

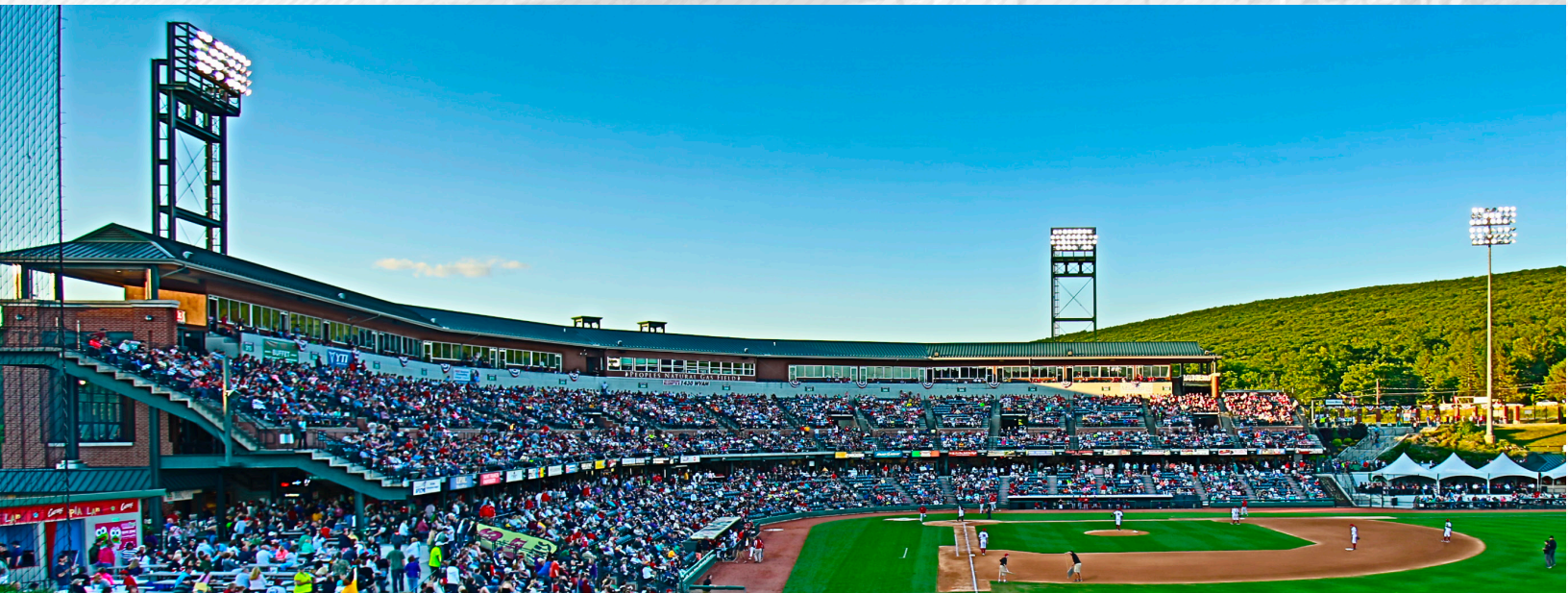
# ALTOONA **CURVE**

## ***PARTNERSHIP GUIDE***



# ABOUT THE CURVE

Twenty one years after its inception in 1999, the Altoona Curve continue to receive regional and national recognition on and off the field. Through the first nineteen seasons, over six million fans have attended games, concerts and other festivals at Peoples Natural Gas Field. As the Pittsburgh Pirates Double-A Affiliate, the Curve provide quality baseball at affordable prices all within a family friendly environment, offering memory making experiences with something for everyone.



## **WHO WE ARE**

Bob and Joan Lozinak, both Altoona natives who always had dreams of bringing professional baseball to their hometown, were finally able to make that dream a reality in 1999. The original owners of the franchise from 1999-2001, Bob and Joan, along with their three sons, Mike, David and Steve, reacquired their hometown team on Decemeber 29, 2009. The couple can often be found somewhere inside Peoples Natural Gas Field on game days enjoying Curve baseball with fellow fans and enjoying the fun, affordable family atmosphere they always dreamed of providing through the game of baseball.

