

# Partnership Opportunities with the Danville Braves



# Danville Braves



- Owned and Operated by the Atlanta Braves (Liberty Media)
- Member of the Appalachian League
  - Teams in North Carolina, Virginia, West Virginia, and Tennessee
- Won League Titles in 2006 and 2009
- Franchise Alumni include:
  - Andruw Jones, Rafael Furcal, Adam LaRoche, Adam Wainwright, Jeff Francouer, Yunel Escobar, Tommy Hanson, Kris Medlen, Elvis Andrus, Jason Heyward, Craig Kimbrel, Brandon Beachy

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2012 Partnership Information

# Danville Braves



- Advanced Rookie Affiliate in the Atlanta Braves System
  - Gwinnett: Triple-A
  - Mississippi: Double-A
  - Lynchburg: Advanced-A
  - Rome: Single-A
  - Danville: Advanced Rookie**
  - Gulf Coast: Rookie



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2012 Partnership Information

# ALP 325 Field



- Hosts up to 100 events annually
- Includes all GWHS home games, DCC home games, American Legion Post 325 Games, and 34 Danville Braves home games.

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2012 Partnership Information

# Outfield Wall Signage

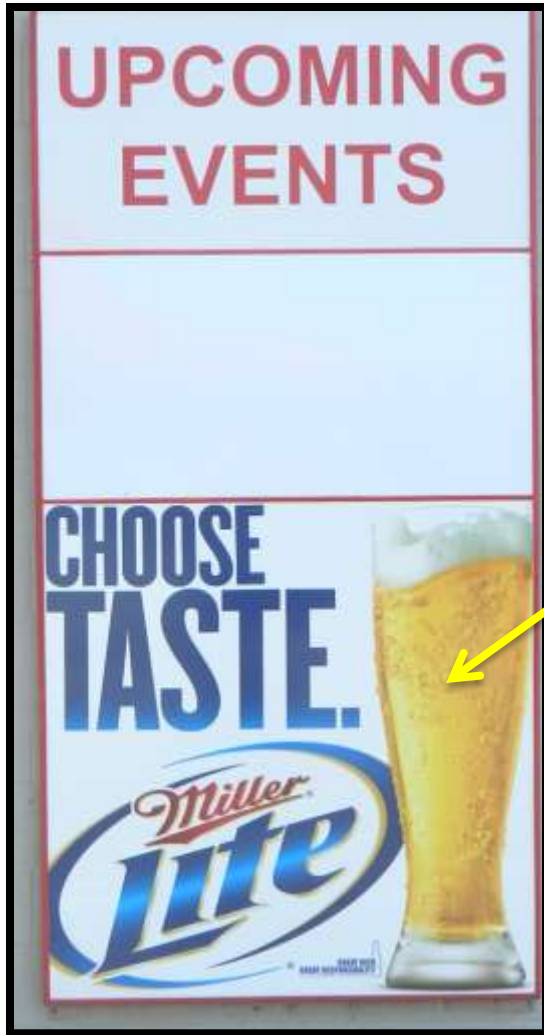


Sponsor could receive 7' x 15' sign on wall  
Remains up for all events at stadium

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2012 Partnership Information

# Highlight Signage



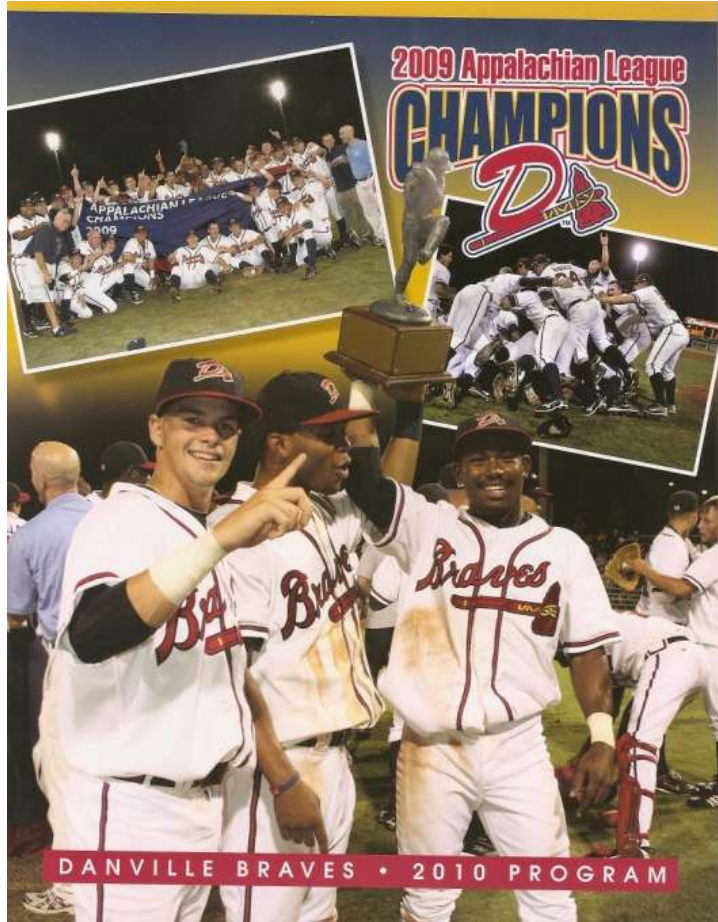
Sponsor could receive 4' x 4' Signs under whiteboard highlighting League Leaders, Upcoming Promotions, or League Standings.

