



2021 PORTLAND SEA DOGS

MARKETING AND SPONSORSHIP SALES GUIDE

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ATTENDANCE

The Sea Dogs attracted 357,647 fans to Hadlock Field, finishing 4th in the Eastern League in overall attendance, despite seven rainouts in 2019. That is 357,647 sets of eyes and ears focused on your company which drives customers and clients to your business.

The Sea Dogs averaged 5,677 fans per game during the 2019 season. Here's where our 5,677 average attendance ranked in MiLB

- Eastern League: 4th out of 12 teams
- Double-A Baseball: 6th out of 30 teams
- Minor League Baseball: 34th out of 176 teams

In 2019, we welcomed our 10 Millionth fan to Hadlock Field and were voted top 10 Best Minor League Baseball Towns.





FAN DEMOGRAPHICS

FANS

- Male, Single - 21.2%
- Male, Married - 38.7%
- Female, Single - 16.1%
- Female, Married - 24.0%

AGES

- 0-17: 14.3%
- 18-24: 11.4%
- 25-39: 33.7%
- 40-59: 31.4%
- 59+: 9.2%

OTHER INFO

- Have a major credit card: 87%
- Vacation yearly in Maine: 17%
- Homeowners: 72%
- Making a large financial investment: 34%
- Live in Portland: 14.23%
- Greater Portland population: 516,000
- Travel 25-50 miles to the game: 38%
- Travel 50+ miles to the game: 20%

ANNUAL HOUSEHOLD INCOME LEVELS

- \$85,000 +: 17.9%
- \$60,000 - \$84,999: 15.0%
- \$40,000 - \$59,999: 31.2%
- \$25,000 - \$39,999: 22.3%
- Under \$25,000: 13.6%

