



# CORPORATE PARTNERSHIP **OPPORTUNITIES**





# WHITE SOX TIMELINE

**Chicago**<sup>™</sup>

**1899**

The American League is founded in Chicago

**1933**

The first **ALL-STAR GAME** in history is played at Comiskey Park as part of the World's Fair. The AL win 4-2, on a two-run home run by the legendary Babe Ruth



The White Sox play the Dodgers in the **WORLD SERIES**

**1959**



**1964**

**LUKE APPLING**

is inducted into the Baseball Hall of Fame

**1983**

The 50th Anniversary **ALL-STAR GAME** is held at Comiskey Park



**1993**

The White Sox **WON 94 GAMES** and claimed the American League Western Division title for the second time



**2000**

Chicago White Sox captured the **AL CENTRAL DIVISION TITLE**



**2000**

**CARLTON FISK**

is inducted into the Baseball Hall of Fame



**2005**

The White Sox win the **WORLD SERIES**, going 11-1 in the process



**2008**

The 163rd game called the **BLACKOUT GAME** is won by the White Sox to clinch the AL Central Championship



**2016**

A partnership is formed with Guaranteed Rate and the ballpark is renamed **guaranteedRateField**.



**2014**

**JOSE ABREU**

named AL Rookie of the Year



**1906**

The White Sox win the 1906 World Series by defeating the Cubs, four games to two, in the only all-Chicago Fall Classic



**1917**

The White Sox win a second World Series title by defeating the New York Giants



**1960**

The first ever exploding scoreboard is installed and goes off after home runs by White Sox players

**1972**

**DICK ALLEN** is named MVP



**1991**

**NEW COMISKEY PARK** opens



**1993 & '94**

Frank Thomas named the AL's **MOST VALUABLE PLAYER** by unanimous vote in 1993 after becoming the first White Sox player to hit 40 home runs. He repeated as MVP in the 1994 season



**2003**

A partnership is formed with U.S. Cellular and the ballpark is renamed; the All-Star Game is also hosted at U.S. Cellular Field the same year



