

STONE CRABS

RAYS

PARTNERSHIP OPPORTUNITIES



ROAD
TO THE
SHOW



Willy
Adames



Class A Advanced Affiliate and Spring Training Site of the Tampa Bay Rays!

STONECRABSBASEBALL.com

941.206.HITS



PARTNERSHIP OPPORTUNITIES



The Charlotte Stone Crabs Minor League Baseball Team and Tampa Bay Rays Spring Training provides family-friendly entertainment that can accommodate anyone's budget. We offer a unique venue for promoting your business. From traditional advertising like signage and print materials, to non-traditional inventory like on-field contests and game-related promotions, we offer marketing opportunities to fit everyone's needs. Our fans are your customers. Ask us how to partner today!

Quick Facts:

Class A Advanced Affiliate of the Tampa Bay Rays &
Home of Tampa Bay Rays Spring Training

Established.....2009
Location.....Port Charlotte, Florida
Ballpark.....Charlotte Sports Park
League.....Florida State League
Season Schedule.....70 Home Games
Spring Training.....17 Home Games
Average Attendance.....127,000/Season & 1,814/Game
Championships.....2015





SIGNAGE



OUTFIELD SIGNS



Field signage is the most popular form of advertising. Fans view your signage for 3+ hours a game during Spring Training games, Stone Crabs games and outside events.

Outfield Billboard: 8' x 12'

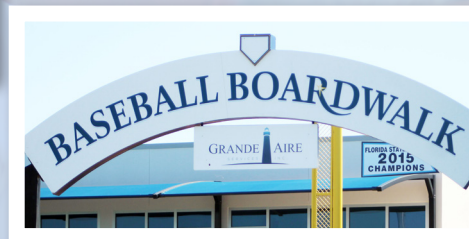
2nd Level Outfield Sign: 2' x 120'

Bullpen Sign: 4' x 20'

Foul Pole Signs



PREMIUM SIGNS



Premium signs are visible from every seat in the stands and are viewed throughout the game!

- **Party Area Signage**
- **Top of Scoreboard**
- **Tiki Bar Roof**





SIGNAGE



SEATING BOWL SIGNS

Seating bowl signs catch the eye of fans and include dugout tops, banners, tunnel signs and suite-level signs.



CONCOURSE SIGNS

Concourse signage is viewed from a closer distance, perfect for an advertisement that requires more detail. Locations include high-traffic areas of the ballpark.





PRINT



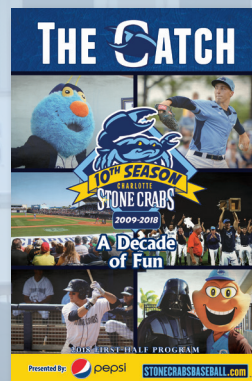
SPRING TRAINING PROGRAM

This 8.5" x 11" full-color publication is sold to fans at all Spring Training games and is the exclusive place to find Spring Training rosters. Options include full page, half page and quarter page ads. Back cover and inside covers are also available.



STONE CRABS PROGRAM

This 5.5" x 8.5" full-color publication has two issues a season and is distributed to fans free of charge each game! Fans can read player bios, articles and more. Advertisements can be full page or half page size. Inside covers or back cover also available. Ask about a lucky signature or in-game contest add-on!



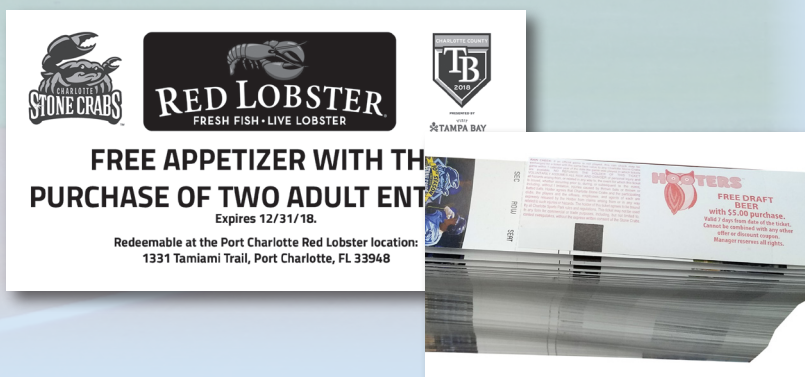
POCKET SCHEDULE

100,000 schedules are printed each season and distributed to businesses and people throughout the entire area! These full color panel ads are perfect for showing detail!