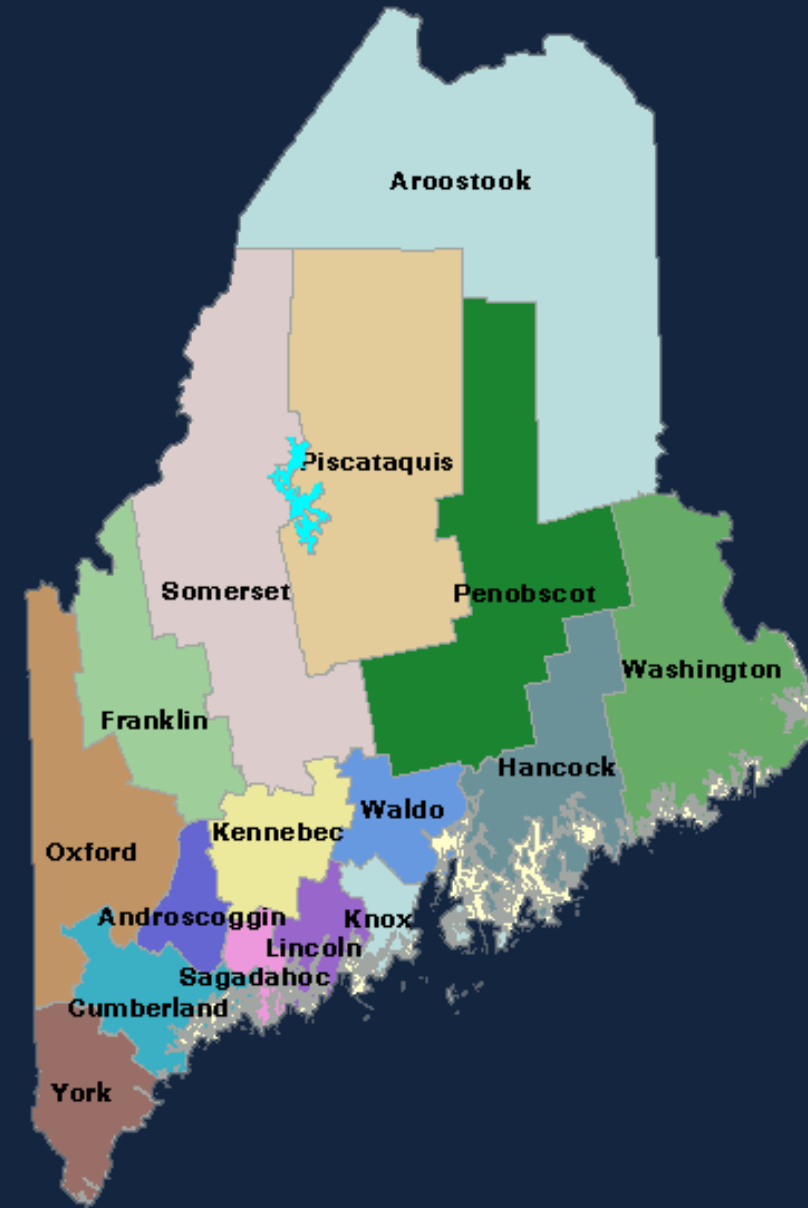


SEA DOGS FANS



Fans of the Portland Sea Dogs come from all over Maine to join us for a game. Here is a snapshot of advance ticket sale accounts broken down by counties.

These figures do not include fans that purchased tickets during walk up, as we don't capture their information.



County	Total Accounts	% of total Accounts
City of Portland	2019	14.23%
Cumberland	6814	48.30%
York	2224	15.77%
Kennebec	1122	7.95%
Androscoggin	1032	7.32%
Penobscot	501	3.55%
Sagadahoc	456	3.23%
Oxford	407	2.89%
Lincoln	274	1.94%
Knox	267	1.89%
Somerset	230	1.63%
Franklin	206	1.46%
Waldo	153	1.08%
Hancock	142	1.01%
Aroostook	138	0.98%
Piscataquis	52	0.37%
Washington	51	0.36%

2019 Statistics

SOCIAL MEDIA PRESENCE

LARGEST SOCIAL MEDIA PRESENCE IN THE EASTERN LEAGUE

TOP 10 SOCIAL MEDIA PRESENCE IN MINOR LEAGUE BASEBALL



FACEBOOK

More than 74.5k Followers



TWITTER

More than 44.3k Followers



INSTAGRAM

More than 30k Followers

The Sea Dogs reach fans through traditional and various digital mediums that are available.

When new social media platforms arise, we look to get involved and use the new platform to reach fans. Partnering with the Sea Dogs will ensure that your product reaches fans regardless of how they consume information.

OUTFIELD SIGNAGE



Outfield Signage is a great way to get your logo out in front of 357,647 sets of eyes. A 8ft x 16ft sign is sure to grab attention.

Price:

- \$7,500.00/year for a 3-year agreement
- \$8,500.00/year for a 1-year agreement



MAINE MONSTER SIGNAGE



Be a fixture of an iconic part of Hadlock Field, the Maine Monster. Standing 38 feet above the field, your sign sits on top and will stand out grabbing fans attention.

Maine Monster Sign Package:

- Sign above the Maine Monster
- One (1) MiLB TV Commercial
- Full Page Program Ad
- Two (2) 30-Second Radio Spots
- One (1) Pregame Announcement

Price:

- \$30,000.00/year for a 3-year agreement



MAINE MONSTER FOUL POLE

Standing high above the Maine Monster in left field, the Maine Monster foul pole offers a great location and exposure for fans to see your brand/logo

Sign measures between 2 feet wide and 25-feet high.

Price:

- \$5,500.00/year for a 3-year agreement



OUTFIELD SIGNAGE INFLATABLE

Located next to the Maine Monster, or above the home bullpen, displaying a custom inflatable is a great way to grab fans attention. Get your brand and message across to fans in a fun and memorable way.

Outfield Inflatable Package:

- Custom Inflatable
- One (1) MiLB TV Commercial
- Full Page Program Ad
- Two (2) 30-Second Radio Spots

Price:

- \$25,000.00/year for a 3-year agreement



FIELD-SIDE STAIRWAY SIGNAGE



The Field-Side stairway sign is great to get your brand in front of potential customers. The close proximity of the sign to fans allows your message to be front and center.

Price:

- \$4,000.00/year for a 3-year agreement
- \$5,000.00/year for a 1-year agreement





ON-DECK CIRCLES

This unique sponsorship allows your logo to be on the field! The two 8-foot on deck circles sit in front of the first and third base dugout and offer a great view for the fans.

In addition to the signage on the field, you will receive three (3) in-game announcements per game, and your logo on the video board. These in-game announcements will draw their attention to fans who is on the on-deck circle. While the announcement is happening, your logo will be on the video board.

Price:

- \$7,000.00/year for a 3-year agreement

CONCOURSE SIGNAGE

Take advantage of reaching the thousands of fans who roam the main concourse of Hadlock Field in search of the perfect ballpark food and souvenir! Prime locations over the concession stands, stairways entering the ballpark, and television monitors make these spots hard to beat.

