

## FROM THE PRESIDENT



As a sponsor with the Winston-Salem Dash, our relationship is more than just an in-game advertisement or signage inside the ballpark. Your sponsorship is a multifaceted marketing vehicle in which we will drive its value past your expectations. Your sponsorship is filled with unique opportunities, fan interaction, and unsurpassed support.

Over the course of the season, we document each element included in your partnership with the Winston-Salem Dash. This annual report is our way of sharing with you all the accomplishments that were achieved throughout the year. It will show us where we currently stand and will lead us to where we want to be.

We appreciate your continued support and look forward to continuing this partnership for years to come.

A handwritten signature in black ink that reads "Geoff Lassiter".

**Geoff Lassiter**  
President  
Winston-Salem Dash



## BOX SCORE



**19** Overflow sellout crowds in 2010

- 1 Overflow sellout crowd in 2009
- 1 Overflow sellout crowd in 2008

**70** Sellout nights in Founders Club in 2010

740 Seats filled each night, as this is the toughest ticket in the park

**4,593** Fans per game in 2010 (1st in all of Class-A Advanced)

- 901 fans per game in 2009
- 2,575 fans per game in 2008

**50,648** Group tickets sold in 2010

12,000 Group tickets sold in 2009

**312,313\*** Total attendance in 2010 (1st in all of Class-A Advanced)

- 57,665 Total attendance in 2009
- 169,963 Total attendance in 2008

**\*Winston-Salem professional baseball attendance record (previous: 223,507 in 1947)**

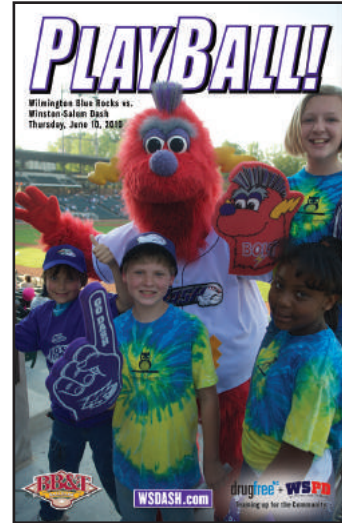
# DOMINANT PRINT IDENTITY



Sunday, April 25, 2010



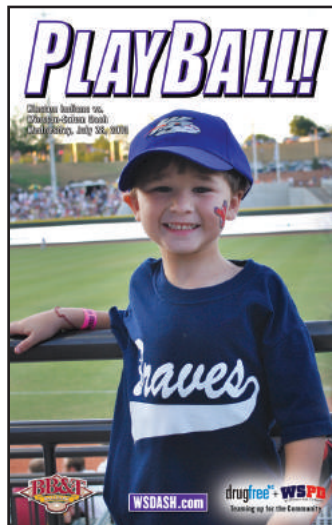
Sunday, May 9, 2010



Thursday, June 10, 2010



Saturday, July 24, 2010



Wednesday, July 28, 2010



Wednesday, August 18, 2010

As a title night sponsor six times during the season, thousands of fans were exposed to WSPD/Drug-Free NC's message in the form of our free PlayBall! game programs.

Every issue on these six nights featured front cover logo recognition for WSPD/Drug-Free NC.



# DOMINANT PRINT IDENTITY



## PARENT KID CHALLENGE!

- Anyone under the age of 21 is "legally drunk" at what blood alcohol level?
  - 0.08
  - 0.04
  - 0.01

(The only level anyone under 21 should be is 0.00)
- What is the leading cause of accidental death, second only to car crashes?
  - prescription drug overdose
  - heroin overdose
  - marijuana overdose
- True or False, Marijuana has five times the cancer causing tar and chemicals as cigarettes.
- One "standard" beer is how many ounces?
  - 6 oz.
  - 12 oz.
  - 24 oz.
- What percentage of kids learn a lot about drugs from their parents or guardians?
  - 37%
  - 50%
  - 75%
- True or False, It's OK to take a prescription drug from someone if you know them.
- At what age does the brain finish developing?
  - 18
  - 21
  - 25
- True or False, Addiction is a preventable disease.
- More people check into drug treatment for what illegal drug than any other?
  - marijuana
  - methamphetamine
  - cocaine
- Kids are \_\_\_\_\_ percent less likely to use drugs if they learn a lot about the risks from their parents or guardians.
  - 25%
  - 33%
  - 50%



