



CORPORATE PARTNERSHIP OPPORTUNITIES



SYRACUSE CHIEFS
Alliance Bank Stadium
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SYRACUSECHIEFS.COM 



ABOUT THE SYRACUSE CHIEFS

- Celebrating 50 seasons of community ownership in 2010 – owned by 4,000 shareholders since 1961
- Signed new player development contract in September 2008 to become top minor league affiliate of the Washington Nationals
- Total attendance for the 2009 season was 392,518 – the team’s highest single-season total in seven years
- Returned to popular “Chiefs” nickname in 2007 after 10 seasons as the “SkyChiefs”
- Play 72 home games from April – September
- Six former Chiefs players appeared in the 2009 World Series
- Recent alumni include Cy Young Award winners Roy Halladay and Chris Carpenter; Gold Glove winners Vernon Wells and Orlando Hudson; Major League All-Stars Carlos Delgado, Aaron Hill, and Jayson Werth





ABOUT THE SYRACUSE CHIEFS

- Hosted two major concerts at Alliance Bank Stadium in 2009 with more planned for 2010
- Raised more than \$250,000 for local charities through activation programs, donations, and fundraisers at the ballpark during the 2009 season
- Donated merchandise, memorabilia, and tickets to more than 500 fundraisers in the last year
- Players, coaches, and mascots make regular visits to children at Upstate Hospital, local schools and libraries and also provide free baseball clinics to youth baseball players in Syracuse and Central New York





DEMOGRAPHICS OF THE TRIPLE-A BASEBALL FAN

53% have children at home that are under the age of 18

52% are between the ages of 25 and 50

56% have earned a college or post-graduate degree

75% have an annual family above \$45,000

69% are homeowners

91% have a major credit card

56% are men

44% are women





STADIUM SIGNAGE



Dave Matthews Band – August 4, 2009

If a captive audience is what you're looking for, put your business in front of hundreds of thousands of fans at Alliance Bank Stadium. Not only will your sign be visible for all Chiefs games but also for extra events held at the ballpark.

OUTFIELD WALL SIGN

8' (h) x 20' (w), permanent locations in left field & right field

***\$11,000 + Production Cost



OUTFIELD TRI-VISION SIGN

10' (h) x 20' (w), located in right field, three advertisements on each panel rotate every three minutes

***\$7,000 + Production Cost



STADIUM SIGNAGE

SCOREBOARD TOP PANEL

4' (h) x 20' (w), two permanent backlit signs located on top of main scoreboard in left field

***\$20,000 + Production Cost

SCOREBOARD SPONSOR PANEL

9.5' (h) x 8' (w), permanent signs located on lower section of main scoreboard in left field

***\$8,000 + Production Cost



SCOREBOARD TRI-VISION SIGN

9' (h) x 11' (w), located on main scoreboard in left field, three advertisements on each of four panels that rotate every three minutes

***\$6,000 + Production Cost



STADIUM SIGNAGE

FIELD LEVEL WALL SIGNS

Permanent sign locations behind home plate and along the first and third baselines provide ideal advertising space for the Chiefs' TV schedule on Time Warner Cable Sports, which reaches the Syracuse, Binghamton, Utica, Watertown, and Elmira DMAs

***\$5,000 + Production Cost

HOME PLATE SIGN- 3.5' (h) x 7.5' (w)



BASELINE SIGNS- 2.3' (h) x 8' (w)





STADIUM SIGNAGE

FACADE SIGN

4' (h) x 12' (w), permanent backlit signs located on 1st or 3rd base facing of upper deck

***\$4,000 + Production Cost



AUXILIARY SCOREBOARD TRI-VISION

4' (h) x 13.5' (w), located on 1st base facade, three advertisements that rotate every three minutes

