



## **2019 COMMUNITY REPORT**





President and CEO  
San Jose Giants  
**DANIEL ORUM**

# A NOTE FROM THE PRESIDENT

San Jose Giants Fans, Partners and Community,

On behalf of the entire Giants family, we thank you for an unforgettable 2019 season. We are extremely blessed to open the Excite Ballpark gates to the best fans and partners in all of Minor League Baseball. The passion and loyalty displayed by our community is the inspiration for every San Jose Giants home game and community event. From exclusive giveaways to new theme and heritage nights, the thousands of fans who shared in the joy of Minor League Baseball with us created an extraordinary place for us to call home. Perhaps even more importantly, we connected and gave back to our community more than ever before. Thanks to your incredible support, our organization had a presence at 250+ community appearances, a record number, while helping raise nearly \$350,000 for charitable causes.

This annual Community Report speaks to our club's sincere commitment to generosity, outreach and community growth. You will read about staff volunteer events, charitable donation efforts, youth development programs, player and mascot community appearances, unique in-game fundraising endeavors, and the Giants' overall dedication to championing meaningful causes.

Our organization is exceedingly grateful for your support in our mission to positively impact the San Jose community. We are eager to continue the momentum next year and are working hard to bring an even better experience to Excite Ballpark in 2020. We look forward to seeing you out in the community and when our Giants return on April 17!

A black and white photograph of a young girl with a wide smile, wearing a baseball cap and a jersey with a heart on it. She is leaning on a railing, possibly at a stadium.

# **OUR GIANT MISSION**

“ The mission of the San Jose Giants is to provide fun, affordable, family-entertainment to our community, while striving for unprecedented success on and off the field. We are dedicated to upholding our strong tradition of creating a winning environment where Giants players can develop their baseball skills while learning to give back to the community. The San Jose Giants take great pride in our storied history as a south bay community gathering place as we embrace new technology, continuously improve our home, and welcome more fans than ever to the Giant experience. ”

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**FUN, AFFORDABLE, FAMILY-ENTERTAINMENT SINCE 1942**



Six California League  
Championships as a Giants  
Affiliate and eleven overall

2425-2045 (.543) record  
since becoming an affiliate  
of the San Francisco Giants

Class A-Advanced Affiliate of the San  
Francisco Giants in the California League  
since 1988



212 players have gone on to  
play in the Major Leagues

Nearly 8 million fans since  
Excite Ballpark first opened  
in 1942

# BACKGROUNDER





**SAN JOSE GIANTS 2019 COMMUNITY REPORT**



# ***COMMUNITY OUTREACH***

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# COMMUNITY APPEARANCES

San Jose Giants' mascot Gigante brought his fun-loving and sometimes mischievous personality to schools, little leagues, birthday parties, city events, fundraisers, awareness walks and more all throughout the South Bay. San Jose Giants' players were also seen frequently in the community participating in charity events, school and library reading programs, summer camps and hospital visits. In 2019, the San Jose Giants Organization made over 250 community appearances, a 15% increase from last year.

**250+ COMMUNITY APPEARANCES**





# HOSPITAL VISITS

San Jose Giants' players and front office staff made multiple hospital visits to San Jose Giants' Partner, Kaiser Permanente Santa Clara, to spread hope and joy. The Giants spent quality time with children and families, gave out autographed baseballs, bobbleheads, blankets, backpacks and put smiles on countless faces.





# GIANTS SPEAKERS' BUREAU

San Jose Giants front office members voluntarily connected and spoke with over 20 organizations throughout the South Bay in 2019. Presenters offered interesting stories and perspectives on Giants baseball and the club's activities throughout the community. Organizations and events included: Rotary Clubs, Kiwanis Clubs, SIRs, Elks Lodges, Lions Clubs, universities, school career days, charitable fundraisers and more.

**25+ SPEAKING ENGAGEMENTS**







# CAMP FIRE RELIEF EFFORTS

Last November, Northern California was devastated by the deadliest and most damaging wildfires in California state history. As the state continued its slow recovery process, the baseball teams of the California League decided to step up to the plate and do their part for the relief efforts. In February, representatives from the four teams presented a check to Ridgeview High School Principal Michael Lerch at the Chico Boys and Girls Club. Ridgeview High was completely decimated by the Camp Fire, and like many of the schools in the region, has had to adapt and persevere through trying times.