## DRUG GUIDE FOR PARENTS: LEARN THE FACTS TO KEEP YOUR TEEN SAFE

	Alcohol	Crack/Cocaine	Drugs Medication	Ecstasy/MDA	Heroin	Marijuana	Meatballs	Relaxers	Stimulants	Prescription Painkillers	Prescription Antibiotics and Antivirals	Prescription Sedatives	Street	Subs
<b>Street Names / Commercial</b>	Beer	Big C, Blow, Baby, Crack, Rock, Earth, Dark, Sun	Big C, Blow, Baby, Crack, Rock, Earth, Dark, Sun	Ecstasy, MDA, E, EDE	Big C, Blow, Baby, Crack, Rock, Earth, Dark, Sun	Heroin, Heroin, Heroin, Heroin, Heroin	Meatballs, Meatballs, Meatballs, Meatballs, Meatballs	Relaxers, Relaxers, Relaxers, Relaxers, Relaxers	Stimulants, Stimulants, Stimulants, Stimulants, Stimulants	Prescription Painkillers, Prescription Painkillers, Prescription Painkillers, Prescription Painkillers, Prescription Painkillers	Prescription Antibiotics and Antivirals, Prescription Antibiotics and Antivirals, Prescription Antibiotics and Antivirals, Prescription Antibiotics and Antivirals, Prescription Antibiotics and Antivirals	Prescription Sedatives, Prescription Sedatives, Prescription Sedatives, Prescription Sedatives, Prescription Sedatives	Street, Street, Street, Street, Street	Subs, Subs, Subs, Subs, Subs
<b>Looks Like</b>	Clear liquid in a glass	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks	White crystalline powder, chunky, chunky or white rocks
<b>How It's Used/Abused</b>	Drunk to death	Smoked or injected	Smoked	Smoked	Smoked	Smoked	Smoked	Smoked	Smoked	Smoked	Smoked	Smoked	Smoked	Smoked
<b>What Teens Have Heard</b>	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party
<b>Dangerous Because</b>	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party	It's a party
<b>Teen Usage (Grades 7-12)</b>	1 in 10 teens have used alcohol in the last year	1 in 10 teens have used crack in the last year	1 in 10 teens have used Ecstasy in the last year	1 in 10 teens have used Heroin in the last year	1 in 10 teens have used Marijuana in the last year	1 in 10 teens have used Meatballs in the last year	1 in 10 teens have used Relaxers in the last year	1 in 10 teens have used Stimulants in the last year	1 in 10 teens have used Prescription Painkillers in the last year	1 in 10 teens have used Prescription Antibiotics and Antivirals in the last year	1 in 10 teens have used Prescription Sedatives in the last year	1 in 10 teens have used Street in the last year	1 in 10 teens have used Subs in the last year	
<b>Signs of Abuse</b>	Slurred speech, lack of coordination, nausea, vomiting, loss of consciousness	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy	Reddened, swollen, itchy, swollen, itchy, swollen, itchy
<b>Important to Know</b>	Being a drink of alcohol is a legal activity for people 21 and older. Drinking alcohol can lead to health problems, including liver disease, heart disease, and cancer.	Crack cocaine is a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	Ecstasy is a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	Heroin is a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	Marijuana is a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	Meatballs are a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	Relaxers are a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	Stimulants are a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	Prescription painkillers are a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	Prescription antibiotics and antivirals are a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	Prescription sedatives are a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	Street drugs are a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	Subs are a highly addictive drug. It can lead to health problems, including liver disease, heart disease, and cancer.	

Thanks to Endo Pharmaceuticals, National Supporter, Parent Resources. I find more tools and tips at [www.time2talk.org](http://www.time2talk.org).

## Inside cover three-panel pullout

To Protect And To Serve

### Teaming up for the Community

To Protect And To Serve

### Teaming up for the Community

**Blue Rocks Numerical Roster**

TIME OF GAME	1	2	3	4	5	6	7	8	9	10	TOTALS
AB											AB
R											R
E											E
LOB											LOB

**Field Staff**  
26 Gemoll  
41 Rupp  
46 Luebber

**Dash Numerical Roster**

TIME OF GAME	1	2	3	4	5	6	7	8	9	10	TOTALS
AB											AB
R											R
E											E
LOB											LOB

**Field Staff**  
11 McEwing  
35 Sasser  
37 Thigpen

Scorecard masthead

In addition to logo recognition on the front cover on your six title nights, WSPD/Drug-Free NC also received branding on the inside cover three-panel pullout and on the two-page masthead across the top of the scorecard.

# DOMINANT PRINT IDENTITY



Kids are obtaining prescription drugs from friends, the Internet and even your medicine cabinet. What you see as a remedy, they see as a high. Talk to your kids about the dangers of prescription drug abuse. Find out more at [drugfree.org](http://drugfree.org).

The Partnership for a Drug-Free America

**drugfree<sup>NC</sup> + WSPD**  
Teaming up for the Community

When you talk to your kids about drug abuse, start with the ones in your medicine cabinet.

Learn how at [drugfree.org](http://drugfree.org)

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WSPD/ Drug-Free NC received exposure on the back cover of every issue of PlayBall! distributed on each of your six title nights throughout the season.



# DOMINANT PRINT IDENTITY



Talk to your kids about how dangerous it can be. Visit [drugfree.org](http://drugfree.org) for more information.

The Partnership for a Drug-Free America

Winston-Salem Police Department Crime Prevention Unit, left to right: Sgt. David Collins, Officer Charles McCoy, McGruff, Officer Jonathan Lewis, Officer Ryan Ragan.

Crime Prevention is the anticipation of a crime risk and taking action to reduce it. Be aware of your surroundings and mindful of your personal safety and security. It only takes a moment for a dishonest person to seize an opportunity presented to them. The Crime Prevention Unit conducts various crime prevention and community relations activities for the Police Department. Specific duties include public education for crime prevention, organization of neighborhood watch groups, residential and business security inspections, organizing various youth programs to educate youth in crime prevention, and various other activities to promote citizen cooperation in reducing and preventing crime in the city.

For more information, call (336) 773-7835.

**drugfree<sup>NC</sup> + WSPD**  
OF COURAGE AND TO HEROES  
**Teaming up for the Community**

Labels on prescription drugs from friends, the Internet and even your medicine cabinet. What you see on a remedy, they see as a high. Talk to your kids about the dangers of prescription drug abuse. Find out more at [drugfree.org](http://drugfree.org).

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Winston-Salem Police Department Crime Prevention Unit, left to right: Sgt. David Collins, Officer Charles McCoy, McGruff, Officer Jonathan Lewis, Officer Ryan Ragan.

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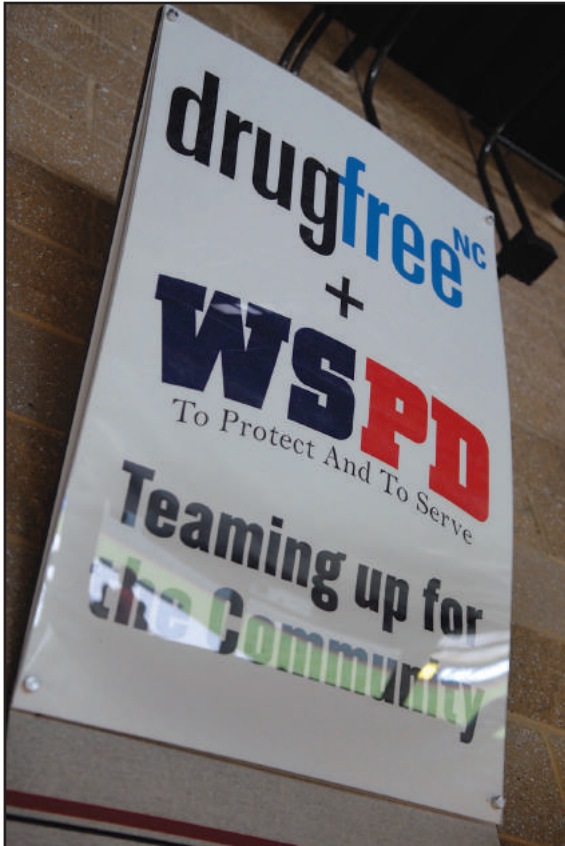
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**drugfree<sup>NC</sup> + WSPD**  
OF COURAGE AND TO HEROES  
**Teaming up for the Community**