*** \$3,000 + Production Cost

CONCOURSE SIGN

4' (h) x 8' (w), permanent backlit signs located throughout the concourse

***\$3,000 + Production Cost



**signage prices listed do not include production costs*



PRINT ADVERTISING

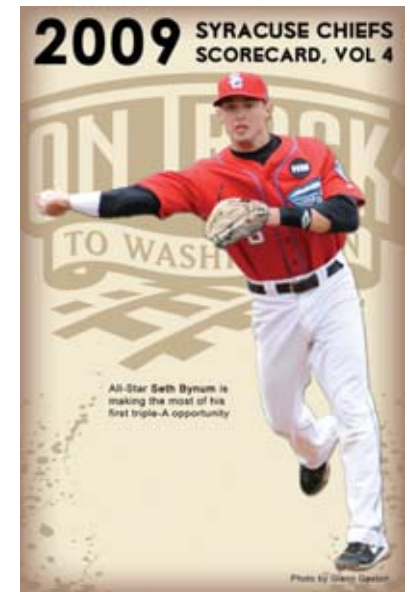
YEARBOOK

Reach thousands of readers throughout the season by placing an advertisement in the Official Chiefs Yearbook. This *FULL COLOR* publication features player photographs and biographies, team information, and more. Your ad will appear in every yearbook sold during the season and your investment will last for years to come as fans pass along this collectible piece of memorabilia.



SCORECARD

Draw attention to your business with an advertisement in the Chiefs Souvenir Scorecard. Each scorecard contains up-to-date team rosters and statistics, as well as contest entry forms and a player poster.





PRINT ADVERTISING

LUCKY SIGNATURE OPTION

Before every home game a Chiefs player will autograph your ad in one scorecard and a PA announcement will be read during the game directing fans to check their scorecard for an autograph. The fan with the lucky signature on your ad will win a prize provided by your business. Your company's name and logo will also appear on the scoreboard while the announcement is read.



<u>AD SPACE</u>	<u>SIZE</u>	<u>PRICE</u>
Back Cover [^]	8.25" x 10.75"	\$2,500
Inside Cover (front and back available)	8.25" x 10.75"	\$2,250
Full Page w/ Lucky Signature*	8.25" x 10.75"	\$1,900
Full Page	8.25" x 10.75"	\$1,400
1/2 Page w/ Lucky Signature*	7.5" x 5"	\$1,200
1/2 Page	7.5" x 5"	\$700
1/4 Page w/ Lucky Signature*	3.75" x 5"	\$850
1/4 Page	3.75" x 5"	\$350
1/8 Page	3.75" x 2.5"	\$175

[^]only available in yearbook ^{*}only available in scorecard



SPONSORSHIP NIGHTS

Enhance your company's image and presence in the community by sponsoring a game, premium giveaway, special appearance, or fireworks show.

All Sponsors Receive:

- Inclusion in all forms of advertising and marketing secured by the Chiefs to promote the game
- Promotional listing on game tickets, pocket schedules, and website
- Banner at front gate, PA announcements and scoreboard recognition
- Concourse display table
- VIP reserved seat tickets and ceremonial first-pitch opportunity



GAME SPONSORSHIP

Put your company's name/logo on 10,000 specially printed tickets to give to your customers, clients, and employees.

***\$2,500





SPONSORSHIP NIGHTS

SPECIAL APPEARANCES

Bring a former Major League Baseball player or an entertainment act (Famous Chicken, Birdzerk, Zooperstars, etc...) to the ballpark.

*** \$4,000 - \$10,000



NY Yankee Ron Guidry – July 29, 2008



FIREWORKS

Put your company's name in lights by sponsoring one of our famous post-game fireworks shows.

*** \$5,000

PREMIUM GIVEAWAY

Build awareness for your company through a special premium item giveaway. Your ad exposure continues long after the game ends as your name/logo go wherever the fan goes.

***\$3,000-\$20,000





MEDIA OPPORTUNITIES

RADIO

All 144 Chiefs games are carried live on Clear Channel station SportsRadio 620 WHEN. Advertise during a half-inning break or sponsor a specific part of the broadcast, such as starting lineups, out-of-town scoreboard, post-game show, players interviews, etc.

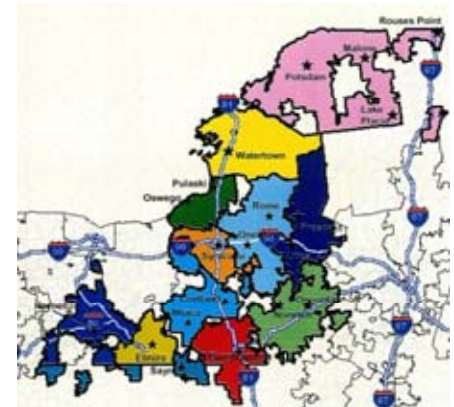
***\$2,880/ thirty (30) second spot (full season)



TELEVISION

Time Warner Cable Sports broadcasts a total of 36 live games (21 home, 15 away) during the season, including Opening Day, and your advertisement will be included in all re-broadcasts of the game. You'll also be recognized with a sponsorship billboard announcement and have the opportunity to take advantage of in-game entitlement sponsorships during every home game broadcast. Regional channel reaches the Syracuse, Binghamton, Utica, Watertown, and Elmira DMAs – 625,000 households.