**BETWEEN ALL FOUR OF THE NORTHERN CALIFORNIA LEAGUE TEAMS, \$7,293 WAS RAISED AND DONATED TO RIDGEVIEW HIGH SCHOOL WHICH BURNED DOWN DURING THE FIRE.**

# STAFF VOLUNTEERING

Throughout the year, the San Jose Giants front office staff offered their time serving and volunteering for various organizations around San Jose. Recent volunteer events have included: distributing food and cleaning at Martha's Kitchen, facilitating activities at the Children's Discovery Museum "Kids Like to Move it Week", and hosting a high school students career day event through the San Jose Rotary at Excite Ballpark.







# COMMUNITY MERCHANT TICKET PROGRAM

The San Jose Giants Community Merchant Tickets Program contributed to the daily quality of life in San Jose by providing an opportunity for every family to participate in America's Pastime. Fans could find complimentary tickets at Rotten Robbie, State Farm, local merchants, grocery stores, and community organizations. In total, fans redeemed 30,147 tickets for a total value of \$361,764 worth of tickets given throughout San Jose.

**\$361,764 WORTH OF TICKETS  
REDEEMED AT EXCITE BALLPARK**





# EXCITE CREDIT UNION HOMETOWN HEROES

The San Jose Giants and Excite Credit Union partnered to honor over fifteen different outstanding individuals and organizations for their commitment to serving the community. The recipients received a customized honorary plaque and were recognized during a special on-field ceremony. This year, honorees included Gold Star members from each Military Branch, various Bay Area Firefighters and Police Officers, and additional members of our local community.



# LOCAL EMPLOYMENT OPPORTUNITIES

**300+ SEASONAL STAFF MEMBERS HIRED**

The San Jose Giants continue to play a huge role in providing seasonal employment opportunities for hundreds of local residents. Employees of all ages have the unique opportunity to work at Excite Ballpark and contribute to the Giants' mission of providing fun, affordable, family-entertainment. This season, the Giants employed over 300 seasonal staff members. The organization is continually seeking prospective employees who are passionate about working hard, having fun and serving others.







# SOCIAL MEDIA GROWTH

The San Jose Giants continued to grow their extensive social media reach in 2019, and are ranked #1 in the California League and in the top 3 of all Class A-Advanced Baseball. The Giants use their broad-reaching platforms to further connect and serve the fans and community through a multitude of creative methods. The organization's "Inside the San Jose Giants" blog also provides fans with in-depth access to the club.



## **TOTAL FOLLOWERS:**

**155,000+**

## **FACEBOOK**

**113,000**

## **TWITTER**

**22,000**

## **INSTAGRAM**

**22,000**





**SAN JOSE GIANTS 2019 COMMUNITY REPORT**

# ***FUNDRAISING EFFORTS***

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# PARK PACKER PROGRAM

The Giant's Park Packer Program provides an excellent way for members of the local community to raise money. Groups across the Bay Area have the opportunity to purchase tickets for \$1 and resell them at face value as a fundraising mechanism for their organization. This year, the program saw 14,798 tickets redeemed (a value of \$177,576), resulting in thousands of dollars for the respective fundraising efforts.

- **14,798 TICKETS REDEEMED**
- **\$177,576 VALUE**





# JERSEY AUCTIONS

**\$10,687 RAISED**

Throughout the season, fans could bid on game-worn, specialty jerseys with proceeds benefiting charitable organizations. Winning bidders received the autographed jersey right off the player's back in a post game on-field ceremony. The program continues to unite fans with players while simultaneously contributing to philanthropic causes.

