



2019 PARTNERSHIP OPPORTUNITIES

BLUEWAHOOS.com



DOUBLE-A AFFILIATE

850-934-8444

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Organizational Highlights



- The Blue Wahoos currently average the fourth most fans per game in the Southern League.
- The Blue Wahoos totaled over 301,725 total fans in 2019. This marks the 7th year in a row that the Blue Wahoos have achieved this feat!
- The Wahoos had 15 sellouts (5,038 capacity) through 70 home games.

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Organizational Highlights

- For the 2019 season, the Blue Wahoos received a Fan Satisfaction Score of 9.3 out of 10, and a Net Promoter Score of 87.6, from a range of <-100> to 100, and versus MiLB's average of 76. As you may already know, the Net Promoter Score tells organizations how likely their product, service or organization is being recommended, and is a key metric that the Blue Wahoos use to drive the partnership and fan experience.
- The Blue Wahoos received the Southern League's "Organization of the Year Award," the Southern League Community Service Award, and our CFO, Amber McClure, is the Southern League's "Woman of Excellence." Each of these awards puts the Blue Wahoos in a bigger spotlight as we advance to compete against other leagues for wins on a national stage – overall winners to be announced this December at Winter Meetings in Las Vegas.
- This year, the Blue Wahoos celebrated our two-millionth fan through the gates, our league-leading fourth consecutive trip to the postseason and an exciting new addition to the ownership team in NFL Hall of Famer, Derrick Brooks.



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Ownership

The Blue Wahoos welcomed NFL Hall of Famer Derrick Brooks to the ownership this season.

Ownership now includes:

- Quint Studer
- Rishy Studer
- Randel Wells
- Bubba Watson
- Derrick Brooks
- John List
- Dana Suskind



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Playoffs

- By taking the 2nd best overall record this year the Wahoos made the playoffs for the 4th consecutive year and the 4th time in franchise history



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On-Field Highlights

- 56 players that have played in Pensacola have gone on to make their MLB Debut, including Tucker Barnhart, Trevor Bell, Justin Freeman, Donald Lutz, Billy Hamilton, Tony Cingrani, Didi Gregorious, Josh Smith, Michael Lorenzen, Jon Moscot, Tyler Mahle, Ben Lively, Amir Garrett and Luis Castillo.
- While on rehab assignment in 2019, Scott Schebler, Anthony DeSclafani, Michael Lorenzen and Rookie Davis played in Pensacola for the Blue Wahoos.



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On-Field Highlights

Blue Wahoos infielder, Taylor Sparks, was named The Southern League's Player of the Week!



Sparks, lead all qualified hitters following the All-Star break with a .423 batting average, a .885 slugging percentage, and a 1.385 OPS. Through nine games in the second half the La Palma, California native ranked second among all hitters with a .500 on-base percentage and was among the league leaders in both extra-base hits (6, T-4th) and total bases (23, T-6th). Pensacola started the second half with a 7-2 record, and included a seven-game win streak.



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Media Highlights



- All 70 home games were broadcasted regionally on Cox Sports Television ranging as far North as Ohio, as far West as California, and as far South as Key West. Cox Sports Television reaches 5.5 million homes nationwide.
- 31 games additionally were broadcasted regionally on Blab TV. Blab TV is airing in over 550,000 homes, as they reach approximately one million people in Escambia, Santa Rosa, and Okaloosa counties in Florida and Escambia, Mobile, Escambia and Baldwin counties in Alabama.

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Community Involvement

- The Blue Wahoos were awarded the Southern League Community Service award in 2019 thanks to their Reading Program, player and mascot appearances at non-profit events, Jersey Auctions, Giveback Monday, Field Renovations, Hurricane Relief and other volunteer efforts.



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2 Millionth Fan

On June 17, 2019 the Wahoos reached a huge milestone in their 7th season welcoming the 2 millionth fan inside its gates.



The fan received a custom jersey, a radio interview and threw out the first pitch of the game.

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Cox Clubhouse Enhancement

- Digital Locker Room
- Virtual reality experience added for 2019
- Concourse televisions added to the Cox Clubhouse
- New Tables
- Interactive game graphics on concrete
- Recreational games such as giant Jenga, Cornhole and Connect Four



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Season Ticket Holder Updates



As an extra step to ensure Season Ticket Holders are well accommodated, the Blue Wahoos Season Ticket Concierge Nancy created a Rewards Program to provide prizes to Season Ticket Holders who met attendance benchmarks. In addition she arranged player meet and greets, birthday first-pitches, and other fun games and contests. Season Ticket Holders enjoyed their perk; the mobile app for ordering concession items from their seats!



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Party Decks



- Over 17,000 tickets sold (avg. of 250 per game)
- All Star Hats for every attendee
- Sonny's BBQ or All-American food options



Fat Tuesday Party Deck

- \$21 special
- Hot dogs, burgers, popcorn, & food samples from vendors
- Party Deck All Star Hat

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Theme Nights

2019 was filled with festivity! This season's theme nights included:

