

2008/2009 Jacksonville Attendance Comparison

Athletic Event	Venue	Attendance	Home Dates	Average
Jaguars Football	Jacksonville Municipal Stadium	521,338	8	65,167
All Baseball Events	Baseball Grounds	375,401	86	4,365
► Suns Baseball	Baseball Grounds	354,553	72	4,924
Florida/FSU Baseball	Baseball Grounds	6,241	1	6,241
JU Football	D.B. Milne Field	15,260	5	3,052
JU Men's Basketball	Jacksonville Veterans Memorial Arena	28,915	11	2,624
JU Baseball	John Sessions Stadium	15,903*	27	589
UNF Men's Basketball	UNF Arena	12,389	12	1,032
UNF Baseball	Harmon Stadium	13,451	22	611

Attendance figures based on most recently completed season.

*Denotes attendance from 2008 Season. Most recent available.

THE BASEBALL GROUNDS OF JACKSONVILLE

The \$34 million Baseball Grounds of Jacksonville opened in 2003 to a crowd of 12,943 fans and has picked up the pace since. The Suns topped the Southern League attendance charts for the seventh consecutive season in 2009. They also played host to Florida vs. Florida State baseball in 2009 and the Inaugural Dixie Classic between the Florida Marlins' AAA (New Orleans Zephyrs) and AA (Jacksonville Suns) franchises. Many more exciting events are planned for the 2010 season. Thanks to the support of our corporate partners, the Suns were able to maintain a top-class facility with unparalleled customer service. Their investments yielded a great turnout this past season and we hope you'll join us at the Baseball Grounds in 2010!





Jacksonville Suns Demographics Comparison

ABOUT THIS SURVEY

A demographic study was conducted at the Baseball Grounds to conclude facts about the teams fan base. Five sample groups of adults age 18 and older were chosen randomly on different days of the week during each month of the season in order to determine the most accurate characteristics of Suns fans. An impressive 64 percent of the surveys distributed were returned. More than 1,500 fans completed a survey.

Attendance	On average, 5,819 fans attended each Suns game in 2008.
Family	54 percent of Suns fans bring children with them to games.
Age	The majority of Suns fans are between the ages of 25-54 years old. 44 percent of Suns fans are ages 25-39. 29 percent are ages 40-54.
Gender	56 percent of Suns fans are male. 44 percent are female.
Income	44 percent of Suns fans have an annual household income of \$50,000 to \$100,000. Another 11 percent earn more than \$100,000.
Education	32 percent of Suns fans have comepleted a college degree or higher.
Marital Status	51 percent of Suns fans are married.
Home Ownership	63 percent of Suns fans own their own home.
Household Size	58 percent of Suns fans have three or more members in their immeadiate family.
Residence	71 percent of Suns fans reside in Jacksonville proper, while an additional 19 percent consider themselves a resident of the Jacksonville metro area.



2010 Jacksonville Suns Schedule

S	M	TU	W	TH	F	S
APRIL						
				1	2	3
4	5	6	7	8 WTN 7:05	9 WTN 7:05	10 WTN 7:05
11 WTN 3:05	12 WTN 11:05a	13 OFF	14 @HVL	15 @HVL	16 @HVL	17 @HVL
18 @HVL	19 @BIR	20 @BIR	21 @BIR	22 @BIR	23 @BIR	24 CAR 7:05
25 CAR 3:05	26 CAR 11:05a	27 CAR 7:05	28 CAR 1:05	29 MIS 7:05	30 MIS 7:05	

S	M	TU	W	TH	F	S
						1 MIS 7:05
2 MIS 3:05	3 MIS 11:05a	4 @MTG 7:05	5 @MTG 10:35a	6 @MTG 7:05	7 @MTG 7:05	8 @MTG 7:05
9 OFF	10 BIR 7:05	11 BIR 7:05	12 BIR 1:05	13 BIR 7:05	14 BIR 7:05	15 @CAR 6:15
16 @CAR 2:00	17 @CAR 7:15	18 @CAR 7:15	19 @CAR 7:15	20 @TEN 7:15	21 @TEN 7:15	22 @TEN 7:15
23 @TEN TBD	24 @TEN 7:15	25 OFF	26 CHT 1:05	27 CHT 7:05	28 CHT 7:05	29 CHT 7:05
30 CHT 7:05	31 CAR 1:05					

