

DOWNTOWN WINSTON-SALEM BASEBALL

Caught up in an updraft

Prepared for:

Steve Wiggs
BB&T BANK

Prepared by:

Steve DeLay
Downtown Winston-Salem Baseball

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THE CAUSE OF THE UPDRAFT

Updraft phenomenon

There is nothing like it.

When a team has been underperforming for years and then it turns itself around in dramatic fashion with a brand-new downtown ballpark, it's like turning on a brilliant light in a dark room. Fans then scramble to share in the new excitement.

These fans *need* to associate with the new team and with its associations.

*The companies that build an indelible bond with
that team become the first to benefit in a wild
geometric explosion.*

*It's like having the company pulled upwards in a fan
updraft.*

Signs of a team in an updraft

The signs of a team entering the updraft are clear. The three major signs are:

1. A community turned on by a highly visible state-of-the-art downtown ballpark.
2. Quality and knowledgeable management.
3. Innovation and Entertainment that stirs the fans even more.

UPDRAFT SIGN #1

Winston-Salem turned on by new excitement

The success rate of a new downtown ballpark is staggering. Yogi Berra might say, “It’s déjà vu all over again” about the history of success of downtown ballparks. Take a look at just a few of the many examples:

1. **Dayton, Ohio.** They built a new ballpark in a depressed area of Downtown Dayton in 1999. Since that time, the Dayton Dragons have sold every ticket to every game in eight years. The Dragons will also sell out every ticket to the 2008 season.
2. **Frisco, Texas.** They built a new ballpark in a northern suburb of Dallas in 2002 in a ‘new’ downtown of Frisco/Plano. The Frisco RoughRiders have led Double-A baseball in attendance for four straight seasons.
3. **Greensboro, North Carolina.** They built a new downtown ballpark in Greensboro in 2004. The Greensboro Grasshoppers led the South Atlantic League in attendance for the third straight season.

A new downtown ballpark injects new life, new energy to a community. The new ballpark in Downtown Winston-Salem will have an even larger presence than most because it is adjacent to heavily traveled Business 40.

UPDRAFT SIGN #2

Quality & knowledgeable management

Minor league baseball is, above all, *entertainment*.

A specialist in baseball and entertainment will manage the Winston-Salem baseball team. Mandalay Baseball Properties are specialists in sports and entertainment.

Mandalay owns or manages minor league baseball teams in all levels. Each has been extraordinarily popular:

- **#1 in attendance in Single-A baseball.** The Dayton Dragons have led Single-A baseball in attendance for eight straight years. During those eight years, the Dragons have sold every ticket to every game, a baseball record. They are closing in on the all-time consecutive sellout string of *any* sport, pro or college. (The 1977-1992 Portland Trail Blazers sold out 814 straight games.)

<p>On April 21, 2007, Sports Illustrated named the Dayton Dragons one of the Top 10 Hottest Tickets in Sports. There was one other baseball team in the top 10, the Boston Red Sox.</p>
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- **#1 in attendance in Double-A baseball.** The Frisco Rough Riders (north Dallas) have led Double-A baseball in attendance for the past four seasons.
- **From near last to first in attendance in the International League (Triple-A).** Last season, Mandalay took over operations of the Scranton/Wilkes-Barre Yankees. The team had been bouncing back and forth from worst to second worst in attendance for several years. Last season, the team catapulted to fourth in league attendance. The target for the 2008 season is to become #1 in attendance in the International League.

Each of these teams became a treasured centerpiece of their communities.



Dr Pepper Ballpark (Frisco, TX)



Fifth Third Field (Dayton, OH)

UPDRAFT SIGN #3

Innovation and Entertainment that stirs the fans

Most teams start by imploring the business community to buy season tickets. We start with *choices* for the fans.

Yes, we do indeed sell season tickets to corporations that can fully use them. But, our positioning in the community is families, families, families. When we get tired of thinking of families, we think of families some more.