# Concourse Signage



- Sponsor could receive 4' x 8' Banner Behind C Section
- Visible from stadium entrance.

# Souvenir Program



- 3000 Produced Annually

## Program Ad Sizes

Inside Front Cover

Full Page Color

Full Page Black & White

Half Page Color

Half Page Black & White

Quarter Page Black & White

- Sold throughout the season, distributed to sponsors, local waiting rooms.

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2012 Partnership Information

# Pocket Schedule



**2011 PROMOTIONAL SCHEDULE**

**At time of printing**

Mon, June 27: Opening Night, 2011 Pocket Schedule Giveaway  
Courtesy of Home Bureau and Curtis Meath

Tue, June 28: Silver Learning Center Hit The Books Night

Wed, June 29: Family Night

Thu, June 30: Army Home Base Night - Register to win Homebase courtesy of Army Home Base  
Friday, July 1: Family Fun Night presented by Myraun Garden Center (2011)  
Saturday, July 2: Family Fun Night presented by Myraun Garden Center (2011)  
Sun, July 3: Family Fun Night presented by Myraun Garden Center (2011)  
Mon, July 4: Family Fun Night presented by Myraun Garden Center (2011)  
Tue, July 5: Family Fun Night presented by Myraun Garden Center (2011)  
Wed, July 6: Family Fun Night presented by Myraun Garden Center (2011)  
Thu, July 7: Family Fun Night presented by Myraun Garden Center (2011)  
Fri, July 8: Family Fun Night presented by Myraun Garden Center (2011)  
Sat, July 9: Family Fun Night presented by Myraun Garden Center (2011)  
Sun, July 10: Family Fun Night presented by Myraun Garden Center (2011)

**Season Long Promotions:**

Monday: 51 Day Monday Admission by Sunday  
Tuesday: 51/57 Special Admission by Sunday  
Wednesday: 51/57 Special Admission by Sunday  
Thursday: 51/57 Special Admission by Sunday  
Friday: 51/57 Special Admission by Sunday  
Saturday: 51/57 Special Admission by Sunday  
Sunday: 51/57 Special Admission by Sunday

Special Education Day School  
&  
Residential Treatment Services

1601 Franklin Turnpike  
Danville, VA 24540  
www.thehughescenter.com  
888-54-HUGHES

2011 Schedule

Sponsor could receive a panel on 50,000 2012 pocket schedules

Pocket schedules are distributed throughout  
Danville and surrounding area

2012 Partnership Information

# Ticket Back Advertising



WORLDWIDETICKETCRAFT.COM

**Pizza Hut**

**Any Pizza.  
Any Size.  
Any Topping(s).  
\$10 or Less**  
\*Excludes Stuffed Crust.  
Offer valid only in  
Danville, Martinsville, & Collinsville.

**RAIN CHECK**  
IF LESS THAN 5 INNINGS (4 & 1/2 IF THE BRAVES ARE WINNING) ARE PLAYED ON THIS DATE, THIS TICKET, IF PURCHASED, MAY BE EXCHANGED AT THE TICKET BOX OFFICE FOR ONE OF EQUAL OR LESSER VALUE FOR ANY REMAINING REGULAR, SAME SEASON GAME BASED ON AVAILABILITY. THIS TICKET IS NOT TRANSFERABLE OR REDEEMABLE FOR CASH. NO EXCHANGES FOR COMPLIMENTARY TICKETS.

