

PEORIA SPORTS COMPLEX

2020 Spring Training Partnership Opportunities



2020

SPRING TRAINING

In Arizona, every spring brings baseball and baseball brings fans. 1,737,975 fans in 2019, to be precise. Once again, Peoria Sports Complex is one of the premier sports marketing partners in Metro Phoenix. With diverse, captive crowds and dynamic, creative concepts to deliver your message, Peoria Sports Complex is the place for impact advertising for any budget and audience.

Our Audience.



Your Advertisements.



PEORIA
SPORTS COMPLEX

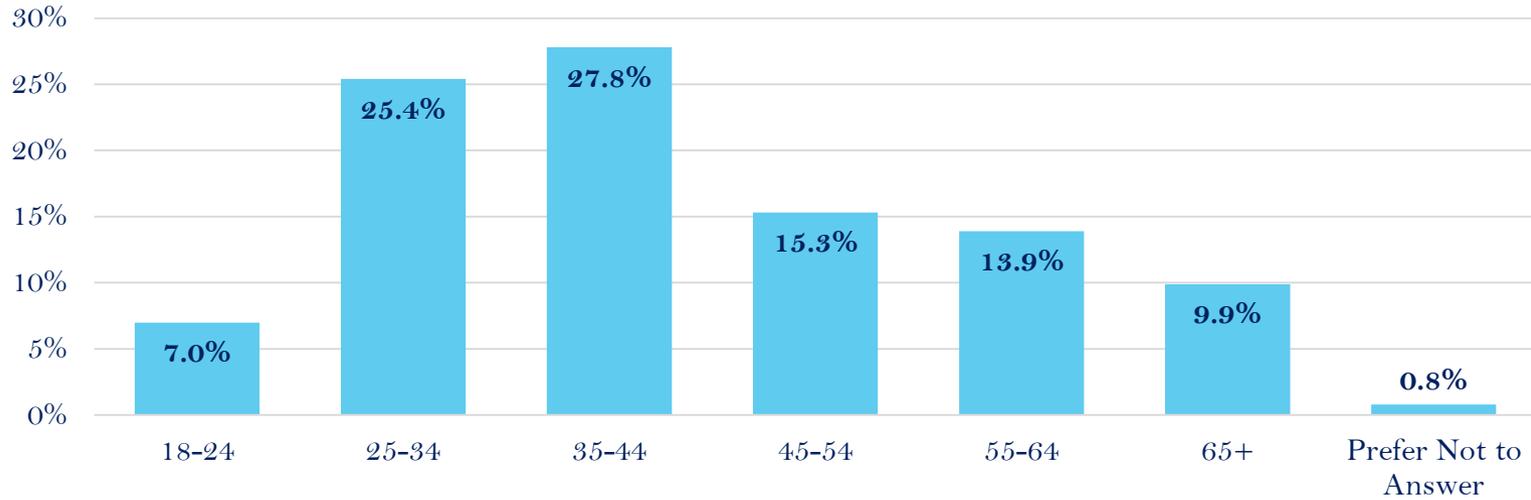


DEMOGRAPHICS

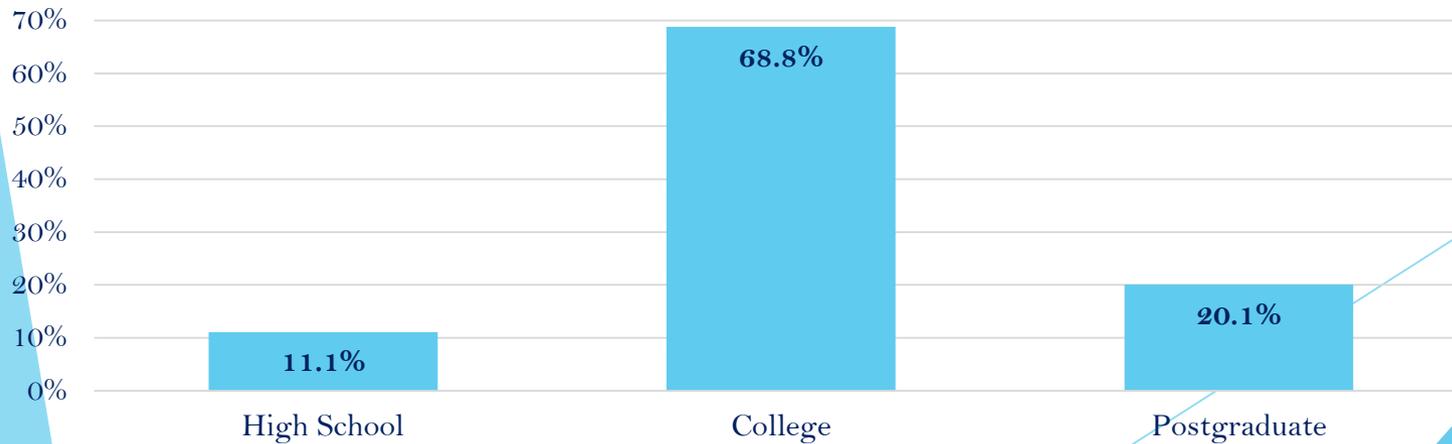


AGE & EDUCATION

❖ Attendee Age Data:



❖ Attendee Education Data:



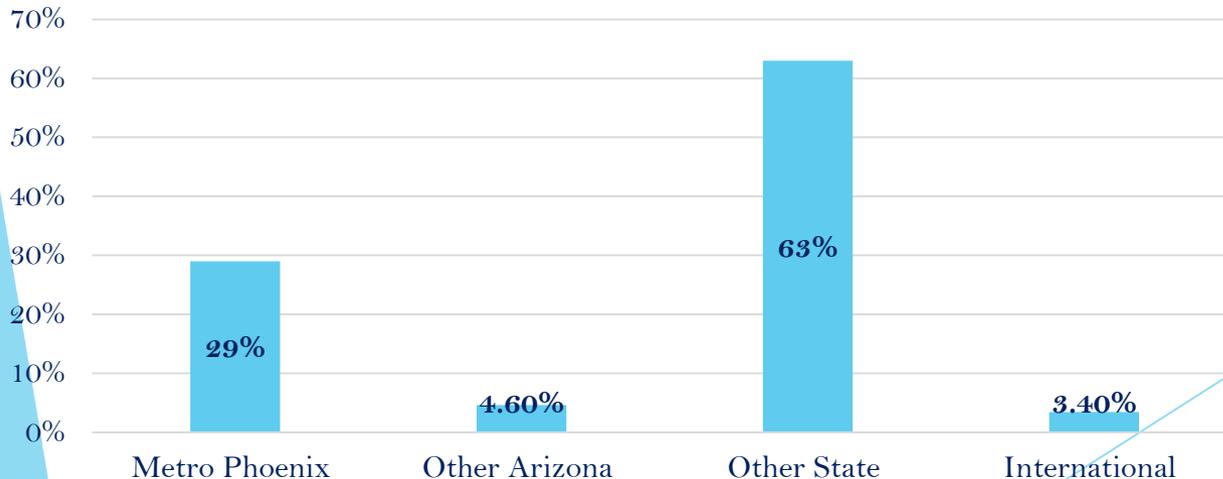
INCOME & RESIDENCE

❖ The average fan attended 3.84 games in 2018 (most recent study). Plus, Peoria attracts both rookie visitors (25.6% of attendance) and seasoned veterans (33.2% that have attended 6+ seasons), offering both first and repeat message exposure of your brand to our audience.

