



# CORPORATE PARTNERSHIP GUIDE



 **MLB**  
**DRAFT LEAGUE**  
★ ★ ★ ★ ★ ★ ★ ★

**CROSSCUTTERS.com**







# WHY THE CROSSCUTTERS?

**THE CROSSCUTTERS AWARD-WINNING STAFF WILL EVALUATE YOUR NEEDS AND COLLABORATE WITH YOU ON A PARTNERSHIP PLAN THAT MEETS YOUR OBJECTIVES.**

Our team will tailor a creative, unique, interactive and productive partnership package to capture the attention of our loyal fan base.

We take the time to understand your goals and help you achieve them, be it brand awareness, brand preference, increased retail traffic, improved business-to-business relationships, employee rewards or community leadership.

Unlike most traditional forms of marketing, the Crosscutters incorporate dynamic elements that allow fans to experience your message and interact with your brand.

We will deliver what we promise and find ways to maximize the value you receive.



The MLB Draft League, established and run by Major League Baseball, began play in 2021. The league features top draft-eligible prospects from across the country available for the mid-July MLB Draft. The six members of the league include; the Frederick Keys (MD), Mahoning Valley Scrappers (OH), State College Spikes (PA), Trenton Thunder (NJ), West Virginia Black Bears (WV) and the Crosscutters. Our 80-game season runs from early June through early September.



## THE EXPERIENCE

Crosscutters baseball appeals to fans of all ages providing fun, affordable, family entertainment. Our fans represent a unique mix of desirable demographics. Our events attract families, business leaders, young professionals and more.



## THE PLAYERS

Over 640 players who have worn a Williamsport uniform have gone on to play in the Major Leagues. Williamsport alumni include; Hall of Famers like Jim Bunning, Bill Mazeroski, Jim Rice, and Nolan Ryan as well as over 20 current Major Leaguers like Rhys Hoskins, Bryson Stott, Travis d'Arnaud and Alec Bohm.



## MAKING LASTING IMPRESSIONS

Partnering with the Crosscutters puts your business in front of an average of nearly 2,000 fans per night at 40 Cutters home games and in the case of stadium signage, thousands more attending other events at Journey Bank Ballpark.



## LEVERAGING OUR BRAND TO BENEFIT YOURS

The positive impact the franchise has had in Williamsport and the Susquehanna Valley for 30 years has made the Cutters one of the most respected and recognizable brands in our area.



## CONNECTING WITH OUR CAPTIVE AUDIENCE

Cutters games offer an opportunity to convey your message in a relaxed atmosphere during a 3-4 hour event.



## THE VALUE

The Crosscutters have the critical elements that make sponsorship at Journey Bank Ballpark a powerful and unequalled brand and business builder. Your business name, logo, product and service can be showcased in places where your competition doesn't exist – a place that people associate with entertainment and fun. You will receive countless impressions that impact critical areas beyond the bottom line.





# PARTNERSHIP OPPORTUNITIES



## >>VIDEO BOARD OPTIONS

Our state-of-the-art video board offers exposure on the most dominant space in the ballpark!

- Digital Signage
- Interactive Features
- 15 & 30 Sec. Commercials
- At-Bat Logos

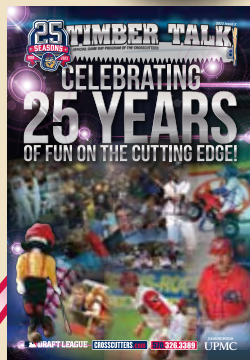
## >>STADIUM SIGNAGE / OUTFIELD BILLBOARDS

In-stadium signage gives you the ability to create a positive association with our large, loyal and captive audience. The investment price includes FREE sign production. 40 games x almost 2,000 fans/game x over 3 hours of exposure = IMPRESSIONS AT A FRACTION OF A CENT!

- Outfield Billboards
- Concourse Signage
- Ramp Signage & MORE!

