

HYANNIS HARBOR HAWKS



2026

SPONSORSHIP

OPPORTUNITIES



# The Hyannis Harbor Hawks

The Hyannis Harbor Hawks, formerly the Hyannis Mets, are a collegiate summer baseball team based in Hyannis, MA. The team is a member of the Cape Cod Baseball League and plays in the league's Western Division. Hyannis currently plays its home games at Judy Walden Scarafile Field at McKeon Park, which opened for play in 1979. The team is owned and operated by the non-profit Hyannis Athletic Association and, like other Cape League teams, is funded through merchandise sales, donations, and other fundraising efforts including sponsors.

Sponsorship packages with the Hyannis Harbor Hawks vary from banners that hang from the outfield fence, to video commercials that air on the broadcast. The Harbor Hawks set new records in 2025, including 100,000 YouTube views, while running a multi-camera, high quality production.

By selecting a sponsorship package with the Hawks, your business becomes affiliated with the top collegiate summer league in the entire nation. Your partnership not only reaches tens-of-thousands of locals and tourists, but helps the Hawks continually upgrade the gameday experience for players, coaches, scouts, and families alike.



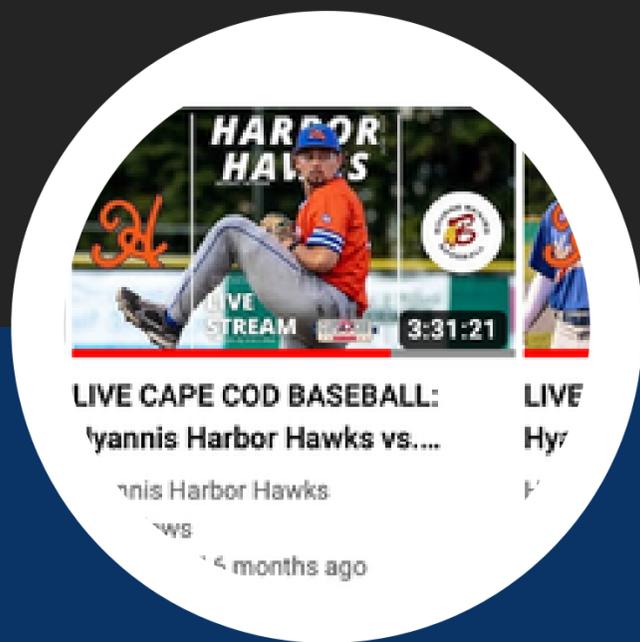


HYANNIS HARBOR HAWKS

# HAWKS BY THE NUMBERS



**38,563** fans  
attended McKeon  
Park in 2025



**1,300,450**  
YouTube impressions  
during 2025



**18,000+** social  
media followers

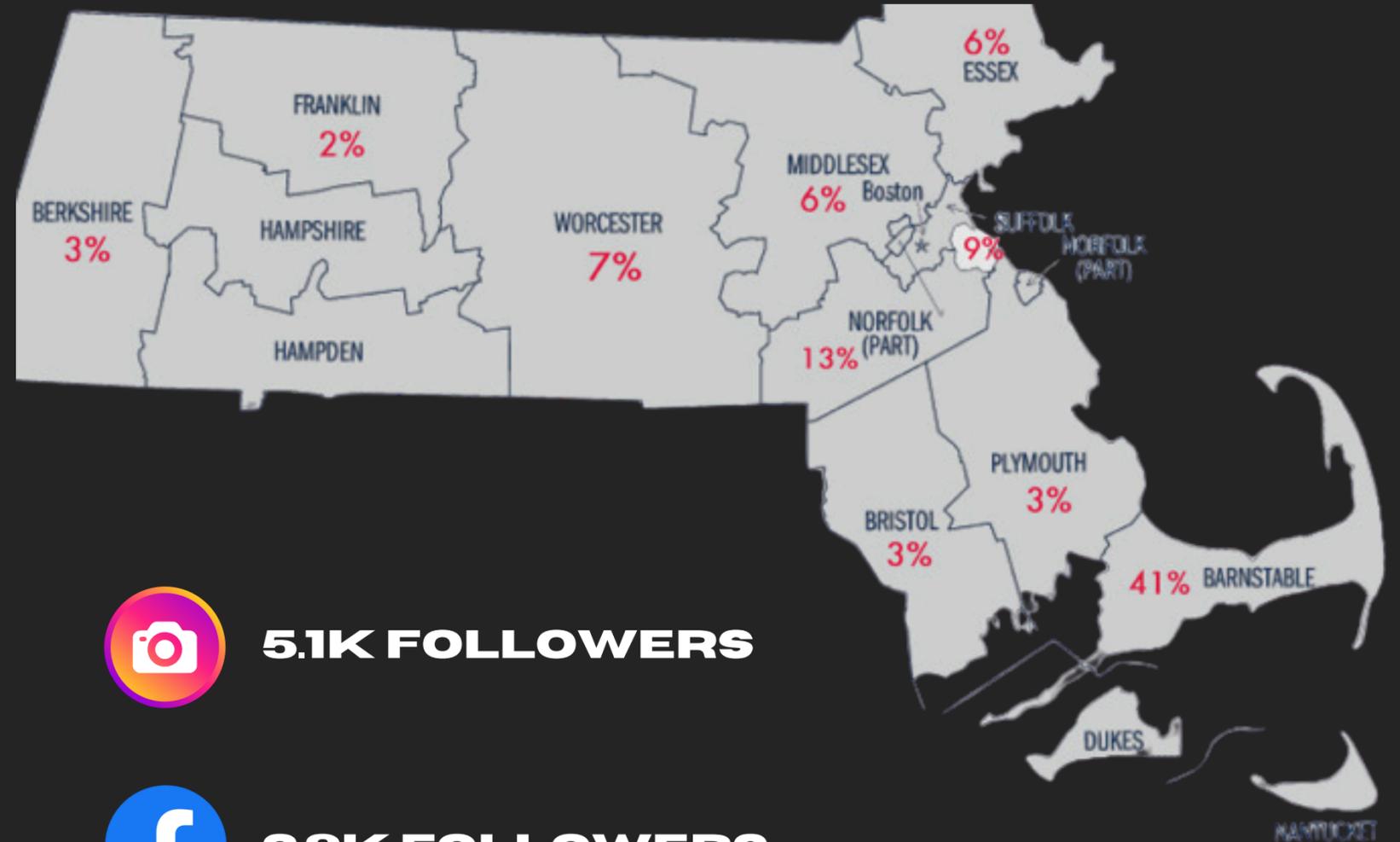


# OUR FANS

## AT THE BALLPARK:

**61% MARRIED WITH CHILDREN**

**34% OWN A SECOND HOME ON THE CAPE**



**38,563 FANS IN 2025**



**2.5K YOUTUBE SUBSCRIBERS**



**5.1K FOLLOWERS**



**3.9K FOLLOWERS**



**8.8K FOLLOWERS**



**160K WEBSITE VISITS IN 2025**



HYANNIS HARBOR HAWKS

# THE HOME OF THE HAWKS



**Judy Walden  
Scarafile Field  
