



Partnership

O P P O R T U N I T I E S

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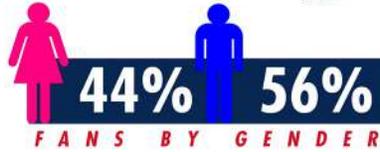
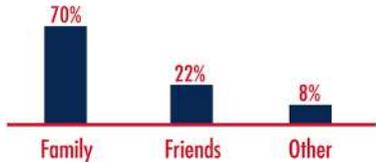


DEMOGRAPHICS

Frederick Keys 2018 Demographics Fact Sheet



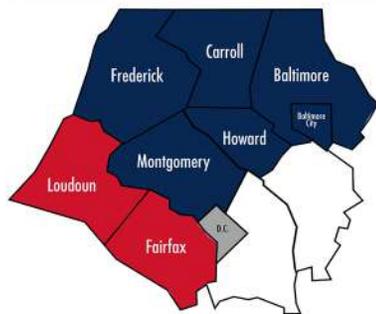
Who are fans attending games with?



Fans by Age	<13	13-17	18-24	25-34	35-44	45-54	55-64	65+
	18%	7%	10%	12%	13%	20%	14%	6%

Avg. Fireworks Attendance: 5,496	Avg. Nightly Attendance: 4,296	Total Attendance: 274,931
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Avg. Household Income	>30K	30-50K	50-70K	70-90K	90-110K	110K<
	5%	12%	16%	18%	18%	33%



FANS BY COUNTY

Frederick (MD)	33.7%	Carroll (MD)	6.3%
Montgomery (MD)	19.1%	Baltimore (MD)	1.6%
Howard (MD)	10.9%	Fairfax (VA)	1.6%
Loudoun (VA)	7.5%	Other Notable Counties:	
		Washington (MD)	2.7%
		Jefferson (WV)	2.1%

FANS BY STATE

MD	76.2%	PA	4.0%
VA	12.2%	D.C. & Other	3.8%
WV	3.8%		

WHO ARE WE?

The Frederick Keys are the Class A Advanced Affiliate of the Baltimore Orioles. We offer professional baseball the way it was meant to be played, with all of the magic & elegance of the game. Our geographic location makes us an accessible attraction for consumers in Maryland, Pennsylvania, Virginia, West Virginia & D.C. Located in the second largest city in Maryland, our yearly attendance tops over 300,000 fans regularly. Our unique location, attendance & product create a specialized advertising forum. Let the Keys customize a plan to fit your needs!



OUR FANS

The Keys are located in a prime geographic location in terms of sourcing out-of-county fans. In fact, just under 34 percent of our fans come from Frederick County.

Take a look at the attached graph, which gives a better insight into our fan base, where they're from and who they are.



TICKETS

Season Tickets

Keys ticket plans are the easiest way to create the Keys experience that is perfect for you, your family or your business. Choose the plan that makes sense for your schedule, your needs & your budget.

- SAME GREAT SEAT TO EVERY SINGLE HOME GAME
- ONLINE TICKET ACCOUNT ACCESS
- OVER 25% SAVINGS OFF BOX OFFICE PRICES
- FIRST OPPORTUNITY TO PURCHASE SPECIAL EVENT TICKETS
- FLEXIBLE TICKET EXCHANGE POLICY
- INVITATION TO THE ANNUAL SEASON TICKET HOLDER BATTING PRACTICE & PICNIC
- PERSONALIZED NAME PLATE ON SEATS & CHANCE TO THROW A FIRST PITCH
- EXCLUSIVE GIFT WHEN YOU PURCHASE EARLY

Mattress Warehouse Club

The luxurious Mattress Warehouse Club is the perfect location for banquets, business, presentations & many other group events. The Club, which recently underwent numerous renovations, provides guests with a fine dining experience in our climate-controlled restaurant & provides an amazing view of the ballpark from private, terrace-level seating.