S	M	TU	W	TH	F	S
JUNE						
		1 CAR 7:05	2 CAR 1:05	3 CAR 7:05	4 CAR 7:05	5 @MTG 7:05
6 @MTG 2:05	7 @MTG 7:05	8 @MTG 7:05	9 @MTG 7:05	10 MOB 7:05	11 MOB 7:05	12 MOB 7:05
13 MOB 3:05	14 MOB 1:05	15 OFF	16 @BIR	17 @BIR	18 @BIR	19 @BIR
20 @BIR	21 OFF	22 HVL 7:05	23 HVL 1:05	24 HVL 7:05	25 HVL 7:05	26 HVL 7:05
27 HVL 3:05	28 @CAR	29 @CAR	30 @CAR			

S	M	TU	W	TH	F	S
				1 @CAR	2 @CAR	3 @CAR
4 MOB 7:05	5 MOB 1:05	6 MOB 7:05	7 TEN 7:05	8 TEN 7:05	9 TEN 7:05	10 TEN 7:05
Monday, July 12 SL ALL-STAR GAME Huntsville, Alabama			14 @MOB 7:05	15 @MOB 7:05	16 @MOB 7:05	17 @BIR
18 @BIR	19 @BIR	20 @BIR	21 OFF	22 HVL 7:05	23 HVL 7:05	24 HVL 7:05
25 HVL 3:05	26 HVL 7:05	27 OFF	28 @CAR	29 @CAR	30 @CAR	31 @CAR

S	M	TU	W	TH	F	S
AUGUST						
1 @CAR	2 BIR 7:05	3 BIR 7:05	4 BIR 1:05	5 BIR 7:05	6 BIR 7:05	7 @MOB 7:05
8 @MOB 6:05	9 @MOB 7:05	10 @MOB 7:05	11 @MOB 7:05	12 CAR 7:05	13 CAR 7:05	14 CAR 7:05
15 CAR 3:05	16 CAR 7:05	17 OFF	18 @WTN 7:05	19 @WTN 7:05	20 @WTN 7:05	21(DH) @WTN 5:05
22 OFF	23 @MIS	24 @MIS	25 @MIS	26 @CHT	27 @CHT	28 @CHT
29 @CHT	30 OFF	31 TEN 7:05				

S	M	TU	W	TH	F	S	
				1 TEN 1:05	2 TEN 7:05	3 MTG 7:05	4 MTG 7:05
5 MTG 7:05	6 MTG 1:05	7	8	SOUTHERN LEAGUE PLAYOFFS			

All game times are Eastern, tentative and subject to change. For the most current game information, please visit www.jaxsuns.com or call (904) 358-2846

HOME GAMES	
ROAD GAMES	

NORTH DIVISION

CAR – Carolina Mudcats (CIN)
 CHT – Chattanooga Lookouts (LA)
 HVL – Huntsville Stars (MIL)
 TEN – Tennessee Smokies (CHC)
 WTN – West Tenn Diamond Jaxx (SEA)

SOUTH DIVISION

BIR – Birmingham Barons (CHW)
 JAX – Jacksonville Suns (FLA)
 MIS – Mississippi Braves (ATL)
 MOB – Mobile BayBears (ARZ)
 MTG – Montgomery Biscuits(TB)



SKYBOXES

Spoil yourself in luxurious fashion with a Suns skybox.



Watch your Jacksonville Suns in casual elegance from your personal, air-conditioned skybox at the Baseball Grounds of Jacksonville. Located on the upper level of the ballpark, you will enjoy a picturesque view of the field and the utmost in ballpark cuisine. Personal wait staff will tend to your needs and ensure your time at the Grounds will exceed your expectations. Impress your clients, co-workers and friends with a skybox at the Baseball Grounds! With only 12 skyboxes at the ballpark, you will share exclusive company with some of the top businesses in Jacksonville!