at McKeon  
Park**

Five minute walk from  
Main Street Hyannis

Five minute walk from  
ferries and Hyannisport

Largest video scoreboard  
in Southeastern, MA



HYANNIS HARBOR HAWKS

# SPONSORSHIP PACKAGES

## Platinum

\$2,500 for season  
(includes playoffs if applicable)

- Outfield banner
- Full page ad in Gameday Program Book (over 10,000 digital views, + 2,000 hard copies distributed)
- Two - 30 second video commercials per game on YouTube broadcast (40 games)
- Two - 30 second ad reads over PA system per home game (20 games)
- Logo added to videoboard sponsor rotation during games
- Logo with hyperlink listed on Harbor Hawks website

## Gold

\$1,500 for season  
(includes playoffs if applicable)

- Outfield banner
- Quarter page ad in Gameday Program Book
- Two - 30 second video commercials per game on YouTube broadcast (40 games)
- Two - 30 second ad reads over PA system per home game (20 games)
- Logo with hyperlink listed on Harbor Hawks website

## Silver

\$1,000 for season  
(includes playoffs if applicable)

- Outfield banner
- Business card ad in Gameday Program Book Two - 30 second ad reads over PA system per home game (20 games)
- Logo with hyperlink listed on Harbor Hawks website



HYANNIS HARBOR HAWKS

# OUTFIELD BANNERS

On display  
for all 20  
home  
games +  
playoffs if  
applicable

4' X 6' or  
4' X 8'  
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**\$400 for  
the season**

If you have a banner  
already, we can use  
it! If not, banners  
can be made for  
approximately  
\$100. Banners can  
be reused each  
year!





## Program Book Ads

The Hawks program book is available on our social medias to our 15,000+ followers, on our website, and on QR codes around McKeon Park. Advertising with Hyannis is the best way to reach tens of thousands of fans. Additionally, over 2,000 printed copies are distributed.

