

Barons

125 Years
of Barons
Baseball in Birmingham



Justin Beckman - 1B,
Chicago White Sox
American League
Pitcher of the Year
"The Sporting News"



Get Your Game On!



2010



Birmingham Barons

Absolutely the Best in Family Entertainment Since 1885!

A NOTE FROM OUR GENERAL MANAGER

Thank you for taking time to support your Birmingham Barons. With a history dating back 125 years, the Barons have a long tradition of providing Birmingham with a three-hour excursion into the national pastime. Nationally and here locally, Minor League Baseball has seen an increase in attendance over the last few years. This is due to the affordability of the tickets and concessions, as well as the commitment to a full family entertainment experience.

Our goal is to provide an excellent value for your sponsorship. Our sponsorship packages can be customized to maximize the potential for your product. Please take time to review this packet and let us know if there is anything that we can do to help you.

Sincerely,
Jonathan Nelson
General Manager

"Minor League Baseball has drawn new fans, because of the relatively low ticket prices, intimate settings and the chance to talk to players from the stands." - NEW YORK TIMES



REGIONS PARK

The Barons moved to Regions Park in 1988 from Rickwood Field, the oldest baseball park in the United States. Regions Park has not only hosted the Barons' home games, but other events such as the SEC Baseball Tournament, college baseball games, Birmingham-Southern Football, Hoover High School Football, AYP Pro Beach Volleyball as well as the 2009 Southern League All-Star Game. Regions Park is

a year-round facility with meeting and dining areas that keep your message visible to everyone that sets foot in our park. The park has a fixed seating capacity of 10,800 with nine picnic and party areas. It also features 12 luxury suites, which are available for

year-round use. Additionally, there is a year-round camping facility adjacent to the Regions Park parking lot to accommodate travelers for any event.

After 22 years of service, Regions Park (formerly the Hoover Met) received a new name and some exciting renovations. These renovations ensure that you are in one of the finest parks in America that hosts the most affordable, family-friendly entertainment in the area.



Why Sponsor Barons Baseball?

- ◆ Over 500,000 sports fans coming through the stadium each year
- ◆ Reach a broad captive audience at the most used and versatile sports venue in Birmingham
- ◆ Each event at Regions Park averages about three hours
- ◆ Broad recognition and visibility through a variety of events
- ◆ Differentiate your product with fun activities and promotions
- ◆ Record-setting attendance

Barons Attendance Facts

- ◆ 290,000 fans in 2009 for Barons baseball games - consistently placing among the top Southern League teams in attendance every year
- ◆ Only Double-A team to have drawn over a quarter of a million fans during each of the last twenty-two seasons (1988-2009)
- ◆ In addition to an estimated 300,000 fans watching great Barons baseball action, an additional 250,000 fans are expected to visit Regions Park for special events that include baseball tournaments, high school football games, corporate events, band festivals, concerts, and much more in 2010



Barons' Mission

To provide fun and affordable family entertainment in a clean and safe environment.

Celebrating 125 Years of Barons Baseball



Welcome to the 2010 Season



BARONS LEGENDS

The Birmingham Barons will be celebrating their 125th year in 2010. Since being founded in 1885, the franchise has seen many different incarnations, but the constant of Birmingham Barons baseball has endured.

From the years as the Birmingham Athletics, to the Negro League franchise that bore the same name, some of the biggest names in baseball history have worn the Birmingham Barons logo across their chest.

Jim Abbot	Rollie Fingers	Michael Jordan	Steve Sax
Vida Blue	Bo Jackson	Satchel Page	Frank Thomas
Ray Durham	Reggie Jackson	Willie Mays	Robin Ventura

CURRENT STARS

The Birmingham Barons are celebrating their 25th season of being a Chicago White Sox affiliate. The Barons joined the Major League franchise's stable of Minor League teams in 1986 after a five-year pact with the Detroit Tigers.

In those 25 years, the Birmingham Barons have helped harvest some of the most talented players that are currently playing in the Major Leagues.

Gordon Beckham	Joe Crede	Carlos Lee
Mark Buehrle	Terry Francona	Magglio Ordonez
Mike Cameron	Bobby Jenks	Chris Young

FUTURE STARS

The Birmingham Barons have won back-to-back first-half South Division Championships in 2008 and 2009, giving them a total of eight division titles in the decade. The 2009 team upped the ante for the franchise, winning a modern-franchise record 92 games while setting an all-time franchise record with a .662 winning percentage.