There will be innovative ticket packages that haven't been seen in sports before. For example, we'll have a seven-game ticket package where for the price of a ticket the fan will have unlimited hot dogs, hamburgers, chicken sandwiches, soft drinks and water during the game. We'll have an all-inclusive club restaurant where club seat holders will get an upscale buffet dinner, drinks and dessert, all complimentary as a club seat holder.

Every step of the fan experience will be wholesome, fresh and fun. This even starts from the day our fans receive their tickets. They won't just be any tickets. They will be classy, over-sized premium tickets with photos of Downtown Winston-Salem or baseball greats that have played in the city in previous years.

Those tickets will be special delivered in a unique package that will be a souvenir keepsake for years to come.



The Concept of Naming Rights Dominant Identity

The Concept of NAMING RIGHTS DOMINANT IDENTITY is simple:

*BB&T BANK should dominate the experience of every
Downtown Winston-Salem Baseball game.*

NAMING RIGHTS DOMINANT IDENTITY isn't just a sign on the outside of the building and on the fence. NAMING RIGHTS DOMINANT IDENTITY allows *depth* and *dimension* and *understanding* and, ultimately, *persuasion*.

- *Depth & Dimension.* NAMING RIGHTS DOMINANT IDENTITY starts when the hundreds of thousands of patrons are entering the ballpark during the season. It continues during the game, all game long. It continues as the patrons are leaving the stadium. It continues when our fans are reading about the team and the facility. NAMING RIGHTS DOMINANT IDENTITY takes place whenever the community thinks about the ballpark and the team.
- *Understanding.* NAMING RIGHTS DOMINANT IDENTITY works particularly well for a multi-faceted company with multiple products. THE NAMING RIGHTS DOMINANT IDENTITY sponsor has the ability to:
 - ◆ Feature multiple-products.
 - ◆ Feature its importance to the community in a socially acceptable manner.
 - ◆ Feature its commitment to their employees.

- *Persuasion.* THE NAMING RIGHTS DOMINANT IDENTITY is bigger than its elements because each element lends strength to the others. When there are these types of dynamics then powerful long-term persuasion is possible.

LANDMARK IN THE COMMUNITY

Mandalay Baseball Properties has created a breakthrough corporate partnership concept in regards to stadium naming rights.

It is unlike the average naming rights deals that have been done in the past with professional teams and their stadiums or arenas.

This isn't just slapping a name on a building; this is impacting a community in such a way that it sticks.

For **BB&T BANK**, this could be the smartest and boldest marketing decision you will ever make.

This naming rights partnership will have a breakthrough impact for **BB&T BANK** in the following ways:

- Imbed the **BB&T BANK** name into the residents and businesses of the Triad.
- Enhance the image and status of **BB&T BANK** to employees, customers and citizens of the Triad.
- Introduce **BB&T BANK'S** wide range of services to a targeted audience.

Using our new stadium as a marketing tool, BB&T BANK will become more of a vital and recognizable part of the fabric of the Triad then ever before imaginable.

THE CONCEPT OF NAMING RIGHTS DOMINANT IDENTITY

Limited & exclusive

In many naming rights deals, the sponsor gets to put their name on a stadium or arena. That's it.

What each company **did not** get for its millions of dollars was the right to have the ***dominant identity*** of the facility. They didn't get a presence strong enough to make an indelible mark on the millions of patrons attending events in those venues.

Our NAMING RIGHTS PARTNER will have total exclusivity in their category throughout the ballpark. This is the first keystone to the CONCEPT OF NAMING RIGHTS DOMINANT IDENTITY.

THE CONCEPT OF NAMING RIGHTS DOMINANT IDENTITY

Dominate first impressions

NAMING RIGHTS DOMINANT IDENTITY starts by dominating before our fans even enter the park. NAMING RIGHTS DOMINANT IDENTITY starts as our fans *drive by the ballpark* on busy Business 40. It continues when they get off the freeway on their way to the park. NAMING RIGHTS DOMINANT IDENTITY begins with the fan's first impressions.

This impact isn't achieved with just a name on the side of the building.

NAMING RIGHTS DOMINANT IDENTITY starts immediately with multiple signs, visible from the freeway and the streets.