Full page (8" X 10")	—————→	\$1,100
Full page - inside back cover (8" X 10") (one available)	—————→	\$1,300
Half Page (8" X 5")	—————→	\$600
Quarter Page (4" X 5")	—————→	\$350
Business card (3.5" X 2")	—————→	\$200

Scan here to view past program books and example ads





## Stat Sheet Sponsor

- Full page advertisement placed on the back of the Hyannis Harbor Hawks stat sheet (8.5inch x 11 inch)
  - Sheets are distributed at all entry gates for all 20 home games
  - 6,000 sheets are printed and distributed each year
- \$2,000 per season**

**\*Example ad\***

### SHOP ISLIDE



**SCAN HERE**

OR VISIT THE  
LINK IN BIO  
TO ORDER  
YOUR SLIDES  
TODAY!



# YOUTH CLINIC PRESENTER

Each summer over 175 athletes ages 5-13 participate in our Youth Clinics. Become the presenting sponsor and your business name is mentioned every time the clinics are which includes:

- Two PA announcements per home game
- Two 30 second ad reads on all 40 video broadcasts

**\$2,000 PER SEASON**



- Your logo will also be placed on every clinic t-shirt and drawstring bag the campers receive
- Logo on all social media posts & flier
- Logo listed with hyperlink on website