❖ Attendee Income Data:



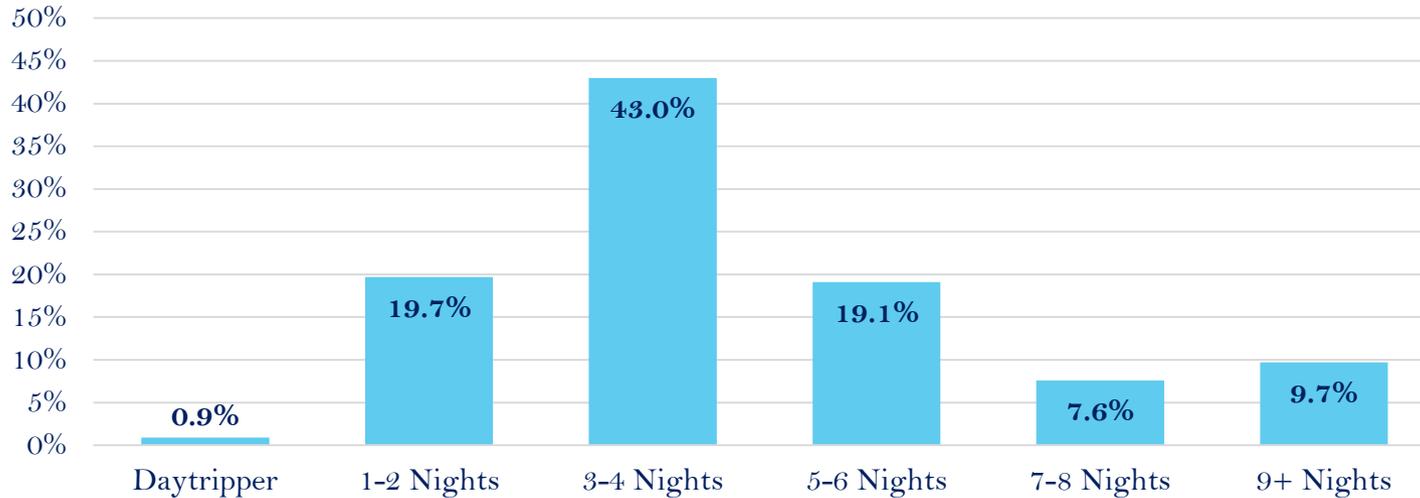
❖ Attendee Residence Data:



LENGTH OF STAY AND EXPENDITURE

❖ Out-of-state visitors to Peoria infuse a critical source of disposable income dollars every season, staying in Metro Phoenix for a median of four nights per visit with 36.7% of those parties consisting of 3-4 people.

❖ Attendee Length-of-Stay Data:



❖ Attendee Expenditure Data:

Mean	Median	\$199 or less	\$200 to \$399	\$400 to \$599	\$600 to \$799	\$800 to \$999	\$1,000 to \$1,499	\$1,599 to \$1,999	\$2,000 to \$2,999	\$3,000 to \$4,999	\$5,000 or more
\$3,634	\$1,623	3.0%	5.2%	5.8%	9.1%	8.8%	15.5%	12.1%	13.9%	13.9%	12.7%

Expenditure figures include an average of \$179 daily for lodging.

PARTNERSHIP OPPORTUNITIES



SIGNAGE ELEMENTS

Outfield Signs: Join some of our other heavy hitter corporate partners with your own 288"x78" sign on the field, just steps behind the players and within view of 70% of fans in attendance, not to mention multiple TV broadcasts. Plus, it'll stay up year-round for maximum exposure during all of our other events as well. ~ **\$12,000**

(Printing Deadline: January 13, 2020)



Bullpen Signs: There's big and then there's BIG. Our bullpens, where every eye and TV camera goes when a pitcher warms up, are the choice location if you want the biggest sign in the ballpark. At 9'x64', they just don't make 'em like this anymore. ~ **\$16,000**

(Printing Deadline: January 13, 2020)