Many of the players on the 2008 and 2009 teams that led the Barons to the playoffs are already making a big difference at the Major League level, while others soon will.

Brandon Allen	Tyler Flowers	Aaron Poreda
Justin Cassel	Chris Getz	C.J. Retherford
Jordan Danks	Daniel Hudson	Carlos Torres
John Ely	Jhonny Nunez	Dayan Viciedo



Demographic Information

Sex	Age	Income	Education
Male..... 53%	0 - 17..... 13%	Under \$20,000..... 7%	Students..... 12%
Female..... 47%	18 - 24..... 21%	\$20,000 - \$29,999..... 12%	Graduated High School..... 41%
	25 - 34..... 22%	\$30,000 - \$49,999..... 23%	Graduated College..... 35%
	35 - 44..... 27%	\$50,000 - \$69,999..... 26%	College & Masters..... 9%
	45 - 54..... 11%	\$70,000 - \$99,999..... 21%	College & PhD..... 3%
	55+..... 6%	\$100,000+..... 11%	

High-Resolution Scoreboard

Research indicates a typical fan looks at the scoreboard an average of 150 times per game!



Regions Park features a high-resolution scoreboard! This video scoreboard provides the ultimate in exposure and is the focal point of in-game information and promotions at Regions Park. This Major League-style video scoreboard offers a variety of exciting ways to promote your company. Advertising/promotional opportunities include signage, graphics, animated content, video commercials and a variety of other sponsorship opportunities. It is said that the average fan looks at the scoreboard 150 times per game.

This Scoreboard Includes:

- ◆ Complete baseball and football display capabilities. This scoreboard is used for Barons games, the SEC Baseball Tournament, and Major League exhibition games, as well as Hoover High School football contests. The scoreboard will be seen by over 500,000 fans in 2010.

As the most visible and viewed item in the stadium, the scoreboard is used for informing, entertaining and advertising. Your company can play commercials, display logos or videos, or sponsor a feature such as starting line-ups, player showcases, or interactive games.

State Farm and the Barons have a long-running partnership. With the professionalism of the organization and the excellent marketing opportunities offered in a top-notch facility, it's not a difficult decision for us to commit to the sponsorship.

- CATHY WARREN, MARKETING ANALYST,
STATE FARM INSURANCE COMPANIES

- ◆ A beautiful, high-resolution, digital video display with a larger, more versatile screen. This enables fans to see replays, crowd shots, special presentations, short video pieces, player information, and live action.
- ◆ With two video boards to promote your business, you will have the versatility to combine aspects of your sponsorship. For example, your logo can be displayed on one screen while running your video or commercial on another, giving you more options to get your message out.
- ◆ A time-of-day clock.
- ◆ Four front-illuminated, tri-vision, rotating advertising displays.
- ◆ Four backlit stationary advertising panels.

	Number of Panels	Size
Top Panel (Sold Out)	1	5' x 56'
Tri-Vision Panels	12	16' x 9'6"
Stationary Panels	4	5' x 9'

Additional Scoreboard Opportunities:

BaronsVision - 30-second video commercial with an announcement directing people's attention to the video board. We have two video boards to display your message. The upper (high-resolution) video board is 14 feet high by 35 feet wide and the lower video board is 11 feet high by 35 feet wide.

There are several options:

PRE-GAME - as people are getting set to watch Barons baseball, you can have your 30-second video commercial shown on our high-resolution video board with your logo on the bottom board.

BETWEEN INNING - your 30-second video commercial and logo can be shown while our fans wait for the next inning.

RIBBON PANEL AD - display your logo with the versatility of changing location and logos during the game.

PLAYER SHOWCASE - promote your company while we highlight a Barons player.

BREAK IN THE ACTION - run your advertisement during any break during the game (ex.: pitching changes).

SOUTHERN LEAGUE & MLB SCOREBOARD UPDATE - during the game, we will update our fans on scores from around the Southern League and Major League Baseball. The scoreboard will adjust BaronsVision to show the scores on the upper scoreboard and your logo on the lower board.

AT-BAT SPONSOR - have your logo on our video board adjacent to the head shot and stats of the Barons players at bat.

INTERACTIVE GAMES - sponsor an animated game on our video board along with displaying your logo.

CAMERA SPOTLIGHT - sponsor the camera spotlight on a fan or section of seats. The high-resolution upper board will show the crowd shot while the lower video board displays your logo.

