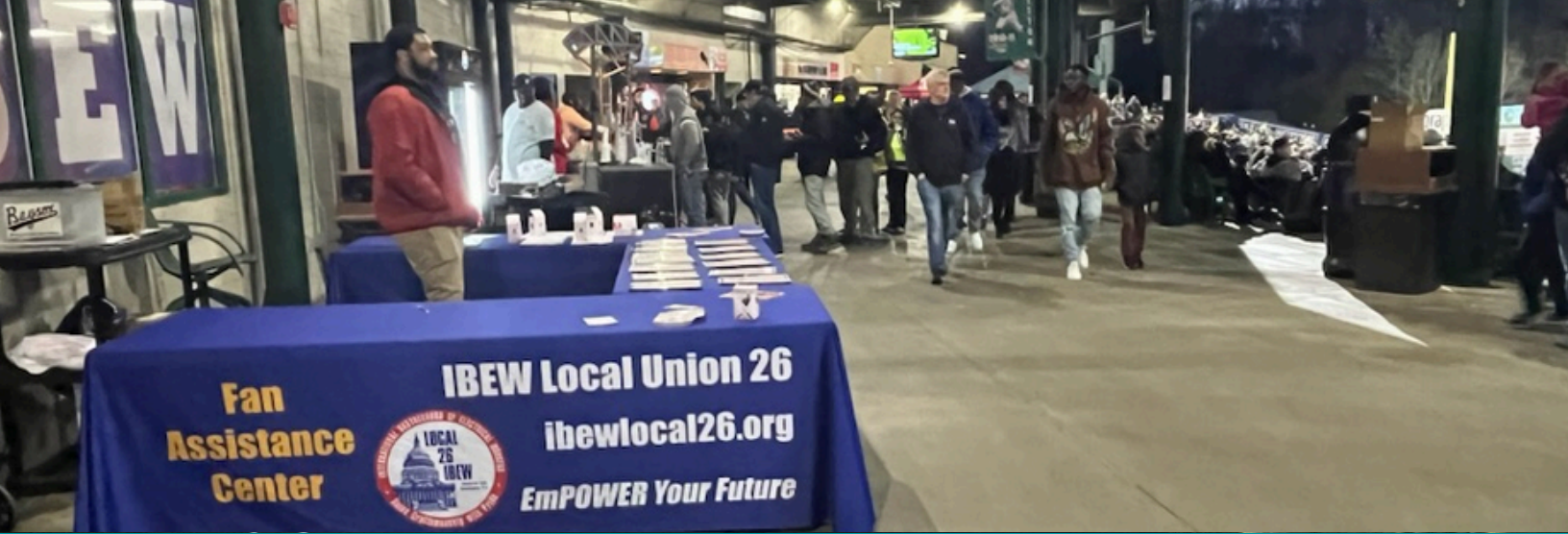


# FANCOMPASS

**SPONSOR A  
CAMPAIGN ON A  
PREMIER DIGITAL  
FAN ENGAGEMENT  
PLATFORM**

## FANCOMPASS BENEFITS

- Ability to set up individual campaigns throughout the season.
  - Enter-To-Win (Giveaway)
  - Predict- It
  - Trivia
  - Fan Voting
- Sponsors will receive all customer data and one lead generating question of their choice for each campaign.
- In-Season and Off-season opportunities
- At least two social media posts per campaign on the Baysox's social media pages, which includes your company's logo & name on marketing content.

