



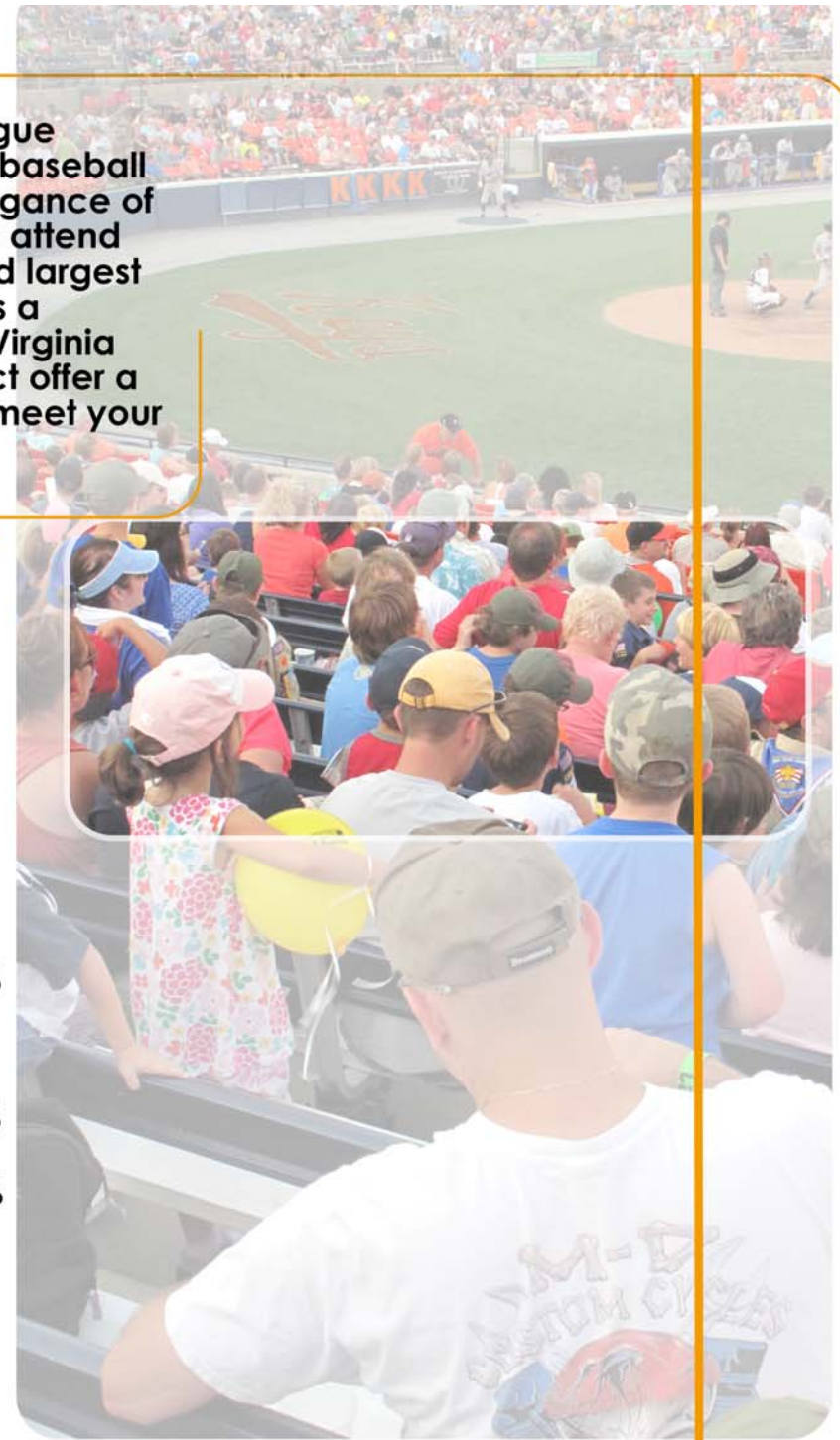
PARTNERSHIP  
OPPORTUNITIES

# FREDERICK **BASEBALL** KEYS

21 Stadium Drive • Frederick, Maryland 21703

[FrederickKeys.com](http://FrederickKeys.com)

**T**he Frederick Keys are the Advanced Class A, Carolina League affiliate of the Baltimore Orioles. The Keys offer professional baseball played the way it used to be—with all of the magic and elegance of the game itself. Each year an average of over 300,000 fans attend games at Harry Grove Stadium. Located in Frederick, the second largest city in Maryland, its unique geographic location makes the Keys a convenient attraction for fans living in Maryland, Pennsylvania, Virginia and West Virginia. Our location, attendance and unique product offer a specialized advertising forum. Let the Keys customize a plan to meet your marketing needs.