- Cox/Andrews/WEAR Magnet Schedule Giveaway
- Grilled Cheese Day
- Hill Kelly Replica Championship Ring Giveaway
- Girl Scouts Night
- Dulx Team Photo Giveaway
- Game Show Night
- Sandlot Night/ Bark in the Park
- Wind Creek TV Giveaway/Star Wars Night
- Reese's Day/Landrum HR Hat Giveaway
- Boy Scouts Night
- Hurricane Prep Night
- Dr. Andrews Bobblehead Giveaway
- Baldwin County Night
- World Oceans Night
- Grease Night/ Cupcake Night
- CPC Backpack Giveaway
- Jersey Auction/ Chevy Baseball Camp
- Woodlands Cinch Bag Giveaway
- Camp Wahoo
- Small Business Night
- Mardi Gras Night
- Synovus Ben Lively Bobblehead Giveaway
- Junk Food Day
- Hamburger Night
- School of Rock Night
- Select PT Cooling Towel Giveaway
- Bark in the Park/ Camp Bow Wow Rope Frisbee Giveaway
- Root Beer Float Day
- Augtoberfest
- Landshark Bottle Opener Sunglasses Giveaway
- Florida Blue Beach Towel Giveaway
- Dulx Team Photo Giveaway
- Superhero Night

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Organizational Awards

In its 7 seasons the Blue Wahoos organization has been recognized for numerous awards including:

- Woman of Excellence
- Groundskeeper of the Year
- Community Service Award
- Best Minor League Experience
- Sports Media Award
- Executive of the Year
- Ballpark of the Year
- Organization of the year
- Broadcaster of the Year
- Batboy of the Year



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2019 Awards

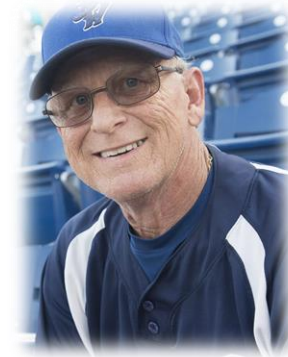


CFO of Studer
Family of
Companies
Amber McClure
was given The
Woman of
Excellence
Award

Blue Wahoos
were given the
Southern
League
Community
Service Award



Darrin McAllister
of WEAR-TV
Pensacola was
awarded with The
Sports Media
Award



The Wahoos were
awarded as the
Organization of
the Year for the
first time since
2015



Terry Williams
was recognized
by the Southern
League as Batboy
of the Year

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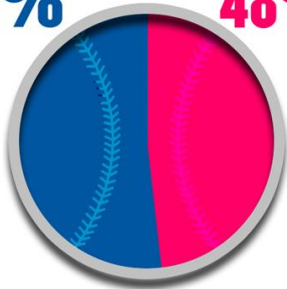


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Demographics

GENDER
MALE
52%
FEMALE
48%



FAMILIES

42% 1+ CHILD



21% 2+ CHILD

AGE

0-17	12 %
18-34	24 %
35-54	30 %
+55	34 %

ETHNICITY

WHITE	64%
HISPANIC	17%
BLACK	12%
OTHER	7%

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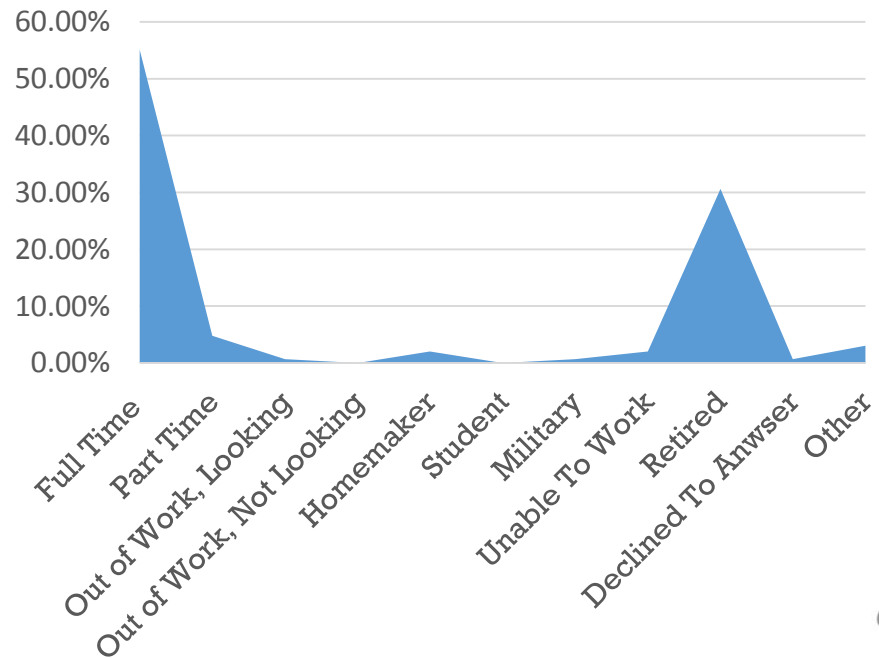


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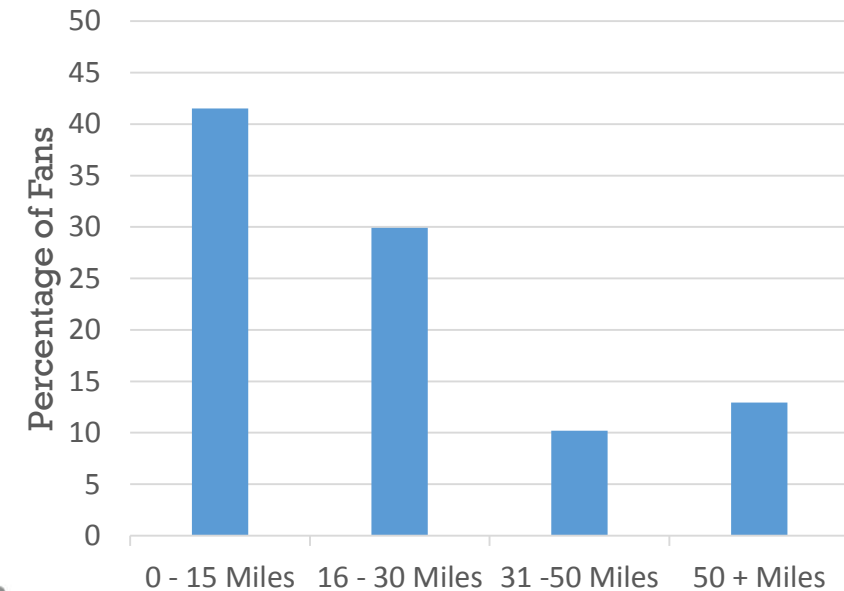
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Demographics