- **Business 40 Highway Marquee.** There will be a 10' x 20' highway marquee with an LED video board that will showcase BB&T BANK as Naming Rights Partner. The highway marquee will be lighted and visible to the hundreds of thousands of cars going east and west on Business 40 every day.
- **Stadium Exterior Wall Signage.** On the Business 40 side of the stadium, there will be prominent signage for BB&T BANK Field that will be visible to all the cars passing by. The sign will be approximately 10' x 40'.
- **Main Entrance Stadium Sign.** As our fans walk in to the ballpark through the right field main entrance, they will see a 20' x 60' sign for BB&T BANK Field.
- **Peters Creek Parkway Left Field Entrance Sign.** BB&T BANK will have signage at the left field entrance above the primary entrance gate. The sign will be approximately 3' x 10'.
- **Top of Scoreboard.** As our fans watch the action on the field, they will look to our 30' x 100' scoreboard and video board in right field. BB&T BANK will have signage across the top of the scoreboard. It will be approximately 5' x 50'.

- **Outfield LED Wall Signage.** Instead of having fixed signs on our outfield wall, we are installing a 192 foot LED wall. The LED wall will rotate throughout the game with messages from our seven dominant sponsors. BB&T BANK would receive rotations on the outfield LED wall for every game.
- **City and Highway Wayfinding Signage.** We will work with the city and the NCDOT to incorporate BB&T BANK Field on all wayfinding signage on Business 40, I-40 and city streets.
- **Street Name.** Because the entire stadium development is new, we will be able to name the streets around the ballpark. The name of the main street around the ballpark will feature BB&T BANK.
- **Internal wayfinding signage.** BB&T BANK will be incorporated in to all wayfinding signage inside the stadium.

THE CONCEPT OF NAMING RIGHTS DOMINANT IDENTITY

Dominate the Game Experience

DOMINANT NAMING RIGHTS IDENTITY starts by making an impact all game long.

This impact isn't achieved with a typical 4' by 8' sign.

The size of the sign for the DOMINANT IDENTITY sponsor is 192 feet long!

That's right, 192 feet long! It goes from the left field foul pole all the way to the center field "batter's eye".

The photo below tells all.



WE'LL KEEP YOUR FENCE SIGN MOVING

Obviously, the 192-foot outfield fence sign dominates more than any sign in baseball.

However, even a dominant sign can become a little bit like wallpaper if it doesn't change. In the past, that has been impossible. Paint a sign at the beginning of the season and that's it for the year. To give your sign even more dominance, we're adding *animation, movement, flexibility* and *exclusivity*.

- **Animation.** The outfield fence is LED. In other words, this is like a 192-foot long TV set. You can use animation to make the fence sign jump at the fans. When the ball is in play, however, your sign—all 192 feet of it—has to be static. Between signage rotations, however, let your sign *move*.
- **Movement.** We are limiting the number of sponsors on the fence to just seven other sponsors and our flagship radio station. Instead of dividing the fence up the traditional way—one-ninth of the sign—we're doing it differently to provide more impact. One-ninth of a game, you will have the complete outfield fence sign. All 192 feet of it.

We'll change the entire wall between batters. Right before a new batter comes to the plate, we push a button and the entire sign changes.
- **Flexibility.** You're not limited to the same sign for the entire season. In fact, for *each* game, you can display three *different* signs. You can feature different products or just different perspectives of your company. If you wish, you can change those three signs any time during the season.
- **Exclusivity.** Don't worry about your competitor buying a fence sign to neutralize your identity. It won't happen. As our NAMING RIGHTS DOMINANT IDENTITY PARTNER, you have category exclusivity throughout the ballpark.

The outfield fence sign is the most important part of our landscape. When you go to a ballgame, it's impossible to miss it. Now, we've given you a way to dominate our landscape in an exciting way that has never been done before in the history of baseball.

THE CONCEPT OF NAMING RIGHTS DOMINANT IDENTITY

Potent activation

Most Naming Rights sponsorships with a team are usually one dimensional.

You can buy a sign. You might get some media or a program ad. All deliver eyeballs.