## >>PRINT OPTIONS

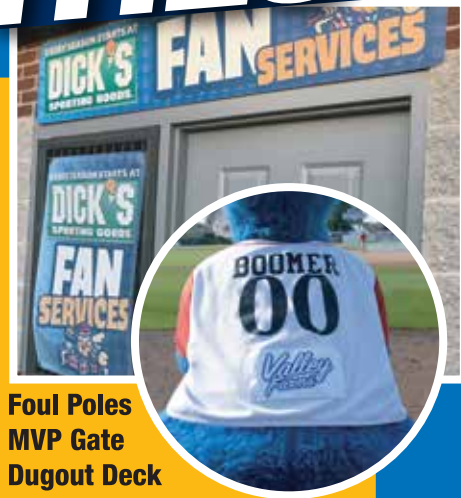
- **Game Day Program**  
Our full color program is available FREE to fans at every Cutters home game. Over 30,000 programs are distributed during the season.
- **Pocket Schedule** – Over 75,000 pocket schedules are distributed between the months of May and August throughout the Susquehanna Valley.
- **Coupon Distribution**
- **Schedule Cards & MORE!**



## >>NAMING RIGHTS

Provide your business with the ultimate in branding by choosing a high-profile piece of inventory, where fans will associate your company name and logo with each experience.

- Fan Services Booth
- Family Section
- Cutters Cove
- Box Office
- Foul Poles
- MVP Gate
- Dugout Deck
- Bullpens & MORE!



## >>MULTIMEDIA OPTIONS

Crosscutters.com – Our official website has over 700,000 page views and over 200,000 visits annually.

The Crosscutters also have a strong online and social media following. Showcase your brand via outlets including;

- Facebook
- Twitter
- Instagram
- Email Newsletter
- YouTube Channel

[CROSSCUTTERS.com](http://CROSSCUTTERS.com)



## >>GAME/EVENT SPONSORSHIPS

Game sponsorships provide your company with a platform to obtain maximum exposure in a unique and creative way – a virtual three-hour commercial. We will custom-fit an event to match your company's marketing objectives through giveaways, entertaining acts, themes and special events. A game sponsorship assures top-of-mind awareness and showcases your community support!

- Fireworks
- Giveaways
- Theme Nights
- In-Game Acts
- Celebrity Appearances





## >>IN-GAME PROMOTIONS

Engage fans and create excitement while conveying your message and building brand recognition.



- Promotions are Flexible & Customizable

## >>GAME BROADCASTS

Increase your exposure through our broadcasts online at [crosscutters.com](http://crosscutters.com).

- 30 & 60-Second Audio Commercials
- In-Game Feature Sponsorships



## >>GROUP OUTINGS & HOSPITALITY

With numerous options and areas to choose from—we do the work, all you have to do is enjoy the fun! Groups ranging in size from 15 - 500 can enjoy a Cutters game together. Refer to our *Ticket and Party Guide* for more information.

### Group Outing Areas Include:

- Cutters Cove
- Field Suites
- UPMC Loggers Landing
- Weis Markets Dugout Deck
- Field & Stadium Reserved Seating



Contact your Cutters representative today to learn how you can be "on the team"!

**CROSSCUTTERS.com**

**570.326.3389**

# BE A CUTTERS MVP!

## Full Season Ticket Plans!



Season tickets are great to share with your employees and customers!

	Annual Cost	Cutters Cash	Team Store Discount	MVP Gate Access*	Loggers Landing Access**	Preferred Parking Pass	Exclusive MVP Club Member Event	Ticket Exchange ***	Monthly Auto Bill Eligible
<b>4-Top Tables</b> <i>(Choose from Loggers Landing or Field Level!)</i>	\$3900	\$1600	20%	•	•	•	•	•	•
<b>UPMC Loggers Landing Rail Seating</b>	\$550	\$100	20%	•	•		•	•	•
<b>UPMC Loggers Landing Open Seating</b>	\$450	\$100	20%	•	•		•	•	•
<b>Weis Markets Dugout Deck</b>	\$400	\$75	20%	•	•		•	•	•
<b>Field Reserved</b>	\$350	\$50	20%	•	•		•	•	•
<b>Stadium Reserved</b>	\$275	\$25	20%	•	•		•	•	•

Full waitress service is available to all 4-top tables and Loggers Landing ticket holders.

\* MVP Gate opens 90 minutes prior to game time and closes 15 minutes after first pitch.

\*\*MVP Club Members can access UPMC Loggers Landing & Millionaires Row Bar throughout the entire game.

\*\*\*Unused tickets can be exchanged for tickets of equal or lesser value to any 2024 home game. Exchange your unused tickets at the box office any time! (Seats subject to availability)

### >> DON'T FORGET!

MVP Club members receive an exclusive Cutters Cash discount offer! Members have the opportunity to purchase Cutters Cash cards at discounts up to 20%, so you can **SAVE BIG** on all your food & beverage purchases! Look for this exclusive offer when you receive your tickets!