PERCENTAGE OF FANS



DISTANCE TRAVELED BY FANS



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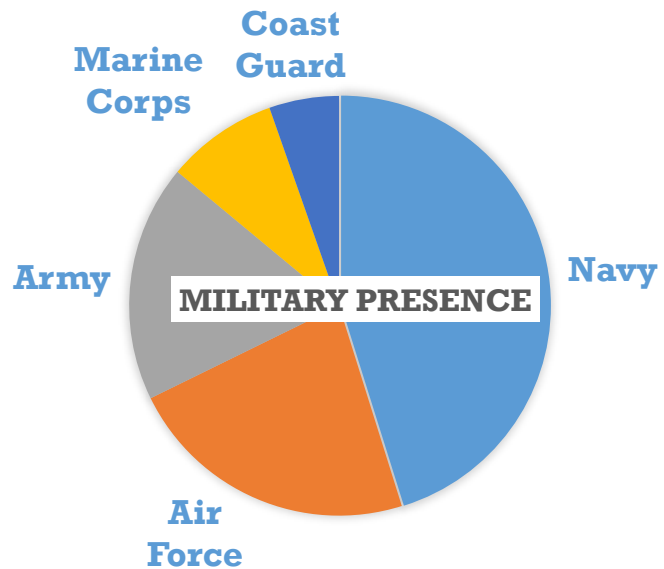
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Demographics



WHAT BRINGS YOU TO
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84% Live Locally

3.62% Vacation

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SIGNAGE

STADIUM NAMING RIGHTS

- Naming rights to the stadium, will belong exclusively to Your Company
- Your Company name shall be displayed at the stadium and appear on maps both physical and digital as Your Company Field



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OUTFIELD WALL SIGNAGE



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AUXILIARY SCOREBOARD SIGNAGE

- Signage will be located adjacent to the auxiliary scoreboard located beneath the press box.
- Great signage opportunity as only two signs are located in this area.
- Signage will be displayed year round and receive exposure from all events held at Bayfront Stadium.



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BULLPEN SIGNAGE

- Exclusive signage in both bullpens will be given to Your Company
- Bullpen activity and its signage are shown in our TV broadcasts
- The signage will remain up during offseason events other than UWF football



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LEFT FIELD FOUL LINE SIGNAGE

- The gate and outfield wall paneling will be branded with Your Company logo.
- Signage is visible to over half of the stadium's seats



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BATTER'S EYE SIGNAGE



•The Batter's Eye in Centerfield will be branded to display Your Company logo above it.

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DRINKING FOUNTAIN SIGNAGE

- Signage over one of our four drinking fountains along the concourse will be sponsored by Your Company.
 - The Blue Wahoos will work together with Your Company on the design of the signage.



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DIGITAL CONCOURSE SIGNAGE



- Ad will rotate every 15 seconds with up to (16) other companies ads on seven 46" digital TV screens on the concourse of Pensacola's Bayfront Stadium.



- All concourse signs are also used during non-baseball events (i.e. Soul Bowl, College Games, Egg Fest, as well as UWF Football games)

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CONCOURSE TABLE SIGNAGE



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CUP HOLDER SIGNAGE



- 3,800 cup holders throughout the stadium will be branded to display Your Company signage.
- Your Company and the Blue Wahoos will work together on the design of the signage.



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EAST GATE SIGNAGE



- Signage at the exterior “East Gate”.
- Branded as Your Company’s East Gate and will be listed on stadium map of the Blue Wahoos website.
- Entry way for fans wanting to enter on the left field/third base side of the stadium and those fans using our nearby Party Deck.
- The Blue Wahoos and Your Company will collaborate to design signage
- Signage will remain up year round.

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DUGOUT SIGNAGE



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ON DECK CIRCLES



•Your Company will be the sole partner for both the Blue Wahoos & visiting team's on-deck circles.



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INSIDE DUGOUT SIGNAGE



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TUNNEL SIGNAGE



- Signage over the first or third base tunnels shall be sponsored by Your Company.
- The Blue Wahoos and Your Company will work together on the design of the signage.



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FOUL POLE SIGNAGE



- The Foul Pole Signage will display Your Company name and logo
- Signage will be displayed for a full year and receive exposure from numerous events held throughout the year at Bayfront Stadium including Soul Bowl, College Games, Egg Fest, as well as UWF Football games.
- A promotion can be tied in with the foul pole that if a Blue Wahoos player hits one of the poles a lucky fan will receive a prize courtesy of Your company.

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SCOREBOARD POLE SIGNAGE



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VIDEO BOARD SIGNAGE



- The sign will be viewed by spectators of Blue Wahoos games as well as other events that are held at the Maritime Park throughout the year.

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PARTY DECK SIGNAGE

- One of three party decks at Pensacola Bay Front Stadium will be labeled and sponsored by Your Company.
- The deck will be branded as Your Company Party Deck and will be listed on stadium map on the Blue Wahoos website.
- Your company and the Blue Wahoos will work together on the design of the signage.
- The signage will remain up all year and be visible to anyone entering the stadium through the designated deck as well as anyone walking or driving past the stadium.
- Party deck branded wristbands are also created and used for each fan's entry onto the deck.