Ballpark Picnics

All you need is a group of 25 to start planning an event filled with great food & fun! Our Third Base Pavilion & First Base Courtyard are perfect for company outings, team building, employee appreciation or personal events.

Enjoy a fantastic view of the action & a list of several delicious food menus to choose from!



Suites

Enjoy a memorable evening of Keys baseball inside your private suite. Accommodations include 14 tickets, VIP parking passes & a customized buffet. Suites are available for nightly & year-long lease.

Need more space? Ask us about our double suite or triple suite options!



SIGNAGE & HOSPITALITY

Billboards

Billboards offer constant exposure over the course of the entire season. These billboards also receive exposure via televised highlights, local newspaper photos & special, non-game day events.

CHOOSE FROM THE FOLLOWING LEVELS:

MIDDLE LEVEL 12' x 36'

TOP LEVEL 8' x 32'

HOME RUN LEVEL 8' x 32'



Family Section

The family section is located on the third base side & is in the 200-level seating area. This area provides an alcohol-free & tobacco-free environment for families and children to enjoy a game of Keys baseball with no worry.

The Courtyard

Perfect for a smaller group looking to enjoy a night out at the ballpark, The Courtyard offers a unique dining experience for fans.

The Courtyard is a constant host of major team organized group events, such as Kids Club picnics, the Paw Patrol picnic & many others!



The Pavilion

This partially tented area offers groups an exclusive area to entertain business associates & hold social functions.

The Pavilion hosts many picnic guests each season & is readily visible to the stadium crowd. The area offers display of a logo on up to 3 sides of the tent.



Lineup & Standing Boards

These backlit signs are located just inside the front gates of the ballpark. With starting lineups and standings updated daily, these boards are located in a prime location at the stadium.

Thousands of fans are looking at & taking pictures of these boards at every home game!



The Keys were the proud leader of attendance in the Carolina League in 2017, and #2 in 2018.

COMMUNITY

Report Card Program

Established in 2017, the Report Card Program is an initiative to reward Frederick-area students for earning & maintaining good grades. The program runs during the month of April & provides 2 free tickets to a child for an A or a letter grade improvement on a report card.



GOOD GRADES? FREE BASEBALL!

BRING A REPORT CARD TO THE WYNDO FIELD BOX OFFICE ON ANY APRIL OR MAY GAME DAY

SHOW US AN A+ OR AN IMPROVEMENT OF A LETTER, NUMBER, OR EQUIVALENT GRADE

Report Card PROGRAM
Keys

presented by
MISS UTILITY

RECEIVE TWO (2) FREE TICKETS TO AN APRIL OR MAY HOME GAME

*LIMIT 2 TICKETS PER REPORT CARD PER TRANSACTION *ANY SEAT BASED ON AVAILABILITY *OFFER NOT VALID ONLINE OR OVER THE PHONE

Summer Reading Program

This program spans across 6 area counties & is coordinated in partnership with the local library system.

Once a child has completed the program, they receive a voucher good for 1 of 2 designated summer reading nights at the ballpark!



Baseball Camps

The Frederick Keys organize two youth baseball camps each year during the season. Over the course of three days, campers get to learn drills from Keys players & coaches. Also, each camper enjoys lunch each day, a t-shirt & a picnic night at the ballpark where they get to participate in a pre-game parade.



Scout Night Sleepover

Our annual Scout Night Sleepover is held every season on the outfield grass of the ballpark. Local scout troops and their families are invited to take part in this truly unique and exciting opportunity. Scouts pitch a tent in the outfield, watch a movie on the big screen & sleep under the stars.



PROMOTIONS

Fireworks

Long-regarded as the favorite promotion of Keys fans of all ages, the Keys are responsible for over 20 shows each season.

Your sponsorship of a fireworks show can include a banner with company logo at the front gate, a first pitch before the game, two public address & video board announcements, inclusion in all related Keys advertising & promotion regarding the game, a booth on the concourse to market your business & a video board display with company logo during the show.