## **WHY THE CURVE**

The Altoona Curve offer marketers the critical elements that make sponsorship at Peoples Natural Gas Field a powerful and unequalled brand and business builder. Your company name, product and services can be showcased in places where your competition does not exist. Engaging our fans in one of our multi-layered marketing campaigns with your company's message will leave a lasting impression on your expanding consumer base.

Does your advertising have emotion? Does it create memories for your audience that they can take with them? While emotions are running high, your business is in front of a target audience who will associate your company name and message with entertainment and fun. You will have countless impressions that impact critical areas beyond the bottom line. Whether you are seeking direct/indirect marketing, brand development, community interest or driving traffic to your facility, the Altoona Curve have the medium for you to meet your marketing objectives.

**877.99.CURVE | 814.943.5400 | [AltoonaCurve.com](http://AltoonaCurve.com)**

# ACCOMPLISHMENTS & DEMOGRAPHICS

## FRANCHISE ACCOMPLISHMENTS

- 2017 Eastern League Champions**
- 2015 - 2018 Consecutive Playoff Appearances**
- 2014 UPMC Health Plan Eastern League All-Star Game Host**
- 2012 Golden Bobblehead Award**  
*(Awarded Best Charity Promotion or Event in Minor League Baseball)*
- 2010 Eastern League Champions**
- 2006 John H. Johnson President's Trophy**  
*(Awarded to the Top Franchise in Minor League Baseball)*
- 2006 Bob Freitas Award**  
*(Awarded by Baseball America to the Top Franchise at the Double - A Level)*
- 2006 UPMC Health Plan Eastern League All-Star Game Host**
- 2004 Larry McPhail Trophy**  
*(Awarded For Promotional Excellence in All of Minor League Baseball)*



## CURVE AT A GLANCE

**Year Established - 1999** | **League - Eastern League**  
**Major League Affiliation - Class AA of the Pittsburgh Pirates** | **Schedule - 140 Games (70 Home)**  
**Location - Altoona, Pennsylvania** | **Season Length - April - September**  
**Ballpark - Peoples Natural Gas Field** | **2019 Average Attendance - 4,604**  
**Ballpark Capacity - 7,210 (Standing Room of 9,500)** | **All Time Attendance (1999 - 2019) 6,884,070**

## FAN DEMOGRAPHICS

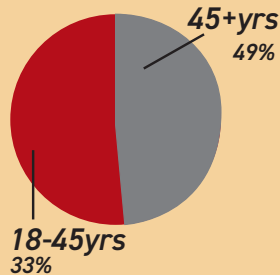
**MALE**



**FEMALE**



**AGES**



Have a 4-yr College Degree



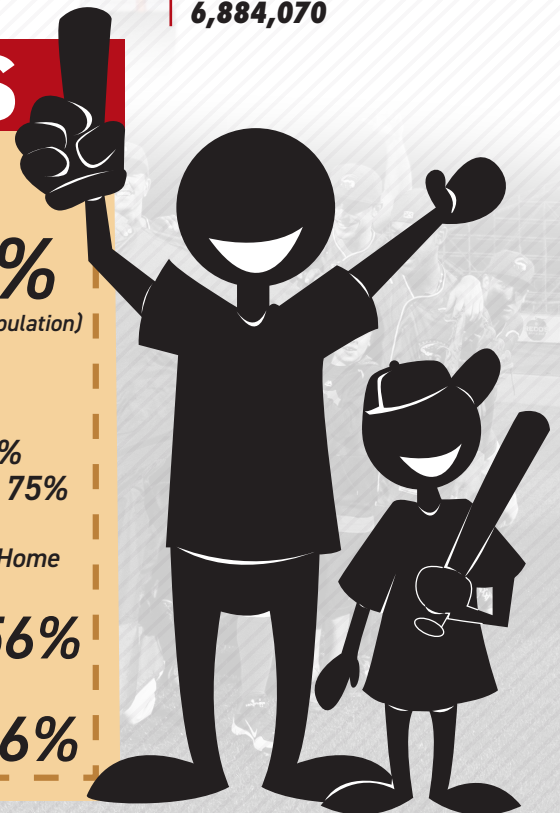
*(Compared to 26% of General Population)*

