



2021 will mark a new chapter in Calfee Park's storied history as the organization embarks on its first season with the all-new Appalachian League. Calfee Park welcomed a league-high 95,897 fans to Motor Mile Field in 2019. Since 2015, over 380,000 fans have attended Calfee Park games. Entering 2021, park infrastructure upgrades and improvements include the addition of 750 new seats.

Calfee Park offers a multitude of advertising and sponsorship options, and we can tailor any package with customized elements aimed at maximizing your investment. For inquiries about partnership opportunities, please contact the Calfee Park Front Office staff at (540) 980-1070.

BALLPARK SIGNAGE

Gain exposure to Calfee Park's diverse fanbase with ballpark signage. Signage is strategically placed in prominent, high-visibility areas throughout the facility.

20'x8' Outfield Fence Billboard | \$2,200

10'x8' Outfield Fence Billboard | \$1,100

Jumbo Pavilion Banner | \$2,500

20'x8' Exterior Billboard | \$1,000

Exterior Billboard placed along Pierce Ave. provides exposure to patrons entering and exiting the park.



Concourse Banner Packs | \$350

These banners are placed near the entrances, concessions areas, and inside the ballpark for maximum exposure in areas with high foot traffic. A banner pack includes two (2) 2' x 6' banners.

JUMBOTRON PACKAGES

Calfee Park boasts the only Jumbotron in the Appalachian League. Showcase your company on our state of the art big screen through one of our multimedia Jumbotron opportunities. A unique, entertaining way to engage the Calfee Park fanbase!

Inning Sponsorships | \$5,000

Includes (1) one :15 sec. Jumbotron commercial prior to the start of the inning, and company logo placement on the Jumbotron throughout the entire inning.

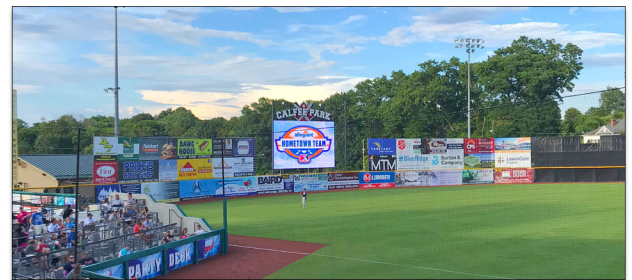
Commercials

Includes (1) one :15 or :30 sec. Jumbotron commercial per game.

PRE GAME | \$1,500

IN GAME | \$2,000

POST GAME | \$1,000



In-Play Sponsorships | Ask For Pricing

Includes (1) motion graphic with company logo and (1) PA mention each time the sponsored play occurs during gameplay. I.E. Home Run, Strike Out, Stolen Base, etc.



PRINT ADVERTISING

These opportunities are a cost-effective way to reach the Calfee Park fanbase!

Pocket Schedule Advertisement | \$500

50,000 free pocket schedules are printed and distributed throughout the New River Valley each year.



Souvenir Program Advertisement

These programs are distributed at all home games and are used as repeated promotional items.

Full Page | \$750 Half Page | \$300 Quarter Page | \$200



PROMOTIONS

Promotional advertising options are a fun, creative way to promote your business and increase brand recognition.

Promotional T-Shirts | \$500

T-shirts are used for promotional giveaways throughout the year for community appearances, in-game t-shirt tosses, and more. Your business logo will be featured on over 500 giveaway t-shirts throughout the season.

Premier Bobbleheads | \$3,000

A baseball tradition! Your company logo will be featured on a predetermined amount of bobbleheads that will be distributed as a free giveaway to a select number of patrons entering the venue on gameday.



Fireworks Fridays | \$5,000

Title sponsorship of a "Fireworks Friday" game night includes: Company name and/or logo on all marketing materials promoting event (i.e. radio, social media, PA, Jumbotron), booth display for event, and 15 reserved tickets for event.

Season-long elements include: (1) Concourse Banner Pack

Co-Sponsorship opportunities also available; inquire for details

Theme Nights

From Taco Tuesdays to Agriculture Night, the 2021 Calfee Park schedule is full of theme nights! These creative title sponsorships are completely customized to generate excitement and spotlight your business. Pricing varies; inquire for more details!



CINTAS VIP TOWERS

The Cintas VIP Towers offer an unparalleled view of the action, with private, elevated seating directly behind home plate. Rent one or both towers to accommodate up to 80 people, making for a great night of baseball with your employees, clients, and/or guests.

Rental of a Cintas VIP Tower includes 30 VIP tickets and 4 VIP parking passes. Up to 10 additional VIP tickets may be purchased for each tower, and groups can rent both Cintas VIP Towers for a game (subject to availability). VIP Towers offer waitress service, and groups can add additional catering options as desired. Package includes a visit from a Calfee Park mascot and a welcome mention on the PA.

Cintas VIP Tower | \$450

Additional Tickets: \$15/ticket (up to 10 per Tower)

- Add a catered meal for your party for just \$19/person + tax! Choose two main items (hot dogs, burgers, or BBQ) to pair with baked beans, chips, and Pepsi products. All guests will also receive a dessert voucher that can be redeemed at the Snack Shack!

PARTY DECK

Added to Motor Mile Field at Calfee Park prior to the 2019 season, the award-winning Party Deck is available for rent for select events in 2021! Sporting the park's most unique seating arrangement in a casual atmosphere, the Party Deck is a great social space for entertaining employees, clients, and/or guests.

Party Deck availability includes Sunday, Monday, Tuesday, and Wednesday home games. Accommodates 70 people. Package includes a visit from a Calfee Park mascot and a welcome mention on the PA.

Party Deck | \$1,000

Includes 70 tickets and 4 VIP Parking Passes

- Add a catered meal for your party for just \$19/person + tax! Choose two main items (hot dogs, burgers, or BBQ) to pair with baked beans, chips, and Pepsi products. All guests will also receive a dessert voucher that can be redeemed at the Snack Shack!

PAVILION PICNICS

Let Calfee Park host a pre-game picnic for your group in our pavilion before the game! Covered from the elements, our expansive pavilion is replete with four big screen TVs that can be tuned to the channel of your choice! The pavilion is the best option for larger groups of 40+ people, offering picnic table seating for up to 200 people. Package includes a visit from a Calfee Park mascot and a welcome mention on the PA.

Pavilion Picnic

Price per person: \$24 + tax (GA ticket)

\$28 + tax (reserved ticket)

- Buffet Style Catering: Choose two main items (hot dogs, burgers, or BBQ) to pair with baked beans, chips, and Pepsi products. All guests will also receive a dessert voucher that can be redeemed at the Snack Shack!