**Salute to the Military**



**BENEFITED:**

Operation: Care and Comfort

**Wizarding**



**BENEFITED:**

San Jose Library Foundation

**Star Wars**



**BENEFITED:**

Police Amateur Athletic Foundation

**Strike Out Cancer**



**BENEFITED:**

NephCure, Jason Motte Foundation,  
American Cancer Society

**First Responders**



**BENEFITED:**

Ridgeview High School

**Pride Night**



**BENEFITED:**

You Can Play

**Italian Night**



**BENEFITED:**

Sicilian Sisterhood



# IN-KIND DONATIONS

The Giants made a record number of in-kind donations to over 650 organizations including \$108,870 worth of Bonus Book and VIP Experience ticket packages. These donated ticket packages resulted in thousands of dollars raised through raffles, auctions and other fundraising instruments for local non-profits.



**OVER 650 DONATIONS MADE  
TO LOCAL CHARITIES**







# ROTTEN ROBBIE HOMERUN PROGRAM

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Every time the San Jose Giants launched a home run, Rotten Robbie graciously donated \$25 for each homerun to Gilroy Strong fundraising efforts. In total, the Giants hit 42 homeruns at Excite Ballpark resulting in a \$1,050 donation.

**\$1,050 DONATED TO THE  
GILROY STRONG  
GOFUNDME**



**Rotten  
Robbie**



**SAN JOSE GIANTS 2019 COMMUNITY REPORT**



# ***YOUTH DEVELOPMENT***

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# GIANTS COMMUNITY FUND



The Giants Community Fund serves as the team charity for both the San Jose Giants and the San Francisco Giants. As a 501(c)(3) non-profit organization, the fund is supported by businesses and individuals who make it possible to assist underserved communities with enriching programs. The Community Fund's flagship program, Junior Giants, is a free non-competitive and innovative baseball program that serves over 1,750 children in Santa Clara County alone.

## 25K CHILDREN INVOLVED IN JUNIOR GIANTS PROGRAM

On August 11, the Community Fund hosted a glove drive at Excite Ballpark asking for new or gently used gloves to be donated to the Junior Giants program. On August 5, the San Jose Giants welcomed hundreds of Junior Giants players and their families for Junior Giants Night. Players were invited to participate in a free, on-field, pregame, baseball clinic with Giants players and then parade around the outfield prior to the ballgame. An oversized piggy bank, "Pigante" also collected funds for the Junior Giants program all season.







# EDUCATION DAYS

The Giants hosted two Education Days at Excite Ballpark that fused academics with baseball. Both days featured a special 11:30 AM start time and included a pregame instructional lesson on healthy eating and pre-game best practices with the San Jose Sharks Doctor from Kaiser Permanente. Students also had the opportunity to hold a mock press conference with San Jose Giants players and more than 20 S.T.E.A.M. Vendors. Over 2,800 students and teachers participated in these unique, hands-on and interactive learning experiences.

**2,800+ STUDENTS AND  
TEACHERS PARTICIPATED  
IN TWO EDUCATION DAYS**





# AQUAFINA PREGAME CLINICS

In an effort to foster a fun and inclusive environment for learning the fundamentals of baseball, the Giants invited boys and girls to three, free, baseball clinics at Excite Ballpark presented by Aquafina. Participants had the opportunity to receive individualized coaching from San Jose Giants players before watching them put their words in action during that night's game. Not only did Giants players offer baseball-specific instruction but they also taught valuable lessons that translate to success both on and off the field.







# GIANTS SUMMER CAMPS

The San Jose Giants continued their mission of developing the next generation of young baseball players with their Youth Development Program Summer Camp sessions. The team held two summer camps for both boys and girls to hone their baseball skills. Each camper received four days of instruction from former college and high school players, a San Jose Giants t-shirt and tickets to a San Jose Giants game at the conclusion of the camp.

**130+ CAMPERS**





## **SAN JOSE GIANTS 2019 COMMUNITY REPORT**

# ***BALLPARK EXPERIENCE***

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# GIVEAWAYS AND FIREWORKS

Fans were once again delighted by a variety of exclusive gate giveaways, special event tickets and fireworks shows. The giveaways and festivities enriched the fan experience and contributed to the San Jose Giant's tradition of providing fun, affordable, family-entertainment.