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CONCOURSE RAIL SIGNAGE



- Located on the concourse level, your company will have a banner on the front of the seating with your company signage.

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FAN ASSISTANCE



- Your Company will be the sole sponsor of our Fan Assistance Booth.
- Includes PA recognition every time there is an announcement made throughout the game regarding a giveaway, lost and found, lineup cards, programs, “register to win” promotions etc.
- Fans will be directed to *your company’s* Fan Assistance Booth when they need any questions answered about seat locations, food items etc.
- Your company’s Fan Assistance Booth Signage will be used during non-baseball events (i.e. Soul Bowl, College Games, Egg Fest, as well as UWF Football games, etc.)



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GROUND / STEP SIGNAGE

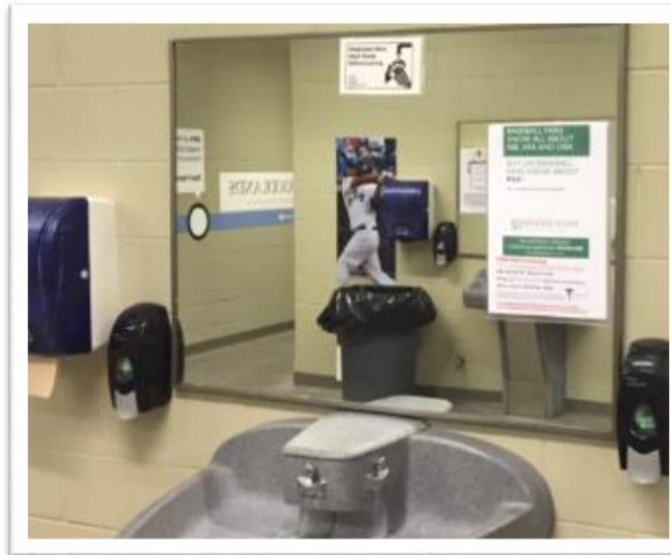
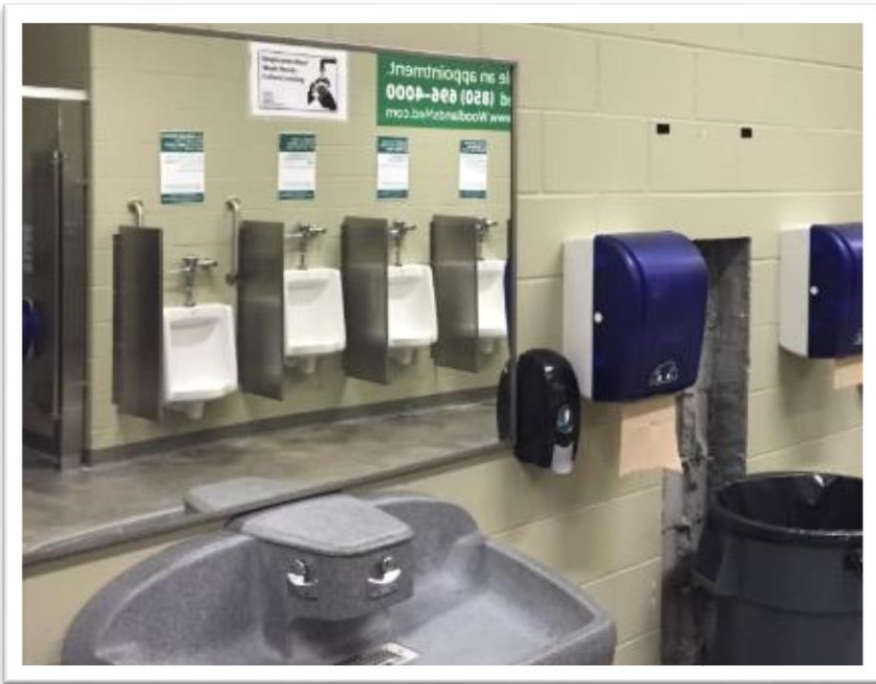


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BATHROOM MIRROR SIGNAGE



- Your company will receive one (1) sign over all three (3) mirrors within all four (4) bathrooms along the concourse.
- The Blue Wahoos and Your Company will work together on the design of the signage.

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NAPKIN DISPENSER SIGNAGE



- Sponsorship by Your Company provides 15 signage opportunities on our fifteen napkin dispensers throughout the stadium.
- Your company and the Blue Wahoos will work together on the design of the signage.

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MISTER STATIONS



- Display your company signage on one of our mister stations that are located on the concourse.

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LED RIBBON BOARDS



- Ad will rotate throughout the game with up to (16) other companies ads.
- This signage is located on the concourse on both the first base and third base sides of the stadium.



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30 SECOND COMMERCIALS



- Every Blue Wahoos home game Your Company will have a :30 second pre-game, in game and/or post game commercial.

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TRASH CAN RECEPTACLES

The trash receptacles will be placed around the entire concourse of the stadium to encourage recycling. Can to be provided by Your Company



All trash receptacles are also used during non-baseball events (i.e. Soul Bowl, College Games, Egg Fest, as well as UWF Football games)

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TABLE DATES



- Your Company will have a table set up for a game at Blue Wahoos Stadium.
- One table and two chairs will be provided by the Pensacola Blue Wahoos.
- Interacting with fans, handing out promotional materials and distributing other information at these games will benefit Your Company.



