

WINSTON-SALEM DOWNTOWN BASEBALL

Caught up in an updraft

Prepared for:

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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.

Fold-out rendering of Winston-Salem downtown ballpark



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 is a specialist 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.

The President and Managing Director of Mandalay Baseball Properties is Jon Spoelstra, who has been involved in more sold-out sporting events than anybody ever.

In the 1980s, he was General Manager of the Portland Trail Blazers and they sold every ticket to every game during his 11 years, over 450 games. As President of the New Jersey Nets in the early 1990s, he added another 70 sellouts. For the seven years before Jon arrived in New Jersey, they had no sellouts. And, Jon has been involved from Day One with the Dayton Dragons. The Dragons sellout string is now 565 sold out games. When you add in Mandalay's Frisco RoughRiders, Spoelstra has been involved in over 1,200 sold out sporting events.



Beauty Pix of Fifth Third Field and Dr Pepper Ballpark

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.



BRAD, SHOW EXAMPLES OF TIX ON THIS PAGE

Beautiful PNC Field

Friday, April 13, 2008 7 pm
Scranton/Wilkes-Barre Yankees
vs. Acme Destroyers

Section Row Seat

638832497394729349234

The concept of dominant identity

The Concept of Dominant Identity is simple:

XYZ COMPANY should dominate the identity and the experience of every Winston-Salem baseball game.

DOMINANT IDENTITY isn't just an outfield fence sign or a program ad or a tie-in with a between-innings stunt. DOMINANT IDENTITY allows *depth and dimension and understanding and, ultimately, persuasion*.

- **Depth & Dimension.** DOMINANT IDENTITY starts when the tens of thousands of patrons are entering the ballpark. It continues during the game, all game long. It continues as the patrons are leaving the stadium.
- **Understanding.** DOMINANT IDENTITY works particularly well for a multi-faceted company with multiple products. THE DOMINANT IDENTITY sponsor has the ability to:
 - ◆ Feature multi-products.
 - ◆ Feature its importance to the community in a socially acceptable manner.
 - ◆ Feature its commitment to their employees.
- **Persuasion.** THE DOMINANT IDENTITY is bigger than its elements because each element lends strength to the others. When there is this type of dynamics, powerful long-term persuasion is possible.

THE CONCEPT OF DOMINANT IDENTITY

- 1) big reach**
 - 2) dominance**
 - 3) flexibility**
-

Every Winston-Salem Downtown Baseball sponsorship reaches every one of our fans. It dominates and it has extreme flexibility.

We feel that to get fans to do something you want them to do, you need these three components:

1. **Big Reach.** The Downtown Baseball sponsorship reaches every fan that goes to a game and it reaches them when they're not at the game.
2. **Dominating identity.** It's very difficult to influence people to do something you want them to do if you're lost in a sea of clutter. Our sponsorships allow you to dominate without clutter.
3. **Flexibility.** Without the ability to change your message, your message could develop the 'wallpaper effect.' Wallpaper doesn't influence people to do something that you want them to do.

Let's take a look at how those three components are woven into a Winston-Salem Downtown Baseball sponsorship:

Big Reach: Concourse Signage: Carolina League Walk of Fame

1st Base and 3rd Base sides

In many stadiums, if there is an empty space on a wall, they'll slap up an advertising sign. We aren't going to do that.

Every advertising sign in the concourse area has an equal size editorial sign next to it.

To fully commemorate the baseball history of the Carolina League, we'll feature a Walk of Fame in the main concourse of our ballpark. Who are these 'Walk of Famers?' Take a look at some of the candidates:

- 1) Wade Boggs
- 2) Johnny Bench
- 3) Rod Carew
- 4) Willie McCovey
- 5) Joe Morgan
- 6) Carl Yastrzemski
- 7) Bill White
- 8) Barry Bonds
- 9) Bill Slack Winston-Salem Manager Most Career Wins
- 10) Leo "Muscle" Shoals

You'll receive two signs adjacent to Carolina League Hall of Famers, one of the first base side of the concourse, the other on the third base of the concourse.

Title Sponsor Games

Six times a season (almost once a month), you'll be the Title Sponsor of a Winston-Salem Downtown Baseball game.

Here are the elements of your Title Sponsor Game

1. Title Sponsor on our 200-foot outfield LED sign.

Our outfield wall makes an impact all game long. This impact isn't achieved with a typical 4' by 8' sign. The size of our sign is 200 feet long by 6.5 feet high.

The size alone dominates. What makes our sign the most dominant fence sign in the world is that it is a brilliantly bright LED sign.

To give your sign even more dominance, we've added *movement* and *flexibility* and *exclusivity*.

- **Reach & Dominance.** You will receive the entire 200-foot sign for a minimum of ten minutes before the game starts.

Flexibility. You're not limited to the same sign for each of your Title Sponsor games. In fact, for *each* game, you can display up to three different signs. You can feature different products or just different perspectives of your company

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.

