



Clinton LumberKings Baseball Club Advertising Opportunities

About the LumberKings: Throughout the 2017 season, over 175,000 fans make their way through the gates at Ashford University Field. The LumberKings offer many different marketing opportunities designed to enhance your business. We want to invite you to experience the fun and excitement of professional baseball at Ashford University Field. The Clinton LumberKings are the only remaining charter member of the Midwest League, starting in 1956. The Clinton Baseball Club celebrates its 82nd year of operation in 2018.

LUMBERKINGS SIGNAGE

Signage provides continuous exposure to over 175,000 fans with additional exposure through television and newspaper coverage.

Signage is an extremely effective and inexpensive form of advertising. In addition to exposure to LumberKings fans, Ashford University Field also hosts college and Clinton High School Baseball, along with a variety of other local high school teams and events. Design and construction charges are extra.

Outfield Billboard / Clubhouse Sign

\$2,500 with multi-year deal / \$2,750 without

- An 8' X 16' sign
- Captive audience
- One of the most effective marketing options available
- Includes exposure to traffic in and around Riverview Park
- Newspaper and television exposure

Dugout Advertising **Investment: \$2,500**

- 4' X 16' signage located on top of both dugouts

Ramp Billboard **Investment: \$ 700**

- A 2' X 6' sign over any one of the six entrances to the seating bowl area

Picnic Garden Billboard **Investment: \$ 600**

- A 3' X 4' sign located down the third base concourse area or in the Picnic Garden

Front Entrance Sign **Investment: \$ 700**

- A 3' X 4' sign located in high traffic main entrance area

Informational Sign **Investment: \$2,000**

- **NEW!! 75 inch monitors will be replacing the 4' x 8' signs located at the Main Entrance – Starting Line-ups / Midwest League Leaders / Midwest League Standings / Clinton Alumni / Season Attendance**
- **Graphic image / logo present while information is being displayed**
- **Minimum of ten (10) :15 second graphic image / animations highlighting your company each home game**
- PA announcement at all home games
- Live radio drop-ins during every radio broadcast
- Information updated prior to every home game

**Multi-year packages on
Signage and Season Tickets.
Available now to lock in your rate.**

LUMBERKINGS PRINT ADVERTISING

Print advertising is an effective way to reach our fans. Print directs your message in a more informal method than any other form of advertising.

Additional charges may apply if your advertisement copy is not camera-ready.

Souvenir Program

- Includes rosters, information, statistics, a promotional calendar of special events and other content.
- Available at all home games.
- **Lucky signature promotion featuring prizes from your business for an additional \$50 includes PA Announcements. Must be 1/4 page or larger.**

<u>Location / Size</u>	<u>Dimensions</u>	<u>Investment</u>
Back Cover / Full Page (4-Color)	5.25" X 9.56"	\$ 2,500
Inside Covers/Full Page (4-Color)	5.25" X 9.56"	\$ 1,850
Full Page (4-Color)	5.25" X 9.56"	\$ 1,250
Half Page (4-Color)	5.25" X 4.78"	\$ 750
Quarter Page (4-Color)	2.625" X 4.78"	\$ 400
Scorecard Page (B/W)	2.5" X 2"	\$ 350
Scorecard Ghosts (B/W)		\$ 800
Eighth Page (4-Color)	2.625" X 2.39"	\$ 300

Roster Sheet **Investment: \$600**

- 2" x 3.75" advertisement
- Includes rosters and information on both teams
- Inserted into all programs
- Great for coupons

Pocket Schedules **Investment: \$2,000**

- Minimum of 100,000 distributed to area businesses and fans.
- The #1 resource for information on games and upcoming events.
- Your name and logo featured prominently on a panel of all pocket schedules.

Ticket Backs: **Investment: \$4,000**

1/2 Ticket Back: \$2,250

- Over 100,000 impressions on reserved and general admission tickets
- Definite traffic generator with bounce back coupon on ticket back
- Includes PA announcements highlighting your business

Poster Advertisement: **Investment \$100**

- Business card size advertisement
- Distributed throughout Clinton and surrounding area to fans and businesses.