WSPD/ Drug-Free NC's received exposure in the form of a full-page ad in all 115,450 issues of PlayBall! distributed throughout the season.

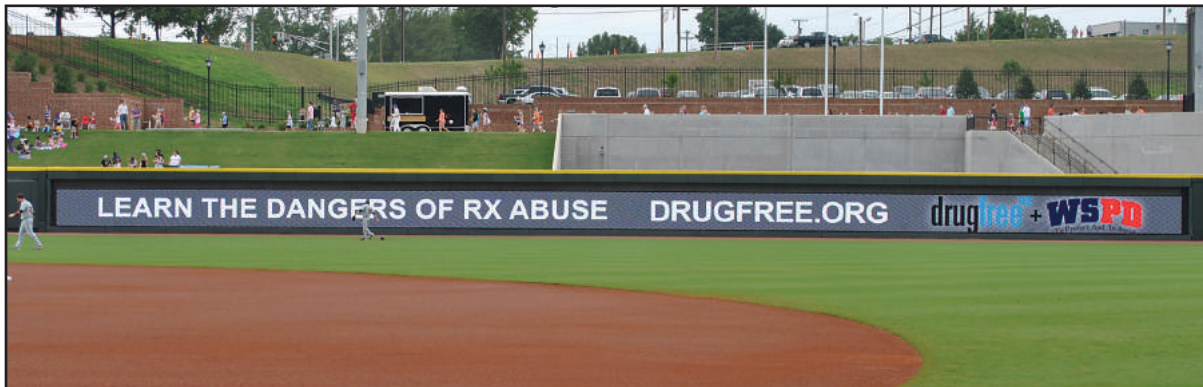
## SIGNAGE



Showcased along the brick corridor of our concourse from the first base line to the third base line is The Carolina League Walk of Fame. This unique display offers a glimpse into the history of the Carolina League, highlighting outstanding players and managers from seasons past, including Earl Weaver and Wade Boggs.

These eye-catching signs not only feature a memorable player, but also an equal size advertisement viewed by hundreds of thousands of fans throughout the course of the season. As a part of your sponsorship, WSPD/ Drug-Free NC received two Walk of Fame signs, one on each side of the concourse, as well as year-round exposure at ballgames and special events at the ballpark.

## SIGNAGE



At six feet in height and nearly 200 feet in length, our left field LED wall commands fans' attention like no other outfield fence in minor league baseball. As the title sponsor, WSPD/Drug-Free NC's animated messages were viewed by thousands of fans for 10 straight minutes leading up to the game's first pitch on April 25, May 9, June 10, July 24, July 28 and August 18.



## RADIO ADVERTISING



WSPD/Drug-Free NC received a 30-second radio spot for every regular season Winston-Salem Dash game broadcast via the internet in 2010, as well as all seven Dash playoff games.

## PROMOTIONAL ELEMENTS



### THE PROMOTION— The Parent/ Kid Challenge

WSPD/ Drug-Free NC's promotion for the 2010 season was the Parent/ Kid Challenge. Tabling was set up in the concourse for the WSPD to educate children and families on the dangers of drugs. Additionally, this promotion gave parents and children the opportunity to receive a free Dash hat and t-shirt by completing a quiz based on the dangers of drugs. 200 hats and t-shirts were given away each promotional night. The promotion was run on the dates as follows 4/25, 5/9, 6/10, 7/24, 7/28, 9/18 and became a huge hit within the Winston-Salem Dash fan base.

# PROMOTIONAL ELEMENTS



## PROMOTIONAL ELEMENTS



### Help your kids 'just say know.'

Here's an easy and fun way to help you raise a drug-free kid. You can do it together. Win free Dash stuff. And it all starts with two simple words.

By Geoff Lassiter  
President  
Winston-Salem Dash

Play ball!

That's right, the chance to talk with your kids about the dangers of drugs and alcohol—plus win some free Dash items along the way—starts with those two simple words: play ball!

Let me explain.

You see, at the Dash game on Wednesday, July 28, there will be a simple quiz in every copy of our free PlayBall! game program. The quiz is called the Parent/Kid Challenge. It's about drug prevention. You and your child can work on it together and talk about the dangers of drugs.

And one more thing.

**TAKE THE PARENT/KID CHALLENGE  
AND WIN FREE DASH STUFF**

When you and your child are done with the

quiz, just bring it to the WSPD/Drug Free NC booth at BB&T Ballpark.

If you're one of the first 200 parent/child teams to answer the questions correctly, you'll win a special Dash T-shirt for yourself and a special Dash hat for your child.

It's all part of a groundbreaking partnership between the Winston-Salem Police Department, Drug Free NC and the Dash.

So be sure to come out to the noon game on Wednesday, July 28, and help teach your kids to "just say know."

Tickets start as low as just \$7.

To order yours, call us at (336) 714-2287 or visit [wsdash.com](http://wsdash.com).



WINSTON-SALEM DASH | 926 BROOKSTOWN AVE. | WINSTON-SALEM, NC 27101 | [INFO@WSDASH.COM](mailto:INFO@WSDASH.COM)

[WSDASH.com](http://WSDASH.com)



336-714-2287

Six ads promoting the WSPD/ Drug-Free NC Parent/ Kid Challenge were placed in The Winston-Salem Journal. All ads were 5" x 7" and full color and ran on the following dates: April 23, May 7, June 9, July 23, July 27 and August 17.