A sponsorship with Downtown Winston-Salem Baseball is, of course, multi-dimensional.

- It has big reach.
- It has dominating identity.
- It has flexibility.

But, there's one thing—our version of Silly Putty Marketing—that can activate your entire sponsorship.

SILLY PUTTY?

It's not easy to describe our version of Silly Putty Marketing. Like silly putty, we can shape this activation to your particular needs. Shouldn't it be this way? After all, the needs of a bank are different than the needs of a fast food or a soft drink or a car.

The best way to describe how our Silly Putty Marketing concepts work for you is to ask you a question.

If you owned Downtown Winston-Salem Baseball, how would you use it as a *tool* to improve your business?

The following pages show three examples of promotions that we used with Mandalay's other teams.

They wanted the party to imbed in memory banks

This wasn't a consumer thing. Nor an industry thing. It was for the employees. Don't you dare think about company picnics.

I've known CEOs of companies that think the company picnic is a necessary evil.

Often times, they start to question the necessary part.

Sure, send your employees to a theme park. Everybody just sort of wanders around. Some folks don't even go. A lot of folks don't want to go.

EADS wanted something with impact.

We said: let's create positive memories that nobody can forget.

We started by giving them our ballpark for a day.

EADS Telecom took us up on our idea.

They hosted their 25th Anniversary Party at Dr Pepper/Seven Up Ballpark when our team was on the road.

500 of their key employees arrived at dusk and celebrated right there on the field.

They brought in a live band.

We had the event catered with gourmet food. We set up seating for 500 within the confines of our infield, and decorated the venue.

The atmosphere was magical.

Making a technology company look good using our technology

EADS Telecom wanted to do more than just throw a party on our baseball diamond.

They wanted the event to be interactive, telling their story through the best electronic mediums possible.

That was easy for us.

We believe a huge part of our experience is entertaining our fans. To do this, we meld

the traditional baseball experience with technology that other ballparks haven't seen.

For instance, we created custom graphics that told EADS Telecom's story on our giant flat screen television screen outfield walls.

These TV screens are over six feet tall and 240 feet wide. This might be the widest TV screen anywhere.

We helped EADS Telecom produce an awards show and company history to play on our RiderVision video screen.

Finally, we pumped the music from their live band through our state-of-the-art sound system.

Welcome to Texas, 'Riders style

EADS Telecom is an international company.

For this party at our ballpark, they flew in people from all over the world. France, Germany, and India, just to name a few.

With people coming from around the world, we knew that this event would have to be something over-the-top.

Downloads to the memory bank

Employees loved the food, the fireworks, the live music, and the atmosphere of the picturesque ballpark at dusk.

Parents told us how much fun their kids had playing with our mascot, Deuce.

The next day we

got an email from Kyle Priest, the EADS VP of Marketing.

"Sometimes you put on an event and just hope your people appreciate it," Kyle wrote.

"This time, we know they appreciated it. I would say we flew past the 'wow' level. We thank you for showing us the real spirit of a partnership."

A partnership with a pro sports team shouldn't just be a sign or a radio commercial.

A sports partnership should move people to do something. A lot of times those people are consumers of the trade. In the case of EADS Telecom, they just wanted us to help implant terrific memories of a terrific company that has terrific employees.

Mission accomplished.

So, what's this about a company picnic?



From live music to mascots, this special event had it all.



Here's a glimpse of how we used our technology to impact their anniversary.

Their benchmark got benched

Their target for success was a 50% conversion.

We got them 50% better than that.



If you attended a Key-Whitman Eye Center seminar at our ballpark, this giant RiderVision Eye Chart

What would you consider a success?

A baseball player would say three hits out of ten at bats. That's a 30% success conversion.

A basketball player would say making five out of ten shots from the floor was a success. That's a 50% conversion.

Dr. Jeffrey Whitman of Key-Whitman Eye Center says 50% is a success. 50% of what? Let me explain.

Dr. Whitman is known as the best of the best in Dallas when it comes to vision correction procedures. In fact, he can do corrective procedures that only a small percentage of doctors in the world are allowed to do.