## WHO ARE THE FANS OF THE FREDERICK KEYS?

### GENDER

Male 56%  
Female 44%

### HOUSEHOLD INCOME

Under \$30,000 5%  
\$30,000-\$50,000 11%  
\$50,000-\$70,000 16%  
\$70,000-\$90,000 18%  
\$90,000-\$110,000 18%  
Over \$110,000 32%

### AGE

0-2 2%  
3-12 16%  
13-20 13%  
21-30 7%  
31-40 15%  
41-50 21%  
51-60 17%  
61+ 9%

### GEOGRAPHIC

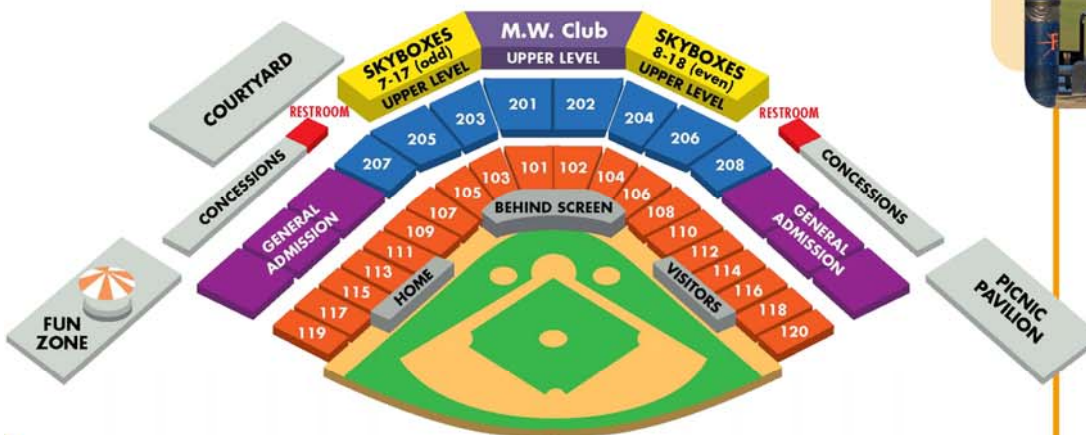
<b>Maryland 79%</b>	<b>Pennsylvania 2%</b>
Frederick 38%	Adams 1%
Montgomery 21%	York 1%
Carroll 9%	
Baltimore 5%	<b>Washington D.C. 2%</b>
Howard 4%	
Other MD 2%	<b>Out of State 2%</b>
<b>Northern Virginia 12%</b>	
Loudoun 9%	
Fairfax 3%	
<b>West Virginia 3%</b>	
Jefferson 2%	
Berkeley 1%	



# SEASON TICKETS

Keys Tickets plans are the easiest way to create the Keys experience that is perfect for you, your family or your business. Choose the plan that makes sense for your schedule, your needs and your budget. What's so great about being a Keys Season Ticket Holder?

- Option to Reserve the Same Great Seat Every Game
- Up to 25% Savings off Box Office Prices
- Flexible Exchange Policy (Sunday – Thursday games)
- First Opportunity to Purchase Special Event Tickets
- Early Admittance to 2 Pre-Selected Home Games
- Invitation to Annual Ticket Holder Appreciation Batting Practice & Picnic
- Book Early and Receive an Exclusive Keys Ticket Holder Souvenir & Personalized Ticket Card
- Sign up for 3 years and receive a personalized name plate for each of your seats



# MATTRESS WAREHOUSE CLUB

The Mattress Warehouse Club is the ideal location for banquets, business, presentations and many other group events. The Mattress Warehouse Club offers individuals and guests a fine dining experience in our climate-controlled restaurant with a spectacular terrace level view of Keys baseball.



# PICNIC PAVILION & COURTYARD

All you need is a group of 25 to start planning an event filled with great food and fun! Our third base Picnic Pavilion and first base Courtyard are perfect for company outings, team building, employee appreciation or personal events.



# SUITES

Enjoy a memorable evening of Keys baseball from the privacy of your own luxury suite. Accommodations include 14 tickets, VIP parking passes and a customized buffet for your guests. Suites are available for nightly rental or year-long lease.



# SIGNAGE

## billboards

Billboards offer constant exposure throughout the entire season. Keys billboards receive additional exposure through televised games and highlights, local newspaper photos and special non-baseball events.

### SIZES

- 12' x 36' Super Billboard
- 8' x 40' Batter's Eye
- 8' x 32' Top Level
- 12' x 18' Mid-Level
- 8' x 16' Home Run Level

## starting line-up & standings boards

These backlight signs feature updated daily lineups and league standings each home game. Located just inside the main gate, these display boards provide prime exposure as Keys Fans update their scorecards as they enter the stadium.



# HOSPITALITY AREAS

## family section

The Family Section is located in the third base 200 level seating area. The Family Section offers families a tobacco-free and alcohol-free environment to watch the game.



## picnic pavilion

This partially tented area offers groups an exclusive area to entertain business associates and hold social functions. The Picnic Pavilion hosts thousands of picnic guests annually. The area offers display of corporate logo on up to three sides of the Picnic Pavilion tent.

## courtyard

Perfect for smaller groups looking to enjoy a night out at the ballpark, the courtyard offers a unique dining experience for fans. The courtyard is also home to the popular Keys promotion, Belly Buster Wednesday.



