

PARTNERSHIP OPPORTUNITIES

IT'S A WHOLE NEW ANIMAL!



A WHOLE NEW ANIMAL!

The River City Rascals are a whole new animal and offering you partnership opportunities you haven't seen before at T.R. Hughes Ballpark. It is these opportunities that will help you create excitement with your brand and the Rascals fans at T.R. Hughes Ballpark. Yes, some of the fan favorites are still around, but it is the new offerings that could set you apart from your competition.



Call 636.240.BATS or visit www.rivercityrascals.com

PREMIUM SPONSORSHIPS

PRESENTING SPONSOR OF "THE RIVER CITY RASCALS"

This is the most "prestige" advertising your company can do in sports marketing. The amount of impressions made by this type of marketing is incredible. The exposure your company would receive would stand above and beyond the rest of the companies. Your company would be mentioned alongside anything to do with the River City Rascals. All advertising pertaining to the River City Rascals would be as such: "The River City Rascals presented by (your company)" along with your logo. Exposures include such things as radio, promotional/collateral items, cross promotions, Internet, print media and any television.

\$100,000 PER YEAR (minimum 3-year contract)

RASCAL THE MASCOT

This is the MOST talked-about sponsorship in all of baseball. Your company would be represented by the mascot not only in the ballpark but all over the community when the mascot makes his appearances. Your company's name and logo would be visible on the mascot uniform. This would be an exclusive sponsorship and the mascot would not be able to visit any company that competes with your company (examples: grocery store versus grocery store, car dealership versus car dealership).

\$24,000 PER YEAR (minimum 3-year contract)

KIDS ZONE

The Kids Zone has become a destination point for our youngest Rascal fans. Located down the 3rd base line, it's a can't miss!

Kids Zone signage

All references to the Kids Zone in print, media and throughout the ballpark will be referred to as the (Sponsor) Kids Zone.

\$15,000

PICNIC AREA

Tent top signage

All reference to the Picnic Area in print, media and throughout the ballpark will be referred to as the (Sponsor) Picnic Area.

\$15,000

BIRTHDAY BASH AREA

Signage on the area

All reference to the Birthday Bash Area in print, media and throughout the ballpark will be referred to as the (Sponsor) Birthday Bash Area.

\$8,000

BEER GARDEN

Signage on the area

All reference to the Beer Garden Area in print, media and throughout the ballpark will be referred to as the (Sponsor) Beer Garden Area.

\$15,000



BALLPARK SIGNAGE

SCOREBOARD SIGNAGE

What's the score? Each Rascal fan looks at the scoreboard an average of 127 times per game. Be in that spotlight and promote your brand!

12 X 24 BILLBOARD

\$12,000



OUTFIELD BILLBOARD SIGNAGE

Thousands catch your message with every crack of the bat! The most time honored method of ballpark advertising enables you to display your company's brand to a captive audience.

LEFT FIELD BILLBOARD (12 X 24)

\$10,000

REGULAR BILLBOARD (8 X 16)

\$6,000

DOUBLE BILLBOARD (8 X 32)

\$11,000



OTHER STADIUM SIGNAGE

DUGOUT TOPS (BOTH)

\$12,000 PLUS PRODUCTION

CONCOURSE SIGNAGE (3 X 5)

\$3,000

BULLPEN GATE SIGNS (3 X 25)

\$4,000

TIME AND TEMP

\$5,000 EACH

LINE-UP/STANDING BOARDS

\$3,500 EACH

ON-DECK CIRCLES

\$3,000 BOTH



These signs are located throughout the ballpark on the concourse.

AUTOGRAPH BOOTH

\$6,000

For 15 minutes prior to the start of every Rascal home game, a Rascal player will be at the autograph booth signing for the fans.

INFORMATION BOOTH

\$8,000

The information booth is a destination for any and all information during a Rascal home game. From directions to prize pick-up, the information booth is where fans go to get it! All PA's in relation to this booth will reference the sponsor.



PRINT OPPORTUNITIES

OFFICIAL GAME PROGRAM

The Rascals official game program is not your typical game program. Its title is "Playball" and its playbill size is 5.5 X 8.5. Our fans do not purchase this piece; it is handed out for free to fans as they enter the park. Seven hundred and fifty are given away per game.