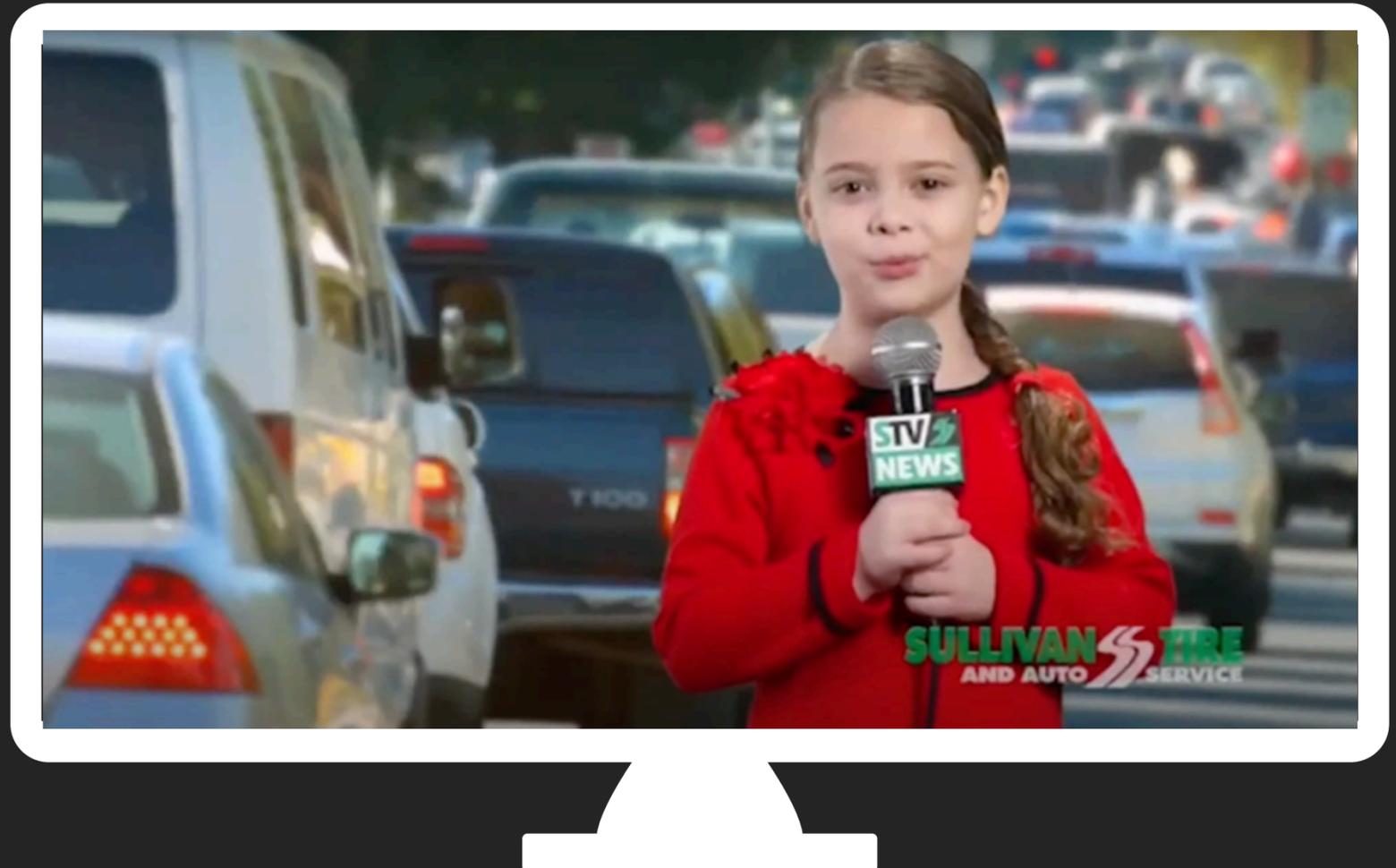
# VIDEO COMMERCIALS

HARBOR HAWKS  
BASEBALL NETWORK



## Two, 30-Second Commercials Per Game

Corporate commercials are a great way to extend brand visibility to Cape Cod locals, families, and tourists. Please note: sponsors must provide their own video commercial.



## YouTube Statistics

The Hawks recorded over 100,000 views on YouTube live stream games alone during the 2025 season. The team sits near the top of the Cape League, with over 2,500 subscribers.



- **\$500 for season**
- 40 game season
- Two- 30-second commercials per game



# CALL TO THE BULLPEN

The "call to the bullpen" sponsor will have their company said anytime there is a pitching change for either team. It will be read on the video broadcast AND over the PA system at McKeon Park, reaching fans online and in person. A graphic, similar to the one pictured, will be displayed on the screen with your company's logo as the pitching change is made. This happens as many as 10 times a game as pitchers are on strict limits.



**T-Mobile CALL TO THE BULLPEN**

**PITCHER 1**

**5 IP**

**0.00 ERA**

**1.11 WHIP**

**7 K**



***\$2,500 for the season  
(40 games + playoffs)***



# FAN OF THE GAME

Become the fan of the game sponsor and become the official presenter of the fan of the game segment. This segment occurs during every home game where the in arena host gifts a lucky fan a prize. During the segment, your logo is placed on the video board. This package also includes a banner advertisement which is placed on our main bleacher for every home game near where the host runs the segment from

**\$1,700**





HYANNIS HARBOR HAWKS

# PA READS & BROADCAST ADS

## PA READS

- **TWO - 30 SECOND ANNOUNCEMENTS / ADVERTISEMENTS READ OVER THE PA SYSTEM AT MCKEON PARK BETWEEN INNINGS**
- **\$500 FOR TWO READS AT ALL 20 HARBOR HAWKS' HOME GAMES**

## BROADCAST ADS

- **ONE - 30 SECOND ANNOUNCEMENT / ADVERTISEMENT READ ON THE AIR BY THE BROADCASTERS DURING ALL 40 HAWKS REGULAR SEASON GAMES**
- **\$500 FOR ONE READ ON ALL 40 HARBOR HAWKS' BROADCASTS**