Because of this, his care isn't cheap. Then again, when somebody is in charge of your eyes, would you really want to go somewhere cheap?

Dr. Whitman does traditional advertising. It's geared to get people to attend his seminars. He holds around six seminars a month. The average attendance is 25 to 40 people. After the seminar, people can then schedule follow-

up appointments. The next step is to get their vision corrected through LASIK surgery.

He told us that when half of the attendees of a seminar schedule an appointment, the seminar was a success. The 50% ratio. That was their benchmark for success.

I had an idea

We had some success with our teams in the past when we hosted luncheons at our ballpark for clients.

Couldn't we have that same success with LASIK seminars? When you compare a medical conference room to our ballpark—voted The Best New Ballpark in America in 2003—there really was no contest.

So, we suggested to Dr. Whitman that we hold a few seminars at our park.

We'd run ads and send emails to our database, as well as do some in-stadium promotion. Then, we'd see how it went from there.

We had our first seminar in early May of 2004. 25 people showed up. 20 signed up with Dr. Whitman. 80% ratio.

Fluke? Heck, we didn't even know. So, we had another one. And then another one. Each time, we had no fewer than 70% sign up, and no greater than 80%. The folks at Key-Whitman were delighted.

So were we. After all, these people were making a commitment to undergo what some consider a scary procedure, at around \$3,500 a pop.

Upping the ante

Dr. Whitman told us about the revolutionary *crystalens* procedure.

Just recently approved by the FDA, *crystalens* not only corrects nearsightedness, but also prevents us people over 40 from ever needing to use reading glasses again. It restores the flexibility in our eyes, and decreases the rigidity that makes it difficult to focus.

I felt younger just having it explained to me, so I knew there was something there.

"Let's do another seminar at your ballpark," Dr. Whitman said.

I wasn't scared about getting people to show up. After all, that's our business. What scared me was the price tag—up to \$10,000—and whether we could keep that closing percentage up.

21 people showed up for the first *crystalens* seminar. 18 signed up.

85%. If all 18 pass screening and get the procedure, that's nearly \$180,000 gross from one night at the ballpark.

Ask a baseball player. Ask a jump shooter. What would going 80% mean to them?

They'd say it was Hall-of-Fame stuff.

We would say it's routine.

Getting mom to cross the street

Crossing the street seemed like a hundred miles. Then we applied the magic of exclusivity.

Moms get in the habit of visiting one store for grocery shopping. That's what research tells us.

That research makes sense to me. After all, in these hectic days of mixing work with the kids' school and soccer practice, who has time to navigate through a new grocery store?

While moms like to shop at one grocery store, there's usually a competitive store right across the street.

One of our sponsors, Kroger, asked us to help them influence moms to bypass the competitive store, cross the street and come to theirs. Kroger was confident that if we could get the moms to their stores in Collin County, that the moms would create a new shopping habit at Kroger's.

Kroger's confidence came from their new Kroger Signature stores. The aisles in the Signature stores are 10 to 15% wider than at other grocery stores, and better organized.

There's a greater selection of produce and healthy foods.

There are more check-out counters.

All-in-all, the Kroger Signature stores are better organized places to do grocery shopping.

"If you get them there, we've got a shot".

Our contact at Kroger told us about the habits of grocery shoppers. After all, Kroger might be the best in the business at tracking their customers through their Kroger Plus Shopping Cards.

They know how frequently we visit, how much we typically spend, and how much we save when we make a visit.

So, they asked us to help get those shoppers from competitive stores to cross the street to Kroger.

To aid us on this mission, we employed another one of our sponsors, Dr Pepper.

As we all know, shelf space in the grocery business means everything. Dr Pepper would help us lure shoppers to cross over to Kroger, but they wanted better shelf space and a display. Fair enough, Kroger said. Kroger would move more Dr Pepper.

An exclusive exclusive

We created a limited edition RoughRiders T-Shirt that you could only get at Kroger.

You didn't have to pay for the T-shirt; you could get the T-shirt for free. However, to get it for free, you had to buy four six packs of any Dr Pepper product and spend an additional \$15 at Kroger.