Skybox Amenities

- 20 tickets for all Suns games at the Baseball Grounds
- Air-conditioned indoor seating and lounge area, plus open-air seating for 12
- Menu ranging from traditional ballpark fare to restaurant-style cuisine
- 30-hour pre-ordering has catering ready when your party arrives
- Complimentary programs and press notes
- Serving counter with cabinets, sink, ice bin and refrigerator
- Elevator service which gets around the crowd and directly to skybox level
- Television with closed circuit broadcast of game
- Attentive and courteous skybox catering staff and servers

Nightly rental fee: \$600 per game

Annual leasing: \$25,000 per year, three or five-year terms available



PROMOTIONS

Suns promotions help associate 'fun' with your company.

Premium Item Giveaways



By sponsoring a giveaway night, your company will be recognized as a title sponsor for an event and your logo will be prominent on at least 3,000 high-quality premium items given away to fans in attendance. Investments begin at \$4,000.

In-game Promotions



By sponsoring an in-game promotion or a custom designed contest, you will receive public address, videoboard and on-field exposure. Your company supplies the prizes for the winners, giving you bounce-back opportunities which last long after the game! Investments begin at \$4,000.

Special Events / Appearances



The Suns have built a strong reputation for entertainment-value by presenting special events and entertainers. Sponsor an event like the Suns annual Kids' Clinic on the Field, concerts, or an appearance by the Zooperstars! Investments begin at \$3,000.

By sponsoring an event night, your company will receive:

- Inclusion in all print, radio and television advertising and publicity for the event
- VIP Seating for dignitaries, clients, employees and family
- Drop-ins on Suns radio broadcasts for up to two weeks prior to the event
- Public Address announcements for up to two weeks prior to the event
- Numerous public address and radio drop-ins on the event night
- Videoboard logo or commercial recognition on the night of the event
- Opportunity to throw out a ceremonial first pitch
- Opportunity to display banners or single-event signage
- Inclusion of your event in the Suns' souvenir program
- Website exposure

Videoboard features give your company focused exposure!

Commercials



The state-of-the-art, full-color videoboard is used for information, entertainment and advertising. With fans' attention focused on the videoboard the advertising exposure is priceless. Grab audience attention with a 15 or 30-second commercial.

Based on 70 Game Season:
TWO 15-Second Spots Per Game (140 @ \$25 each).....\$3,500
TWO 30-Second Spots Per Game (140 @ \$35 each).....\$4,900

Winn-Dixie INSTANT REPLAY

Instant Replay

Your logo shown before and after replays on the videoboard and TVs throughout the ballpark. Replay logos are placed in a rotation of several sponsors. Categorical exclusivity included.

Regular Rotation.....\$4,000
Double Rotation.....\$6,000



Player Cards

Cards contain player info, your logo, and are on display approx. 75% of the game. Player Card logos are placed in a rotation of several sponsors. Categorical exclusivity included.

Regular Rotation.....\$3,000
Double Rotation.....\$5,000



Special Feature

Ask about custom videoboard opportunities such as interactive games or special contests. Special features are an extremely effective way to increase name recognition.

Investment begins at \$5,000.