Call 563-242-0727 For More Information

LUMBERKINGS PROMOTIONS

- Title recognition of the biggest events during the summer
- Promotional support on LumberKings radio broadcasts, pocket schedules and website.
- Promotional giveaways, 500 or more items imprinted with your logo and LumberKings logo distributed free to fans, include:

Bats	Team Photo	Beach Towels
Softie Balls	Hats	Baseballs
Cups/Mugs	Watches	Gloves
Card Set	Sunglasses	Seat Cushions
Posters	Helmets	Pennants

Other items designed to fit your needs

- Special event promotions include:

Fireworks	Traveling Mascot Appearances
Dash For Cash	Youth Baseball Clinic
Diamond Dig	Thirsty Thursday
Kids Fun Run	Play Catch On The Field
Post Game Concerts	

Other promotions designed to meet your needs

Investment: Cost varies with event sponsored

Season-Long On-Field Promotions: Investment \$1,750

- **NEW Video Board visual display – animation / graphics**
- Fans focus on your promotion between innings.
- Includes PA announcements.
- Special mentions on LumberKings broadcasts.
- Participants receive prizes from your business.
- Promotions including:

Dizzy Bat Spin	Grocery Grab
Mascot Race	Baseball Pop-Up
Sumo Wrestling	Strike-O
Frisbee Bowling	Tractor Race

Other promotions designed to meet your needs

Season-Long PA Contests: Investment \$1,400

- **NEW Video Board visual display – animation / graphics**
- Between innings contest reaches thousands of fans
- Includes PA announcements each home game
- Winners receive prizes from your business
- Contests Include:

Baseball Trivia	Name That Tune
Video Trivia	Dirtiest Car in the Lot
Baseball Buddies	Best Seats In The House

Other promotions designed to meet your needs

LUMBERKINGS/WCCI 100.3 FM RADIO ADVERTISING



Grand Slam Package: Investment \$1,500

- **Minimum 3 (:30) commercials per game (includes 75 undated tickets and a 1/2 page program ad AND TWO (2) :20 SECOND VIDEO BOARD DISPLAYS – ANIMATIONS / GRAPHICS) -- *** NEW *****

Home Run Package: Investment \$1,300

- Minimum 3 (:30) commercials per game (includes 50 undated tickets and a 1/2 page program ad)

Triple Package: Investment \$1,100

- Minimum 2 (:30) commercials per game (includes 50 undated tickets and a 1/2 page program ad)

Double Package: Investment \$ 900

- Minimum 3 (:15) commercials per game (includes 25 undated tickets and a 1/4 page program ad)

Single Package: Investment \$ 700

- Minimum 2 (:15) commercials per game (includes 25 undated tickets and a 1/4 page program ad)

Drop-Ins: Investment \$ 500

- Sponsor and message are highlighted with live 10-15 second drop-ins throughout the course of each game whenever action has stopped or during a particular time when the sponsor and message can be mixed into the play-by-play action of the game. Sponsor receives two (2) live drop-ins throughout each game.

ALL RADIO COMMERCIALS ARE PERMITTED TO CHANGE THROUGHOUT THE SEASON WITH ADVANCE NOTICE TO LUMBERKINGS' MEDIA RELATIONS STAFF

Scoreboard Update Sponsorship: Investment \$1,500

- Sponsor and message are highlighted with a live drop-in each time that scores are updated throughout the game.
- Number of scoring updates will vary with each game.

Pre-Game Show Sponsorship: Investment \$1,500

- Show starts 15 minutes before first pitch and contains 4 (:30) commercials for sponsor.
- Consists of a player or manager interview from the LumberKings or opponent, occasional highlights from previous game, plus other pertinent facts or notes about the upcoming game.

Post-Game Show Sponsorship: Investment \$1,500

- Show starts at the conclusion of every game, runs approximately 8-9 minutes and contains 4 (:30) commercials for sponsor.
- Consists of an inning-by-inning scoring summary, as well as any major highlights or notes about the game, plus other pertinent facts or notes about the next game.

Player of the Game Sponsorship: Investment \$2,000

- Sponsor and message are highlighted with a live drop-in throughout each game whenever certain players make outstanding plays. Minimum of 5 live drop-ins per game and recognition post-game.

Pitching Changes: Investment \$2,000

- Sponsor and message are highlighted with a live drop-in anytime either team makes a pitching change. Number of per game commercials will vary with each game.

ALL EXCLUSIVE RADIO SPONSORSHIPS INCLUDE 50 UNDATED TICKETS AND A 1/2 PAGE PROGRAM AD

For the 2018 Season Schedule and More Information, Visit:

www.lumberkings.com