**2009**

**MARK BUEHRLE** pitches the 18th Perfect Game in MLB History

**2014**

**FRANK THOMAS**

is inducted into the Baseball Hall of Fame



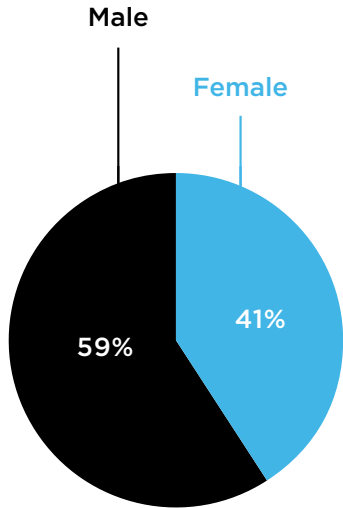
**2017**

The White Sox retire No. 56 in honor of former pitcher

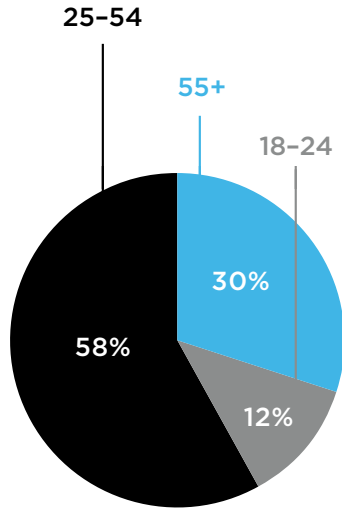
**MARK BUEHRLE**

# DEMOGRAPHICS & IMPACT

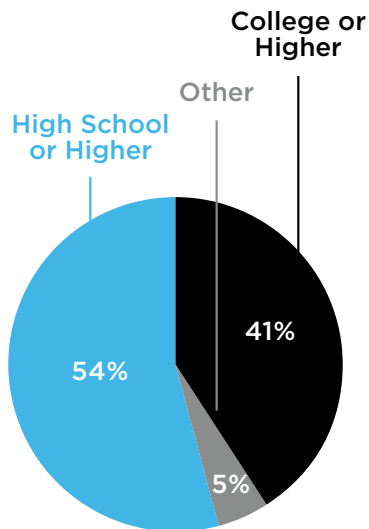
## WHITE SOX ATTENDEE DEMOGRAPHICS



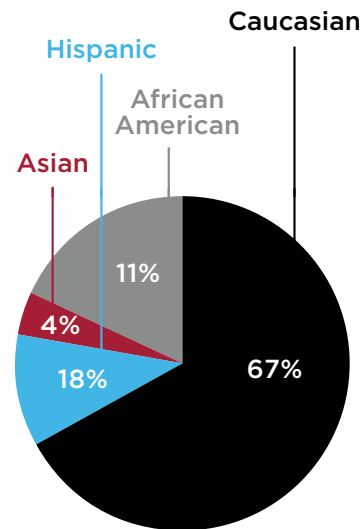
GENDER



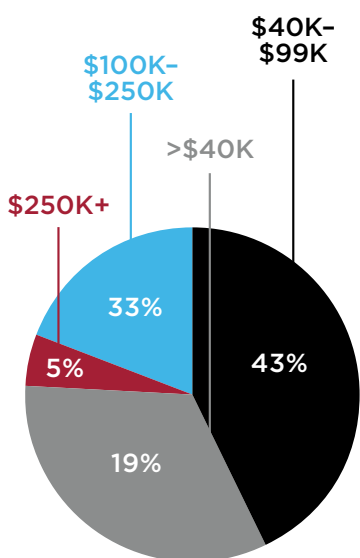
AGE



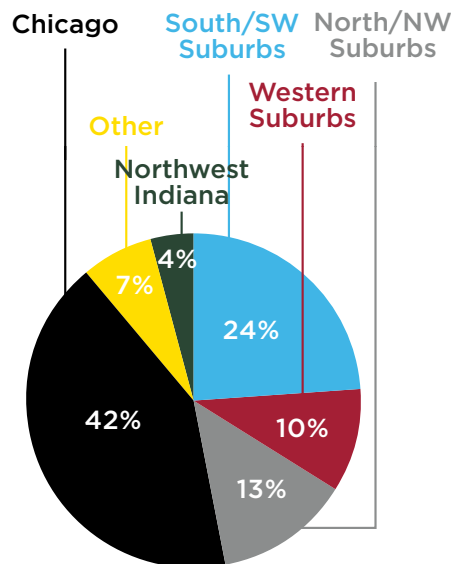
EDUCATION



ETHNICITY



HOUSEHOLD INCOME



\*\*RESIDENCE

## SPONSORSHIP IMPACT

WHITE SOX FANS ARE  
**76% MORE LIKELY**  
to purchase a product or service  
**FROM A WHITE SOX SPONSOR\*\***

guaranteed **Field Rate**®

WELCOMED APPROXIMATELY

**10 MILLION ATTENDEES**  
FROM 2012-2017

WHITE SOX FANS ARE  
**40% MORE LIKELY**  
to attend a Chicago White Sox game during a  
**CORPORATE SPONSORED EVENT**  
like a fireworks show or giveaway item\*\*

THE CHICAGO DMA IS THE  
**THIRD LARGEST**  
IN THE NATION WITH OVER  
**9.5 MILLION PEOPLE**

**JD POWER AWARD  
"HIGHEST RATED  
FAN EXPERIENCE  
IN CHICAGO"**

Highest numerical score among six major pro sports teams in Chicago in the J.D. Power 2017 Fan Experience Study, based on 9,143 total responses, measuring the opinions of customers who attended a sporting event in the past 12 months in Chicago, surveyed February - June 2017. Visit [jdpower.com](http://jdpower.com) for more information.