SIGNAGE ELEMENTS

Home Plate Signs: In view of 30% of our seating capacity, plus hundreds of thousands of living room couches, a 2'x8' sign behind home plate is where the action is – literally! Averaging 20 televised games every season, your brand gets a variety of regional exposure every time the pitcher delivers the ball – that's nearly 300 times per game. ~ **\$11,000**

(Printing Deadline: January 13, 2020)



Down The Line Signs: With all the action happening between the lines, here's another way to get your brand as close to the players as possible with 2'x16' signs down the first base and third base lines. Whether it be a web address, phone number, logo or all the above, you can't get any closer to the dugout than this! ~ **\$5,000**

(Printing Deadline: January 13, 2020)

Foul Pole Signs: Stretched the length of the poles and double-sided to face the seating bowl as well as the outfield lawn, every fan in the ballpark will see your brand tower alone over all others above the playing field itself. ~ **\$11,000**

(Printing Deadline: January 13, 2020)

Additional
Signage

PRINT ELEMENTS



Pocket Schedules: Also available to fans at the stadium, over 45,000 of these pocket schedules are distributed throughout Peoria during spring training. ~ \$3,000



Parking Receipts: Every season we park on average 45,000 cars and each of those cars requires a ticket receipt, of which of course the back of it is yet another opportunity for unique and exclusive brand placement. Let your ad be the first and last brand our fans see each game. ~ \$3,000

Scorecards: Over 45,000 of these scorecards are distributed for free to fans during the entire season as they enter the gates for each game. This fan favorite is an easy way to expose your brand not only on game day, but afterwards as a souvenir as well. ~ \$3,000 Quarter Page / \$5,000 Full



DIGITAL ELEMENTS



Banner Ad: Position your brand on our website and not just during spring training, either. We reserve this banner position for only one partnership a year, so your message is always on display, rather than being part of a rotation. Plus, as a bonus, your brand will be featured not only during spring training, but for a 12-month period, which garners nearly 208,000 home page views. ~ **\$5,000**

Starting Lineups: When it comes to fans, the most vital piece of information each game is who is in the starting lineup. Attach your brand to this guaranteed attention-grabber with your brand on the video board as the PA announcer reads off the starting lineup! ~ **\$3,000 Half Season / \$5,000 Full Season**



Videoboard Commercials: The catch of the game just might be broadcasting your self-produced commercial on the stadium's video board. Commercial spots of :15 or :30 seconds can be aired once between innings to reinforce your brand's message. ~ **\$3,000 Half Season / \$5,000 Full Season**

ACTIVATION ELEMENTS

Onsite Activation: You can utilize your most effective representatives to market your brand right on our concourse for all to meet, see and experience! Distribute free coupons, prizes and gifts or host contests, games and info sessions with our fans as they enter, explore and exit our concourse each game. ~ **\$3,000 Quarter Season / \$5,000 Half Season / \$7,000 Full**



Kiosk Display: Fans frequently ask our representatives for information on places to eat, go and entertain. You can utilize our Guest Services Kiosk location located by our busiest entry gate and our staff will distribute your print materials to our fans upon their request. ~ **\$1,000**



PROMOTION ELEMENTS

Game Promotions: A complimentary value-add opportunity for any of our marketing partners who have contracted to purchase signage, print, digital or activation elements is to provide promotional giveaway items or prizes of your brand. No additional fee beyond your own production costs apply for this marketing exposure. Visual logo and/or public address announcement may potentially be included if applicable. All it takes is one great idea to turn your brand into a mini-event at the ballgame! Concepts subject to availability and approval by Peoria Sports Complex. Giveaway items may be subject to minimum quantities based on promotional concept.



BENEFITS

- Brand Equity
- Brand Awareness
- Seattle Mariners and San Diego Padres Fan Reach
- Demonstrate your commitment to the local community
- Partnership ROI



THANK YOU!



For more information contact: Lori Nevares, Sales & Sponsorship Coordinator at 623-773-8706 or Lori.Nevares@peoriaaz.gov