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SPONSORSHIP

GAME SPONSORSHIP

TO INCLUDE A GIVEAWAY OR FIREWORKS SHOW

- Your Company will be the sponsor of a Blue Wahoos' game during the season to include a giveaway or firework show.
- All Blue Wahoos media buys leading up to the event will promote Your Company.
- The promotion will be listed on the team's website and e-newsletter.
- Sponsorship includes a table to hand out information or promotional materials at the game.
- A representative from Your Company can throw out a first pitch.
- Opportunity to do a pre-game interview on the video board and an in-game radio interview.
- During the fireworks Your Company logo will be displayed on the video board.



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PLAYER HEADSHOTS



Scoreboard for game 1. Home player: #21 Brian O'Grady. Pitcher: #90 WEAR. The scoreboard displays the current game status, player statistics, and the lineup.

90 MPH	WEAR	B S O
#21 Brian O'Grady	SS Trahan	1 2 2
Today 0-2	CF Guerrero	
AVG .162	3B Senzel	
RBI 18	LF VanMeter	
H 25	DH LaValley	
HR 6	RF Aguino	
BB 29	C Tromp	
	1B O'Grady	
	2B Chavez	
1 2 3 4 5 6 7 8 9 10	R H E	
MOB 1 0 0 2 0 4	7 10 0	
PNS 0 0 3 0 0 3	6 6 1	



Scoreboard for game 2. Home player: #5 Ian Rice. Pitcher: #5 WEAR. The scoreboard displays the current game status, player statistics, and the lineup.

UP Bats	# 5 Ian Rice	B S O
26 Vukob	Today AVG	0 0 0
28 Bats	0-3 .167	
18 Bats	H HR RBI AB	
C Rice	1 4 5 6	
#7 Bats	BB OBP	1 2 5
CF Martin	1 .295 .197	
SS Pashner		
P Young		
1 2 3 4 5 6 7 8 9 10	R H E	
SMOKES 0 0 0 1 0 0 1	2 5 0	
WABOOS 0 0 0 1 0 0 0	1 4 0	



Scoreboard for game 3. Home player: #3 Josh VanMeter. Pitcher: #91 WEAR. The scoreboard displays the current game status, player statistics, and the lineup.

91 MPH	WEAR	B S O
#3 Josh VanMeter	Today 0-2	0 0 0
AVG .254	H 46	HR 1
SO 44	SLG .331	2B .338
BB 25	OBP .338	SB 4
	CS 1	
1 2 3 4 5 6 7 8 9	R H E	
JAX 0 0 0 0 0 0 0	0 3 1	
PNS 1 0 0 3 1 0	5 6 0	

- Below each home player's headshot Your Company will have their name displayed.
- This would occur during every home game every time that a Blue Wahoos player steps up to bat.

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FAMILY SUNDAY GAMES



- After each Sunday game, kids are able to run the bases and then families are able to toss in the outfield. During this time Your Company's logo will be shown on the videoboard (seen to the near right).
- Your Company could then pass out a co-branded item and/or coupons to each child as they leave the field/bases. (For example, a travel size sun lotion bottle.)



- During the game Your Company will have multiple videoboard and PA announcement recognition drops with your preferred logo. (The bottom middle picture is an example.)
- Your Company would be the sponsor of each of our 13 Sunday Games.
- This would include posting Your Company's Family Sunday within our social media (as seen to far the right). Between our e-newsletter, Facebook, Twitter, and Instagram pages we have over 100,817 followers.



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MILITARY NIGHT SPONSORSHIP



- Military Nights for the 2018 Season will be on Mondays.
- 200 tickets will be at your disposal to distribute to active military & veterans during your sponsored night.
- During the game Your Company will be recognized on the video board.
- At the game of your sponsorship Your Company may have a table set up along the concourse, behind home plate to pass out brochures, flyers, and other information.

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CANNON BLASTS

- All cannon blasts will be sponsored by Your Company.
- Your Company will be recognized on the PA system before the cannon blast (with a brief tagline).
- Recognition on the video board with your preferred logo will be included.
- Our pirate will wave Your Company flag in centerfield from his platform.
- The Wahoos reserve the right to cancel cannon blasts for games with sensitive audiences. (special needs kids, PTSD, etc...)



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LINE-UP SPONSOR



- Before the start of each of the 70 home games during the season, Your Company will have their logo displayed on the Video Board as the sponsor of the game line-ups.
- The PA announcement will also highlight Your Company as the line-up sponsor.

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“FAT TUESDAYS”

Every Tuesday Night throughout the season our Winn-Dixie Party Deck will be sold to individuals (instead of groups) as an all you can eat discounted ticket.

Your Company will be one of five partners to provide 200 food items (sample size) for each Tuesday game.

- Blue Wahoos will provide hamburgers, hot dogs, and popcorn.
- Your own staff can pass out food, menus, and coupons.
- Sponsor will be included in advertising by the Blue Wahoos for Tuesday nights (this includes all TV, radio and print ads the week leading up to each event).
- Sponsor will be included in advertising within the Blue Wahoos social media accounts the week leading up to each event; total outreach is 100,817.
- Sponsor will receive half page ad in souvenir program (your graphic can be changed, as the program has five issues throughout season).



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LOUNGE SPONSORSHIP



- Your company will be the sponsor of the season ticket holder lounge.
- Exclusive area for season ticket holders to gather before and during games.
- Air-conditioned area offering food, beverages and bar service.
- Offers a great view of Pensacola Bay
- The Lounge is branded on our stadium seating chart which is displayed on the Blue Wahoos website, souvenir programs and various other printed marketing materials



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LOUNGE SPONSORSHIP

- The Lounge will have low top tables and chairs for eating and meetings.
- Ability to have marketing information in lounge for all events during the season.