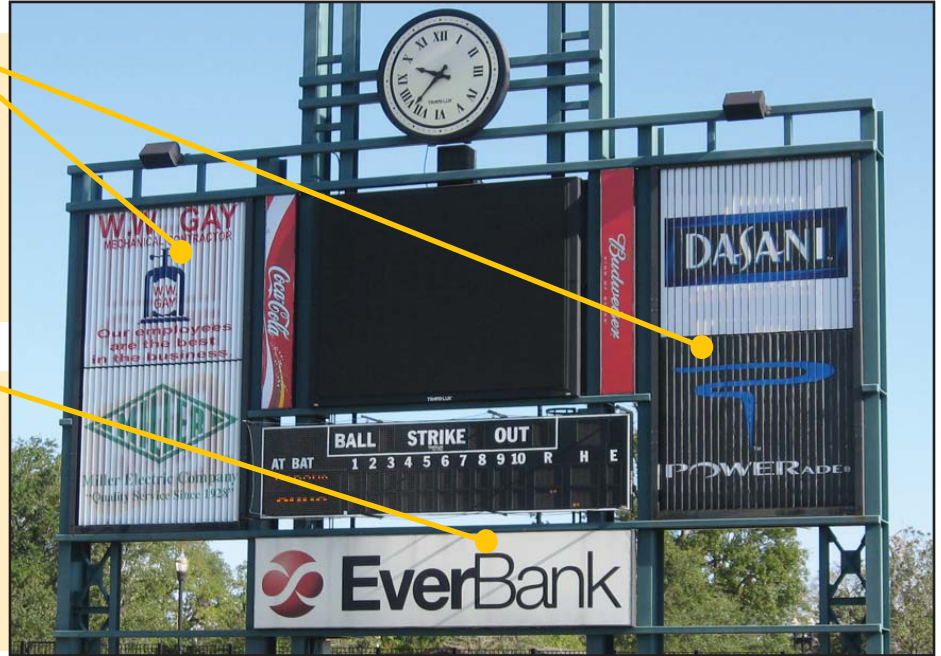


SIGNAGE

Draw attention to your business with vivid signage.

Scoreboard Panels

The scoreboard offers the most visible and recognizable signage at the Baseball Grounds. The scoreboard tri-vision panels measure 22' x 14' and with only six panels available, the scoreboard offers exclusivity to type of business. Investment is \$29,500.



Scoreboard Backlit Sign

The largest, most prominent advertising space at the Baseball Grounds! This 6' x 27' backlit sign is impossible to miss and leaves fans with an unmistakable impression of your presence in Jacksonville. Investment is \$39,500.



Homerun Fence Billboards

Located on the right-center and left-center field walls, these signs are amid all the action. There are six 8' x 20' tri-vision signs lining the outfield wall with three advertisers per sign. These billboards are produced on plastic-vinyl which is guaranteed not to fade. With only 18 total outfield fence signs, it ensures your message will not be lost. Investment is \$12,500.

Bleacher Billboard

Lining the top of the left field bleacher sections are seven 4' x 20' billboards visible from all angles of the Baseball Grounds. These hand painted signs remain static throughout the entire 2010 season ensuring maximum exposure. Investment is \$10,000.



****ALL SIGNAGE PRICING INCLUDES ONE-TIME PRODUCTION COSTS ASSOCIATED WITH CREATING SIGN FROM YOUR ARTWORK.**

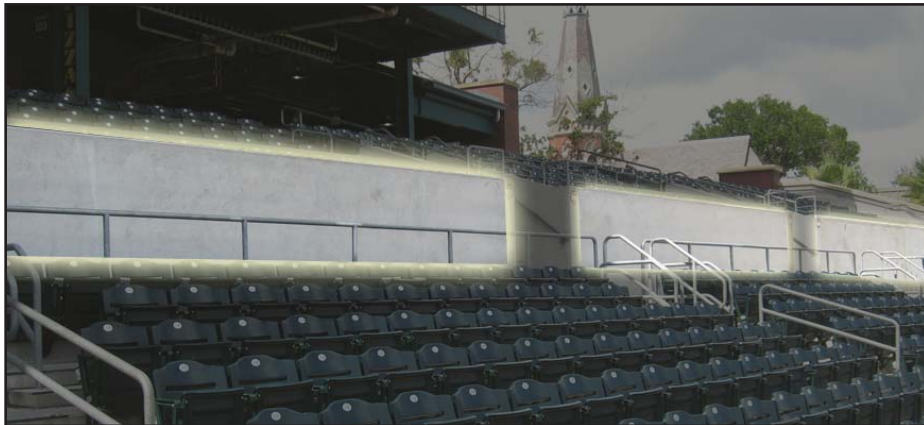
ASK YOUR SUNS REPRESENTATIVE ABOUT FRESH AND INNOVATIVE SIGNAGE OPPORTUNITIES

301 A Philip Randolph Blvd | Jacksonville FL 32202 | www.jaxsuns.com | (904) 358-2846 | (904) 358-2845 fax



SIGNAGE

Impress potential customers with affordable, high-impact signage.