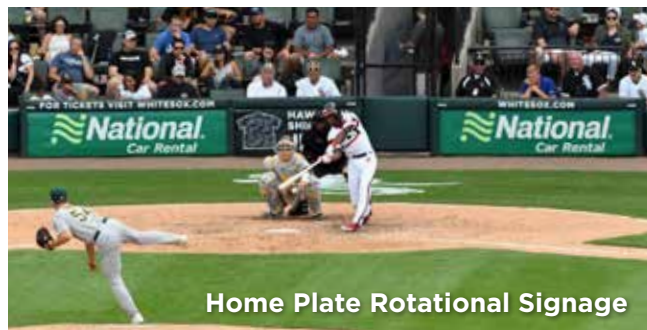
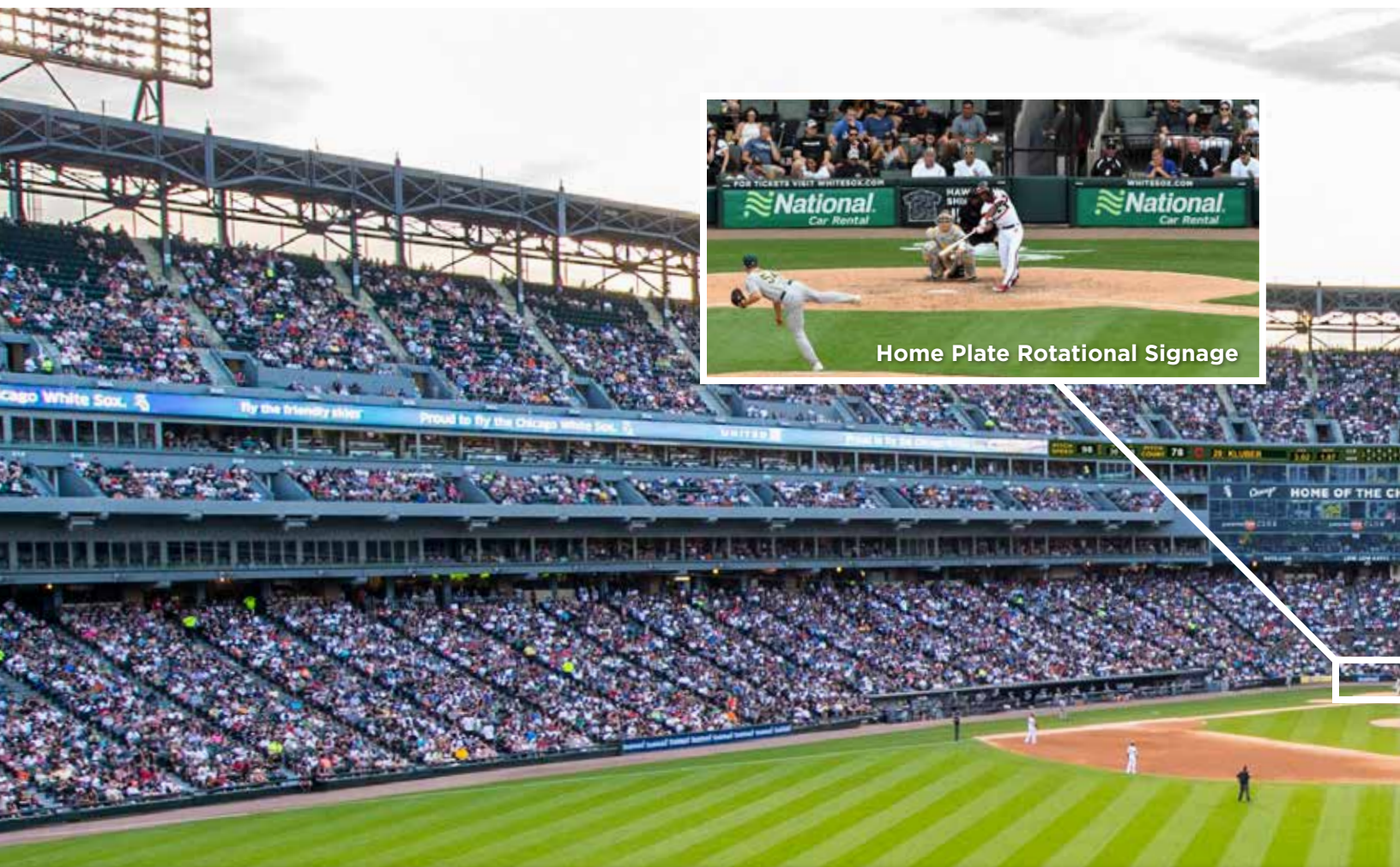
A fan is defined as an individual who has watched, attended or listened to a White Sox game in the past 12 months.