Household Income of \$75,000 + 64%  
Adult Fans That are Homeowners - 75%

Have Children Under the Age of 17 Living at Home



Have 2+ Children Under the Age of 17 Living at Home **26%**



\* Source MLB

# SOCIAL MEDIA IMPACT

Our wide-reaching social media audience is growing faster than **EVER!**

**f 7.3 MILLION IMPRESSIONS**  
APRIL 1 - SEPT. 30, 2019

**5.5 MILLION IMPRESSIONS**  
APRIL 1 - SEPT. 30, 2019

**f 193,801**  
Facebook engagements  
APRIL 1 - SEPT. 30, 2019

**1,376**  
Average Twitter engagements per day  
April - September 2019

**3,580**  
Instagram impressions per post!

## SOCIAL MEDIA NUMBERS

**f - 53,678 LIKES**

**- 18,400 FOLLOWERS**

**- 16,600 FOLLOWERS**

**- 2,000+ FOLLOWERS**

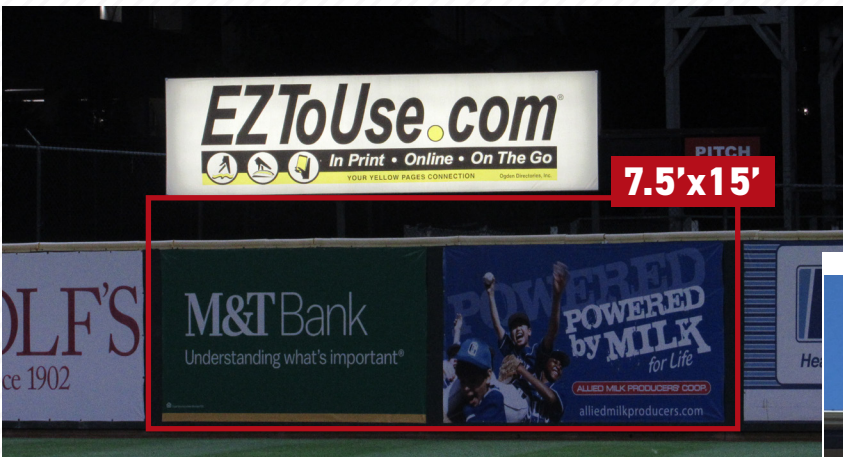
\* Source MILB

# SIGNAGE

Ballpark signage offers your company a unique form of marketing to reach several hundred thousand potential customers/clients each year. From video board graphics and commercials to unique placements such as foul poles, there's an endless amount of opportunities to increase your company's top-of-mind awareness. These image-building forms of marketing are always in high demand and provide value and prestige for your business.

## OUTFIELD BILLBOARDS

Billboards are one of the most highly sought after pieces of ballpark real estate, providing direct/indirect viewing throughout the game and in media coverage.



## UPPER LEVEL BILLBOARD

Upper level billboards are displayed on the facing of the skybox balconies and provide excellent visibility inside and outside the ballpark

# FACADE SIGNS

These prominent backlit signs are showcased on the facing of the second level and are also visible from outside the facility.



# CONCOURSE SIGNAGE

These backlit signs are displayed above the high-traffic concession windows on the upper and lower concourses. Additional concourse signs include the starting lineup, league standings, and affiliate report boards (all have sponsorship opportunities) located adjacent to Peoples Natural Gas Field's main concession stand and across the concourse from the customer service center.