We also advertised the Parent/ Kid Challenge on Clear Channel stations Rush Radio, WMAG 99.5 and WTQR Country by running promotional spots on June 7, July 26 and August 16.

## PROMOTIONAL ELEMENTS



Public Address and videoboard announcements were made at all Dash home games informing fans about the Parent/Kid Challenge. The PA announcement read as follows: “On (next Parent/Kid Challenge date), parents and kids can team up and take the WSPD/Drug-Free NC Parent/Kid Challenge. All participants receive a Dash t-shirt and Dash hat for completing the quiz together. Take the challenge with your kids and help the WSPD, Drug-Free NC and the Dash educate our youth on the dangers of drugs”

## PROMOTIONAL ELEMENTS



### A REAL HOME RUN HITTER

Wake Forest University Baptist Medical Center and the Winston-Salem Dash will honor Veronica Gonzalez in this month's celebration of the Home Run for Life program. Veronica suffered from pulmonary hypertension at birth and is alive today thanks to the efforts and technology provided by Wake Forest University Baptist Medical Center.

Her journey will be celebrated when the Winston-Salem Dash take on the Frederick Keys on Thursday, April 29, at 7:00 p.m.

### CHICK-FIL-A FRIENDS AND FAMILY

The best entertainment and meal deal in town! Receive four (4) game tickets to Friday, April 23, four (4) Dash hats and four (4) Chick-fil-A meals for only \$29.95. The package is valued at \$132; your savings is \$102. And you will enjoy a spectacular fireworks show after the game. Call the Dash ticket office at (336) 714-2287 or log onto [wsdash.com](http://wsdash.com) to purchase your tickets today.



### PRIMO WATER FIRST PITCH LITHOGRAPH

Don't miss this limited opportunity to be one of 500 people to own a BB&T Ballpark First Pitch Lithograph. The only way to obtain this one of a kind is to sign up for a Delivery Program with Primo Water Direct...in your business or home. New customers can simply call (336) 499-7000 to sign up for service for 12 months. The first month is only \$1 and includes use of a Primo-branded, Energy Star Rated, Bottom Load technology water dispenser and three bottles of Primo Water. Oh, and did we mention the first pitch lithographs are personally signed by Billy Prim? The only way to capture the first pitch at BB&T Ballpark is to call Primo Direct today!

### PARENT/KID CHALLENGE

It's never too early to start talking to your children about the dangers of drugs. The Winston-Salem Dash, WSPD and Drug Free NC have teamed up to educate the community. On Sunday, April 25, parents and children as a team can take the WSPD/Drug Free NC Parent/Kid Challenge and receive a Dash t-shirt and Dash hat for completing the quiz together. Take the challenge with your children and help the WSPD, Drug Free NC and the Dash educate our youth on the dangers of drugs.



2010 DASH PROMOTIONS

25

Our PlayBall! game programs are handed out free to all Dash fans as they enter the ballpark. WSPD/ Drug-Free NC's Parent/ Kid Challenge was featured in the promotions section of more than 72,000 copies of PlayBall! distributed throughout the season.

# PROMOTIONAL ELEMENTS



We used one of our main marketing tools—our website—to promote WSPD/Drug-Free NC’s Parent/Kid Challenge. We did this by including it in our listing of ongoing sponsor promotions and also by creating a panel on the site’s rotating home page media wall, maximizing exposure for both WSPD/Drug-Free NC and the Parent/Kid Challenge.



# WEB SITE RECOGNITION



As a Winston-Salem Dash sponsor in 2010, WSPD/ Drug-Free NC received exposure on the team's website in the form of logo and name recognition on our Corporate Partners page, as well as a company overview and direct links to both the WSPD and Drug-Free NC websites.

WSDash.com was the No. 1 source for ballpark construction updates, photo galleries, team news, promotions, and tickets, which has resulted in more than 235,000 unique visitors to the site since January 1, 2010.





## SPONSOR HOSPITALITY



There's no place like the ballpark to entertain clients, bond with co-workers, or just have a great time. As a sponsor with the Dash, WSPD/Drug-Free NC received:

### **NIGHTLY SUITE**

How "suite" it is! Three times throughout the year, WSPD/Drug-Free NC had the opportunity to exclusively entertain in a 32-person suite. You could step out into the seating area to enjoy all the sights and sounds of the game, or escape to air condition during the hot summer months. And we're sure that you enjoyed the all-you-can-eat ballpark fare and beverages.

### **PARTY DECK**

The most popular place to party in the ballpark! Two times this year, WSPD/Drug-Free NC had the opportunity to invite 50 of your closest friends, colleagues, or clients to enjoy our open-air pavilion. All of your food and beverages were included while you also enjoyed stadium seating with a great view and the best breezes in the park.

### **GROUP TICKETS**

WSPD/Drug-Free NC received 1,000 group tickets during the season. Whether you used them for one game or multiple trips to the ballpark, what a great way to entertain clients, employees, stakeholders or a charity of your choice.



## SPONSOR FIRST PITCH



There is no bigger honor as a fan at a baseball game than throwing out a ceremonial first pitch.

At Winston-Salem Dash game, we make that honor even more special as we welcome that person with a public address announcement and live video of them on our state-of-the-art 26' x 40' video board. The honoree then gets to throw the pitch to a Dash player while our loveable mascot, Bolt, offers up his encouragement.

On these dates, a representative from WSPD/ Drug-Free NC threw out the first pitch:

- April 25: WSPD Chief Scott Cunningham
- May 9: Special Olympic Hockey Athlete
- June 10: McGruff
- July 24: Megan Snyder (Beautifully Brave)
- July 28: McGruff
- August 18: Boys & Girls Club Youth Director Anthony Williams

## BALLPARK PRIVATE USAGE



WSPD/Drug-Free NC's sponsorship with the Dash includes the use of BB&T Ballpark for a one-day event of your choosing at any point during the year. Whether it's a company picnic, a quarterly meeting or a charity event, WSPD/Drug-Free NC can call the ballpark theirs for a day.