IN-STADIUM ANNOUNCEMENTS - an easy, inexpensive and effective way to get your message to our fans.



Fence, Grandstand, Concourse & Picnic Signage

Minor League Baseball has seen record attendance for the last six years.



Fence Signs

The backdrop of all the action

Outfield fence signs are a great way for you to advertise your business to a captive three-hour audience throughout the year. Your 8' x 20' sign will receive tremendous exposure throughout the state via TV & newspaper coverage of game highlights.

"I love seeing my sign on the news each night" - MIKE MAAS - PARROT STRUCTURAL SERVICES

Grandstand Signs

Own a section of seating

These large signs are placed behind the grandstands in full view of nearly every fan in the stadium. The section of seats is named for the sponsor. This results in numerous PA mentions via contests as we direct fans to your section throughout the season.



Concourse Signs

Highest traffic area of the ballpark

Your 3' x 10' message will appear on a backlit sign in the concourse of Regions Park, the highest traffic area in the ballpark. Traffic counts indicate that each fan passes the concourse signs an average of six times per game, generating an estimated 1.8 million impressions during the Barons baseball season. Your sign also remains up during all non-Barons events.

Picnic Signs

Associate your company name with an area in the stadium

These 4' x 24' signs are located in Regions Park picnic areas down the first-base line above the Bullpen Deck. Picnic signs are a great way to display your company to our loyal fans.



COPY REQUIREMENTS: A clear color copy in proportionate scale or PC-formatted electronic media for output. Mark PMS colors for color matching. If your ad has not been designed, furnish a copy sheet, clear logo (cut sheet or disk), and a quality photograph or scan for layout.



Promotional Events & Giveaways

Having fun thanks to our sponsors!



In-Game Promotions

The Barons want to make every game at Regions Park a special event with in-game promotions and contests. In sponsoring an in-game promotion such as the Dizzy Bat Race, Kids Uniform Race, Frozen T-Shirt contest, or a contest designed by your company, you will gain maximum exposure.

Benefits of being a sponsor include in-stadium promotion with company announcements (PA & Scoreboard), in-game/on-field exposure, couponing, and product sampling. Your company will also be the supplier of the prizes for the winners, giving you bounce-back opportunities that last long after the game is over!

"Family Fun Night at the Barons game has been such a splendid time for Superior Bank Employees. It is a time where families can come together to meet co-workers and mingle while enjoying the excitement of a Barons baseball game and the scrumptious taste of hamburgers and hot dogs. It is an entertaining atmosphere with activities for children as well. The memories we have made at Regions Park during the Barons games have been unforgettable. It is something we hope to share with our employees for years to come."

- ASHLEY CANTRELL, SUPERIOR BANK



Special Event Sponsorships

Your company or product could have a day at the park named after it! Minor League Baseball thrives on added entertainment. The Barons have built a strong reputation by giving our fans more than their money's worth with special events and entertainers. Special events continually attract large audiences at Regions Park. Sponsor an event like Kids Day, the ZOOperstars, Fireworks, Used Car Night, or BirdZerki!

Promotional Giveaways

Giveaway nights are typically the highest attended games throughout the season! By sponsoring a promotional giveaway not only will your company name and logo be prominent at the game, it will also serve as a traveling billboard in the community throughout the year. Your company will be recognized as the title sponsor for the chosen event and your logo will be prominent on high-quality premium items to be given away to fans in attendance.

By sponsoring a promotion 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 Barons radio broadcasts
- ◆ Public address announcements prior to the event
- ◆ Numerous public address and radio drop-ins during the event night
- ◆ Video board logo or commercial recognition during 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 Barons' souvenir program
- ◆ Website exposure
- ◆ Exit sampling or couponing
- ◆ Inclusion in all of the Barons' sponsor benefits

Special Events



Barons on the Radio

Looking for an affordable way to get your company's message out? If the answer is yes, then join the Barons radio broadcasts as all of our 140 home and away games are aired live.

You'll hear Director of Broadcasting, Curt Bloom, who returns for his 19th season, make all the calls once again for your Barons.

