

2012 Sponsorship



Information



Martinsville Mustangs

Demographics:

Gender

Male	54.2%
Female	45.8%

Marital Status

Single	35%
Married	65%

Age

10 and under	10%
11-20	23%
21-30	16%
31-40	12%
41-50	15%
51-60	9%
Over 60	15%

Distance Traveled

1-5 Miles	9%
6-10 Miles	12%
11-20 Miles	37%
21-30 Miles	21%
31-40 Miles	14%
Over 40	7%



AFFILIATED & ASSOCIATED

EVERYONE WANTS TO BE AFFILIATED AND ASSOCIATED WITH A WINNING ORGANIZATION

OUR PARTNERS' ADVANTAGE:

- The Martinsville Mustangs are a member of the Coastal Plain League, celebrating its 16th season in 2012 with 14 teams playing in North Carolina, South Carolina and Virginia.
- The CPL gives college players a chance to refine their skills with the use of wooden bats.
- The CPL has had more than 930 alums drafted and 46 alums make their major league debut thus far.
- We are the #1 family entertainment venue in Martinsville. Hooker Field allows our partnership members an opportunity that no other organization or venue can offer.
- Over 47,000 fans attended Mustang games last year.
- Our fans range from locals to tourists. We bring them all together to a fun exciting atmosphere. Where they go after is up to you. Let us promote your business to them.
- People will recognize your companies name from the park and associate that name with a great organization.



Martinsville Mustangs

ATTENDANCE INFORMATION

2011 Total Season Attendance of **47,461!**

2011 Game Night Average of **1,582 fans!**

Ranked 23rd in the nation out of more than 700
summer collegiate teams!

More Bang for Your Advertising Bucks!



Elite Partners





PRIVATE SEATING

There is no better way in Martinsville to say thank you to your clients or reward your staff than with a night on our private picnic deck. The private seating of our picnic deck makes it a perfect business meeting facility for entertaining clients or corporate team building events and employee recognition.

Enjoy the exciting action of the **MARTINSVILLE MUSTANGS** in style by reserving your night of up to 25 people on this luxury deck. It is available for full-season lease as well as for rental on a per-night basis upon availability, and our outstanding service and superior atmosphere will ensure everyone involved will have an evening to remember.

COST: \$5,000 one season, \$7,500 two seasons, \$250 per-night/up to 25 people

AMENITIES INCLUDE:

- 25 season tickets for 30 home games
- 25 hotdogs, chips, and soft drinks each game
- Availability for private bar to serve alcoholic beverages at discount price
- Covered seating (only place in the ballpark)
- Climate control fan
- Flat screen cable TV
- Dedicated wait staff service
- Two official Martinsville Mustang programs each game
- Visit from Marty

RESTRICTIONS:

- Maximum capacity of picnic deck is 25 individuals
- Guest must have ticket to enter
- Lease of private picnic deck pertains only to the 30 regular season home games. Lessee will have first priority for play-off games.
- Martinsville Mustangs are not responsible for items lost or left behind.
- Lessee will be responsible for any damages of the picnic deck and all property on the deck.



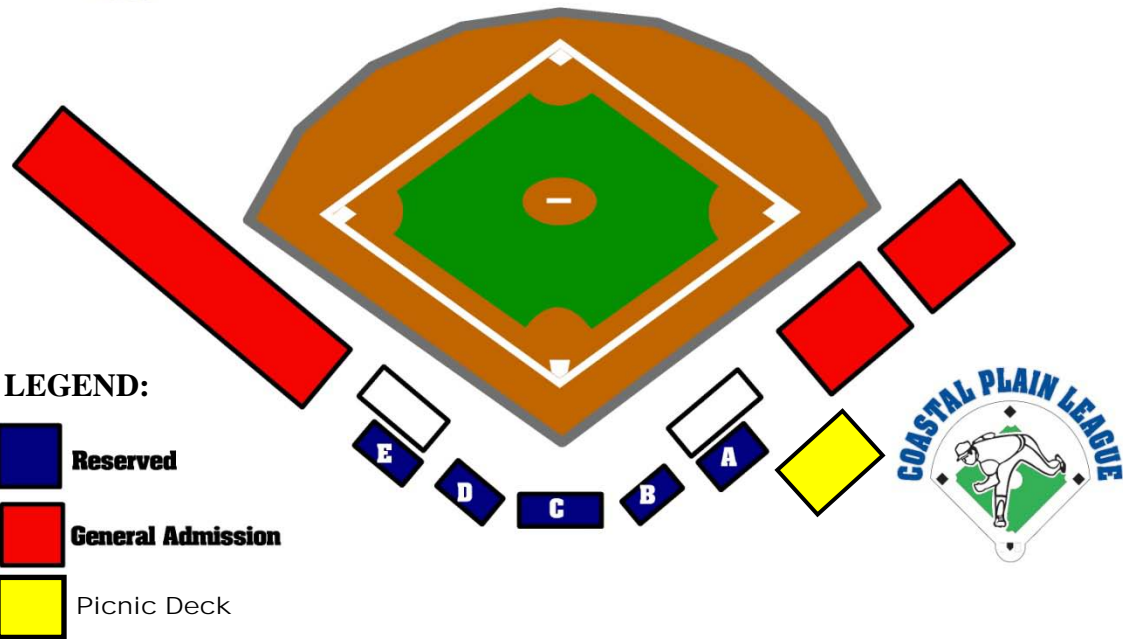
Elite Partners



2012 MARTINSVILLE MUSTANGS SEATING CHART



Hooker Field Martinsville, VA



Reserved Seats - \$7/game or \$125/full season (30 home games plus first chance at your seat for special events and post season action if applicable)

General Admission – \$5/game or \$80/full season.