\*Source: Nielsen Scarborough 2017, Release 2  
\*\*Source: FanTrak, 2017



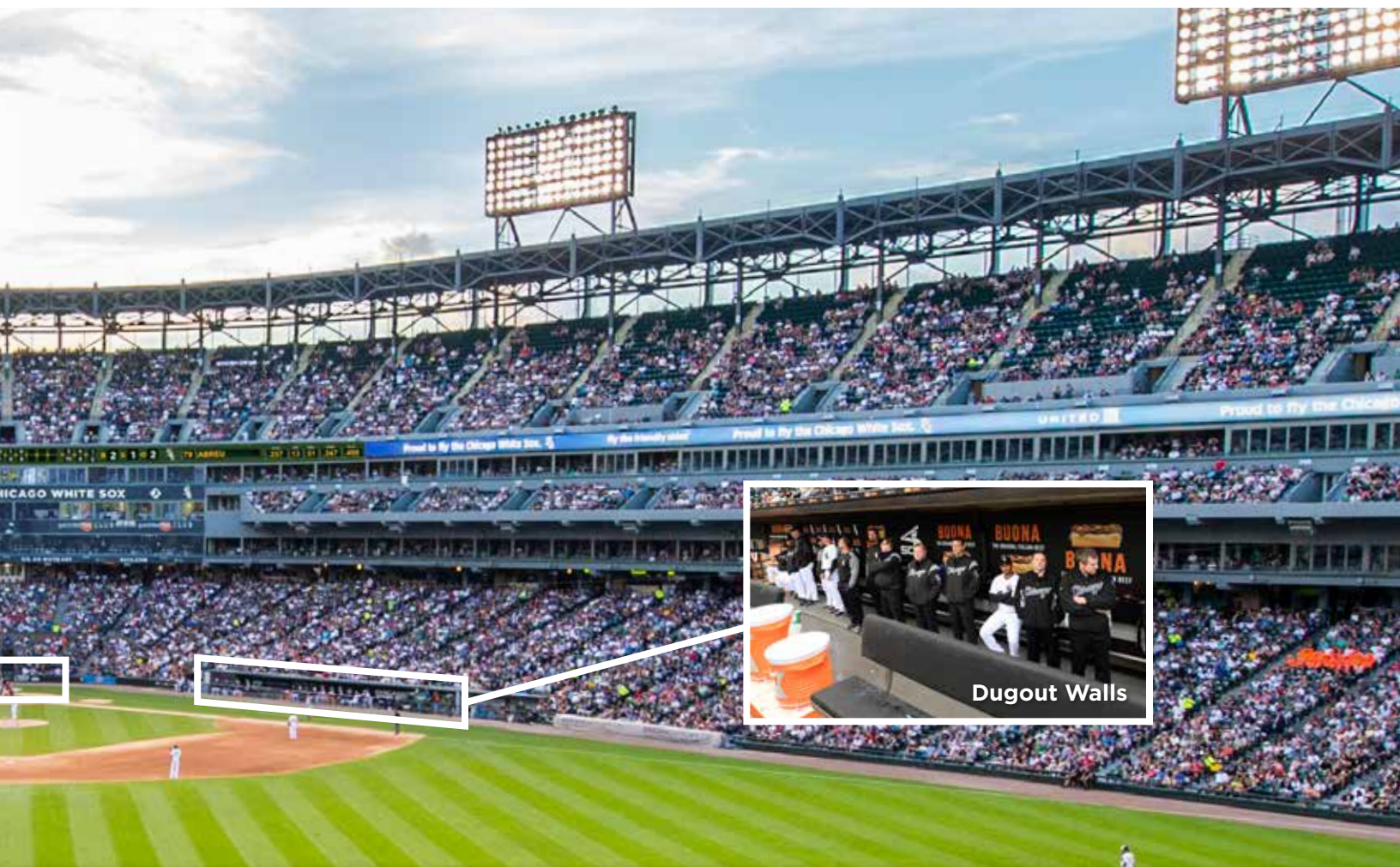


Outfield Wall Sign



Home Plate Rotational Signage









## TITLE SPONSORSHIP

- Generate tremendous exposure by aligning your brand with a specific area of the ballpark. Options include the ChiSox Bar & Grill, the Patio and the Club Level.



## FIELD-LEVEL ROTATIONAL SIGNS

- Your brand will be featured on three (3) signs for a half-inning during regular season regionally televised Chicago White Sox home games. Select dates will be televised nationally.



## HOSPITALITY

- Treat and incentivize employees, customers, suppliers and others with tickets to a White Sox game.
- Season Tickets, Suite Nights, Patio Parties, special on-field experiences and more can be incorporated into all partnerships.



## VIDEOBOARD FEATURES

- Incorporate your brand into an interactive in-game or between inning videoboard feature.

## GAME CARDS

- Advertise to the first 25,000 fans attending every regular season home game with sweepstakes entry, coupon or other drive to retail offers.



## IN THE COMMUNITY

- The Chicago White Sox Charities (CWSC) Partner Program provides your company an opportunity to support the mission of CWSC by sponsoring signature CWSC events.
- All of the Partner Program grant funds benefit non-profit organizations aimed to improve the quality of life for Chicagoans of all ages, race and gender in the greater Chicagoland area.
- Partner with the Bulls/Sox Academy, which offers hundreds of year-round camps and clinics throughout Chicagoland communities, offering your company unique grassroots and experiential sponsorship opportunities to directly engage families and children.



## IN-PARK TV NETWORK

- Share your message via Guaranteed Rate Field's television network consisting of approximately 500 TVs throughout the ballpark.
- In-Park TVs showcase live game action, White Sox branded content and sponsor messaging throughout the concourse and club levels.



## ON-SITE ACTIVATION

- Bring your product or service directly to the fans with booth/ kiosk space, both inside and outside of Guaranteed Rate Field.



## SPONSOR A UNIQUE EVENT OR EXPERIENCE



The White Sox are always looking for new ways to highlight partners as well as enhance the fan experience. Ford is the sponsor of a unique fan experience, the "Opening Day Ford Drive Around." The partnership includes a pre-game parade where current players ride around the field in various Ford vehicles to be introduced to fans.

## PROMOTIONAL GIVEAWAYS, POSTGAME FIREWORKS AND THEME NIGHTS



Be a part of a fun-filled game with a high-end premium item giveaway, postgame fireworks display or theme night. Sponsorship includes media support during TV and radio broadcasts as well as a Ceremonial First Pitch opportunity and hospitality.