We ran print ads in *The Dallas Morning News*. We promoted the T-Shirt giveaway in our PLAYBALL game program. We also had ushers and entertainment staffers wear the shirts, and educated our fans during the game.

One month later, the shirts were gone.

All 2,000 were gone. 8,000 six packs of Dr Pepper were also gone.

Kroger said let's do it again, but a little differently.



This back-to-school backpack got moms to cross the street as well.

This time we focused on back-to-school.

We created a limited edition RoughRiders backpack that you could only get at Kroger by buying Dr Pepper products. We promoted the heck out of it again. Three weeks later, 3,250 backpacks were gone. 13,000 six packs of Dr Pepper were gone.

Add those two together, and you have 5,250 people shopping at Kroger to get something cool from their favorite team, the RoughRiders. In the process, over 20,000 six packs of Dr Pepper were purchased.

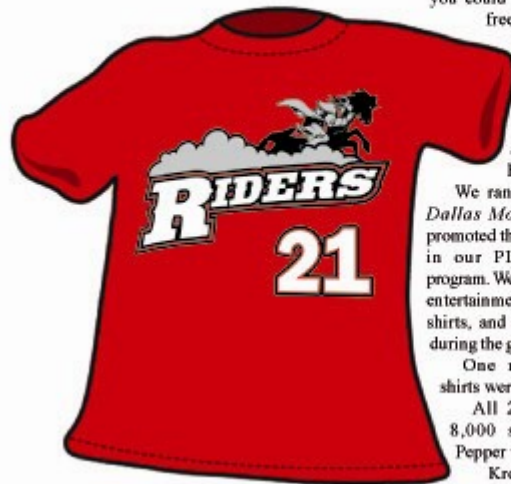
That, however, wasn't the big pay day. Kroger was able to track these customers.

They found that many of these customers were new. We assumed that they came from across the street. But, they didn't come just one time. They signed up for the Kroger Plus card. The computer tracking on the

Kroger Plus card showed that many came back and were filling shopping baskets in the \$200 range. Every month.

The Kroger exec was right. If we could get our fans to come to a Kroger Signature store, they would keep them. We did that, Kroger did that.

Kroger smiles every month when their new customers load up their shopping carts. Dr Pepper smiles too. And, of course, we smile because we helped a lot of moms cross the street to our favorite supermarket, Kroger.



This exclusive Riders T-Shirt got moms to cross the street.

We don't want this Silly Putty Marketing to create extra work for you. We have a complete staff to help make this activation work for you:

1. **Collaboration.** We'll collaborate with you on the idea.
2. **Turnkey.** We'll take care of a lot of the details. Consider our staff as an extension of yours.
3. **Promoting.** This is also a silly putty factor. For instance, if the activation is a consumer promotion, you don't need worry about promoting the promotion. We'll do that. You will not have to spend one nickel in promoting the promotion.

We'll tell our fans about your promotion. Here's an example of how we will tell our fans during your promotion period:

- **Newspaper advertising.** We'll feature your promotion in newspaper advertising space in the Triad newspapers.
- **Radio Advertising.** We'll run radio ads on our flagship radio station promoting your promotion throughout the day.
- **Radio Drop-ins.** In 2009, our radio broadcasts will be heard by thousands more than ever before.
- **In-stadium activity.** To reach the fans that attend our games, we'll do everything we can to encourage them to participate in your promotion. The following vehicles can be used:
 - *Public Address Announcements.*
 - *Video scoreboard.*
 - *Concourse identity.*
- **Website.** We'll feature your promotion on our website. Mandalay team websites rank in the upper tier in Minor League Baseball for unique visitors and page views.

THE CONCEPT OF NAMING RIGHTS DOMINANT IDENTITY

Own our ballpark for a day

With more people attending games than ever before, our ballpark will become the centerpiece of the Triad.

As the DOMINANT NAMING RIGHTS PARTNER, it's a terrific environment for you to use the stadium for your own company event.

It could be a big meeting, it could be for a big demo. Heck, it can be for practically anything. Just know that as our NAMING RIGHTS DOMINANT IDENTITY Partner, you have use of our ballpark for one day. Let us help you coordinate it.



