

## IN-GAME PROMOTIONS

Sponsor an in-game entertainment promotion and your business name will be announced during that promotion at each game. Your business name also appears in the media guide and pocket schedule.

- **Chicken Dance** – All interested children chicken dance with the mascot on the field. \$1,500
- **Dizzy Bat Race** – Children are chosen to spin around a bat and race to a finish line on the field for a prize. \$1,500
- **K-Man** – A player from the opposing team is chosen prior to the start of the game. If that player strikes out, then fans will receive a discount on a food or drink product for the duration of the next half inning. \$1,500
- **Best Seats in the House** – Two seats will be reserved behind home plate. During the 1st inning of each game, two fans from general admission seating will be chosen to sit in these seats and receive a free hotdog and drink. \$1,500
- **Call to the Bullpen** – Each pitching change there is a p.a. announcement that the coach has made “\_\_\_\_\_ call to the bullpen.” Sponsorship also includes year round signage close to the bullpen. \$1,800
- **Charity Night Sponsorship** – The RedWolves invite local charities to a game to raise donations and awareness. These nights are listed in our pocket schedule and in all gameday media advertising. Fans receive a discount on tickets for donations to the charity. *See provided pocket schedule for examples.* \$1,200

## WEB CAST ADVERTISING

During the 28 home games broadcast over the internet, your commercial is announced throughout each game.

- **Pregame Show** – Your business sponsors the pregame league update show. As sponsor, your business name is mentioned numerous times throughout the game, and is listed on the website and in the media guide. \$1000/ season
- **Postgame Show** – Same as above for a show to be held at the conclusion of each night's game. \$1000/ season
- **Starting Lineup Sponsor** – Business name mentioned prior to announcement of starting lineups for both teams and is listed in media guide. \$350/ season
- **Ad Spots During Game** – Verbal commercials will be read between half innings of home games. Cost is based on number of times commercial is read. \$100 for the season x # of commercials per game

## ADVERTISING OPTIONS

- **Web Site Banner** (with link) – \$1,500/year  
FlorenceRedwolves.com received over 65,000 hits last year.
- **Pocket Schedule** (full color). Approx. 32,000 distributed to numerous area businesses.
  - Back Page – \$1,500
  - Inside Block – \$750
- **Souvenir Program / Media Guide** – Sold at all home games.
  - Entire Back Cover (color) – \$1,250
  - Inside Back Cover (color) – \$1,000
  - Inside Front Cover (color) – \$1,000
  - Full Page Ad (black & white) – \$500
  - Half Page Ad (black & white) – \$400
- **Scorecard Ad** – Available to fans at every game. Limited spots available. Spot can be a coupon.
  - Black & White – \$500

# Florence RedWolves

## Florence RedWolves



## 2011 SPONSORSHIP INFORMATION

**Let Our Fans  
Become Your  
Customers**

**WHO?** Florence RedWolves Baseball

**WHAT?** The RedWolves are a member of the Coastal Plain League, a collegiate summer wooden bat league. There are 14 teams located in N.C., S.C., and V.A. All players are on college rosters and represent schools such as Clemson, USC, Francis Marion, and other schools around the state and country.

**WHEN?** The RedWolves' season runs from the end of May through mid-August.

**WHERE?** American Legion Field; shared with American Legion Post #1, The Byrnes Schools, and Florence-Darlington Tech

**WHY?** To provide area businesses a cost effective avenue for promoting their products and services. Over 35,000 attendees in 2010.

### YEAR ROUND STADIUM SIGNAGE

All signs are vinyl and will remain in-place throughout the year.

- **Outfield Fence** (8ft. x 16ft.) \$2,000 1st yr.  
\$1,700 renewal
- **Scoreboard** (2 year minimum)
  - Top (4ft. x 20ft.) \$5,000/yr.
  - Lower Panels (8ft. x 16ft) \$2,500/yr.
- **Ballpark**
  - Concourse (6ft. x 4ft.) \$1,250/yr.
  - Home Dugout (5ft. x 10ft.) \$1,250/yr.
- **Pressbox** (2 year minimum)
  - 8ft. x 26ft. \$4,000/yr.
  - 8ft. x 12ft. \$2,000/yr.
- **Bleacher**
  - 4ft. x 8ft. \$1,250/yr.
- **Beer Garden Deck**
  - 2ft. x 4ft. \$850/yr.
- **Family Picnic Area**
  - 5ft. x 10ft. at entrance of playground/picnic area \$1,500/yr.

### GRAND SLAM SPONSORSHIPS

These sponsorships can provide your business with large scale exposure to the fans of our area. Sponsorship will be listed in our print material, media advertising, and p.a. announcements during the game.

- **Opening Night** – 1,500 general admission tickets will be given to your business to be distributed at your discretion. All preseason advertising will include your business as a sponsor for opening night. Your business will also be a part of the opening day ceremonies. \$8,000
- **Fireworks Show** – 2-3 shows every season. \$3,500/ea.
- **Ticket Backs** – A coupon for your business will be placed on the back of every game day ticket for the 2010 season. \$3,000
- **Game Balls** – Your business will be mentioned as the sponsor for the game balls during pregame announcements and when the bat boy brings new balls out to the umpire. \$3,000

### GAMEWEAR/FIELD SPONSORSHIPS

- **RedWolves Jerseys** – Your business logo patch placed on one set of RedWolves jerseys. 3 year sponsorship. \$4,500 for 1 set  
\$7,500 for both sets
- **RedWolves Game Helmets** – Your business logo placed on back of helmets. \$800
- **RedWolves Batting Practice Shirts** – Your business logo listed on back of both sets of BP shirts. 1 year sponsorship. \$1,300
- **Mound & Plate Tarps** – Your business logo on the tarps that cover the plate and mound. 2 year sponsorship. \$2,000
- **Field Tarp** – Your business logo placed in the center of tarp; includes field signage. Sponsorship good for life of tarp. \$6,000

### PROMOTIONAL GIVEAWAY NIGHTS

Your business logo and the RedWolves logo will be printed on the item. A night will be reserved for you to promote your business. Sponsorship will be listed in our print material, media advertising, and p.a. announcements.

\_\_\_ **To reserve a night to hold a giveaway if you are providing the items** \$1000

___ <b>BOBBLE HEADS (Homer or Former Player)</b>		
500 EA. (7 INCH)		\$4500
500 EA. (4 INCH)		\$4000
___ <b>UMBRELLAS</b>	250 EA.	\$2600
___ <b>SEAT CUSHIONS</b>	250 EA.	\$2200
	500 EA.	\$2500
___ <b>SIX PACK COOLERS</b>	300 EA.	\$1750
___ <b>MAGNET SCHEDULES</b>	750 EA.	\$1800
___ <b>GOLF TOWELS</b>	200 EA.	\$1700
___ <b>BASEBALL FANS</b>	475 EA.	\$1600
___ <b>KEY CHAIN BOTTLE OPENER</b>	400 EA.	\$1800

\*\*\*NIGHT TO BE DETERMINED BY REDWOLVES & SPONSOR.

\*\*\*IF AN ITEM OF INTEREST TO YOU IS NOT LISTED, LET US KNOW & WE'LL GET YOU INFORMATION ON QUANTITIES & COST.

### CORPORATE PICNIC OUTING

Be a big hit with your employees by treating them to a RedWolves game. The cost includes ticket, food, and dessert. Food options and pricing depend on which RW restaurant sponsor you select. Your business will be recognized at the game and your business representative will throw out the first pitch. Schedule your night soon.