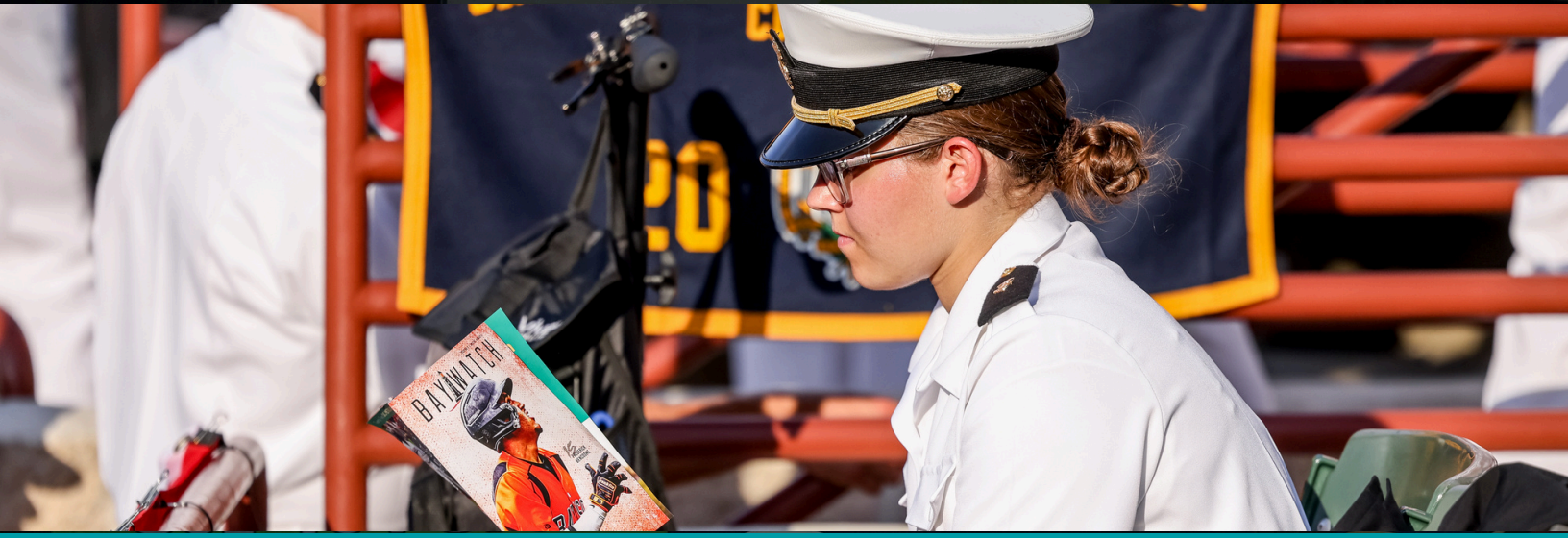


# FAN ASSISTANCE CENTER

The Fan Assistance Center is located on the ballpark's main concourse and is the epicenter of activity on game day. During each game, hundreds of fans stop by this location to ask questions, pick up prizes, register for drawings, and more. You can brand your business with custom table covers and window clings that set this ballpark location apart from all the rest. Your business will also be highlighted in dozens of public announcements calling attention to your sponsorship of the Fan Assistance Center throughout each home game.

**AVAILABILITY**

**SOLD OUT FOR 2025 AND 2026**



# PRINT OPPORTUNITIES

## BAYWATCH GAME PROGRAM

Let your business be seen by Baysox fans attending games each season with BayWatch – the full-color game program of the Baysox. Tailor your promotional message throughout the season by changing your advertisement for each edition or keep it the same – it’s your choice. More than 200,000 BayWatch programs are distributed FREE to adult Baysox fans each year.

**AVAILABILITY:** FULL PAGE, HALF PAGE, QUARTER PAGE



## POCKET SCHEDULES

Jump on our back and promote your business with the #1 way fans find out about Baysox games each season. The Baysox distribute over 250,000 pocket schedules annually via hundreds of high traffic locations throughout the region, including the surrounding eight counties, and to fans attending Baysox games all season long.

**AVAILABILITY:** FULL PANELS

## MAGNET SCHEDULES

Create a lasting impression with Baysox fans when you put your logo on one of the most popular giveaway items of every season. Magnet schedules are proudly displayed at home and at work, and have a long shelf life as they hold those special items on the refrigerator that kids bring home from school. Adorned with the current season’s game schedule and photos of great players from the past, these magnets are collectible and highly visible all season and longer.

**AVAILABILITY:** OPEN



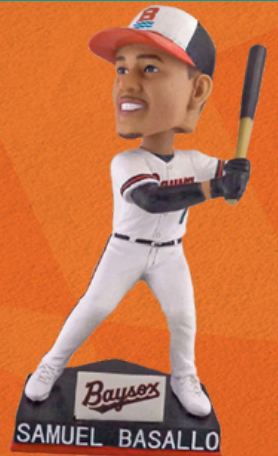




# PROMOTION/ENTERTAINMENT

## PREMIUM GIVEAWAYS

Create a lasting impression with Baysox fans! Each season, the Baysox host 5-10 premium giveaway events that put between 500 - 1,250 quality promotional items directly into the hands of eager fans. Many fans wait in line hours before the stadium gates open to get one of these great items. Premium giveaways have included Bobble Head & Garden Gnome collectibles of former Baysox players, celebrities, and historical personalities. Premium usable items have included T-shirts, socks, insulated coolers, texting gloves, winter beanies, and more!



## FAN INTERACTIVE GAMES

Fan interaction is what Minor League Baseball is all about. Teams work to develop many, interactive & crazy events to keep fans engaged & laughing throughout a baseball game. Have you ever seen kids riding inflatable horses down the baseline? All this and more is what makes a Baysox game fun for everyone. Your company will enjoy the affiliation and benefits of partnering with the team to create a contest to engage fans with your brand.

Capitalize on your sponsorship by offering a prize to the contestants, a row of fans, a section of fans, or everyone in attendance.

## DIRECT MARKETING

Baysox games provide a personal opportunity to market your business directly to fans attending games through face-to-face marketing. Make a direct connection with potential customers when you engage Baysox fans at an in-stadium concourse marketing exhibit. Choose one game, a series of games, weekends, or a whole season, and let you or your staff interact with fans and interest them in your products or services.