THE CONCEPT OF NAMING RIGHTS DOMINANT IDENTITY

Choice tickets, & other phenomena

Luxury Suite

Watch a Downtown Winston-Salem Baseball game with style and class in a luxury suite at BB&T BANK Ballpark. You'll have the suite for 70 home games for 16 people each game.

Reserved Parking

You will have three reserved parking spots, just for you and your guests, close to the VIP entrance. This will make it easy for you to entertain your guests in your suite.

Group Tickets

You'll receive 100 group tickets to a game during the season. These group tickets can be split up over multiple games. You can use them for clients, employees, stakeholders or a charity of your choice.

Radio Spots

If we put Winston-Salem Downtown baseball games on radio, you will receive (2), :60 second spots during play by play for all 140 games.

Category Exclusivity

BB&T BANK will have product exclusivity in Naming Rights Dominant Identity. You will have the exclusivity throughout the entire ballpark, including our radio broadcasts. None of your competitors will be featured as Downtown Winston-Salem Baseball sponsors in any way.

Mascot Use

Our mascot will become an area icon. Use him for a special store grand opening, the company party, or for any special occasion where the Downtown Winston-Salem Baseball mascot can add some fun to your event.

Use of Downtown Winston-Salem Baseball Marks and Logos

The Downtown Winston-Salem Baseball brand will be bigger than ever before. If it helps your business to use our mark in advertising, on your website, or for any other business use, please do so. This is only allowed for corporate partners of Downtown Winston-Salem Baseball.

Ticket Backs

Most teams sell their ticket backs to one sponsor. The ads on the back become wallpaper. For Downtown Winston-Salem Baseball, our Naming Rights Dominant Identity sponsor and our regular dominant sponsors will be on the ticket backs. You'll receive ticket back advertising on eight games during the season.

PlayBall Front Cover

Most teams sell their program to fans. If they are lucky, they get 3% of the fans to buy it. We will be giving every single one of our fans that come through the gates a free program called PlayBall. It will be given to over 300,000 people. The material inside changes every night so fans will want to keep it as a collector's item. BB&T BANK will be featured on the front of PlayBall.

Use of the Club

We are building a club restaurant at the new Winston-Salem Downtown ballpark. BB&T BANK would be able to use the club up to five times each year at no rental fee. You could use it for meetings, company outings or special events. It's up to you.

Pocket Schedules

BB&T BANK will be featured on the front of thousands of pocket schedules. These schedules will be distributed all over the Triad.

Game Day Staff Uniforms

BB&T BANK will be featured on the uniforms that all of our more than 100 game day staffers will be wearing at every game.

Game Ticket Fronts

BB&T BANK will be featured on the front of all of our game tickets. These won't be just any game tickets. They will be designer game tickets, sure to be collector's items. We expect our fans to save these game tickets for years to come.



Corporate Partner Kids Day with Downtown Winston-Salem Baseball

This event is not open to the general public. It is open exclusively to youngsters in your immediate corporate family. Here's how this special day works:

Children and their parents of your immediate corporate family are invited to a closed event on a Saturday morning during the season. This is a different type of practice. Your youngsters will be able to participate in hitting, fielding, and throwing drills on the field with Downtown Winston-Salem Baseball players and coaches.

Add in autographs, photos, complimentary souvenirs, mascots, free food and beverages, and all-in-all, it will be a memorable day for any youngster in your organization.



With Corporate Partner Kids Day, you'll see that our players are just big kids.

THE CONCEPT OF NAMING RIGHTS DOMINANT IDENTITY

Fewer is indeed better

A typical minor league baseball team will have an unlimited number of sponsors and no exclusives. You'll see 80+ advertisers on the outfield fence.

Even between-inning events are often created not because of the entertainment value for the fans, but to add another sponsor. It's like more sponsors are not enough.

A typical minor league baseball team will have up to 400 sponsors. A major league team will have 250+. The result is *no identity for any sponsor*.

