



2025 will mark the fifth season of Appalachian League competition for the Pulaski River Turtles. In their inaugural season in 2021, the Pulaski River Turtles captured the East Division Championship and came within two outs of earning their first Appalachian League title since 2013. The River Turtles have earned three top-three finishes in the East Division in four seasons of competition.

The 2024 season saw average attendance increase to its highest total in three years. Since reopening in 2021, more than 165,000 fans have attended River Turtles baseball games at historic Calfee Park.

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 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 | \$1,500

10'x8' Exterior Billboard | \$800

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

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.

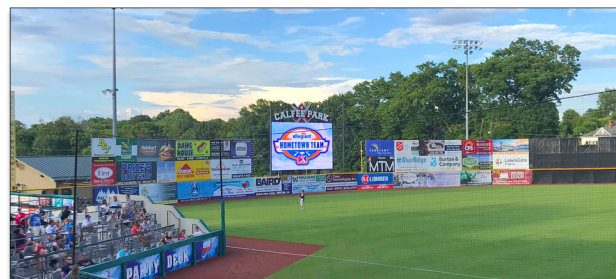
Commercials

Includes (1) one :15 or :30 sec. Jumbotron commercial per game. (24 home games in 2025)

PRE GAME | \$1,500

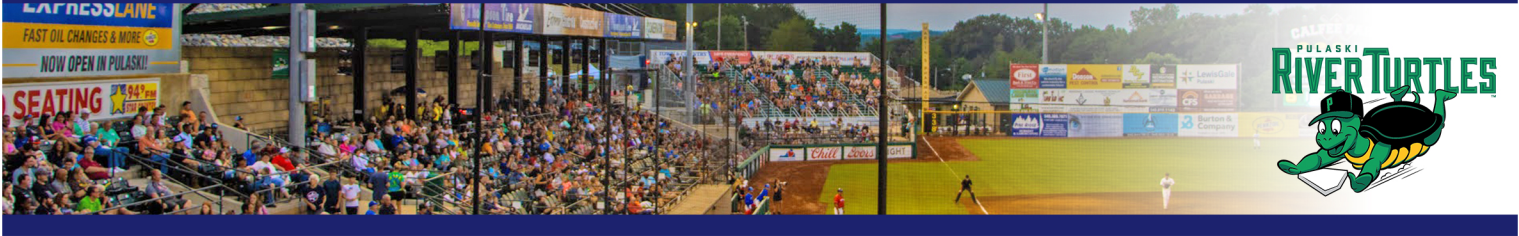
IN GAME | \$2,000

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.

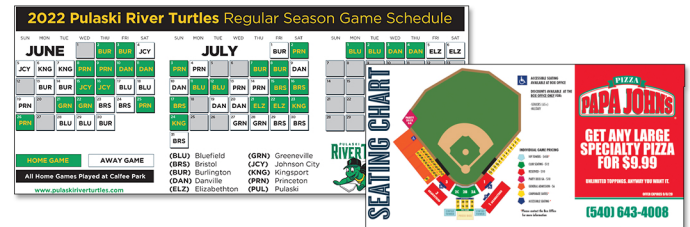


PRINT ADVERTISING

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

Pocket Schedule Advertisement | \$550

Approximately 20,000 free pocket schedules are printed and distributed throughout the New River Valley each year.



Ticket Advertisement | \$1,500

Gain exclusive ad space on every physical ticket, PLUS ad space on all digital print-from-home tickets!



PROMOTIONS

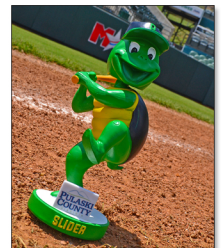
Promotional advertising options are a fun, creative way to promote your business and increase brand recognition.

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.

Bobbleheads | \$5,000

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 50 GA tickets for event.

Season-long elements include: (1) 20'x8' Outfield Billboard
Co-Sponsorship opportunities also available; inquire for details



Theme Nights

From Saddle-Up Sunday to Agriculture Night, the 2025 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!