***\*Purchase both for discounted total of \$900\****

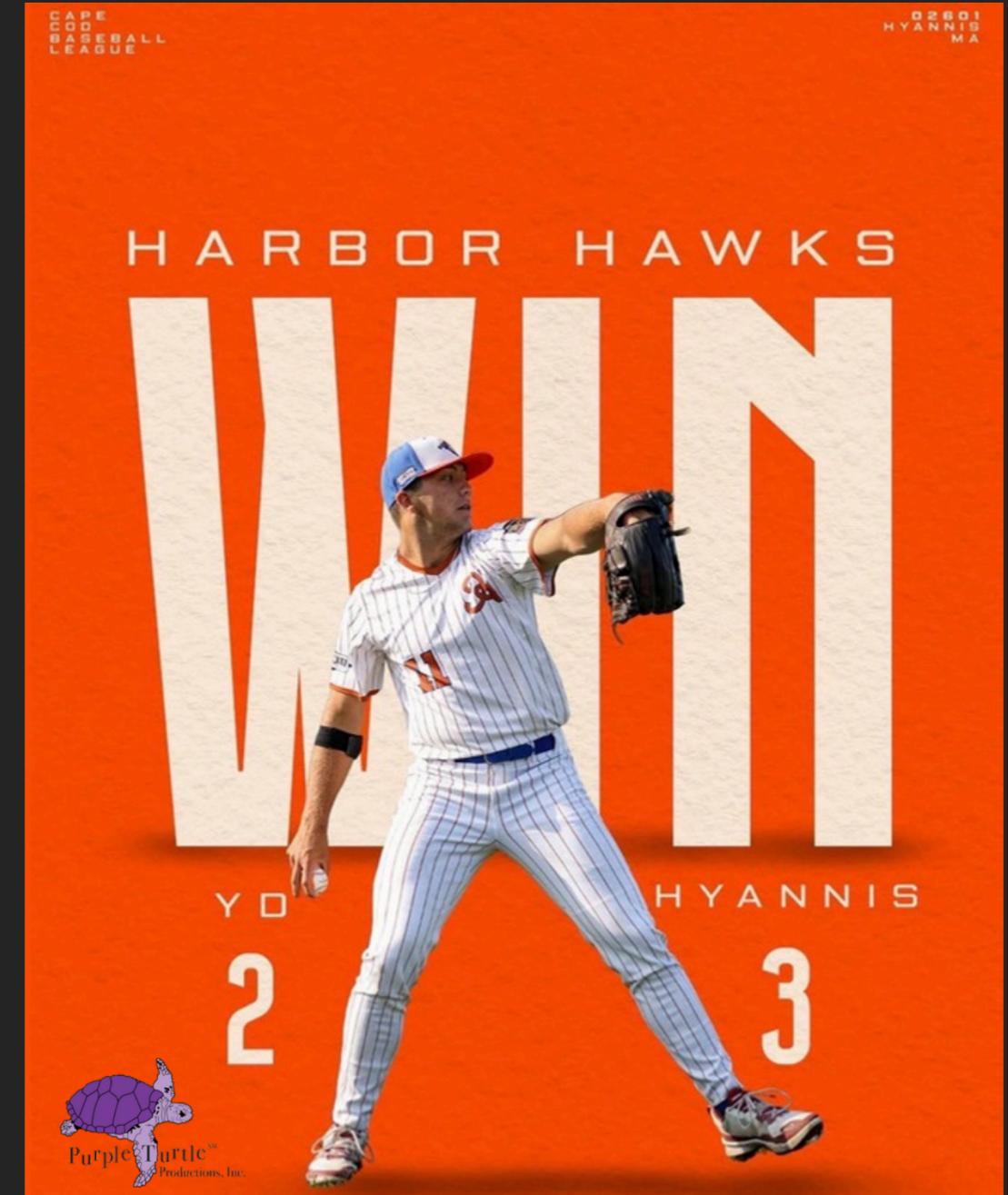


## Gameday Sponsor

- Logo on the Harbor Hawks gameday, lineup, and final score graphics on all social media platforms
- Announced as presenting sponsor for the game over the PA system and broadcast during welcome
- Two 30-second ad reads during game on broadcast and over PA system

**\$200 per game**

**\*Your logo here\***





HYANNIS HARBOR HAWKS

# BATS & BALLS SPONSOR

*When a foul ball is hit the following announcement will be made:*

*“Hey fans, you can keep that foul ball tonight courtesy of (insert company name)”*

- *This announcement will be made a maximum of once per at bat and up to 50 times per game.*
- *Receive a 30 second announcement ad read over the PA system prior to first pitch*
- *Receive two 15 second ad reads on the video broadcast*
- *Logo shown on video scoreboard at McKeon Park 10+ times during the game*

***\$150 per game***



# Preferred Travel Partner Listing

- **Banner ad listing with hyperlink to your websites for our fans and families to book directly**
  - **Max of five partners will be listed**
  - **One social media post a month from April - August promoting our preferred partners**
- \$500 for April 1 - September 1**

**Preferred Travel Partners**

Visiting Cape Cod? Looking to check out a Cape Cod Baseball League game at McKeon Park? Make your trip one to remember by booking your stay with one of our trusted and preferred travel partners!







# THE SKYBOX AT JUDY WALDEN SCARAFIELD FIELD AT MCKEON PARK

## What's included:

- Host up to 25 guests
- Panoramic views of the field
- Additional outdoor seating on private deck
- Member of your group gets to throw out first pitch
- Welcome announcement over PA system
- Company logo on videoboard

**TAKE IN THE BEST VIEW IN THE CAPE COD  
BASEBALL LEAGUE BY RENTING OUR  
SKYBOX FOR A CORPORATE EVENT!**

**\*Please email for package options\***



# THANK YOU FOR YOUR SUPPORT

TO SELECT A SPONSORSHIP  
CONTACT AUSTIN DECOUTA:

**508-386-7811**

[corporatedevelopment@harborhawks.org](mailto:corporatedevelopment@harborhawks.org)

[www.harborhawks.org](http://www.harborhawks.org)