Downtown Winston-Salem Baseball is doing it a different way. By limiting the number of sponsors and by providing certain exclusivities, we are creating **NAMING RIGHTS DOMINANT IDENTITY** for our biggest sponsor.

Downtown Winston-Salem Baseball is limiting the number of sponsors. Take a look:

Team	# of sponsors
Typical	400
Downtown Winston-Salem Baseball	30

THE CONCEPT OF NAMING RIGHTS DOMINANT IDENTITY

The opportunity

As the **NAMING RIGHTS DOMINANT IDENTITY** Partner
of Downtown Winston-Salem Baseball
BB&T BANK will receive the following:

EXTERIOR SIGNAGE

- **Highway Marquee.** You'll receive a 10' x 20' highway marquee. The marquee will have BB&T BANK at the top in a fixed position and an LED board to draw attention to special messages related to the stadium.
- **Stadium Exterior Wall Signage.** On the Business 40 side of the stadium, there will be prominent signage for BB&T BANK Field that will be visible to all the cars passing by. The sign will be approximately 10' x 40'.
- **Main Entrance Stadium Sign.** As our fans walk into the ballpark through the right field main entrance, they will see a 20' x 60' sign for BB&T BANK Field.
- **Peters Creek Parkway Left Field Entrance Sign.** BB&T BANK will have at 3' x 10' sign at the left field entrance above the primary gate.
- **City and Highway Wayfinding Signage.** Where possible, BB&T BANK will have recognition on city and highway wayfinding signage.
- **Street Name.** The name of the main street around the ballpark will feature BB&T BANK.

INTERIOR SIGNAGE

- **Outfield Wall.** BB&T BANK will rotate with seven other dominant sponsors on the 192-foot outfield LED wall.
- **Internal wayfinding signage.** BB&T BANK will be incorporated in to all wayfinding signage inside the stadium.
- **Main Scoreboard Sign.** BB&T BANK will be featured across the top of the main scoreboard. This sign will be 5' x 50'.

PROMOTION AND OTHER ELEMENTS

- **A Custom Promotion.** BB&T BANK will receive a consumer promotion from Downtown Winston-Salem Baseball specifically designed for BB&T BANK. As part of the promotion, the team will provide full support that will include the following:
 - Public Address Announcements featuring the promotion.
 - In-concourse identity where possible.
 - Your promotion will be featured in newspaper advertising during the promotion period.
 - Your promotion will be featured in radio spots running on our flagship station.
- **Ballpark private usage.** BB&T BANK will be able to use the ballpark for a company event one time per season.
- **Use of the Club.** BB&T BANK will be allowed to use the club restaurant up to five times each year for special events or meetings.
- **Ballpark Luxury Suite.** BB&T BANK will receive the use of a Luxury Suite for 70 home games. Each game will include 16 tickets.
- **Reserved Parking.** BB&T BANK will receive three reserved parking passes for all 70 games.

- **Group Tickets.** BB&T BANK will receive 100 group tickets which can be divided up over multiple games.
- **Ticket Backs.** BB&T BANK will receive ticket backs for eight games during the season.
- **Ticket Fronts.** BB&T BANK will be featured on the front of all tickets distributed for Downtown Winston-Salem Baseball games.
- **Game Day Staff Uniforms.** BB&T BANK will be featured on the uniforms that all of our more than 100 game day staffers will be wearing at every game.
- **Pocket Schedules.** BB&T BANK will be featured on the front of thousands of pocket schedules distributed throughout the Triad.
- **Front of PlayBall.** BB&T BANK will be featured on the front of every PlayBall distributed in the stadium.
- **Mascot Appearances.** BB&T BANK will be able to use the team mascot for appearances throughout the year.
- **Use of Marks and Logos.** BB&T BANK will be able to use team and stadium marks whenever appropriate.
- **Corporate Partners Kids Day.** BB&T BANK will receive 50 invitations to Corporate Partners Kids Day.

AGREEMENT

Term: 15 years

Price: \$XXX,000 per year starting with the commencement of play in the new downtown Winston-Salem ballpark. 3% increase per year starting in the fifth year of the agreement.