CONCOURSE SIGN (6'x6', 7'x7', 4'x8')

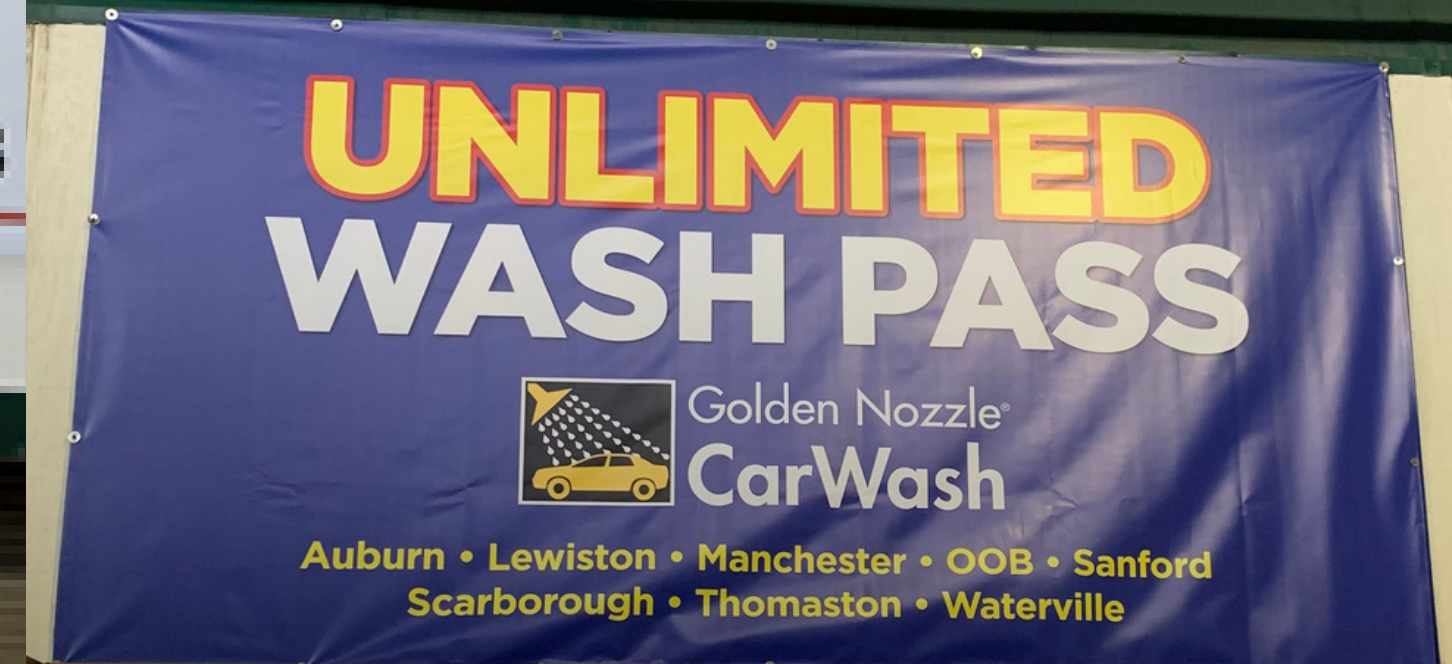
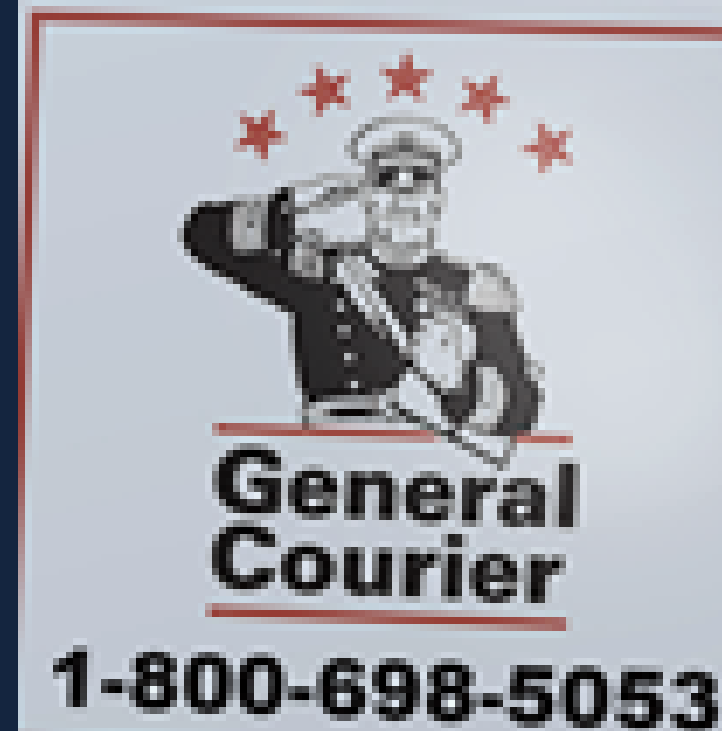
Price:

- \$1,500.00/year for 1-year agreement

DOUBLE SIGN (6'x12', 7'x14', 4'x16')

Price:

- \$2,500.00/year for 1-year agreement





BREW HOUSE SIGNAGE

Put your name and logo on the Brew House located behind section 202. This Brew House is known to have the best local microbrews in the ballpark. If you're looking for something special, you'll most likely find it here. Get up close and personal with potential clients.

Brew House Package:

- Exclusive naming rights of the Brew House
- Signage inside and outside of the Brew House
- Name attached to all information involving the Brew House
 - Maps, Pocket Schedules, Website, Social Media, etc.
- Full Page Program Ad
- 30-Second Radio Spot
- One (1) Pregame Announcement
- One (1) MiLB TV Commercial

Price:

- \$10,000.00/year for a 3-year agreement

SINGLE GAME SPONSORSHIP



Your organization can be the presenting sponsor of one of our 70 games. Being a single game sponsor is a great way to pass your message to the fans. Your single game sponsorship includes the following:

- Inclusion in all event marketing the Sea Dogs do
 - Print, radio, social media, & in-house marketing
- Three (3) in-game announcements during the game
- Three (3) name & logo recognition on the video board
- Table space in the Concourse or Front Plaza
- Opportunity to do a giveaway at the front gate
 - Giveaway provided by you
- Opportunity to have someone interviewed on the Sea Dogs Radio Network
- Opportunity to have someone throw a ceremonial first pitch

Price:

- \$4,000.00/per game



SINGLE GAME SPONSORSHIP

FIREWORKS SHOW

One of the most popular events at Hadlock Field is our post-game Fireworks shows. Fans look through our schedule every season and pick out these dates to bring their friends, families, co-workers, and groups. We only do five (5) Fireworks shows during the season, so these nights are very exclusive

- Inclusion in all event marketing the Sea Dogs do
 - Print, radio, social media, & in-house marketing
- Three (3) in-game announcements during the game
- Three (3) name & logo recognition on the video board
- Table space in the Concourse or Front Plaza
- Opportunity to do a giveaway at the front gate
 - Giveaway provided by you
- Opportunity to have someone interviewed on the Sea Dogs Radio Network
- Opportunity to have someone throw a ceremonial first pitch

Price:

- \$6,000.00/per game

SINGLE GAME SPONSORSHIP

BOBBLE HEAD GIVEAWAY



A very popular game at Hadlock Field is one of our bobble head giveaway games. Fans look forward to these games and come early to stand in line to make sure they get one. Your company can reach thousands by being the sponsor of this game with your logo on the base of the bobblehead.

- Inclusion in all event marketing the Sea Dogs do
 - Print, radio, social media, & in-house marketing
- Three (3) in-game announcements during the game
- Three (3) name & logo recognition on the video board
- Table space in the Concourse or Front Plaza
- Opportunity to do a giveaway at the front gate
 - Giveaway provided by you
- Opportunity to have someone interviewed on the Sea Dogs Radio Network
- Opportunity to have someone throw a ceremonial first pitch

Price:

- \$6,000.00/per game



TABLING EVENT

Tabling at a Sea Dogs game is a great way to get up close and personal with potential customers. Hand out information, run a signup to win, talk shop, answer questions, and more. This is a great opportunity to get your message across to fans.

Table spaces available in the concourse or outside on the Front Plaza. Space is limited and is held on a first come first serve basis.