In-Seat Wall Panels

These 5' x 23' panels are guaranteed to catch the eye of thousands of passersby during the 2010 season! Nestled among the seating on the third base side, these panels are covered with computer generated laminate which provides a high-quality, vividly-colored print. Investment is \$7,500.

Concourse Signs

These attractive, back-lit signs line the high-traffic concourses and walkways around concession stands, bathrooms, fan services and the team store. Concourse signs are either 3' x 4' or 4' x 6' and offer a great deal of exposure at a very reasonable investment. Investment is \$4,000-\$6,000.



Dugout Top Signs

Dugout Top signage offers an affordable way to get your name in front of hundreds of thousands of people each summer! These hand-painted, durable signs are 4' x 8' and visible from most angles in the Baseball Grounds. Investment is \$4,000.

****ALL SIGNAGE PRICING INCLUDES ONE-TIME PRODUCTION COSTS ASSOCIATED WITH CREATING SIGN FROM YOUR ARTWORK.**

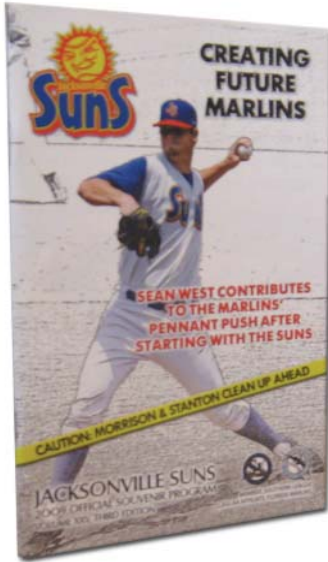
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PRINT ADVERTISING

Fans will take you home with them after every game!



Souvenir Yearbook

In 2010, the Suns will print over 50,000 souvenir programs in three editions. Yearbook ads can include a coupon in the ad itself or serve as a Lucky Stamp promotion. Your ad would be stamped in one program per game. The recipient of that program wins a prize provided by advertiser. An excellent way to drive traffic into your location!

Size	Dimensions (inches)	4-color	B&W
Back Cover	5½ x 8½	\$5,750	—
Inside Front Cover	5½ x 8½	\$4,250	—
Inside Back Cover	5½ x 8½	\$3,000	—
Full-Page	5 x 8	\$2,500	\$2,000
Half-Page	5 x 4	\$1,500	\$1,500
Quarter-Page	2½ x 4 or 5 x 2	\$1,000	\$850

Advertiser to supply digital artwork for all print advertisements. Add ¼" on all sides for bleed. PDF preferred. Please ask your Suns representative if you have any questions.

Sunspots Insert

These folded legal sheets are packed with stories and up-to-the-day statistics and rosters. Inserts are included in each souvenir program purchased. Advertisers may change the ad or coupon periodically.

Front Overhang (1¼" x 8")	\$4,000
Back Overhang (1¼" x 8")	\$3,000
Back Panel (5¼" x 2¼")	\$2,500
Inside Panel (2 available) (6½" x 1½")	\$1,500
Promotions Sponsor (2" x ¾")	\$1,000
Standings Sponsor (2" x ¾")	\$1,000

**ALL Sunspots ads are Black and White Only

Pocket Schedules

Several hundred thousand pocket schedules are distributed throughout the First Coast to stores, restaurants, schools, malls, convenience stores, etc. Excellent couponing opportunity!

Panel (2¼" x 3¾").....\$7,500
80,000 min. Includes categorical exclusivity.



Ticket Backs

Advertisers on Suns' ticket backs reached nearly 400,000 fans in 2009. Increase business by distributing coupons! Offer includes public address and scoreboard announcements.

Printed tickets.....	\$7,500
Ticket envelopes.....	\$2,500





RADIO BROADCASTS

Join Florida's third-largest pro baseball broadcast.

Special Features



PITCHING CHANGES

Every time the Suns or their opponent changes pitchers in the game, your spot(s) will run. More often than not, it occurs at a dramatic part of the game when listeners are most attentive. There is no guaranteed number of spots, but it typically includes two spots per game – some games quite a few more. Includes a 60-second spot and live lead-in. Investment is \$4,500.