Join these fine companies that advertised during the 2009 Barons baseball radio broadcasts:

Coca-Cola	Dippin' Dots
Virginia College	State Farm
Stanley Steemer	MBS
AT&T Real Yellow Pages	Cotton States
Brookwood Medical Center	Regions Bank

2010 Birmingham Barons Radio Get your message out beyond the stadium.

Features

30-second commercials - Get your message to our fans outside of the stadium, whether they are at home, in their car or on the internet. Ask about a discount with multiple commercial spots

Live Drop-ins - Have the announcer personalize your message during the game

Scoreboard Update - During the game, there are score updates of the Major League and Southern League teams playing that night plus scores of other sporting events. The sponsor will be guaranteed two 30-second spots plus numerous mentions every night

Pre-Game/10th-Inning Shows - Two spots in the pre-game or the 10th-inning show, an opening and closing message, plus one spot in the broadcast

Pitching Changes - Advertiser gets one 60-second spot during each pitching change



Ask how a promotion can be added to your radio commercials for even more excitement.

Barons Publications: 2010 Souvenir Yearbook

A true keepsake with a long shelf life.

The Barons souvenir yearbook is a high-quality, magazine-style publication. It contains player profiles, scorecards, feature articles, team statistics, contests and Lucky Number advertisements, giving fans numerous chances to win valuable prizes. The Barons yearbook is designed so that fans will turn to every page at least once during the course of the ballgame. This souvenir yearbook has a great pass-around rate which means your message will get even more exposure!



2010 Yearbook (color and black-and-white)

Inside Cover/Back Cover - One of the most requested locations in the program and offers the highest visibility

Inserts/Scorecard - Updated daily, this is an excellent way to reach our fans multiple times throughout the course of a season

Lucky Number Ads - The most visible pages of the yearbook! We will call attention to this page during the game with a mention of the sponsors on that page

Standard Ads - Full-page, half-page, quarter-page, eighth-page sizes available. Call your Barons rep for rates and other specials that will promote your company

The Best Seats in the House!

Full Season Ticket Packages

Club Box (sections D,E,F,DD,EE,FF)

Field Box (rows 1-6)

Reserved Box (rows 7-14)

Become a Barons season ticket holder and you are guaranteed one of the best seats for all 70 home games. You'll enjoy 46% off the regular gate price and will have the same great seat for every game. If you miss a game, your unused box seat ticket can be exchanged for a general admission ticket to any future regular season game.

Additional Season Ticket Holder Benefits Include:

- ◆ Exclusive ticket exchange plan
- ◆ Complimentary tickets to Division & Championship Series played at Regions Park
- ◆ Invitation to participate in exclusive Season Ticket Holder Batting Practice at Regions Park
- ◆ Kickwood Classic preferred seating
- ◆ Exclusive VIP Parties held at Regions Park throughout the season
- ◆ Option to purchase VIP Parking at a 50% discount
- ◆ Discount on Barons merchandise
- ◆ Option to purchase year-long Family Fun Park pass



Club Box Seats

Your Barons Club Box season tickets give you all the benefits of premium seating and include VIP waitress service. You won't have to wait in lines or miss any of the action with these seats. They are perfect for entertaining clients.

Mini-Season Ticket Packages

The biggest hit at the stadium this season will be our exciting Mini-Season Ticket Plans of 6, 12, and 24 games. With these plans you will get the same great box seat tickets for all of our biggest and best promotions of the year at a special discounted rate. Mini-Season package games include promotions like Opening Night, the 3rd Annual Pyro-Palooza, Used Car Night, and July 2nd & 3rd Independence Week Fireworks. Also, you'll get hilarious performing acts like BirdZerk!, Myron Noodleman, the ZOOperstars, Reggy, and much more. (Promotions are subject to change)



Luxury Suites

Regions Park Luxury Suites are rated as some of the finest in professional sports. The luxury Suites are available for long-term lease or on a per-night basis (12 person minimum, based on availability). We offer an exclusive, unlimited menu to meet any desired taste or function. Regions Park Luxury Suites feature the following:

- ◆ Waitress Service
- ◆ Cable TV
- ◆ Balcony Seating
- ◆ Air Conditioning
- ◆ Private Restrooms
- ◆ Wet Bar & Refrigerator
- ◆ VIP Parking Passes
- ◆ Complimentary Yearbooks

Two types of suites are available:

Regular Suite (Up to 12 people)

- ◆ Suite includes 12 season tickets and 3 VIP parking passes
- ◆ 8 theater seats on balcony
- ◆ 304 square feet (26.2' x 11.6')
- ◆ Opportunity to use suite at all non-Barons events at Regions Park (does not include tickets to non-Barons events)

Large Suite (Up to 18 people)

- ◆ Suite includes 18 season tickets and 4 VIP parking passes
- ◆ 12 theater seats on balcony
- ◆ 548 square feet (26.2' x 20.9')
- ◆ Opportunity to use suite at all non-Barons events at Regions Park (does not include tickets to non-Barons events)





Host a Party at Regions Park ... it's Easy and Fun!