Brad: fold-out pix of outfield

2. Title Sponsor of our game program, PlayBall

- a) **Masthead identification:** You will be featured in the masthead on the cover of PLAYBALL.
- b) **Your brochure as part of a tri-fold front cover.** With every game, we have a different panoramic pictorial story of the Winston-Salem Downtown Baseball team. This is in the form of a tri-cover of the game program.

Below are samples tri-covers that we have done for some of our other teams.

BRAD: SAMPLE FRONT COVERS OF TRI-FOLD PLAYBALL

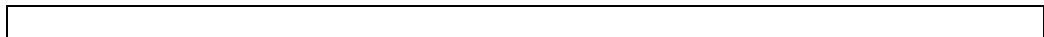
On the opposite side of the tri-fold is three pages where you can more completely tell your story. *This is like handing your brochure to every man, woman and child that comes to our games.*

BRAD: SAMPLE BACK COVERS OF TRI-FOLD PLAYBALL

- c) **Back cover four-color ad:** Besides receiving your regular ad page in PLAYBALL, you'll receive an additional ad page on the back cover.

Front Cover	Back Cover
PIX	

- d) **Inside double-truck scorecard pages:** The scorecard is a key page in YANKEES PLAYBALL. You'll receive the sole and dominant corporate identity on this double-truck area.





Print Saturation

Our game program, **PlayBall**, is dramatically different than programs of other teams.

1. **Reach.** *(Almost) Every man, woman and child gets one.* We hand out PlayBall to every fan that attends our game. Instead of 5% reach like most programs, our reach is about 95%.
2. **Dominating identity.** Inside each *PlayBall*, you'll receive a 4-color full-page ad. What we've added, however, turns that one ad page into something much bigger. Here's how we do that:
 - a. *Limited number of advertisers.* In many sports programs, there are 60-100 advertisers. We limit the number of our sponsor ad pages to just 15. That's it: 15.
 - b. *New editorial copy home stand.* We print a new PlayBall for every homestand—it has new up-to-date copy, new up-to-date stats, new up-to-date pictures.
3. **Flexibility.** Unlike typical game programs, PlayBall doesn't restrict you to the same ad all season long. To show you the degree of flexibility, it's possible, at no extra charge, to change your ad for *every* game—70 times in a season. A more reasonable schedule would be to change your ad every seven to eight games at no additional charge from us.

THE CONCEPT OF DOMINANT IDENTITY

Potent activation

A typical sponsorship with a team is usually one dimensional.

You can buy a sign. Or you can buy a TV spot. Or a program ad.

All deliver eyeballs.

A sponsorship with the Winston-Salem Downtown 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 the Winston-Salem Downtown Baseball, how would you use them as a *tool* to improve your business?

The following pages show you how three disparate sponsors used their sponsorship with a Mandalay team to improve their business.

BRAD; INSERT THREE CASE STUDIES ON NEXT THREE PAGES

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



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.

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?

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 RiteVision 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.

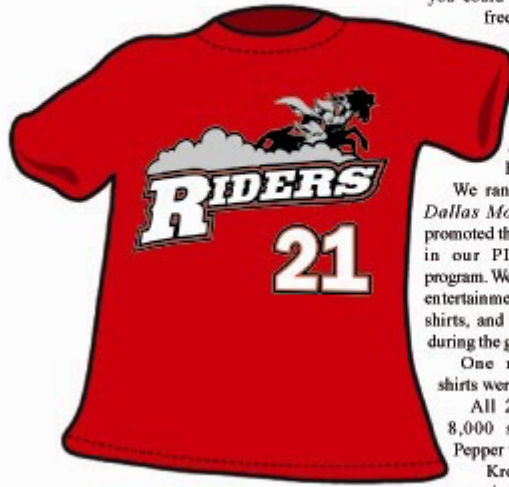
That, however, wasn't the big pay day. Kroger was able to track these customers.

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. **Grunt work.** 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 Winston-Salem newspapers.
- **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.*
- **Web Site.** We'll feature your promotion on our website..
- **PlayBall editorial.** Where better for us to talk to our fans than PlayBall? We'll feature your promotion as part of the editorial in PlayBall.

THE CONCEPT OF 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 IDENTITY 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 DOMINANT IDENTITY PARTNER, you have use of our ballpark for one day. Let us help you coordinate it.

Insert photo from Dayton company picnic or Frisco picnic

THE CONCEPT OF NAMING RIGHTS DOMINANT IDENTITY

Choice tickets, & other phenomena

All-Inclusive Club Restaurant Tickets

We're building a club restaurant in to our ballpark. It's limited to just 600 memberships. We think it will be the toughest ticket in the park. Inside the club, it's all-inclusive. You'll have four seats for thirty five games to use for clients, key executives or employees. Your food and drinks are part of the ticket. We'll have an upscale buffet that changes every night. Your beer, wine, soda and water are also included. We'll even have a special desert bar for your favorite sweets.

Big Time Hospitality

As a DOMINANT IDENTITY sponsor, XYZ Company will have access to our best hospitality every month. You'll receive four nightly suites of 32 people and two party decks of 50 people. The dates will coincide with your title sponsor nights. Of course, food and drink is included.