WSPD's day at the ballpark was held on August 28. 1,000 invitations were distributed to at-risk children and their families in the Winston-Salem community. The event was held from 10 a.m. - 12 p.m. Children had the ability to gain free admission, meet their favorite Dash players, and participate in games on the field. Children were also educated about drugs and received a free shirt and hat if they took the "Parent/Kid Challenge" which is information regarding a test and dangers of drugs. The Winston-Salem Dash enjoyed preventing the use of drugs in the community with the WSPD and Drug-Free NC.

## BALLPARK PRIVATE USAGE



WSPD/ Drug-Free NC's sponsorship also includes the use of our Womble Carlyle Club Restaurant twice per year. The Womble Carlyle Club can accommodate groups of up to 250 and features its own private entrance, a full-service bar and both interior and exterior seating.

## ADDITIONAL SPONSORSHIP ELEMENTS



### MASCOT APPEARANCES

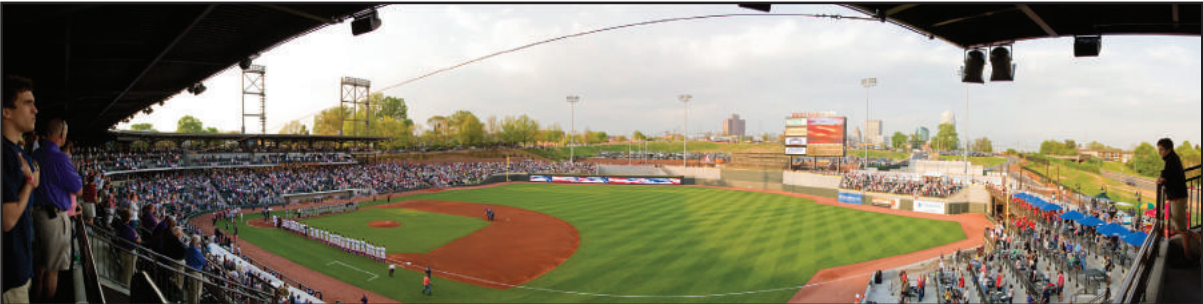
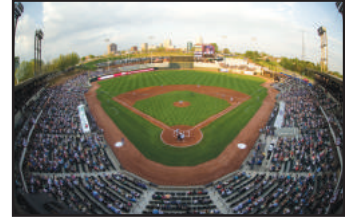
Bolt has quickly become one of the most popular members of the Dash. Our lovable, larger-than-life mascot draws a crowd wherever he appears. Your sponsorship allows WSPD/ Drug-Free NC usage of Bolt two times per year.

### MARKS AND LOGO USAGE

The Winston-Salem Dash brand is larger than ever before. We nearly doubled the previous attendance record for a Winston-Salem baseball franchise in 2010, and we will continue to grow! As a Dash sponsor, WSPD/ Drug-Free NC can use our marks and logos in your local advertising, on your website, or for any other business use.



## OPENING DAY AT BB&T BALLPARK



After years of hard work, the new stadium on the edge of downtown Winston-Salem, BB&T Ballpark, opened its doors to fans on April 13, 2010.

More than 7,100 fans packed into the new facility to soak in those very first moments: the stirring performance by the Winston-Salem State University marching band (with a little help from Bolt), the ceremonial first pitch by Chicago White Sox General Manager Kenny Williams, the dual fighter jet flyover, and the first pitch from Dash hurler Stephen Sauer at 7:02 p.m. The night was no doubt a memorable one for all who were a part of the historic inaugural game.

## DASH ENTERTAINMENT



When Winston-Salem Dash fans take a break from cheering during the games, Bolt and the Dash Pack keep them engaged, laughing, participating, and always entertained!

Whether fans are catching a free Dash T-shirt launched into the stands, doing the "Apache" dance, cheering on contestants in the toddler race, or jumping through hoops in the Hula Hoop Hustle, you know that they're always having a great time!



# DASH ENTERTAINMENT



**Flipper Race**



**Mini Dugout Dancers**



**Thriller**



**Bouncy Ball Battle Jr.**



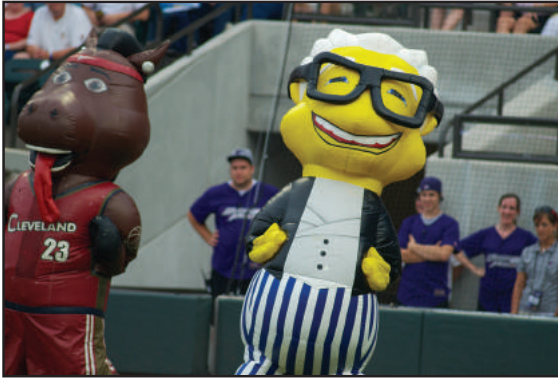
**Water Balloon Toss**



**Lemonheads**



## VISITING ENTERTAINMENT



The ZOOperstars!



The Famous Chicken

When Bolt and The Dash Pack weren't busy entertaining the crowds at BB&T Ballpark throughout the season, two of the most popular entertainment acts in the country took over for a few innings.

Harry Canary, LeBronco James, Squidney Crosby and the rest of the ZOOperstars! made two visits to BB&T Ballpark during the season, providing laughs to sold-out crowds on both occasions.

The Famous Chicken made a stop in Winston-Salem on May 22, inspiring clucks and cackles from a then-record crowd of 7,122.



