



PARTNERSHIP OPPORTUNITIES

*A Partnership with the Potters is a
Partnership with the Community*

WIDE MEDIA REACH

- Over 50,000 fans expected to attend games in the 2017 Inaugural Season of the Lincoln Potters Collegiate Baseball Club at McBean Memorial Stadium
- The Potters are expecting millions of impressions per year through Newspaper, radio, social media, email press releases, national baseball articles, merchandise sales, and sponsored advertising
- In 2016 we launched a website and have seen over 20,000 visits per month, while the Facebook page already has over 1,000 likes

HIGH VALUE ADVERTISING

- Our fans believe in spending local
- Baseball fans test high in brand loyalty
- Lincoln Potters Baseball stands for family entertainment and community values
- Perfect community immersion, target marketing, seasonal selling campaigns, and relationship marketing

GOOD COMMUNITY IMAGE

- Game attendance is high among families, children, and corporate clients
- The Lincoln Potters work with many non-profit and charitable organizations

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NAMING RIGHTS

Advertising with a broad reach and high-level marketing value

Choose from a wide variety of designated naming right locations including our BBQ Area that will be utilized by many Lincoln-Area Businesses and Organizations.

FEATURES

- Sponsor name and logo used in conjunction with the item/area
- Inclusion in the designated media that promotes the item/area
- Custom signage positioned to stand out above the rest
- Online recognition with a homepage ad at LincolnPotters.com

BENEFITS

- Your brand becomes synonymous with the item/area and the Potters
- Reaches an audience outside of traditional advertising media
- Reinforces the image of a community-minded corporation who support and promote community investments

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BALLPARK SIGNAGE

Place your company's banner or custom sign in various locations in our beautiful ballpark!

Large Print and Custom Signage stands out from the rest. Pair signage with an announcement to boost your retention rate!

FEATURES

- Your company's name and logo featured on highly visible banners
- Banner sizes ranging from 2'x4' to 16'x40'
- On-Field signage
- Purchase \$7,500 in signage and receive a Night at the Ballpark
- Couple with announcements to become even more recognizable

BENEFITS

- Increased brand awareness and brand recognition
- Viewable by our 50,000+ fans that come to McBean Memorial Stadium every summer
- In fans direct line of sight
- Fans have a chance to meet you and learn what your business can offer
- Audio and visual advertising increases retention rate

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ANNOUNCEMENTS AND GIVEAWAYS

Increase your retention rates by adding PA announcements to your marketing plan

Choose from Red Carpet First Pitch, Stolen Bases, Clean-Up Batter, Post-game Announcements, and many more custom announcements that promote your business

FEATURES

- Giveaway prizes or gift cards from your business
- PA announcements are made by the game commentator before, during, and after each game inning
- Customize your message or choose from one of our in-game reads

BENEFITS

- Excitement about your product and creates sampling and recommendation
- Reaches **ALL** fans that attend a Potters game
- Your message meets your marketing specific goals

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PROMOTIONAL NIGHTS

Sponsor a night at the ballpark as a major promotion for your business

These nights are some fan favorites:

Star Wars Night, Disney Night, Military Appreciation Night, Fireworks Nights, Fourth of July, Giveaway Nights, Public Safety Awareness Night & more!

Host a night and be a corporate hero!

Host a night in the name of a community organization of your choice and donate tickets for everyone to attend to the fans at the ballpark.

FEATURES

- Inclusion in all media promoting your night
- We handle all production details
- You have first choice on First Pitch, National Anthem Singer, and on-field game participants
- On-site booth for display, giveaways, or information
- Complimentary tickets to distribute to customers and employees

BENEFITS

- Over 50,000 added Impressions
- You keep running your business without interruption
- Gets your customers, clients, or employees involved
- Gives fans the opportunity to see your business first hand
- Draws fans to your business and rewards your employees

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PROMOTIONS

Sponsor a Potters promotion and create a buzz in the ballpark!

On-field events are fun and leave a large impression on our fans

FEATURES

- Fun activities get fans involved in the game
- Fans win a prize from your business
- In-game announcement as event sponsor

BENEFITS

- Creates memories that last a lifetime
- Engages fans and employees
- Increases sampling and referral for your product or service
- High retention rates

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PRINT MEDIA

Reach beyond the ballpark with high-quality print advertising

FEATURES

- Prices start at only \$750!
- Scorecard ad is featured during the entire season
- High-quality information piece that is sure to make its way home with our fans and your customers
- 100,000 posters and schedules placed in businesses throughout the Lincoln-Area

BENEFITS

- Low cost compared to impressions
- \$750 = 1.5¢ per impression (50,000 Impressions)
- More than 50,000 fans view your ad and take it home
- Ads will be viewed by customers in your target market, guaranteed!

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