Reserved Parking

You will have a reserved parking spot, just for you and your guests, in the club seat parking lot. This will make it easy for you to entertain your guests in your club seats.

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 one :60 second spot during play by play for all 140 games.

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 Winston-Salem Downtown Baseball mascot can add some fun to your event.

Use of Winston-Salem Downtown Baseball Marks and Logos

The 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 the Winston-Salem Downtown Baseball.

Use of the Club

We are building a club restaurant at the new Downtown Winston-Salem ballpark. XYZ COMPANY would be able to use the club up to three times each year at no rental fee. You could use it for meetings, company outings or special events. It's up to you.

Corporate Partner Kids' Day with the Winston-Salem Downtown 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. (Pictures taken from Frisco Rough Riders.)

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 **DOMINANT IDENTITY** for our biggest sponsors.

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

Team	# of sponsors
Typical	400
Downtown Winston-Salem Baseball	25

Socially Acceptably Intrusive

If you could, the best way to tell your company's story would be to stop every man or woman that looks like a potential customer, grasp them by the shoulders and tell them all the good stuff about your company.

That, of course, would be intrusive. It would catch their attention. But, it clearly would not be socially acceptable. In fact, you could get into trouble for doing it.

That's where a local sports team can be a tremendous marketing force for you.

Using a local pro sports team, you can activate one of the most elusive and hard-to-achieve marketing tools: *Socially Acceptably Intrusive*.

With Socially Acceptably Intrusive, we get in our fans' face with your message, but remember, it's *socially acceptable*.

Let's take a look at what's Socially Acceptably Intrusive and what's not intrusive, socially acceptable or otherwise:

INTRUSIVE OR PASSIVE?

Typical ad in game program or typical fence sign. Most fence signs are small and their on a cluttered outfield wall. Most game programs are magazine size with over 50 advertisers. These programs are full size magazines. Less than 3% of the fans buy them. The same ad appears all season long.

Or

Dominant Identity Sponsorship. Look at how this is Socially Acceptably Intrusive:

1. *Tri-Fold covers.* This unique cover forces fans to unfold pages to see your three page brochure.
2. *100% distribution.* All of the fans receive it.
3. *New every night.* It's new every game with new covers and new editorial.

4. *Complete ad flexibility.* You could change your ad for every game at no extra charge.
5. *Walk-of-Fame signage.* Your concourse sign is right next to interesting editorial that our fans will stop and read.
6. *Six title sponsor nights.* Outfield LED (200 feet wide) signage on those nights.

Using Winston-Salem Downtown Baseball, you can employ the best marketing tool of all: *Socially Acceptably Intrusive.*

THE CONCEPT OF DOMINANT IDENTITY

The opportunity

ABC COMPANY will receive the following as partner of the Winston-Salem Downtown Baseball:

- **Title Sponsor Games.** ABC COMPANY will receive Title Sponsorship for six regular season home games. Included in each Title Sponsor night will be:
 - *Outfield LED wall.* ABC COMPANY will be featured on our Outfield LED Wall for ten minutes before the game..
 - *Tri-fold covers.* ABC COMPANY will receive the back of the tri-fold front cover.
 - *Masthead identification.* ABC COMPANY logo will be featured in the masthead on the cover of Winston-Salem Downtown Baseball PlayBall.
 - *Center spread scorecard.* ABC COMPANY will receive inside double-truck ad on the center spread scorecard.
 - *Back cover 4-color ad.* ABC COMPANY will receive back cover, 4-color ad.
- **Carolina League Walk of Fame.** ABC COMPANY will receive two concourse signs adjacent to New York Yankees Hall-of-Famers. One sign will be on the first base concourse, one on the third base concourse.
- **PlayBall Saturation print.** ABC COMPANY will receive one full page 4-color ad in each copy of WINSTON-SALEM DOWNTOWN BASEBALL PLAYBALL. PLAYBALL will be distributed free to 95% of the fans that attend the games at our downtown ballpark.

- **A custom promotion.** ABC COMPANY will receive a consumer promotion from the S.I. Yankees specifically designed for ABC COMPANY. As part of the promotion, the Yankees will provide full support that will include the following:
 - The promotion will be featured in our game program, PlayBall.
 - Public Address Announcements featuring the promotion.
 - In-concourse identity where possible.
 - Your promotion will be featured in newspaper advertising during the promotion period.
- **Ballpark private usage.** ABC COMPANY will be able to use the ballpark for a company event one time per season.
- **Ballpark suite.** ABC COMPANY will receive the use of a suite at the ballpark for seven home games. Catering will be additional.
- **Season tickets.** ABC COMPANY will receive four 38-game ticket plans to S.I. Yankees home games.
- **Group nights.** ABC COMPANY will receive 100 group tickets.
- **Corporate Partners Kids Day.** ABC COMPANY will receive 20 passes.

AGREEMENT

Price: \$XX,000 for the 2009 season.