# VIDEOBOARD

**ALPHA POWERSPORTS AND SPECIALIZED VEHICLES**

**Lake Raystown Resort**  
an RVC Outdoor Destination

**SHEETZ**  
FRESH FOOD MADE TO ORDER

**ATLANTIC broadband**

**Altoona Rubberducks LINEUP**

SS	CLEMENT
DH	TOM
CF	JOHNSON
RF	MARABELL
LF	CALICA
1B	GARCIA, W
2B	MONASTERIO
C	ICE
3B	PANTOJA

**CONOR MARABELL**

AVG.	H	RBI	HR
.167	5	3	0

5 Double  
4 Walk  
1 Popout

**BEAU SULSER**

ERA	IP	SO	PITCHES
0.00	5.0	2	21

**RESULTS**

B	S	O	1	2	3	4	5	6	7	8	9	10	R	H	E
2	0	0	0	0	5	0							7	5	0
A	0	0	0	0	0	0							0	3	1

# EVENT SPONSORSHIP

Event sponsorships with the Curve provide your company with a platform to obtain maximum exposure in a unique and creative way through giveaway items, entertainment acts, fireworks, theme nights and special events. Event sponsorships are a popular way to reach specific demographics, and your event can be tailored to meet your company's marketing objectives.



## ***EVENT/GAME DAY SPONSORS RECEIVE***

- Marketing exposure to thousands of fans inside Peoples Natural Gas Field via media outlets
- Pre-game day marketing exposure to thousands of fans inside and outside the ballpark through signage, radio, TV, print, flyers, public address announcements and videoboard graphics
- Opportunity to display signage throughout the ballpark on game day
- Videoboard recognition and public address announcements throughout the game to highlight and promote your business
- Opportunity to showcase your business with a concourse display and exit sampling
- Opportunity for your company representative to throw out a ceremonial first pitch
- Chance to join the Curve Radio Network for an inning and be a guest on the pre-game Curve Gameday Show
- Tickets to the event to entertain staff, customers, clients and colleagues



# GAME PRESENTATION

**B**ring your sponsorship to life by incorporating fan interaction, excitement and brand recognition for your company. In-game promotions are remembered and spoken about long after fans leave Peoples Natural Gas Field, producing goodwill and valuable word-of-mouth advertising for your business. If you are looking for a unique and creative way to maximize your business in front of hundreds of thousands of fans who will attend Altoona Curve games, then reserve a full season in-game promotion!

## ON-FIELD CONTESTS

**T**he most unique and interactive form of sponsorship available. Sponsor an on-field contest and have the eyes of everyone at the ballpark focused on your company's name and logo at each home game.



## OTHER IN-GAME CONTESTS

**I**n the fun and wacky world of Minor League Baseball additional in-game promotions have endless possibilities. By basing your promotion on occurrences in the game and pairing it with details specific to your company, the Curve' in-game promotional staff can tailor a promotion to fit perfectly with your marketing goals.



# BALLPARK PRESENCE

Showcase your business or organization by having a presence at the ballpark, providing a high-profile location to reach out to new clients, promote new products, collect information and more!

## BALLPARK EXPOSURE OPTIONS

- Concourse tables
- Displays near main entrance/box office
- Hanging banners throughout the ballpark
- Exit coupons



## RADIO & PRINT

### RADIO SPONSORSHIP

Broadcast your company's message during the exciting live radio broadcasts of Altoona Curve baseball. Placing your ad on our multi-station network throughout Central Pennsylvania brings your message to our listeners every day during the baseball season. All games (home, away and postseason) can be heard on the Curve Radio Network, and can also be accessed nationwide through live streaming audio at [TuneIn.com](http://TuneIn.com), [TuneIn app](http://TuneIn app), and [AltoonaCurve.com](http://AltoonaCurve.com)

### RADIO INVENTORY

- 30 or 60 second radio commercials that run during inning breaks and other natural breaks in the game
- Pre-game, post-game or overall title sponsorship of the radio broadcast
- Segment sponsorship of various items, such as keys to the game, player of the game, upcoming games and more



# PROGRAM/PRINT SPONSORSHIP

In 2019, the Altoona Curve produced 100,000 printed programs that were distributed for free to all fans entering the ballpark. These materials can provide your company with the ideal outlet to effectively convey your message while producing several hundred thousand impressions for your business. Print materials can be used as a branding ad, bounce back coupon or to drive traffic directly to your business.