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GROUP ENTRANCE



- The Group Entrance Signage will be displayed year round and will be visible to anyone entering the stadium through this entrance as well as anyone walking or driving past the stadium.
- The tunnel will have pictures of players, groups from last year, and Your Company's logo along the hallway walls.
- There will be an area for each person in every group that enters Your Company's Group Entrance to write their name on the wall itself as they enter for their group outing.

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GROUP ENTRANCE



- The Group Entrance would be branded on our stadium seating chart which is displayed on our website, promotional schedules, ticket brochures, etc.
- Last year the Blue Wahoos hosted just over 40,000 fans who participated in group outings. As the exclusive entrance for group outings, those fans are directed to enter the stadium through Your Company's Groups Tunnel Entrance.

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The logo for the Pensacola Blue Wahoos is displayed in a stylized, bold, blue font with white outlines and red accents. The word "PENSACOLA" is written in a smaller, sans-serif font above the word "Wahoos". The background of the logo is a dark blue, textured pattern.

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FOOD KIOSK

- Sell Your Company product inside the ballpark during the 70 home game season.
- Your company has the opportunity to provide labor while wearing branded t-shirts to increase your brand recognition.
- Give out Your Company store menus, catering menus, coupons, and/or brochures during the games.
- Your company will be listed in our stadium maps and website.



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KIDS ZONE

- Signage (including a photo back drop & plane display as seen in above photo) will be located adjacent to the Kids Zone area.
- This is a great signage opportunity as it is the only sign located in this area and can be seen from the outfield berm.
- All of our birthday parties gather within the Kids Zone area.
- The signage will be displayed year round and receive exposure from all events held at Blue Wahoos Stadium.



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KIDS CLUB



- Your company will be the sponsor of the Blue Wahoos' Kids Club.
- During the season, there are five different activities that the Kids Club members get to participate in. (After each activity, the Kids Club members go to a Blue Wahoos game.)
- A table date will be provided to Your company each game that the Kids Club attends.
- The kids gift can be branded with your company logo.



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KIDS READING PROGRAM

- The Blue Wahoos Reading Program will be sponsored by Your Company.
- During school assemblies we perform the story of Kazoo Makes the Team while reading it.
- Children must read four books to complete their literacy homerun.
- Students who complete the reading assignment will receive a ticket to a Blue Wahoos game.



- Kids Reading Club giveaway items will have your company's logo on it.
- Cost of production of the Kids Reading Club giveaways would be included.
- Examples of giveaways will be stickers, bookmarks, pencils, erasers
- The Kids Reading Club will include social media press releases. (This outreach is over 100,817 between our Twitter, Facebook, Instagram, and e-newsletters.)

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WOMEN'S CLUB

- Our Women's Club will be sponsored by Your Company.
- Creates a great opportunity to gain exposure while serving as a host for one of their meetings.
- The demographic is women leaders of the surrounding Pensacola area with the age being 35 and above.



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STREET TEAM UNIFORMS



- Your company will be the official sponsor of the Blue Wahoos Promotional Team aka “Street Team”.
- The Street Team will have uniforms that represent your company and the Blue Wahoos.
- They will attend events in the panhandle and perform at all 70 home games (Over 100 appearances annually)
- The Street Team will hand out giveaways and literature each appearance for your company and the Blue Wahoos.
- There will be a PA read about Your Company and the Street Team each game.

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EGGA WAHOOZA

- Your Company will co-sponsor our Egga Wahooza day at Maritime park on Date ??
- Sponsoring that day provides outside advertising for the event through news paper, TV and radio.
- Egga Wahooza has over 20,000 eggs dispersed and over 5,000 participants
- Your Company table display and or truck display will pass out brochures, flyers, and other information during the event.



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IN GAME/PROMOTION

CLEAN UP OF THE GAME



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CLEAN UP OF THE GAME



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FIRST PITCH



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FIRST PITCH



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K-COUNT



- Your company will be the sponsor of the K-Man (tracks and promotes strikeouts by the home team) of the Game
- Your logo will be featured on the video board in a similar format to the one pictured.

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RECEIPT & COUPON CROSS PROMOTION



- For the entire season, the Blue Wahoos will run a promotion that if fans bring in your company's receipt, they will be able to exchange their receipt for a gift courtesy of your company.
- Offer will be promoted on Blue Wahoos social media sites and our e-newsletter once per week throughout the season.

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GAME ACTION PROMOTION

- Allows Your Company to associate with the game itself through a creative tie-in.
 - Near the end of the game Your Company will be recognized on the PA system (with a brief tagline) and our LED video board will display Your Company's logo before we present the game's play of the game.
 - The Blue Wahoos will work together with Your Company to create an audio clip or sound effect as well if interested.



“Today's first run scored (or today's first RBI) is brought to you by Your Company...when the Blue Wahoos Need to Drive in a Run, They Call Your Company...”