## TOP PROSPECTS



Chris Sale



Gregory Infante



Jon Gilmore



Brandon Short

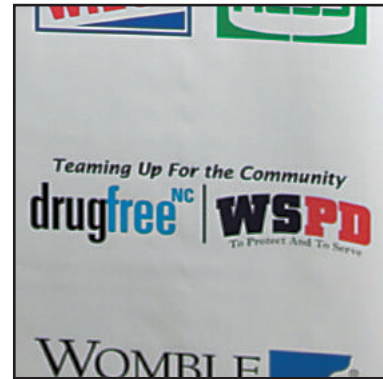
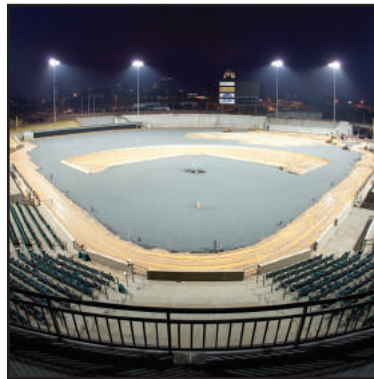
This year's Winston-Salem Dash team was packed with talent! A team-record 7 players were named to the 2010 Carolina League Mid-Season All-Star Team, and a league-high 4 were honored as Post-Season All-Stars. Skipper Joe McEwing won his 2nd consecutive Carolina League Manager of the Year Award. Fifteen players were promoted during the season to Double-A or Triple-A.

2010 First Rounder Chris Sale, who started his pro career in Winston-Salem in July, was promoted to the Chicago White Sox in early August, becoming the first member of the 2010 Draft Class to reach the bigs. Fireballer Gregory Infante joined the White Sox in September as well.

The 33rd overall selection in the 2007 Draft, Jon Gilmore had quite a year in 2010. The Dash third baseman led the CL in at-bats and hits, placed 2nd in games played, 3rd in average, and 4th in runs scored and RBIs. A 2010 CL Mid-Season and Post-Season All-Star, Gilmore won the Home Run Derby during the 2010 All-Star festivities.

While patrolling centerfield with effortless ease, outfielder Brandon Short was 2nd in the Carolina League in average and 3rd in hits, OPS and total bases. Short was also named a 2010 CL Mid-Season and Post-Season All-Star. Short was named the best defensive outfielder in the CL by Baseball America.

## BALLPARK EVENTS



On February 24, the Winston-Salem Dash gathered sponsors, local media, and special guests to announce our ballpark's naming rights sponsor, BB&T. The very first event at BB&T Ballpark included the unveiling of both the ballpark name and logo, a champagne toast and the ceremonial flipping of a switch to turn on the ballpark lights for the first time. Dash ownership, executives and employees proudly welcomed our sponsors and guests into our new home, BB&T Ballpark.



## BALLPARK EVENTS



**Catered Business Luncheons**



**Company Softball Tournaments**



**Movie Nights at the Ballpark**



**W-S Chamber of Commerce  
Business After Hours**



**Corporate Presentations**



**Boy Scouts of America  
100th Anniversary Celebration**

While BB&T Ballpark is the home of your Winston-Salem Dash, it is quickly becoming the must-have venue for numerous non-baseball events. Sponsor events, charity fundraisers, and family entertainment events are all scheduled for 2011. Corporate sponsors, suite holders and season-ticket holders will always have first access to BB&T Ballpark event tickets before they go on sale to the general public.

## DASH IN THE COMMUNITY



The Dash not only made an impact on the field, but also in the community over the last year.

This season, our staff, players, and mascot, Bolt, went out into the community in a variety of ways. Whether it was a Habitat for Humanity wall build, a trip to Brenner's Children's Hospital, Salvation Army food drive, charity golf tournament, or a library reading session with kids, each time the goal was to give back to our city, surrounding counties and region.



## COMMEMORATIVE BRICK PROGRAM



Sitting at the center of the plaza outside of our main ballpark gates is the home of our Commemorative Brick Program. The proceeds from every brick sold are used collectively by the Winston-Salem Dash and local charitable organizations to further community outreach efforts in our area. This program allows the Dash to further their outreach efforts to at-risk and underprivileged youth in Winston-Salem and the surrounding communities.

Hundreds of thousands of fans walked across these bricks over the course of our inaugural season, allowing donors to put their stamp on a project that will help to revitalize the areas surrounding downtown Winston-Salem. Each 4" x 8" brick may be purchased for \$125, and is a great way to show support for the Dash and our community outreach efforts.

When sponsors and fans reserve a commemorative brick for BB&T Ballpark, they're not just investing in a keepsake that will be around for years to come; they're also investing in our community.