Picnic, Patio & Deck Parties



Ballpark dinner parties are ideal for group gatherings, conventions, employee outings, reunions and more. From an intimate party of 25 to a grand gathering of 2,000, hosting a party at Regions Park has never been easier. Your group will experience a unique pre-game picnic, patio, or deck party in one of our featured areas. Food and



drinks are served for 90 minutes and then the area is yours for the evening. Our delicious menu includes hamburgers, hot dogs, bratwurst, BBQ pork, chicken, and steak. There are seven sides to choose from as well as cookies or pie for dessert.

"The Birmingham area community has always supported the Birmingham Barons and Virginia College has been able to enjoy that popularity when baseball fans see their advertisements so prominently displayed. Virginia College looks forward to partnering with the Birmingham Barons and continuing to increase our brand awareness and team building on future projects with their franchise."

— SHAWN BELL, DIRECTOR OF ADVERTISING AND MEDIA FOR EDUCATION CORPORATION OF AMERICA & VIRGINIA COLLEGE



Group Dinner Package Includes:

- ◆ Admission to the Game
- ◆ Reserved Box Seats
- ◆ Delicious Catered Dinners
- ◆ Private Picnic, Patio, or Deck Area
- ◆ Welcome by Park Announcer
- ◆ First Pitch Ceremony
- ◆ Name on Scoreboard
- ◆ All Tax and Gratuity
- ◆ Special Gift for Group Organizer

Barons Bucks (Available in \$1 increments)

Make it easier for your guests to buy souvenirs, food and drinks for all events at the Regions Park.



Group Ticket Packages

Our affordable group rates are offered to gatherings of 20 or more people. Plan your next outing with us and find out why Barons baseball is the best family entertainment in town!



Family Nights

Organizations looking for the most affordable group outing should try the Barons "Family Night" package. Your group will receive 250 passes, each admitting up to five family members to general admission seating. Specially priced tickets are available for larger groups. This package is a great fund-raising idea or a special reward for employees. "Family Nights" are available every night of the week with these additional benefits:

- ◆ First pitch ceremony
- ◆ Visit by Babe Ruff or Lillie Mays at your business prior to your event
- ◆ Organization's banner hung inside stadium

- ◆ Personalized tickets
- ◆ Comfortable bench-back seating
- ◆ Special welcome by park announcer
- ◆ Name on scoreboard
- ◆ Special gift to group organizer

Food can also be purchased in advance at discount prices for everyone in your group. Other packages are available to groups of less than 250.

Final payment of all group functions is required at least seven days in advance.



Picnics & Parties

Featured Party Areas

Left Field Berm

- ◆ Located on third base side near the Family Fun Park
- ◆ Accommodates from 25 to 80 people

Rollie Fingers Bullpen Deck

- ◆ Located next to the playing field on the first-base side
- ◆ Accommodates from 40 to 200 people

Terry Francona Picnic Area

- ◆ Located on third base side next to the Family Fun Park
- ◆ Fenced-in area with a tent
- ◆ Accommodates from 35 to 125 people

Frank Thomas Picnic Area

- ◆ Our largest area – located on first base side
- ◆ Features a pavilion & tent
- ◆ Accommodates from 25 up to 2,000 people
- ◆ Area for rented moonwalks and games



- CLUB BOX SEATS
- FIELD LEVEL BOX SEATS
- RESERVED BOX SEATS
- GENERAL ADMISSION



Piper Davis Porch

- ◆ Covered, suite level picnic patio
- ◆ Adjoins the banquet room on the third-base side
- ◆ Accommodates up to 175 people

AT&T Michael Jordan Banquet Room

- ◆ 3,500 square foot, split-level, air-conditioned room
- ◆ Open year-round for wedding receptions, etc.
- ◆ Adjoining porch for parties of 250 people or more
- ◆ Accommodates up to 500 people

Robin Ventura Patio

- ◆ Located on the suite level on the first base side
- ◆ Accommodates from 50 to 225 people

Razor Shines Skybox

- ◆ Air-conditioned room overlooking first base
- ◆ For groups from a minimum of 50 to a maximum of 75
- ◆ Adjoining patio available for parties of 125 or more
- ◆ Great for companies that want to make presentations