# KEYS IN THE COMMUNITY



## keys for reading incentive program

Each year over 100,000 students from several counties in Maryland, Virginia, West Virginia, and Pennsylvania participate in an innovative program designed to get students involved in reading. Each student is given an official bookmark to fill in the names of the four books read in a two-month period. Once completed, students receive a free ticket to their county's event at the ballpark. Before the game, the students who complete the program will participate in an on-field parade and banner contest. The names of the participating schools and their program coordinators will be announced over the public address system.

## annual keys baseball camps

The Keys organize two youth baseball camps each year during the season. Over three days participants receive instruction from Keys coaches and players. Each participant also enjoys lunch each day, a camp T-shirt, and discounted option to enjoy an exclusive picnic on a designated game night.



## summer reading program

The summer reading program spans six counties throughout the tri-state area and is coordinated in partnership with the public library system. Once each child has completed the program, they are given a general admission ticket good for one of two designated summer reading recognition nights at the ballpark.



## annual scout night sleepover

Our annual Scout Sleepover is held every summer at Harry Grove Stadium. Local scout troops and their families are invited to participate in this unique and exciting opportunity to pitch a tent and sleep in the outfield after a designated Keys home game.

# PROMOTIONS

## fireworks

Fireworks are consistently the favorite promotion of Keys fans young and old. Your sponsorship can include: company banner display at main entrance, ceremonial first pitch, two public address and message center announcements, inclusion in all Keys advertising & promotion, concourse marketing booth & video board logo display during the show.



## giveaway Items

Build corporate awareness at the stadium. Tag an exciting Keys keepsake with your company logo or message. All giveaways are distributed as fans enter the stadium.



## ceremonial first pitch

Ceremonial First Pitch is a unique opportunity to be front and center on-field prior to the start of the game. Your signage and name will be attached to this pre-game event and the memories of first pitch participants.

## on-field promotions

Place your company name on a wacky in-game promotion or contest. Crowd interaction and memorable moments are almost guaranteed. Let us create a promotion that works the best for the fans and you.



## kids courtesy admission

Support youth sports programs by sponsoring the popular Kids Courtesy Admission program. As the sponsor, you will provide every youth 12 and under free admission into the stadium simply by wearing their youth sports uniform to the game.

# IN-GAME ELEMENTS

## video board commercials

Fans will be all eyes and ears when they view your (:30) full-color broadcast in crystal clarity on our video board located in left center field. Commercials can be prerecorded or read aloud by our public address announcer.

## multi-media announcements

Our brand new videoboards are the focal points of the stadium and are looked at by thousands of fans every game. Your company name and logo will be up on the main videoboard and our ribbon board along with a 15-30 second PA read.



## Player Slates

Keys Player Slates offer the sponsor prominent in-game exposure for every home game. During each Keys player at bat the video board displays the player photo, Keys logo, and your company logo as the presenting sponsor.

## Inning Sponsorship

Inning sponsorships send your message to Keys fans during the game action itself. Your company's full-color logo or message will be displayed on our video board during the top half of a selected inning. In addition our public address announcer will lead off that inning with your (:10) message.

# PRINT/MEDIA/INTERNET

## game day magazine

In the style of a theater playbill, our magazine is distributed free to all 300,000 fans entering Harry Grove Stadium. The magazine features stories, up-to-date statistics, kid's page, scorecard and much more. The magazine is updated every home stand in efforts to provide fans with the latest Keys news. The magazine is a 32-page, full color, playbill-sized publication and is offered in nine editions during the season.



## pocket schedules

Pocket schedules give fans the game information they need and sponsors the exposure they require. They are printed in quantities of 50,000 and include the Keys promotional information. We print up to 6 'editions' of the pocket schedules annually and have the opportunity to include a corporate sponsor for each 'edition'.



## ticket backs/cards

By sponsoring the Keys ticket backs, you have the ability to get your message or coupon into the hands of over 300,000 fans a season. Your message or coupon can also be included on all ticket cards and printable tickets via the internet.

## website

In 2010, FrederickKeys.com registered over 1,000,000 page views. Fans can check the latest news, roster, schedules and purchase tickets. The sponsor web banner can be used a link to your site.



# PRINT/MEDIA/INTERNET

## e-newsletter

The Keys E-Newsletter reaches over 14,000 fans weekly during the 6-month season and bi-weekly during the off-season. Target our fans through a live web link and ability to rotate your footer ad message.



## radio

Your only chance to be a part of all 140 Keys games each season. The Keys Radio Network can be accessed via [www.frederickkeys.com](http://www.frederickkeys.com).

Sponsorship includes: Two (:30) Independent In-Game Live Reads or Commercials, Minimum Twelve (12) Banner Mentions, Logo and Link all year on [frederickkeys.com](http://frederickkeys.com) Listen Live Page.





21 Stadium Drive  
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1-877-8-GO-KEYS  
[FrederickKeys.com](http://FrederickKeys.com)