## DASH MVP EDUCATION PROGRAM

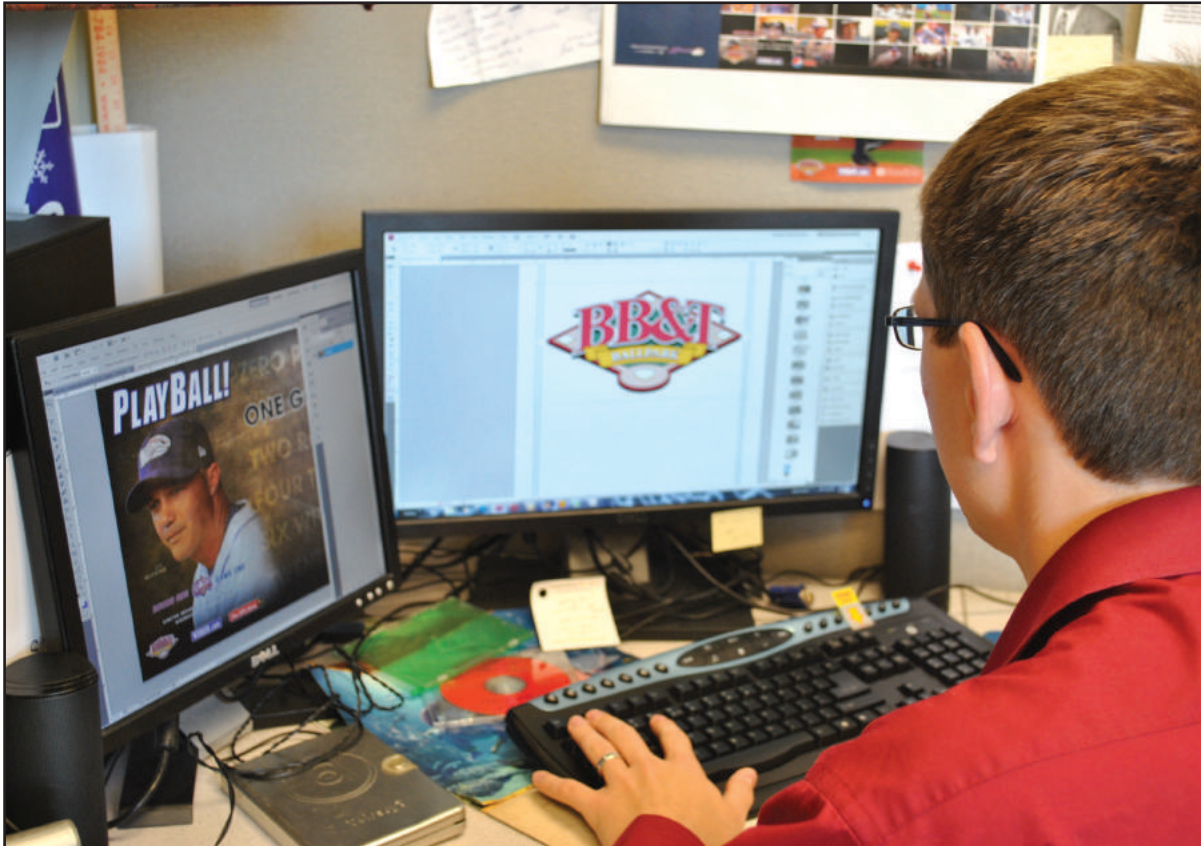


Everyone enjoys a reward for a job well done. Especially elementary school students from eight surrounding counties who participated in the Dash MVP Education Program.

In 1,782 classrooms, more than 43,000 students are involved in our MVP program. More than 20,000 participating students were awarded "home run" prizes in 2010. Whether it is for good attendance, grades, leadership, or just going the extra mile, these students have proven themselves worthy of a reward.

School assemblies with Bolt, an MVP Day at the Park, library reads with Dash players, special prizes from Chick-fil-A and Dewey's, and discounted game tickets that include a hotdog, drink, and Dash hat are all part of this wide-reaching program.

## DASH CREATIVE DEPARTMENT



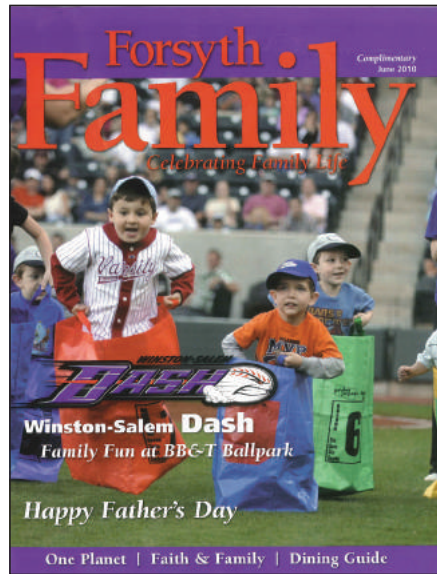
Another perk of being a sponsor with the Winston-Salem Dash is that we make your sponsorship turn-key. In addition to our staff planning and executing sponsorship elements, you have access to the Dash creative services team.

This group is able to produce outfield LED wall animations, videoboard and LCD screen animations, print advertisements, radio spots, promotion collateral, every issue of Play Ball!, and much, much, more.

This benefit to your sponsorship is worth thousands of dollars in advertising agency fees and internal man-hours for your company.



# MEDIA COVERAGE



Once the Winston-Salem Dash opened BB&T Ballpark, additional media coverage began to roll in. The team and ballpark were featured in photos and articles that appeared in a wide variety of regional publications, including *Triad Living*, *Winston-Salem Monthly*, *Forsyth Family* and the *Triad Business Journal*.

The team even made its way into *US Airways Magazine* in a featured editorial on the city of Winston-Salem. The magazine's September issue highlighted BB&T Ballpark in its "Best of Winston-Salem" section. The spotlight reached more than five million travelers as they flew on 4,000 daily flights to more than 200 cities in 35 countries.

# MEDIA COVERAGE



## WINSTON-SALEM JOURNAL

September 16, 2010 78 cents MONDAY www.journalnews.com

### Parishers open season with 31-10 loss to Giants B1

### Recycling for county residents on agenda

### Hamiln leads Chase

### 'Global capital standards' toughened

## Fans backing the Dash

### Attendance may ease loan payments

The new ballpark has already pulled in a record crowd of fans, which may ease loan payments for the team.

Attendance at the ballpark is expected to be high, which will help the team pay off its \$100 million loan.

The team is currently in negotiations with the lender to reduce the interest rate on the loan.

### AT&T to compete with cable, satellite services

AT&T is set to launch a new service that will compete with cable and satellite providers.

The service will offer a variety of entertainment options at a competitive price.

## WINSTON-SALEM JOURNAL

September 16, 2010 78 cents WEDNESDAY www.journalnews.com

### Corn-syrup makers ask for OK to call it corn sugar A2

### Waiting for higher dividends from banks

### Built with its students in mind

## Novelist and advocate

U.S. should put and to death penalty, author Grisham says

## One Last Fling

## Origin of SBI probe found

Accused teacher spoke to officer before school did

## What they're saying

"I got my money's worth here."

"I love the team, but I'm not sure about the ballpark."

## A winning season

The Winston-Salem Dash played the first full season of the old ball park, and it was a success.

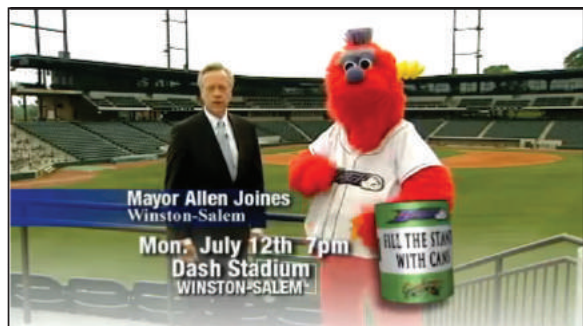
## Applications testing limits of program

The number of former workers applying for unemployment benefits has increased.