***\$4,500/ thirty (30) second spot (full season)





MEDIA OPPORTUNITIES

PODCAST



Inside Pitch podcast with Chiefs GM John Simone and play-by-play voice Jason Benetti features the latest Chiefs news and player interviews. Available on SyracuseChiefs.com and iTunes.

***\$400/month – Up to twelve (12) 30 second spots

WEBSITE

- Reach fans in cyberspace by advertising on the official website of the Syracuse Chiefs. SyracuseChiefs.com home page records a season-long average of over 125,000 page views per month
- Rotating and permanent banner space available
- Hotel directory includes company name, logo, location, phone number, and link to your website
- Email newsletter reaches 100,000 subscribers each month
- Put your company's name, logo, and message at the top of a custom built page (ie. seating chart, directions, etc.)

*** Pricing available upon request





ADDITIONAL OPPORTUNITIES

KNOT HOLE GANG

Fans ages 3-12 can sign up for the Chiefs Knot Hole Gang. Your company's name/logo will appear on more than 1,500 coupons distributed to members at Sunday home games, plus you'll be mentioned in all methods used by the Chiefs to promote this very popular club.

***\$5,000



TICKET BACK

Drive traffic to your business by placing an ad or coupon on the back of every ticket printed in the Chiefs ticket office. Sponsor also receives nightly PA announcement/scoreboard logo impression.

***\$12,000





ADDITIONAL OPPORTUNITIES

IN GAME CONTESTS

Put your business front and center by sponsoring an on-field contest before the game or during a half-inning break. That's right, your business can become an entertaining part of the on-field fun! Contest sponsors receive a full page yearbook ad, entry form in the scorecard with company name/logo, two nightly PA announcements, and company name/logo on the scoreboard during the contest.

***\$3,500





ADDITIONAL OPPORTUNITIES

Mascots



Dugout Tops



Hot Stove Dinner



50th Annual Dinner – January 21, 2011

Guest Services



Marquee Sign





ADDITIONAL OPPORTUNITIES

Dinner at the Diamond



Patios/Terraces



Kids Area



PA Announcement/
Scoreboard Logo Impression



On Deck Circles





TICKET PACKAGES

SEASON TICKETS

Season ticket holders avoid waiting in long lines on busy nights and always enjoy the best seats in the house. Season tickets are a great way to spend time with family and friends, as well as entertain business associates and reward hard-working employees and loyal customers.

***\$325/seat



COUPON BOOKS

Coupon and ticket books are redeemable in any quantity (subject to availability) for any Chiefs home game excluding exhibitions, Opening Day, and playoffs.



Reserved Seat Coupon Book - Contains 10 coupons redeemable for Level 100/200 reserved seat tickets. Coupons may be redeemed in advance or on the day of the game. Coupons must be redeemed in person.

***\$55/book

General Admission Ticket Book - Contains 15 Level 300 general admission game tickets. Tickets do not need to be redeemed - they can be brought to the stadium gates on game days. Tickets cannot be upgraded.

***\$45/book





HOSPITALITY

LUXURY SUITES

Alliance Bank Stadium includes 20 luxury suites located behind home plate. Each suite features a spacious, climate-controlled indoor lounge as well as outdoor balcony seating for up to 35 total guests. Suites also come standard with wall-to-wall carpeting or hardwood flooring, cable TV, PA/game radio speaker system, and a refrigerator. Extensive catering options are available through Centerplate, the stadium concessionaire.

***Nightly rentals begin at \$325

***1/4-, 1/2-, full-season rentals available





HOSPITALITY

THE HANK SAUER ROOM



The Hank Sauer Room is located on the concourse level in right field and is ideal for groups of 30 – 100 people. With a full cocktail bar, large screen TVs, and a decor rich in baseball history, your guests won't soon forget their night at the ballpark. Indoor and outdoor seating is available during the game.

*** \$30/person for basic menu

PATIO & TERRACE PARTIES

The Alliance Bank Stadium patios and terraces offer groups of 25-75 guests a spacious outdoor setting to enjoy a private party without missing any of the action on the field. Located on the luxury suite levels of the stadium, the first base and third base patios and terraces provide an ideal vantage point overlooking the playing field.

***\$25/person for basic menu