**HIT A HOME RUN**  
with a loan from



855-766-MAIN | OneMainFinancial.com

OneMain Financial Group, LLC and OneMain Financial of Pennsylvania, Inc. and OneMain Consumer Loan, Inc. - Licensed by the Pennsylvania Department of Banking and Securities.

Half-Page Program Ad

## ALTOONA CURVE OFFICIAL GAME PROGRAM **CHRONICLE**

VOLUME 19, ISSUE 23 | SEPTEMBER 14-16, 2017 | PEOPLES NATURAL GAS FIELD | CURVE, PA



EXPIRATION: 12/31/2017

**\$200 off  
Bladeless  
LASIK**



**LAUREL  
EYE CLINIC**

Ticket Back Sponsor

# LUXURY SUITES

Enjoy games or events at Peoples Natural Gas Field in one of our plush suites, featuring a full-catered suite menu of food and beverages. Suites can accommodate at least 20 people with multiple options to customize your perfect event.

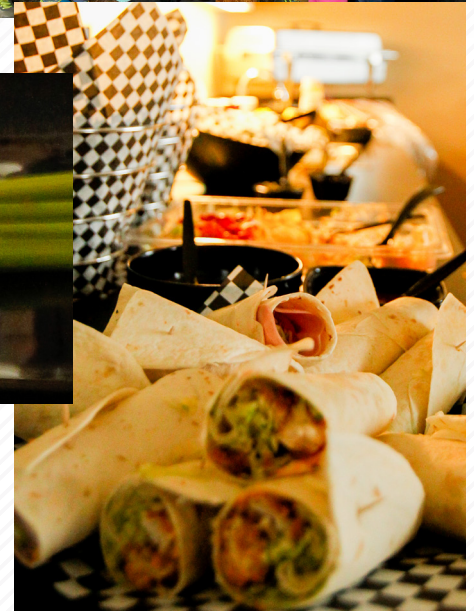
## **CATCH A GAME IN STYLE**

First-class service and amenities such as comfortable, climate-controlled atmosphere, cable television and stately furnishing provide you and your guests with top notch accommodations. Plus, elevated indoor/outdoor seating allows totally unobstructed views of the playing field and the scenic Allegheny Mountains beyond the ballpark.



## **FOOD OPTIONS**

Wait staff service for a fully-catered menu is available. Enjoy our newly updated variety of tempting food options available to pre-order.



## **BIZBALL SUITE**

The BizBall Suite is unique in atmosphere. The meeting space along the third base side, will help bring energy to your meeting, retreat or presentation. The suite can be used for meetings on non-game days or you can couple your meeting with a ballgame!



# TICKET OPTIONS

Enjoy the fun and excitement of Curve baseball with one of our picnics, group outings, or season ticket plans!

## GROUP OUTINGS

Whether you are a business, church group, service club, sport team, school, reunion, military group or any other group of baseball fans, a Curve game at beautiful Peoples Natural Gas Field will be the most memorable gathering you'll have this year. Groups of 20 or more qualify for discounts on tickets, plus other benefits.



## PICNICS

Fans of all ages are sure to enjoy these all-you-can-eat buffet style feasts from the U.S. Foods Picnic Pavillion located down the left field line. The Curve take care of the set-up, serving and clean-up, all you have to do is relax and enjoy!