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PREGAME PROMOTION

- As the sponsor, Your Company will have your logo displayed on the video board during The Home Plate Pregame Sweep activity.
- Your Company will be recognized by our PA announcer as the sponsor of The Home Plate Sweep of the game.
- Branded gifts may be given to each participant throughout the season.
(Example: T-Shirt)



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PREGAME PROMOTION

- During the Play Ball Kid pre-game activity Your Company will have your logo displayed on the video board.
- Your Company will be recognized by our PA announcer as the sponsor of our Play Ball Kid.
- Gifts to each participant throughout the season can be branded and provided by Your Company (Example: T-Shirt)



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BIRTHDAY PARTY SPONSOR

- Your Company will be the sponsor for all of the Blue Wahoos' Birthday Parties.
- All of our Birthday Parties' group forms will read "Children will receive a Blue Wahoos souvenir presented by Your Company."
- All birthday party children participate in a sing-a-long on top of the 3rd base dugout. During this, Your Company's logo would be placed on the on the videoboard, as well as a PA announcement simultaneously.
- All of our birthday names will scroll on the videoboard in the later part of each game. Your Company's logo would be on the videoboard along with a PA announcement simultaneously.
- Birthday parties are located in the Kids Zone, and a kids meal is included in the birthday party package.



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NIGHTLY COUPON PROMOTION

- For every Blue Wahoos home game on a certain night of the week (ex. every Sunday night -13 games) fans who purchase walk up tickets that night will receive a coupon courtesy of your company.
- Offer will be promoted on Blue Wahoos social media sites the day of the game. We have over 100,817 followers between Facebook, Twitter, Instagram, and our e-newsletter.



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WAHOO WADDLE

Your company will be the Wahoo Waddle partner for 5 concourse bar crawls.

- The Blue Wahoos give drink specials 5 times through the year which allows our top brands to be purchased at a discounted price. This allows fans to try new beverages each month.
- Each fan is given a line up card that lists the special for each inning.
- Products provided by Your Company will be at 3 of the 7 stands that participate.
- Your company will be able to have giveaways and flyers at the stands.



WAHOO WADDLE

Wahoo's Life

- | | | |
|-----------------|--------------------------|--|
| 1 ST | <input type="checkbox"/> | \$5 BUZZ BALL
<small>PORTABLE 4 NEAR HBC STAIRS</small> |
| 2 ND | <input type="checkbox"/> | \$4 SWEET TEA VODKA DRINK & FIREBALL SHOTS
<small>PORTABLE 4 NEAR HBC STAIRS</small> |
| 3 RD | <input type="checkbox"/> | \$4 THE WAHOO SPECIAL
<small>THE SAND BAR</small> |
| 4 TH | <input type="checkbox"/> | \$5 CRAFTED DRAFT
<small>OFF THE HOOK</small> |
| 5 TH | <input type="checkbox"/> | \$2 ONO DRAFT
<small>PORTABLE SIX NEAR HOME PLATE STAIRS</small> |
| 6 TH | <input type="checkbox"/> | 2 FOR \$6 BOTTLE BUDS
<small>WAHOO'S CART</small> |
| 7 TH | <input type="checkbox"/> | \$2 WAHOO WATER
<small>PORTABLE EIGHT BEHIND MARGARITAVILLE</small> |

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PRINT

TICKET BACK / CARD AD

- Sponsoring the ticket stock and cards will be exclusive to Your Company.
- Blue Wahoos and your company would work together on the layout and design of the graphic.
- As you see above, your company has an opportunity to place your logo and/or a promotional ad.
- In 2017, we printed nearly 310,000 total.



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TICKET ENVELOPES

- Anytime a customer approaches the Box Office to purchase or pick up a ticket for any event, not just Blue Wahoos' games, they will be delivered in one of your company sponsored envelopes.
- Your company would place your logo as seen to the right on each envelope.
- Last season we distributed over 20,000 envelopes at our Box Office.

NAME _____ DATE _____

EVENT _____

OF TICKETS _____

PENSACOLA BLUE WAHOOS OFFICIAL SMILE PROVIDER

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fishbein ORTHODONTICS

www.bluewahoos.com



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PROGRAM ADVERTISEMENT



- Ads are available as a full, half (1/2) or quarter (1/4) page color ad in each of the five monthly issues of the Blue Wahoos souvenir program.
- Programs are distributed free of charge to each fan as they enter and exit every game.



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MEDIA

BLAB TV SPOTS



- Your Company will receive (1) :30 second spot on Blab TV the Ticket.
- The 30 second spot will be broadcasted one time throughout all Blab broadcasted Wahoos' games.
- Tommy Thrall, the Pensacola Blue Wahoos' finest play by play announcer, will present Your Company's 30 second spot.



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COX SPORTS TV BROADCAST

**BLUE WAHOOS BASEBALL
FROM COAST TO COAST**

**GET AIR TIME IN 5.5 MILLION HOMES
ON COX SPORTS TELEVISION**



70 GAMES LIVE AND TAPE DELAY

COMMERCIAL SPOTS

30 SECOND TV SPOTS BETWEEN INNINGS, GET COMMERCIAL TIME DURING BLUE WAHOOS GAMES AND REACH NEW MARKETS ACROSS THE COUNTRY

IN-GAME GRAPHICS

SPONSOR CALLS TO THE BULLPEN, STARTING LINE UPS, WEATHER AND MUCH MORE WITH ON AIR GRAPHICS DURING THE GAME

IN-GAME READS

GET YOUR NAME OUT DURING THE GAME WITH IN GAME READS ON THE RADIO AND TV BROADCAST



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RADIO



97.1 "The Ticket" Pensacola

- The Ticket Sports Network (97.1) will provide Your Company one 30 second spot.
- Every 30 second spot will be broadcasted one time throughout all 140 Pensacola Blue Wahoos' games.
- Your company and the Blue Wahoos will work together on the script unless your company has a 30 second spot created.
- Your 30 second spot will be broadcasted by Pensacola Blue Wahoos' finest play by play announcer, Tommy Thrall.