BACK COVER	\$5,000
INSIDE BACK COVER	\$4,500
INSIDE FRONT COVER	\$4,500
FULL-PAGE AD	\$4,000



POCKET SCHEDULES

Distribution of 200,000 pocket schedules begins in March and continues throughout the season. They are displayed at retail locations, circulated at special events and mailed to fans.

This is a great way to get your message directly into the hands of our fans.

BACK COVER	\$5,000
INSIDE COVER	\$4,500
INSIDE PANEL	\$3,500



POCKET SCHEDULE HOLDER	\$5,000
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TICKETBACKS (avg. 150,000 total tickets printed)	\$4,000 (every other ticket)
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EXIT FLYERS	\$4,800
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WILL-CALL ENVELOPES	\$2,000
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PROMOTIONAL OPPORTUNITIES

ON-FIELD PROMOTIONS

In-game promotions are a unique form of entertainment that provide our fans at T.R. Hughes Ballpark with more than just a baseball game and expose your business to a captive audience. An ordinary sponsorship becomes a memorable one when fans are able to recall not only the name of the sponsor but also its personality.

FULL SEASON (48 games)

\$6,000

HALF SEASON (24 games)

\$3,500



PROMOTIONAL GIVEAWAY NIGHTS

The Rascals offer a variety of promotional giveaway nights, limited only by our imaginations, tailored to help your business reach its target audience. Our sponsors have used these giveaway items as walking billboards by positioning their logo along with the Rascals logo on caps, T-shirts, baseballs, bobbleheads, piggy banks; the options are endless! As an exclusive sponsor of the game, your company will receive the power behind our advertising, including mention in our pocket schedules, newspaper and radio ads, the "Playball" program, live radio broadcast, Web site advertising, in-game PA drop-ins and exit flyers featuring upcoming promotions.



Promotional Giveaway Night Sponsorship includes:

- 30 box seat tickets for the night of the event
- Ceremonial first pitch
- Promotion prior to the event via newspaper, radio, Web site and in-stadium promotion
- Opportunity to be listed in 200,000 pocket schedules distributed throughout the area
- Recognition on the sponsor page of the Rascals Web site
- Recognition on the Promotions page in the "Playball" game program
- Your company's name on 1,000 giveaway items



\$1,500 plus cost of production



PROMOTIONAL OPPORTUNITIES

WEEKLY PROMOTIONS

Weekly promotions are a huge part of the Rascals promotional schedule and include such events as Autograph Sundays and Fireworks Fridays. These are extended events that generate excitement for our fans and give your business exposure throughout the season. Your sponsorship will be reinforced through mention in the pocket schedule, newspaper and radio advertising, the Rascals Web site, the "Playball" game program and in-stadium PA announcements.

Weekly promotions cost is based specifically on the day and event chosen.

FIREWORKS

\$4,000 (one night)

CONCOURSE EXHIBITS

\$500 weekday

\$750 weekend

EXIT SAMPLING

\$500 weekday

\$750 weekend

OTHER SPONSORSHIP OPPORTUNITIES INCLUDE:

DREAM TEAM

\$6,000

DIAMOND GIRLS

\$8,000

STAFF SHIRTS

\$2,500

JAMM TEAM

\$6,000

HOSPITALITY STAFF

\$6,000

BATBOYS

\$3,000

FIRST PITCH

\$4,800

DELIVERY TO THE MOUND

\$4,000

CELEBRATION OF YOUTH BASEBALL

\$4,000



MEDIA OPPORTUNITIES

RADIO/INTERNET

All Rascal games, home and away, are broadcast on KFNS FM 100.7 and through the Rascals Web site.

:30 RADIO/INTERNET COMMERCIALS (96 games)	\$2,500
:60 RADIO/INTERNET COMMERCIALS (96 games)	\$4,000



OTHER RADIO/INTERNET SPONSORSHIPS:

PRE-GAME SHOW TITLE SPONSOR
POST-GAME SHOW TITLE SPONSOR
MANAGER REPORT
PRE/POST GAME INTERVIEWS
FIRST PITCH OF THE GAME
OUT-OF-TOWN SCOREBOARD
PLAY/PLAYER OF THE GAME



GAME ACTION PROMOTIONS VIA PA/RADIO

During the game there are numerous occurrences available for sponsorship. They may not happen every night, but when they do, our fans know who sponsors them.

