

Get into the Game !

with a Spring Training Sponsorship at Peoria Sports Complex

Spring Training in Arizona's Cactus League draws more than 1.5 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

- Average attendance per season: 210,000
- Opened for 1994 Spring Training
- Teams: San Diego Padres & Seattle Mariners
- 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
- Median Income: \$82,160
- Employed: 68%
- Out of state attendees: 57%

BASE HIT

Daily PA announcement
Half page color ad in "On Deck"
Daily electronic message

Sponsorship Investment: \$5,700

DOUBLE PLAY

Full page color ad in "On Deck"
Game Day Sponsorship
Daily PA announcement

Sponsorship Investment: \$8,500

HOME RUN

One 6.5' x 16' Outfield Billboard
Full page color ad in "On Deck"
Daily PA announcement

Sponsorship Investment: \$10,125

PEORIA
SPORTS COMPLEX

Contact us at:
623.773.8700 or
sportscomplex@peoriaaz.gov

sponsorship & advertising opportunities

OUTFIELD SIGNAGE (YEAR ROUND EXPOSURE)

Scoreboard Panel (10'x 12') & Marquee Panel (4' x 5')	\$16,000
Bullpen Billboard (9' x 32')	\$7,500
Homeplate Signage (2' x 8')	\$6,500
Outfield Billboard (6.5' x 16')	\$6,000
Down the Line Signage (two 2' x 16')	\$5,000

"ON DECK" PLAYBILL ADVERTISEMENTS (PRINTING 150,000)

Full Color Back Cover	\$6,000
Full Page Color	\$5,000
Half Page Color	\$2,500
Quarter Page Color	\$1,750

SCORECARD ADVERTISEMENTS (PRINTING 15,000)

Full Color Back Cover	\$2,500
Quarter Page Black/White	\$500

GAME DAY ADVERTISING

Vehicle Display or 10'x10' tent (all games)	\$10,000
Vehicle Display or 10'x10' tent (per game)	\$500
Kids Zone Sponsor	\$10,000
Concourse Table Display (all games)	\$8,000
Concourse Table Display (3 games)	\$1,000
Concourse Table Display (one game)	\$400
In-game Promotion (all games)	\$3,500
Exit Coupon Distribution (3 games)	\$1,000
Exit Coupon Distribution (one game)	\$400
Game Day Sponsorship	\$2,500

(Includes first pitch, table display, PA announcement & 12 corporate tickets)

Ticket Backs per 100,000	SOLD OUT
Parking Ticket Backs (65,000)	\$2,500
Commercial (:15 or :30 played daily)	\$3,000
Concourse Banner (3' x 5')	\$2,500
Daily PA Announcement	\$2,500
Daily Electronic Scoreboard Message	\$1,000
Outdoor Marquee Messaging (located on 83rd Ave.)	
(Mid Feb-Mid May)	\$750/mo or \$2,100/3 months
(April-December)	\$400/mo or \$3,200/9 months
Flyers/Coupons @ Guest Services (5.5" x 8.5" max)	\$500

Artwork, banners and flyers to be provided by sponsor. Scoreboard and billboard cost includes production.

ADDITIONAL OPPORTUNITIES

Title Sponsor- Fan Fest	\$2,500
Concourse Table Display- Fan Fest	\$200
Souvenir Cups (20,000 qty)	\$2,000
Presented by Sponsor (Name on all advertising and media)	\$10,000
Cup Holders (1,700 impressions)	\$2,500
Suite Rental (Includes 12 tickets and 4 VIP parking)	\$500

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

Get into the Community!

With a Community Event Sponsorship at Peoria Sports Complex

Easter



Presenting Sponsor	\$4,500
Concourse Sponsor (1st or 3rd baseline)	\$2,000
Official Sponsor (For example: Stage)	\$1,000
Category Sponsor (For example: Puppet Show)	\$750
Activity Sponsor (For example: Tattoos)	\$500
Individual Candy Hunts	\$500
Merchant Booth (10' x 10' space and electricity)	\$350

Halloween



Presenting Sponsor	\$4,500
Concourse Sponsor (1st or 3rd baseline)	\$2,000
Official Sponsor (For example: Fright Zone)	\$1,000
Category Sponsor (For example: Parade of Costumes)	\$750
Activity Sponsor (For example: Story Time)	\$500
Merchant Space (10' x 10' space and electricity)	\$350

July 4th



Presenting Sponsor	\$12,000
Zone Sponsor (4 available)	\$5,000
Official Sponsor	\$1,500
Merchant Booth (10' x 10' space and electricity)	\$500
Program Ad (5,000 printed)	
Full color 6" x 2"	\$200
Full color 3.5" x 2"	\$100



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