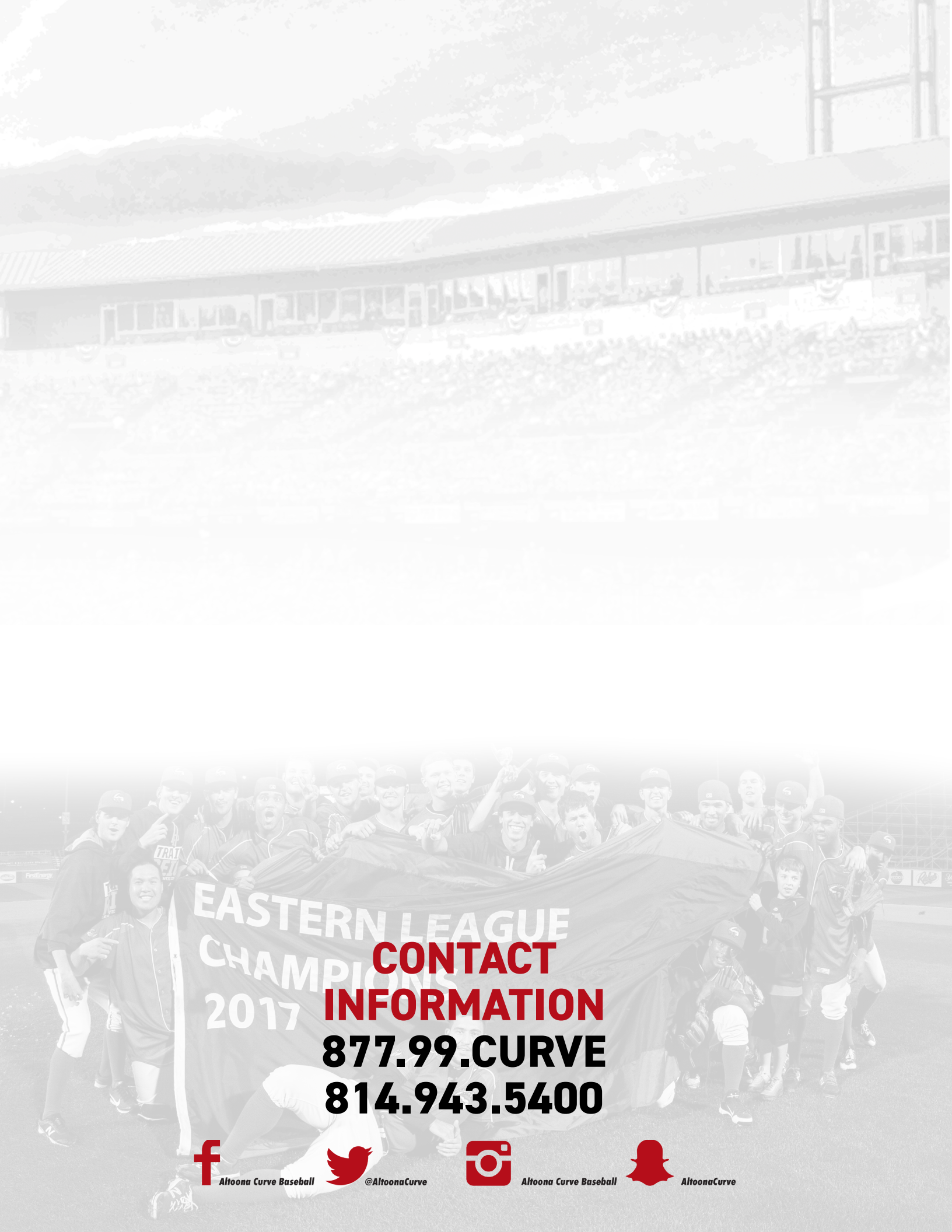
## SEASON TICKETS

Pair your sponsorship with Curve season tickets and treat employees, customers, clients, family and friends to top notch baseball and fun-filled entertainment. Plus, enjoy special season ticket holder benefits, including a first pitch opportunity, Never Waste Program, discounted parking passes and more!

## BIRTHDAY PARTIES

Food, fun and baseball make for a memorable birthday for fans of all ages in Curve, PA! In addition to their game ticket, guests will enjoy an all you can eat buffet and a delicious Dairy Queen ice cream cake for dessert. In addition, the birthday persons gets to throw out a first pitch, see their name on the videoboard, an autographed baseball and so much more.





**EASTERN LEAGUE  
CHAMPIONS  
2017**

**CONTACT  
INFORMATION  
877.99.CURVE  
814.943.5400**