## 13 FIREWORKS SHOWS

### GIVEAWAYS INCLUDED:

**Magnet schedule** (*Pepsi, Excite Credit Union, City National Bank*), **Military Trading Card Set** (*Operation: Care and Comfort*), **Smash for Cash Baseball**, **San Jose Churro Cart Bobblehead**, **Heliot Ramos Bobblehead** (*Sheet Metal Workers Local 104*), **Joey Bart Bobblehead** (*City National Bank*), **2009 Champions Bobblehead** (*IBEW*), **San Jose Prunepickers hat**, **San Jose Churros Plush Doll**, **Dave Righetti Bobblehead** (*Ledyard*), **Lenn Sakata Shirsey**, **San Francisco Giants "Let Pablo Pitch" Bobblehead**, **Lunar Gigante Bobblehead**, **PRIDE Night Flag**, **Italian Night Hat** (*Country Club Villa Apartments*), **Japanese Heritage Night T-Shirt**, **San Francisco Giants Battle of the Bay Pin**, **Fan Vote Bobblehead** (*Pepsi*)







# SAN JOSE CHURROS

The success of the Churro identity during the 2018 season created a natural opportunity in 2019 for the San Jose Giants to rebrand the team for four home games as the San Jose Churros. In addition, the club also used the brand as their “Copa de la Diversión” identity in accordance with the Minor League Baseball initiative. The goal of “Copa de la Diversión” is to embrace and celebrate local Hispanic and Latino communities that play a key role in the success of our organization.



# KRTY STRIKE OUT CANCER NIGHT

Media partner, KRTY, the Jason Motte Foundation and the San Jose Giants teamed up for Strike Out Cancer Night at Excite Ballpark this season benefiting NephCure Kidney International, Jason Motte Foundation, and the American Cancer Society. The evening featured Strike Out Cancer-themed jersey with each organization's logo on it while auction proceeds were donated to all three non-profits to continue to help research efforts. Merchandise was also sold throughout the night for fans to wear around the park and show their support. Members of the NephCure organization and the American Cancer Society were honored on the field in a pregame ceremony as the night's Hometown Heroes.







# SALUTE TO THE MILITARY

The Giants and Operation: Care and Comfort hosted the Seventh Annual Salute to the Military Night on April 13. Several hundred military personnel and families attended at no cost thanks to O.C.C. The Giants honored over 40 current military personnel, individuals killed in action, and veterans from WWII, the Korean War, Vietnam War and Gulf Wars during a special Military Trading Card Set pregame ceremony. These heroic men and women had their very own trading card made and received dozens of complimentary cards. Additional events included: a moment of silence and remembrance, color guard presentation, and military-themed jersey auction which benefited Operation: Care and Comfort.



# MiLB COMMUNITY INITIATIVES

Minor League baseball has a rich history of community involvement, charitable works and civil leadership. This season, MiLB activated a plethora of initiatives which clubs had the chance to opt into. The Giants partnered with MiLB across a multitude of programs and advanced the mission of serving and enhancing the local community.



## AMERICAN CANCER SOCIETY

- Blue Lizard sunscreen gate giveaway
- PA reads and video board messages about the importance of sun safety



## JOE TORRE SAFE AT HOME

- Trading card giveaway
- Joe Torre signed ball giveaway
- PA reads and video board messages



## MiLB Community INITIATIVE

- Player and staff volunteer efforts
- In-stadium photo opportunities
- PA reads, video board messages and social posts



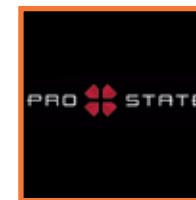
## ECHO TOOLS

- Echo Tools had a presence at the ballpark
- Helped promote the Copa program
- Partnered on Social Media Post



## ED RANDALL'S FANS FOR THE CURE

- Fans for the Cure wristband and brochure gate giveaway
- PA reads and video board messaging



## DERRICK HALL PRO-STATE

- Father's Day prostate cancer awareness initiative
- Lokai Bracelet giveaway
- Engraved bat given to one lucky fan
- PA reads



## APPLEGATE CLEANER WEINER

- The Giants hosted a Cleaner Weiner Night, featuring different meats from Applegate
- When fans left the ballpark they were given little snack packs with Applegate products





A grayscale background image of a baseball field. In the foreground, there are several white pop-up tents set up on the grass. In the background, there are palm trees and flags flying against a hazy sky. The field itself is visible in the lower left.