TRIVIA QUESTION

Your company receives one 30-second radio spot on each Suns broadcast in addition to title sponsorship of the Trivia Question. For all 140 games, announcers read the question in the third inning and include a live read promoting your company. Later in the game, following your spot, the answer is revealed and again tagged with another promotional live read. Investment is \$4,000.



HOME RUN INNING

Your company would receive one 30-second radio spot on each Suns broadcast in addition to title sponsorship of the Home Run Inning. Fans could sign up at the ballpark, via email or standard mail to participate. At home games, a fan would be announced as the participant in the fifth inning both in the ballpark on the public address system and on the radio. For road games, the promotion would continue seamlessly on the radio, but the fan will be drawn from email, mail or the non-winning entries

from the ballpark. If the Suns homered in the inning, the fan would be issued a coupon redeemable for a prize from your company (restaurants give away food, stores give away a gift certificate, etc.). If a Suns batter did not hit a home run, they would be awarded a coupon redeemable for a much smaller prize. Again, your company would be mentioned in ballpark and on the radio. Investment is \$6,000.

Spot Rates

Radio broadcasts are the only marketing opportunity which allows advertisers to reach potential customers during every Suns game, home and road. The 140-game schedule from April to September will be broadcast on a prominent local Jacksonville station which clearly reaches the 1.1 million people and nearly 600,000 homes on the First Coast. Opening and closing billboards, spot production and mentions in the souvenir program are included.

No.	30-second spot	Cost per	60-second spot	Cost per	Total spots
1	\$2,400	\$17.14	\$3,600	\$25.71	140
2	\$4,000	\$14.18	\$4,800	\$17.14	280
3	\$4,600	\$10.95	\$5,600	\$13.33	420
4	\$5,100	\$9.11	\$6,300	\$11.25	560
5	\$5,500	\$7.86	\$6,900	\$9.86	700

More special feature segments:

- PRE-GAME SHOW**
 Includes exclusive sponsor spots during segment, mentions in all references and spots are played in the closest to drive-time slots. Investment is \$5,400.
- POST-GAME SHOW**
 Includes exclusive sponsor spots during segment, mentions in all references. No other advertisers' spots will be played in your segment. \$5,400.
- PRE-GAME INTERVIEW**
 At beginning and conclusion of interview, your company is mentioned as title sponsor with live tag liner. Sponsor offers guest a coupon or gift for participating. \$2,500.
- POST-GAME HIGHLIGHTS**
 Sponsor mentioned in and out of segment where the game's highlights are played. \$2,500.
- PLAY OF THE GAME (post-game)**
 Sponsor mentioned in and out of segment where the game's best play highlight is played. \$2,500.
- PLAYER OF THE GAME (post-game)**
 Sponsor mentioned in and out of segment where the game's best player is highlighted. \$2,500.
- SOUTHERN LEAGUE SCOREBOARD**
 Announcers mention sponsor with each scoreboard reference, guaranteed twice per game and once in the post-game. Typically, scores are referenced more than five times per game. \$5,000.
- STARTING LINEUPS**
 Sponsor mentioned in top and bottom of first inning when team's starting lineups are read. \$2,500.
- TEAM DEFENSES**
 Sponsor mentioned in top and bottom of first inning when team's defenses are read. \$2,500.
- GAME'S UMPIRES (at game start)**
 Sponsor mentioned when umpires are presented. Great for optometrists! \$1,400.
- SOUTHERN LEAGUE NOTEBOOK (pre-game)**
 Sponsor mentioned in and out of segment where the league news and notes are read. \$2,500.
- FARM REPORT**
 Sponsor mentioned in and out of segment where the Marlins' farm system is highlighted. \$2,500.
- PITCHER'S REPORT (two mentions)**
 Sponsor mentioned in top and bottom of first inning when team's coach talks about his pitcher. \$2,500.
- FIRST PITCH**
 Sponsor mentioned at game's first pitch. Great for 'First' slogans. \$1,400.