The Frederick Fan Favorite



Giveaways

A cool giveaway is a long-standing tradition in minor league baseball. Build corporate awareness with your giveaway & send fans home with a keepsake featuring your company name & logo.



On Field Promotion

Place your company name on one of the wacky promotions that give Minor League Baseball it's name. Crowd interaction and memorable moments are guaranteed!

The Keys are committed to helping you build an in-game promotion that fits the needs & wishes of the client. Let us create the perfect promotion for you!



Kids Courtesy Admission

Support youth programs by sponsoring the popular Kids Courtesy Admission program. As the sponsor, you will provide every fan 12 & under free admission into the ballpark by simply wearing their youth sports uniform to the game!

*2018 Favorite
Build-A-Burger*

*The Frederick Keys won the 2018
Carolina League Complete Franchise Award*

IN-GAME ELEMENTS

Commercials

Fans will be all eyes & ears when they view your 30 second, full-color commercial broadcast on our crystal clear video board located in left field. Commercials can be pre-recorded or read aloud by our PA announcer.

Multimedia Announcement

Our state-of-the-art video boards are the focal point at the ballpark & are looked at by thousands of fans each night. Be the center of attention by placing your company name & logo on the boards while our public address announcer reads a 15-30 second message from your company!



Player Slates

Player slates offer the sponsor prominent in-game exposure on our video boards at every home game. During each Keys at bat, the player's head shot is displayed on the board. Your company name & logo would get several innings of exposure, proudly displayed next to future Orioles stars.

Inning Sponsorship

Inning sponsorships send your message to Keys fans during the actual game itself. Your company's full-color name, logo & message will be displayed on our video boards during the top half of a selected inning. In addition, our public address announcer will lead off that inning with your 10-15 second message.



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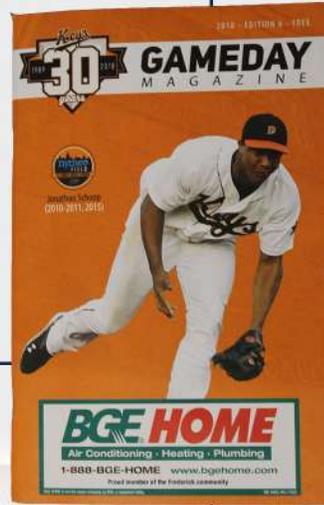


PRINT / MEDIA / INTERNET

Game Day Magazine

In the style of a theatre playbill, our magazine is given to all 300,000 fans that come to the ballpark each season. It features stories, statistics, the scorecard and much more. The magazine is updated each month in effort to provide fans with the latest news.

The playbill is a 32-page, full-color publication & is offered in 7 different editions throughout the season.



Website

The Keys website is the go-to spot for all information regarding the team. Fans can see stats, standings, upcoming promotions, purchase tickets & much more. In 2016, the team saw 1 million visitors! Place your company name & logo on our website & include a link that visitors can click on!

Pocket Schedule

These schedules give fans the game information they need & sponsors the exposure they desire. These are printed in quantities of 50,000 & include the game schedule and promotions. We print up to 6 editions of the schedule annually & have the opportunity to include a corporate sponsor for each one.

Ticket Backs & Cards

By sponsoring the Keys ticket backs, you have the ability to get your message to over 300,000 fans each season. Your company logo & message or coupon is included on all ticket stock, printable online tickets & season ticket holder cards.

#SHAKEYOUR Keys

Newsletter

The Keys e-newsletter reaches nearly 20,000 fans during our 6 month season and monthly during the off-season. Target our fans through an ad featuring your logo, message & a link to your website. Take advantage of the ability to rotate your ad & or copy.

Radio

This is your chance to become a part of our nightly broadcasts & be featured during all 140 Keys games. The sponsorship includes 2 30-second independent, live in-game reads or commercials, a minimum of 12 banner mentions & your logo and link available on our "Listen Live" page on the website all year.