**NO REFUNDS OR EXCHANGES. NOT RESPONSIBLE FOR LOST OR STOLEN TICKETS. NO FOOD OR BEVERAGES MAY BE BROUGHT INTO THE STADIUM. ALL EVENTS MAY BE SUBJECT TO CHANGE WITHOUT NOTICE.**

**MANAGEMENT RESERVES THE RIGHT TO REVOKES THE LICENSE GRANTED BY THIS TICKET. THE HOLDER OF THIS TICKET IS ADMITTED ON CONDITION AND BY USE OF THIS TICKET AGREES THAT HE OR SHE WILL NOT TRANSMIT OR AID IN TRANSMITTING ANY DESCRIPTION, ACCOUNT, PICTURE, OR REPRODUCTION OF THE EVENT TO WHICH THIS TICKET ADMITS HIM/HER. THE HOLDER IS HEREBY NOTIFIED AND WARNED OF THE POTENTIAL RISK OF SERIOUS PERSONAL OR BODILY INJURY FROM THE EVENT FROM BATS, BALLS, OR OTHER OBJECTS LEAVING THE PLAYING FIELD AND ENTERING THE UNPROTECTED AREA, AND HEREBY VOLUNTARILY ASSUMES ALL RISK AND DANGER OF ANY INJURY, AND AGREES THAT PARTICIPATING CLUBS OR THEIR AGENTS AND PLAYERS ARE NOT LIABLE FOR INJURIES RESULTING FROM SUCH CAUSES. RESALE, ATTEMPTED RESALE, OR DISTRIBUTION OF THIS TICKET IS PROHIBITED ON STADIUM GROUNDS. GIVEAWAY QUANTITIES ARE LIMITED. SMOKING IS PROHIBITED IN ALL STADIUM SEATING AREAS.**

[www.dbraves.com](http://www.dbraves.com)

Sponsor could receive ad on half of all tickets printed  
Used for both individual and season tickets (34,000+)

# Game Day Sponsorship



- Sponsor could be the Presenting Sponsor of a Danville Braves home game
- First 500+ Fans would receive a D-Braves giveaway
- Could also be a larger item which fans register to win (grill, car, etc.)
- Honorary First Pitch
- Included in game day promotional media
- Cost varies based on date of game and/or giveaway item



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2012 Partnership Information

# Promotions & Contests



- Sponsor could be presenting sponsor of an in-game contest
- In-game promotions sold on a full- season basis
- High fan interaction
- Best chance for sponsor creativity
- Examples: Dizzy Bat, Mascot Race, Your own new contest!

# Weekly Promotions



## Season Long Promotions

**Mondays** • \$1 Dog Monday  
*Sponsored by*



**Tuesdays** • KRAFT Singles Tuesday Night Tickets: Buy 1 General Admission Ticket, Get 1 General Admission Ticket Free from KRAFT Singles with purchase. Bring your package wrapper to a Danville Braves Baseball Game on Tuesdays for a steal of a deal! Visit [www.kraftsingles.com](http://www.kraftsingles.com) for more info. Exclusions apply.

**Wednesday** • Family Night. 4 Tickets, 4 Small Drinks, 4 Hot Dogs, 1 program for \$30.00

**Thursdays** • Thirsty Thursday

Examples  
from the  
2011  
Season

Sponsor could be the presenting sponsor of a weekly season-long promotion

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## 2012 Partnership Information

# Branded Programs



Hit the Books!  
Reading Program



Little League  
"Field of Dreams"

"Champions Program"  
Geared toward youth  
and at-risk groups





- New format launched June 1, 2010
- Since Launch
  - 157, 293 Unique Visitors
  - 59,000 Avg. Unique Visitors During Season
  - 767,000+ Total Page Views
  - (Stats as of 10/1/11)
- Banner Ads Available

# Media Opportunities



- All 34 home games broadcast online
- Reaches National Audience
- Advertising spots available pregame, postgame, in-game



# Season Tickets



- Could be used as incentives, giveaways, or recreational use.
- Great way to network and meet potential clients
- Ask about Season Ticket Holder benefits

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2012 Partnership Information

# Contact Information:



[Click here](#) to Meet the Front  
Office Staff

(434) 797-3792