AT BATS (2 per game)	\$2,000
HOME RUNS	\$3,000
FOUL BALLS	\$3,000
STOLEN BASES	\$3,000
CAUGHT STEALING	\$3,000
CALL TO THE BULLPEN	\$3,000
HIT MAN	\$4,000
K-MAN	\$4,000
FIRST HIT	\$6,000
7TH INNING STRETCH	\$6,000

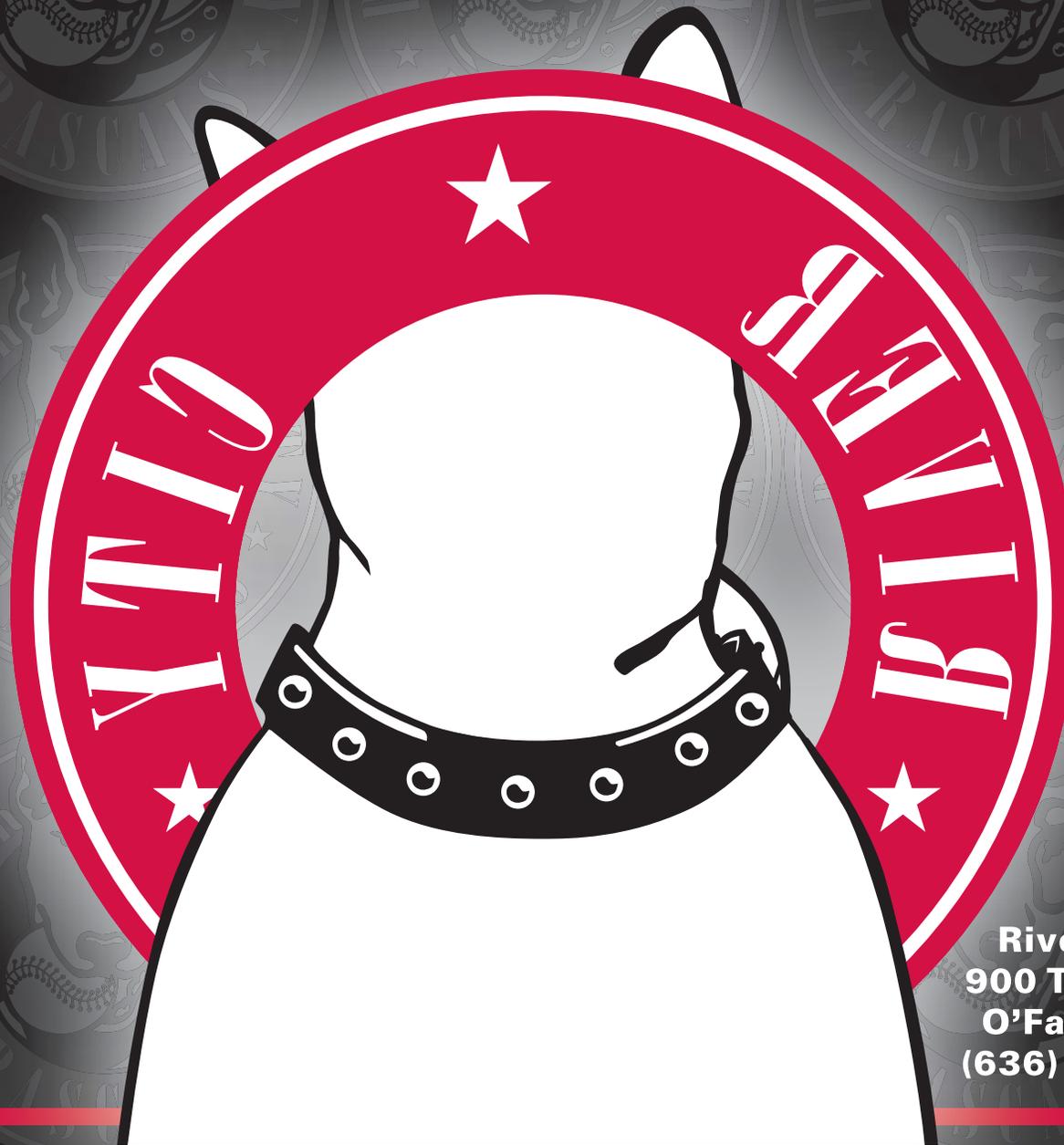




636-240-BATS

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**River City Rascals
900 T.R. Hughes Blvd.
O'Fallon, MO 63366
(636) 240-BATS(2287)**