Price:

- \$1,500.00 for one (1) game
 - \$500.00 for each additional game

INNING SPONSOR



Be the primary sponsor of one full inning at the Sea Dogs game! As the inning sponsor you will receive the following

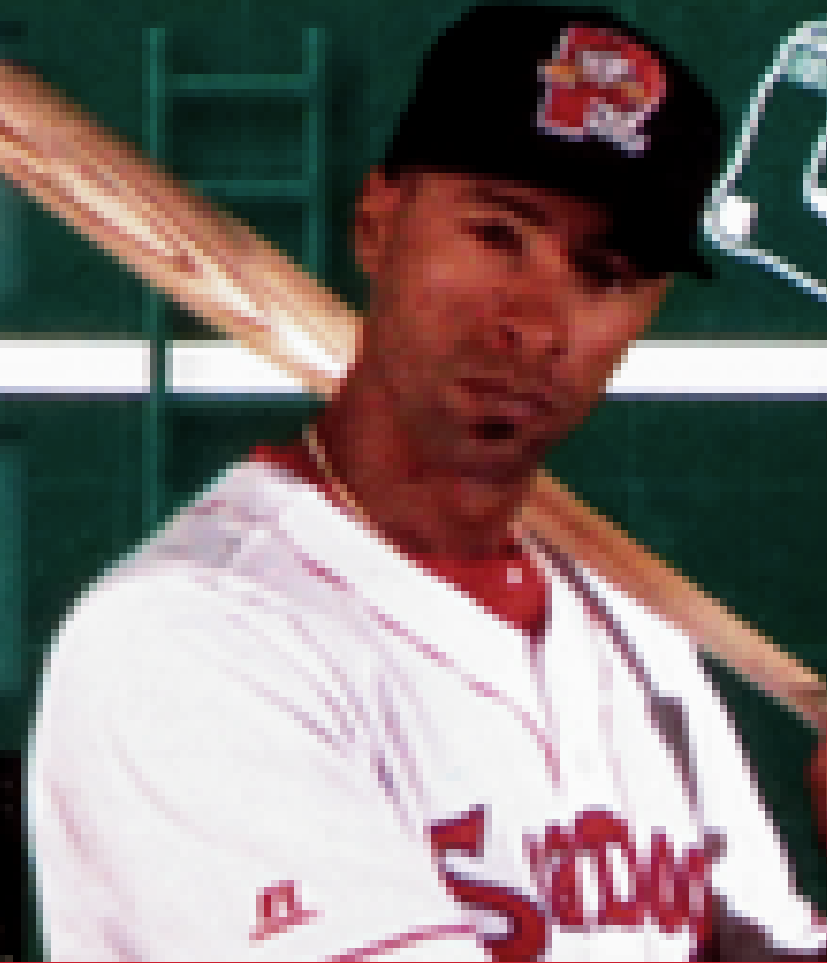
- Logo recognition and in-game announcement at the start of the top half and bottom half of the inning
 - Logo rotation on the video board throughout the inning
 - Opportunity to set up a contest during the inning
- Price:**
- \$7,500.00/year for 1-year agreement



NOW PITCHING
TYLER HERB
W-L 1-0

15 HENRY URRUTIA DH

AVG .277 HR 2 RBI 22 R 20



ANNOUNCEMENT IN-GAME

Once during all 70 home games, you will receive an in-game announcement during the game. Your in-game announcement would be built into the game script so it is read at the same time every game. During the in-game announcement, your logo or graphic would be on the video board.

You also have the opportunity to change your in-game announcement and graphic during the season to highlight new promotions or sales.

Price:

- \$4,500.00/year for 1-year agreement



ANNOUNCEMENT IN-GAME



FOUL BALLS

At each home game, Sea Dogs players hit several foul balls that leave the stadium. When this happens, we could play a sound bite followed by an in-game announcement and logo on the video board. This would happen 3-5 times per game.

Price:

- \$5,500.00/year for 1-year agreement

FLYOUTS

As the sponsor of flyouts, you would receive an in-game announcement and logo on the video board when the visiting team hits a flyout. This would happen 3-5 times per game

Price:

- \$5,500.00/year for 1-year agreement

1-2-3 INNING

The sponsorship of a Sea Dogs 1-2-3 Inning would consist of your logo on the video board, in-game announcement, and a live radio mention when the Sea Dogs get the 1st, 2nd, and 3rd visiting batter of the inning outs. During the 2019 season a 1-2-3 inning happened 2.4 times per game.

Price:

- \$5,500.00/year for 1-year agreement



SEA DOGS RADIO NETWORK

The Sea Dogs Radio Network on WPEI 95.5 & 95.9 serves as the flagship station for all 140 Sea Dogs games

The Sea Dogs also broadcast over the web at SeaDogs.com and through the TuneIn app where we have over 1,000 followers.