# ***COMMUNITY EVENTS***

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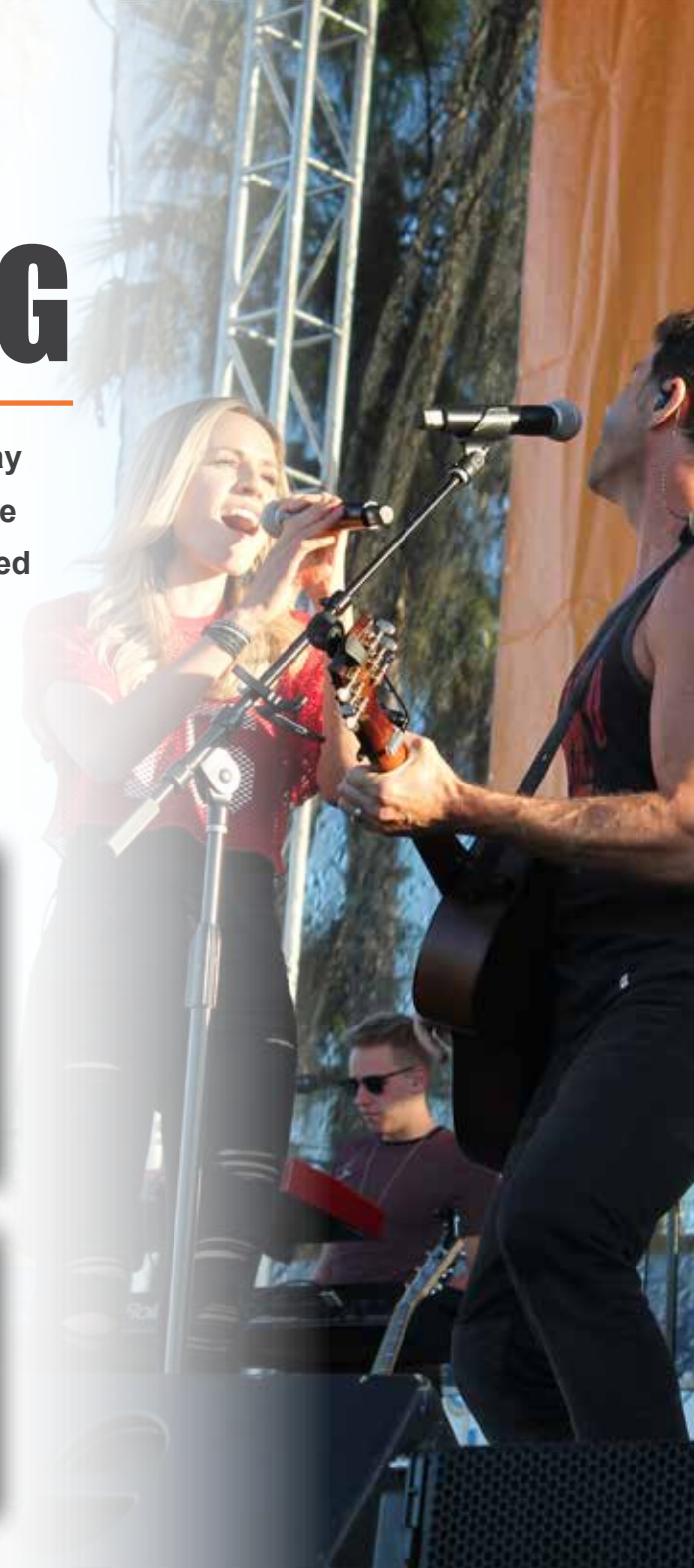




# SILICON VALLEY PIG JIG

Excite Ballpark hosted the second Silicon Valley Pig Jig which featured an all-day concert headlined by country music duo, Haley & Michaels, an amateur barbecue competition, beer garden, craft vendors, kids zone and more. The event generated over \$350,000 with all proceeds benefiting NephCure Kidney International.