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SOCIAL MEDIA POSTS



2017 Social Media Growth
Facebook growth 8.1%
Twitter growth 21.42%
Instagram growth 33.03%

- Your Company will receive one (1) social media post on **either** our Facebook, Twitter, Instagram **OR** our e-newsletter (which reaches over 100,817 people total).
- The Blue Wahoos and Your Company will work together on the design of the post (this could include using the same hash tags, etc.).

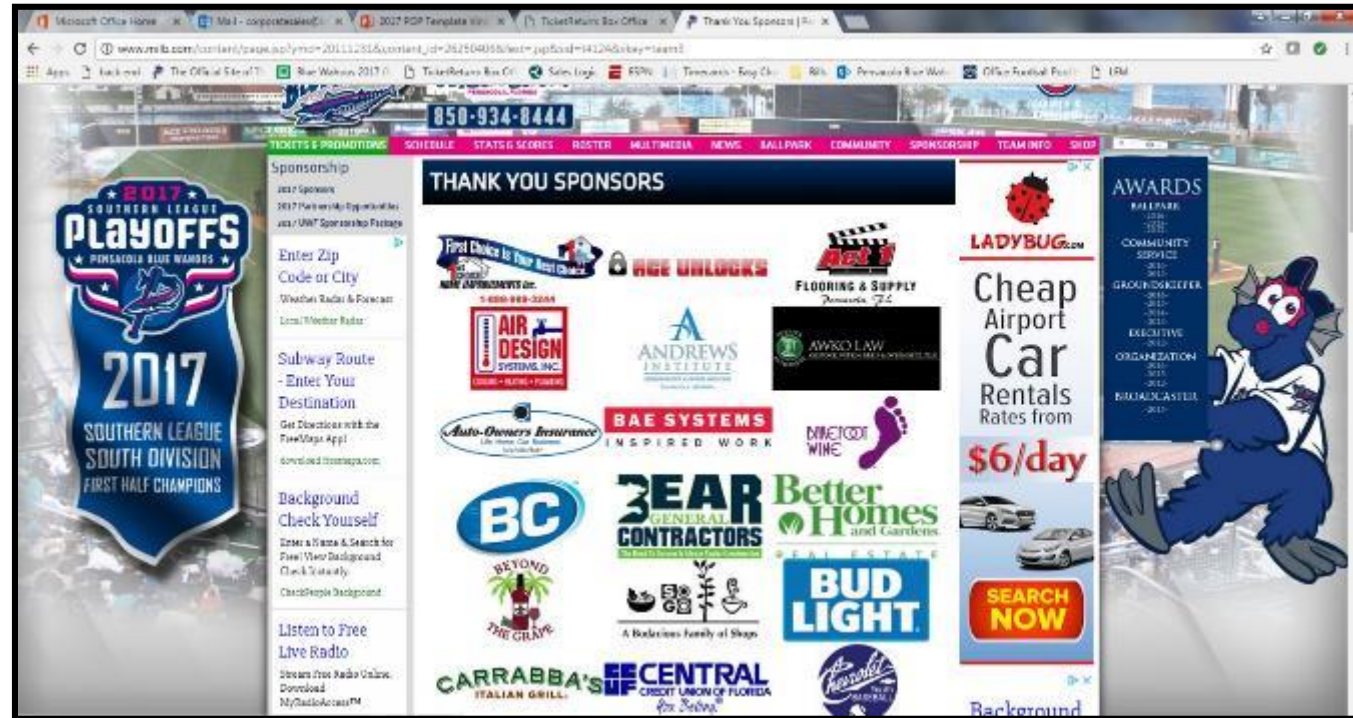


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WEBSITE RECOGNITION



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TICKETS

SEASON TICKETS

Uses for your Blue Wahoos tickets:

- Run a sales contest and reward the winner with tickets.
- Take care of a worker who went the extra mile to help solve a customer's problem.
- Coordinate a planning retreat for managers, capped off by a relaxing game.
- Take a potential client to close the sale at the ballpark.
- Forward tickets to a long-time customer to say, "We appreciate you!"
- Give to a prospective client who is visiting the area and looking for something to do.
- Boost your own career by networking at the park.
- Package them in a with a product to promote sales.
- Use your tickets for a drawing, attracting potential clients to your office or website.
- Remember when your children were little? Make a memory!
- Give the tickets to a youth team, Boys and Girls club, or other local charities.
- Place them for resell through the Ticketshare program and the Wahoos will sell them for you.



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SEASON TICKETS



Benefits include, but are not limited to:

- Lock in your price for three years
- Exclusive season ticket gift vouchers
- Discount card to get a 10% off merchandise
- Invitations to exclusive season ticket holder-only events
- Free entry for pregame batting practice
- Exclusive season ticket holder pass for one free admission to Southern League ballparks (*Excludes Mobile BayBears and Biloxi Shuckers)
- Ability to resell tickets, if you are unable to attend a game included in your package! Please ask for additional details.
- Electronically transfer game tickets free of charge. (*Customer does not receive credit for transferring of tickets)
- Opportunity to keep same seats or move locations during renewal period seat selection event.



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PARTY DECK OUTING



- At 25 guests or more Your Company can enjoy a party deck outing.
- Enjoy a buffet consisting of burgers, hot dogs, potato salad, fruit, desserts and non-alcoholic drinks for an hour and half.
- Each guest will receive a Blue Wahoos ball cap.
- Your Company will have a group photo taken, and it will appear on the Blue Wahoos' Facebook page.
- The Wahoos will recognize Your Company and group on our video board.

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THANK YOU FOR YOUR PARTNERSHIP WITH
THE PENSACOLA BLUE WAHOOS!



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