# 2025

## Season Schedule

### APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4 ALT 6:00	5 ALT 4:00
6 ALT 1:00	7 OFF	8 ERI 6:35	9 ERI 6:05	10 ERI 11:05am	11 ERI 7:05	12 ERI 6:35
13 ERI 1:05	14 OFF	15 RIC 6:05	16 RIC 11:05am	17 RIC 6:35	18 RIC 6:35	19 RIC 6:05
20 RIC 1:35	21 OFF	22 ALT 6:05	23 ALT 11:05am	24 ALT 6:35	25 ALT 7:05	26 ALT 6:35
27 ALT 1:05	28 OFF	29 HFD 7:10	30 HFD 7:10			

### MAY

SUN	MON	TUE	WED	THU	FRI	SAT
						1 HFD 7:10
4 HFD 1:10	5 OFF	6 POR 6:00	7 POR 6:00	8 POR 6:00	9 POR 6:00	10 POR 1:00
11 POR 1:00	12 OFF	13 AKR 6:05	14 AKR 11:05am	15 AKR 6:35	16 AKR 7:05	17 AKR 6:35
18 AKR 1:05	19 OFF	20 HBG 6:00	21 HBG 11:00am	22 HBG 6:30	23 HBG 7:00	24 HBG 6:30
25 HBG 6:30	26 OFF	27 BNG 6:35	28 BNG 6:35	29 BNG 6:35	30 BNG 7:05	31 BNG 6:35

### JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
1 BNG 1:05	2 OFF	3 AKR 6:35	4 AKR 6:35	5 AKR 6:35	6 AKR 7:05	7 AKR 7:05
8 AKR 1:05	9 OFF	10 HBG 6:35	11 HBG 6:35	12 HBG 6:35	13 HBG 7:05	14 HBG 6:35
15 HBG 1:05	16 OFF	17 ERI 6:05	18 ERI 1:05	19 ERI 6:05	20 ERI 6:35	21 ERI 6:05
22 ERI 1:35	23 OFF	24 ALT 6:35	25 ALT 6:35	26 ALT 6:35	27 ALT 7:05	28 ALT 6:35
29 ALT 1:05	30 OFF					

### JULY

SUN	MON	TUE	WED	THU	FRI	SAT
		1 RIC 6:35	2 RIC 6:35	3 RIC 6:35	4 RIC 6:35	5 RIC 6:35
6 RIC 1:05	7 OFF	8 REA 6:35	9 REA 6:35	10 REA 6:35	11 REA 7:05	12 REA 6:35
13 REA 1:05	14 OFF	15 OFF	16 OFF	17 OFF	18 ERI 6:35	19 ERI 6:05
20 ERI 1:35	21 OFF	22 ALT 6:30	23 ALT 12:05	24 ALT 6:00	25 ALT 6:00	26 ALT 6:30
27 ALT 1:00	28 OFF	29 NH 6:35	30 NH 12:05	31 NH 6:35		

### AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
					1 NH 7:05	2 NH 6:35
3 NH 1:05	4 OFF	5 AKR 12:05	6 AKR 6:35	7 AKR 6:35	8 AKR 7:05	9 AKR 7:05
10 AKR 1:05	11 OFF	12 ERI 6:35	13 ERI 6:35	14 ERI 6:35	15 ERI 7:05	16 ERI 6:35
17 ERI 1:05	18 OFF	19 RIC 6:35	20 RIC 6:35	21 RIC 6:35	22 RIC 7:05	23 RIC 6:35
24 RIC 1:05	25 OFF	26 REA 6:45	27 REA 6:45	28 REA 6:45	29 REA 6:45	30 REA 6:45
31 REA 5:15						

### SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
	1 OFF	2 HBG 6:35	3 HBG 6:35	4 HBG 6:35	5 HBG 7:05	6 HBG 6:35
7 HBG 1:05	8 OFF	9 NH 6:35	10 NH 6:35	11 NH 6:35	12 NH 6:35	13 NH 6:35
14 NH 1:35	15	16	17	18	19	20

Schedule Subject To Change

● HOME ● AWAY ● FIREWORKS

#### SOUTHWEST DIVISION:

- AKR: Akron RubberDucks (Cleveland)
- ALT: Altoona Curve (Pittsburgh)
- CHE: CHESAPEAKE BAYSOX (ORIOLES)
- ERI: Erie SeaWolves (Detroit)
- HBG: Harrisburg Senators (Washington)
- RIC: Richmond Flying Squirrels (San Francisco)

#### NORTHEAST DIVISION:

- BNG: Binghamton Rumble Ponies (NY Mets)
- HFD: Hartford Yard Goats (Colorado)
- NH: New Hampshire Fisher Cats (Toronto)
- POR: Portland Sea Dogs (Boston)
- REA: Reading Fightin Phils (Philadelphia)
- SOM: Somerset Patriots (NY Yankees)



BAYSOX.COM | 301-805-6000



# **CONTACT US!**

## **MATT MCLAUGHLIN** **DIRECTOR OF PARTNERSHIPS**

DIRECT: (301) 464-4875

EMAIL: MMCLAUGHLIN@BAYSOX.COM

## **ANDREW SCHORR** **PARTNERSHIP ACCOUNTS EXECUTIVE**

DIRECT: (301) 464-4853

EMAIL: ASCHORR@BAYSOX.COM

4101 CRAIN HWY.

BOWIE, MD 20716

[HTTPS://WWW.MILB.COM/CHESAPEAKE](https://www.milb.com/chesapeake)