**\$350,000 RAISED FOR NEPHCURE**





# SAN JOSE THE GIANT RACE



The Giants hosted the 8th Annual San Jose - The Giant Race at Excite Ballpark. The Giants Community Fund was one of the designated charities for the race, benefiting from the Fundraise to Run program. This program encourages runners to register and set a fundraising goal, then receive Giants-branded gifts upon reaching their mark. Nearly 2,000 individuals took part in the race this year. Mascot Gigante kicked off the race and was also at the finish line to congratulate participants with medals as they crossed the finish line in the Excite Ballpark outfield.





# SUBARU BAY AREA MEET

The Giants welcomed the Subaru Bay Area Meet back to Excite Ballpark for the 3rd Annual Subaru community event in 2019. From custom Subaru's, raffles, food and car-part vendors, to the kids zone, families and car enthusiasts alike all had something to engage in. The event benefited Jacob's Heart Children's Cancer Support Services and raised over \$15,000.

**OVER \$15,000 RAISED FOR JACOB'S  
HEART CHILDREN'S CANCER  
SUPPORT SERVICES**





# ADDITIONAL EXCITE BALLPARK EVENTS

As a San Jose community gathering place, Excite Ballpark plays host to over 140 events every year. In 2019, Excite Ballpark accommodated music concerts, field trips, summer camps, San Jose State baseball, family outings, fundraisers, high school baseball, FanFest, San Jose Giants baseball and much more. Excite Ballpark continues to be a fun, friendly and welcoming venue for all to enjoy.

## PAST EVENTS HOSTED AT EXCITE BALLPARK

San Jose Giants FanFest, San Jose Giants Summer Camps, California League All-Star Game, Silicon Valley Pig Jig, Celebrity Softball Events, Bacon and Beer Classic, Bar Mitzvahs, Celebrity Soccer Events, Broofest, CCS Baseball Championship Game, Cathedral Fest, Various Commercial Shoots, Family Reunions, Fortune 500 Corporate Team Building Events, Life in Color EDM Concert, Men's Adult Baseball League Games, Radio Disney Concert, San Jose State University Baseball, School Field Trips, Subaru Bay Area Meet Car Show, Univision's Una Gran Explosión Concert, Vendor Trade Shows, Wedding Ceremonies, Youth Conferences, 95.3 KRTY Country Concerts.





# SAN JOSE GIANTS BASEBALL

The San Jose Giants finished the 2019 regular season with a 66–73 record and qualified for the California League playoffs as the wild card team in the North Division. It marked the first time since 2016 that the Giants reached the postseason. For the third consecutive year, Giants’ pitchers set a team record for strikeouts (1,374 — previous record was 1,346 set in 2018). In 2019, the team also established a new record for runs scored in a home game with their 20–5 victory over the Modesto Nuts on August 9.

## MID-SEASON CAL LEAGUE ALL-STARS

RHP - Aaron Phillips

RHP - Camilo Doval

OF - Heliot Ramos

## GIANTS AWARDS

Nettie Rappe Good Guy - John Gavin

Relief Pitcher of the Year - Olbis Parra

Defensive Player of the Year - David Villar

Bubba Burger Offensive Player of the Year - Heliot Ramos

Pitcher of the Year - Matt Frisbee

Team M.V.P. - Heliot Ramos



## POSTSEASON CAL LEAGUE ALL-STARS

OF- Heliot Ramos





# CONNECT WITH THE SAN JOSE GIANTS

Interested in learning about how you can partner with the San Jose Giants? Give us a call, email or come out to Excite Ballpark - we would love to connect! Whether it's planning a Park Packer night, requesting a Gigante visit or inquiring about a donation, we can't wait to hear from you and look forward to teaming up!

**FOR GENERAL QUESTIONS AND INQUIRIES:**

**Call - 408.297.1435**

**FOR COMMUNITY APPEARANCES, DONATIONS, AND SPEAKER REQUESTS:**

**Email- [Community@sjgiants.com](mailto:Community@sjgiants.com)**

**FOR PARK PACKER AND FUNDRAISING OPPORTUNITIES:**

**Email - [GroupTickets@sjgiants.com](mailto:GroupTickets@sjgiants.com)**



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# THANK YOU

**The San Jose Giants thank all our fans, season ticket holders, partners, players and staff for a great season. We look forward to seeing you in 2020.**