Sea Dogs Radio Network Prices:

- 30-Second Network Spot - \$3,500.00/season
- 60-Second Network Spot - \$4,500.00/season
- 15-Second In-Game Reader - \$1,500.00/season

Be the presenting sponsor of the Sea Dogs Radio Network.

Sea Dogs Radio Network Package:

- Name and logo included in all promotion about the Radio Network
- One (1) Full Page Program Ad
- One (1) Pocket Schedule Panel
- Three (3) 30-Second Radio Spots
- One (1) Pregame Announcement
- One (1) MiLB TV Commercial

Price:

- \$10,000.00/year for a 3-year agreement



PORTLAND SEA DOGS PODCAST

HOSTED BY EMMA TIEDEMANN

The Portland Sea Dogs, Double-A Affiliate of the Boston Red Sox have broken into the podcast world! The Portland Sea Dogs Podcast will be hosted by Director of Broadcasting Emma Tiedemann, in which she will interviewing current and former Sea Dogs and Boston Red Sox players and coaches along with giving insider information into the world of Minor League Baseball, the history of baseball and much more! Available now on Spotify, Google Podcasts, SeaDogs.com, and Apple Podcasts.



Apple Podcast



Spotify



Google Podcast



PORTLAND SEA DOGS PODCAST

TITLE SPONSOR

Be the title sponsor of the Portland Sea Dogs Podcast and get in front of fans and potential customers in a new and unique way. By being the title sponsor you would receive the following:

- Name and logo on all promotional materials the Sea Dogs use to promote the podcast
 - Social Media, Email blast, website, etc
 - Tagged in each promotional post and episode
- Two (2) Readers per episode
 - One in the beginning and one in the middle of each episode



Price:

- \$2,500.00/5-Episodes
- \$4,000.00/10-Episodes

PORTLAND SEA DOGS PODCAST

ADDITIONAL SPONSORSHIPS



SEGMENT SPONSOR

Be a sponsor of a reoccurring segment on the podcast

- One (1) read during each episode
- Live mention before and after segment

Possible segments include, interviews, Fan Q&A, Baseball Word of the Day, History in Baseball, etc.

Price:

- \$1,250.00/5-Episodes
- \$2,000.00/10-Episodes



AD READ SPONSOR

Get a read during an episode of the podcast. Ad reads will be before each episode

- One (1) 30-Second Ad Read

Price:

- \$750.00/5-Episodes
- \$1,250.00/10-Episodes

POCKET SCHEDULE PANEL

A great way to get a coupon into fans hands, is sponsoring a panel in our pocket schedule. During the season we distribute about 350,000 pieces throughout Maine and Southern New Hampshire. Most Sea Dogs fans, whether they attend one game or multiple games, find out about games through the pocket schedule. We flood the market with our pocket schedules by placing them at local businesses, restaurants, visitor stations, and anywhere people go. We also hand them out at the main gate at the end of each home game and included the pocket schedules in advance tickets sales.

Price:

- \$3,500.00/year for 1-year agreement



PRINT



SOUVENIR PROGRAM

A must have for any Sea Dogs fan is the Sea Dogs Souvenir Program. With over 100 pages of full-color information about the team, the Eastern League, and baseball in general. For every program sold, an average of four people read it. It's a great medium to literally get your logo and information into fans hands.

PROGRAM INSERT

Be a sponsor of the program insert and have it included with the Program or sold separately, the program insert keeps you up to date with information and statistics of the Sea Dogs and the visiting team.

Prices:

- Full Page Ad - \$2,500.00/season
- Half Page Ad - \$1,800.00/season
- Quarter Page Ad - \$1,000.00/season
- Program Insert Ad - \$2,000.00/season



OUTREACH PROGRAMS

SLUGGER READING

Elementary school children across Maine and Southern New Hampshire are encouraged to read five (5) books in addition to their assigned reading. Completing the program earns them a prize. There are also awards to the top three schools for participation, which would be awarded in the name of the presenting sponsor.

SUMMER READING

Coordinating with libraries across Maine and Southern New Hampshire, children are encouraged to read for 30 minutes each day throughout the summer. Completing the program earns them a prize.