The Winston-Salem Dash received regular coverage in the Winston-Salem Journal in print and online. Content ranged from game recaps to a special pre-season section highlighting the amenities of the new ballpark to a Facebook poll soliciting fans' favorite memories of the inaugural season at BB&T Ballpark.

The Winston-Salem Journal recognized the Dash during its annual Readers' Choice Awards. The Dash took home top honors as the area's "Best Local Sports Team" (No. 2: Wake Forest University; No. 3: Carolina Panthers) as well as "Best Family Entertainment."

## MEDIA COVERAGE



Throughout the season, the Winston-Salem Dash were featured prominently by all local television stations both on-air and online. Whether it was a morning show segment, an evening news feature or late night postgame highlight the Dash's presence within Winston-Salem and the Triad was broadcast to hundreds of thousands of fans.



## POSTSEASON AWARDS



Dash Vice President of Baseball Operations Ryan Manuel was voted the winner of the 2010 Calvin Falwell Executive of the Year Award. Voting is done by Carolina League managers, general managers and club owners. Manuel is the first Winston-Salem executive to win the award in its 24-year existence.



Head Groundskeeper Doug Tanis received an honor of his own in September by being asked to join the Chicago White Sox grounds crew during the final home stand of the season. The Winston-Salem groundskeeper for each of the past four seasons, Doug and his crew were responsible for the upkeep of the pristine playing field at BB&T Ballpark.



As an organization, the Winston-Salem Dash have been named a finalist for the 2010 Larry MacPhail Award, given to the minor league club that demonstrates outstanding and creative marketing promotional efforts within the community and ballpark. The winner of the award will be announced in early December.

# MEDIA COVERAGE



For release September 1, 2010

## BB&T Ballpark named Ballpark of the Year

It took awhile to arrive, but now that Winston-Salem's BB&T Ballpark is open, the praise is pouring in.

The first-year home of the Winston-Salem Dash of the Carolina League was named **Ballpark of the Year** by BASEBALLPARKS.COM. Site webmaster Joe Mock made the announcement today.

The honor is presented to the new baseball stadium with the best combination of superior design, attractive site selection and fan amenities. The award will be presented in a ceremony prior to the Dash's first playoff game on Wednesday, September 8<sup>th</sup>.

BASEBALLPARKS.COM began honoring new parks with this award in 2000. By winning the 11<sup>th</sup> annual award, BB&T Ballpark joins some select company. Past winners include AT&T Park in San Francisco, Pittsburgh's PNC Park, Petco Park in San Diego and last year's winner, Huntington Park, home of the Columbus (Ohio) Clippers.

The facilities in the running for the honor this year include all new parks in pro baseball, and those that were essentially rebuilt. That means that BB&T Ballpark was competing against the new Major League park of the Minnesota Twins, as well the completely renovated park in Harrisburg, PA (Class AA), the new park in Tulsa, OK (Class AA) and the new facility in Eugene, OR (short-season A).

"This year's crop of new parks was simply outstanding," Mock noted. "Each of the five had its own unique and attractive elements. As I visited and reviewed each of them, I was very impressed with how they all were excellent 'fits' for their communities. Target Field in Minneapolis, which cost over half a billion dollars for the site and construction, is certainly a spectacular facility, but in the end, the design and classic beauty of BB&T Ballpark is what carried the day."

The front office of the Dash was certainly pleased to learn that their new home is the recipient of this year's plaque. "We are honored to receive this prestigious award, especially in the face of some challenging competition," said Geoff Lassiter, president of the Dash. "We would like to thank the fans here in Winston-Salem for helping make the inaugural season at BB&T Ballpark a tremendous success. Without them and the hard work of the people who designed and built this beautiful facility, winning this award would not have been possible."



While BB&T Ballpark received rave reviews from the moment it opened, perhaps the highest form of praise for the new park came in the form of being named "Ballpark of the Year" by BaseballParks.com. The award is given out annually to the best ballpark across both minor and major league baseball.



## POSTSEASON AWARDS



Winston-Salem Dash was named “2010 Organization of the Year” by Ballpark Digest, the leading guide to baseball and ballparks on the Internet. The award recognizes the tremendous success the Dash had in its first season at BB&T Ballpark.

Ballpark Digest honors noteworthy accomplishments in the baseball world, whether it be Major League Baseball, Minor League Baseball, independent baseball, summer-collegiate baseball or college baseball. Readers are asked to submit nominations for awards in specific categories; Ballpark Digest editors then go through the submissions before awarding a winner. This is the fourth season for the Ballpark Digest Awards.

“It was pretty clear that the Dash needed to do more than just open the doors to a new ballpark to bring fans back,” said Kevin Reichard, publisher of Ballpark Digest. “Those questions were answered after the opening of BB&T Ballpark and fans could see a game plan from the team. The ballpark was a smash—and more importantly, the Dash became an integral part of the local sporting scene.”

## 2010 YEAR IN REVIEW



We started preparing for the opening of BB&T Ballpark in 2007. The doors of our new stadium on the edge of downtown Winston-Salem opened to fans on April 13, 2010. From that day until the final out of Game 2 of the Carolina League Championship Series on September 14, 2010, fans gathered and clamored about the stadium they now proudly patronize.

During our inaugural season, we established our new ballpark as the place to be for fans, averaging a record 4,600 fans per game, and a place opponents feared, earning the second-best home record in all of minor league baseball. Fans were entertained by our performance on the field, as well as in the stands, constantly leaving with a feeling of excitement and anticipation for their next visit.

Thank you for joining us on this exciting journey that we've started and for becoming a part of the new Winston-Salem landscape. The support of organizations such as yours made our success this season possible.

