

Get into the Game!

with a 2009 Spring Training Sponsorship at Peoria Sports Complex

Spring Training in Arizona's Cactus League draws more than 1.3 million attendees and has an economic impact on the Arizona economy of more than \$310 million.

A Spring Training Sponsorship at Peoria Sports Complex will enable you to increase your market reach by communicating your marketing message to a large-scale audience, heightening your visibility and helping build brand awareness and loyalty.

Let us create a customized sponsorship package tailored to your marketing needs.



PEORIA SPORTS COMPLEX

16101 N 83rd Avenue, Peoria, AZ 85382

- Opened for 1994 Spring Training Season
- Spring Training Teams:
Seattle Mariners & San Diego Padres
- Highest attended facility in Cactus League (230,434 in 2008)
- Stadium Capacity: 11,333
- Approximate # of games per season: 30

CACTUS LEAGUE FAN DEMOGRAPHICS

(Source: FMR Associates, Inc., Cactus League Survey, 2007)

- Male to female ratio 70:30
- Median Age: 47
- Employed outside the home: 68%
- Out of state attendees: 57%

BASE HIT

- 1/2 page color ad in souvenir program
- Daily electronic message
- Daily PA announcement

Sponsorship Value: \$5,250
Sponsorship Investment: \$4,500

DOUBLE PLAY

- Full page color ad in souvenir program
- Daily PA announcement
- Game Day Sponsorship

Sponsorship Value: \$7,500
Sponsorship Investment: \$6,000

HOME RUN

- Outfield Signage (6.5' x 16')
- Full page color ad in souvenir program
- Daily PA announcement

Sponsorship Value: \$11,000
Sponsorship Investment: \$8,850

OUTFIELD SIGNAGE

Scoreboard Panel (10' x 12')	\$16,000
Bullpen Billboard (9' x 32')	\$7,500
Outfield Signage (6.5' x 16')	\$6,000
Down the Line Signage (Two, 2' x 16')	\$5,500

SOUVENIR PROGRAM ADVERTISEMENTS

Full Page Color Ad	\$2,500
Half Page Color Ad	\$1,750
Quarter Page Color Ad	\$1,000

GAME DAY ADVERTISING

Vehicle Display or 10' x 10' tent (all games)	\$10,000
Concourse Table Display (all games)	\$8,000
Concourse Table Display (3 games)	\$1,000
Exit Coupon Distribution (3 games)	\$1,000
Vehicle Display or 10' x 10' tent (per game)	\$500

Game Day Sponsorship \$2,500
(includes first pitch, table display, PA announcement & 12 corporate tickets)

Ad per 100,000 Ticket Backs	\$3,000
Commercial (:30 played daily)	\$3,000
Concourse Banner	\$2,500
Daily PA Announcement	\$2,500
Daily Electronic Scoreboard Message	\$1,000
Flyers/Coupons @ Guest Services (5.5" x 8.5" max)	\$500

**Artwork, banners and flyers to be provided by sponsor. Billboard cost includes production.*

Items subject to availability.
Get into the game early to secure your space!



Contact us at:

sportscomplex@peoriaaz.gov or 623.773.8700

sponsorship & advertising opportunities

sponsorship packages