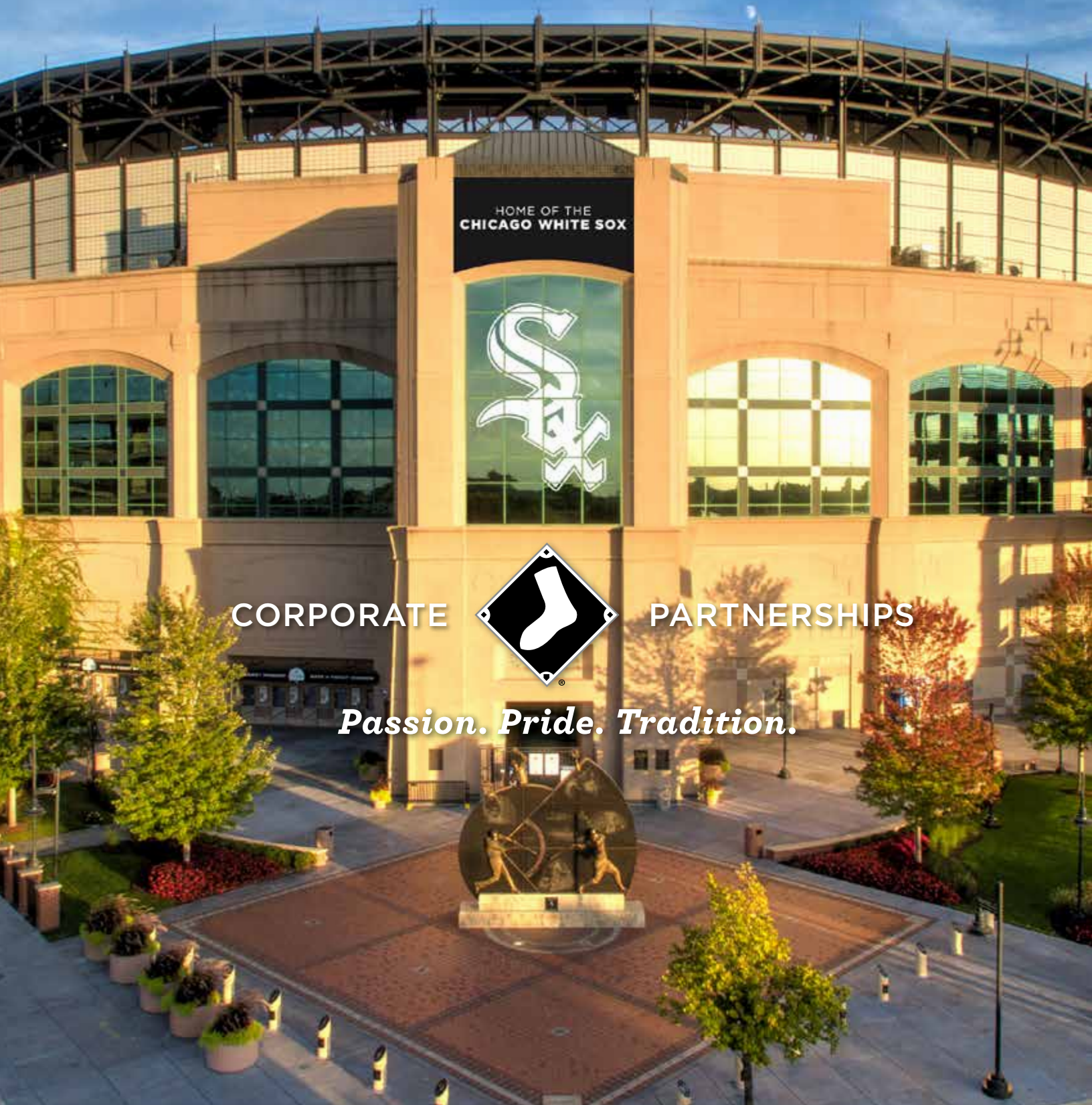
## FIRST GAME CERTIFICATE

At each White Sox home game, fans visit Guest Services to receive a personalized "First Game Certificate." This opportunity allows for the distribution of mutually agreed upon promotional offers or items, with the certificate reaching approximately 18,250 fans each season.



For more information, call **312.674.5394**  
or visit **[whitesox.com/sponsorship](http://whitesox.com/sponsorship)**





CORPORATE



PARTNERSHIPS

*Passion. Pride. Tradition.*