Picnic Deck - \$250/game, \$5000/full season, \$7500/2 years (Maximum 25 people food included)



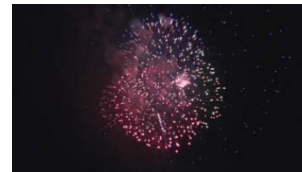
Advertising Signage

SIGNAGE

Concourse Sign	4' x 8'	\$500
Outfield Sign	8' x 16'	\$1,500
On Deck Circles		\$1,000
Foul Poles		\$2,000
Concession Stand Naming Rights		\$2,000
Dugout Top Home		\$3,000
Dugout Top Visitor		\$3,000
Fireworks Night		\$4,000
Both Dugout Tops		\$5,000
Scoreboard Sign		\$5,000 SOLD



Outfield Sign



Fireworks Night



On Deck Circles

Facility Improvements

New Scoreboard	\$25,000
New Covered Seating	\$50,000
(Comes with lifetime season tickets and naming rights to the item)	



PRINT

Pocket Schedule Panel

\$1,500

(40,000 are distributed throughout the community before 5/1/2012)

SOUVENIR PROGRAM

Business Card Ad	\$150
Coupon Page	\$150 (must provide coupon)
¼ Page	\$300
Lucky Signature	\$500 (must provide prize)
½ Page	\$600
Full Page	\$1,000
Roster Insert	\$750
Scorecard Screen	\$1,000

Ask about reduced rates for two year commitment

Give-away and Promotions

All Promotions will be given away on a night of your choice. It also includes listing on pocket schedule and website "promotions calendar", media inclusion and Ceremonial^{1st} Pitch.

\$4,000

Bobble Head

Beanie Baby

\$4,500

Fireworks Night

Baseball Card

\$2,500

Rally Towel

Cowbell

Thunderstix

Lanyards

Magnet Schedule

\$2,000

Ball

Mini Bat

T-Shirt

Key Chain

Visors

Pennant

\$1,500

Team Photo

Fan Night

Frisbees

Wiffle Ball & Bat

Beach Ball

On Field Game Promos - \$500

(These are promotions that involve fans between innings)

- Dizzy Bat (participants put their forehead down on the bat and spin and then race)
- Mascot Race (participant races Marty the Mustang around the bases)

* Other promotions can be developed for your business. Cost is based on promotion details*



MEDIA

Public Address Announcements (PA announcements)

Sponsor A Player \$350
(PA every time your player comes to bat)

Call to the Bullpen \$500
(Every time there is a pitching change your business is mentioned)

Scoreboard Update \$500
(Every inning the score is announced with your business name)

** Other on field PA announcements can be specifically created to suit your business.*

Webpass CPL Live Advertising

New to the 2011 season was CPL Live where fans could get the listening experience of CPL WebPass and have the added benefit of following along with live stats via the CPL Live game viewer on any computer. The CPL Live offer was free to anyone who wanted to listen to the Mustangs games. Last season the Mustangs had 841 unique listeners. With so many listeners it offers a great way to advertise your business in 2012.

30 GAME WEBPASS PACKAGE

“Single” One: 30 second commercial	<u>\$300</u>	<u>\$10.00/spot</u>
“Double” Two: 30 second commercials	<u>\$550</u>	<u>\$9.17/spot</u>
“Triple” Three: 30 second commercials	<u>\$750</u>	<u>\$8.33/spot</u>
“Home Run” Four: 30 second commercials	<u>\$900</u>	<u>\$7.5/spot</u>



Scott Diamond playing for the Martinsville Mustangs in 2007. Currently pitching for the Minnesota Twins.



Company Buyout

SINGLE

- Game of your choice is named after your business
- 100 GA tickets for your company
- PA's during game
\$500

DOUBLE

- Game of your choice is named after your business
- 250 GA tickets for your company
- PA's during game
- Party Deck Buyout (provides private seating, soft drink, hotdog, and chips for 25 people)
\$1000

TRIPLE

- Game of your choice is named after your business
- 500 GA tickets for your company
- PA's during game
- Party Deck Buyout (provides private seating, soft drink, hotdog, and chips for 25 people)
- 1st pitch opportunity
- 4'x8' Concourse Sign
\$1500

HOME RUN

- Game of your choice is named after your business
- 1000 GA tickets for your company
- PA's during game
- Party Deck Buyout (provides private seating, soft drink, hotdog, and chips for 25 people)
- 1st pitch opportunity
- 8'x16' Outfield Billboard
\$2000