BRUSH & FLOSS

Working with Dental Offices across Maine. Children are encouraged to log their daily brushing (2x) and flossing (1x) for one week. If the child can complete this challenge when will win a prize



RECOGNITION PROGRAMS

TEACHER APPRECIATION

The Portland Sea Dogs recognize teachers throughout the State of Maine who have gone above and beyond in their dedication to education and their commitment to students.

VOLUNTEER APPRECIATION

Every season, the Sea Dogs recognize volunteers that are nominated by their organizations or non-profits that they volunteer with.

FIRST RESPONDERS DAY

The Sea Dogs are proud to recognize those on the front lines that protect our communities. Each season, we honor police, firefighters and EMS workers who go above and beyond to keep us safe.

NURSE APPRECIATION

Whether in hospitals, assisted living facilities, schools or hospice care, nurses provide care and support for Mainers young and old, and the Sea Dogs are happy to recognize nurses for all that they do.



RECOGNITION PROGRAMS

WOMEN IN SPORTS

The Portland Sea Dogs recognize the role that sports play in the personal and professional development of women, from youth sports through to adulthood.

MAINER MONDAY

Two Monday game days per month, the Sea Dogs are proud to honor a Maine resident who has gone above and beyond for their community and/or charitable causes.

OUTREACH & RECOGNITION

SPONSORSHIPS



PRESENTING SPONSOR

- Logo prominently included on all promotion of the program
 - Webside, letters of participants, social media posts, program ad, etc
- Two (2) Social Media posts a month throughout the duration of the program
- 30-second radio ad
- Pre-game In-Park announcement at all home games
- Two (2) Half Page program Ad
 - One (1) promoting the program
 - One (1) promoting you
- Opportunity to offer incentive/prize to participants

Price:

- \$7,500.00/year for a 1-year agreement

SUPPORTING SPONSOR

- Logo included on promotion of the program
 - Website, Letters to participants, program ad
- Logo included in 1/2 page program ad promoting the program.
- Pre-game In-Park announcement mention at all home game when promoting the program.

Price:

- \$1,000.00/year for a 1-year agreement

TAKE THE SHOW ON THE ROAD

YOUTH SPORTS TAKEOVER



Give the kids and community the full Sea Dogs treatment as we take the show on the road and bring the Sea Dogs experience to you! With our PA announcer, DJ, Promo team, and between inning game, your field will feel like a mini Hadlock Field.

- Presenting Sponsor of Take the Show on the Road
 - Signage, Social Media, PA-Reads, and more
- Opportunity to supply a giveaway and contests
 - Speak with us for more information and ideas on how to make this a memorable experience and boost your community relations

Price:

- \$3,000.00/per game

BARK IN THE PARK DAYS

SPONSORSHIPS



TITLE SPONSOR

Be the presenting sponsor of all five (5) Bark in the Park games.

Partnership includes:

- Name and logo attached to all marketing Sea Dogs do to promote the event
- Table at all Five (5) games
- Pre-game In-Park announcement at all home games
- Opportunity to provide a giveaway

Price:

- \$5,000.00/year for a 1-year agreement

PUPPY PARTNER

Be a partner sponsor of one Bark in the Park games

Partnership Includes:

- Name and logo included in all promotion about your Bark in the Park game
- Pre-game in-park announcement and logo on the video board at your game
- Table at your game

Price:

- \$2,000.00/year for a 1-year agreement



SOUVENIR SHOPPE

PRESENTING SPONSOR

Have your name and logo attached to an iconic spot at Hadlock Field. Serving as our main shop for all Sea Dogs merchandise, this is a great way to be apart of the Sea Dogs experience all year long. By being the presenting sponsor, your name and logo will be included in everything involved in the souvenir shoppe, including social media, pocket schedule, stadium maps, website, program, and more.

Souvenir Shoppe Package:

- Exclusive naming rights of the souvenir shoppe
 - name and logo attached to all information involving the souvenir shoppe
- Signage inside and outside of the souvenir shoppe
- Full-page program ad
- 30-Second Radio Spot
- One (1) Pregame In-Park Announcement
- Sponsor of Social Media content involving the Souvenir Shoppe
 - Examples - Merchandise Monday, Fresh Out of the Container, Sales, and more

Price:

- \$15,000.00/year for a 3-year agreement



THANK YOU FOR YOUR INTEREST

This package contains a couple ideas of partnership possibilities. We are always developing new and unique ways to market. If you have any questions or need additional information, please don't hesitate to reach out.

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