TICKET BACKS & PARKING PASSES

Place your offer on the back of every fan's ticket printed in the box office or on the back of our parking passes! Perfect for monitoring customer redemption.





IN-GAME ENTERTAINMENT



VIDEO BOARD & P.A. CONTENT

Advertise on our Video Board with the following options:

:30 Commercials- Your content displayed in-between innings!

Inning Sponsorship- In addition to a PA announcement and logo slide at the start of an inning, have your logo prominently displayed on the video board while both teams bat in an inning!

Situational PA's- Receive a PA every time an event happens during a game, such as home runs, pitching changes, double plays & more!

In-Game PA's- Have us read a custom PA announcement in-between innings!



IN-GAME CONTESTS

In-game contests are an exciting way to grab the attention of fans when advertising while adding to the atmosphere of Charlotte Sports Park. From races, trivia contests, dance battles & more, the sky is the limit on creativity! Includes logo on the video board and the option of giving your branded prizes to contestants.



THEME NIGHTS & ENTERTAINMENT

Sponsor a theme night or an entertainment act at the ballpark! Sponsorships include your name and logo on marketing collateral promoting the event, PA mentions during the game, and other perks! From Woodstock Night to professional wrestler appearances, choose a theme that fits your brand or image!





PROMOTIONAL SPONSORSHIP



SPECIAL PROGRAMS

Sponsor a special program and receive logo recognition on all marketing collateral as well as items used to execute the program. Plus, receive PA announcements during games! Options include:

- Silver Sluggers
- Kids Club
- Purple Heart Saturdays
- Reading Club



DAILY SPECIALS

SUNDAYS ARE FUNDAYS!



2300 EL JOBEAN RD, PORT CHARLOTTE, FL 33948
"COMMUNITY FREE SUNDAYS" PRESENTED BY



NOW HIRING MULTIPLE POSITIONS IN NORTH PORT, FLORIDA
WWW.KINGPLASTIC.COM/OPENINGS

FIREWORKS & GIVEAWAYS

Sponsor a single-game promotion such as fireworks or a premium giveaway item! Have your name attached to all marketing collateral promoting the event, including the pocket schedule, program, website and social media. Receive PA mentions during the game along with other perks. Sponsor a premium giveaway item such as a hat or bobblehead, and your logo will be included on the item!



SOCIAL MEDIA



CHARITY EVENTS

Join us in helping the community and supporting a cause! With title sponsorships and presenting sponsorships available, receive recognition on marketing collateral and in-game, while also donating to a non-profit organization!

CORPORATE HOSPITALITY

LUXURY SUITES

Luxury Suites accommodate up to 80 people and offer the best view in the ballpark and a climate-controlled setting! Includes wait service and an exclusive menu with a preorder option. Perfect for entertaining clients or rewarding employees.

PICNICS



Our picnic areas can accommodate groups of up to 300 people. The 2-hour All-You-Can-Eat Buffet can include a full menu of food, drinks and alcoholic beverages. Let us do all the work for your gathering, appreciation event or party!

RESERVED SEATING

Groups of 10 or more will receive a special group rate, guaranteed group seating in the location of your choice, a group welcome on the video board / PA system, and a 10% discount in the team store on the day of your outing!



MARKETING PARTNER APPRECIATION



Our marketing partners will receive many perks throughout the season, including an invitation to Opening Night, a special marketing partner picnic, and other events, such as a Trip to the Trop!