



2013 Partnership Information

Joliet Slammers - presented by: ATI
Silver Cross Field
(815) 722-2287

Meet the Joliet Slammers

- Knowing the people you do business with -

The Joliet Slammers enter the 2013 season under new ownership. Joliet Community Baseball and Entertainment, LLC is led by CEO Josh Schaub (pictured at top with Joliet City Manager Tom Thanas), an attorney and associate scout for the Milwaukee Brewers and Treasurer Nick Semaca, a Director with global consulting firm McKinsey and Company.

Joliet native Chris Franklin (second picture on the right) returned to Silver Cross Field in November to be named General Manager. After working for the Joliet JackHammers during the 2006 season, Franklin followed then General Manager, Steve Malliet to work five and a half years with the River City Rascals of the Frontier League. Franklin served three of those years as the Rascals General Manager, reaching the Frontier League championship series in all three years and winning the title in 2010.

Former Frontier League *Coach of The Year* Mike Breyman reunited with Franklin in January as he was named the Slammers new Field Manager. Breyman served on the Rascals coaching staff during the 2010 and 2011 seasons as their Hitting Coach. Breyman brings with him a wealth of knowledge and success in the Frontier League both as a player and as a coach. He most recently helped lead the Gateway Grizzlies to the Frontier League playoffs in 2012 as their Hitting Coach.

J.L. Bird and Spikes, the Slammers mascots, are always looking for ways to support Joliet and its surrounding communities.



Slammers Reach

- *Make our fans your fans* -

- Over 150,000 visitors through the gates in 2012 (Slammers averaged 2,231 fans per game over 47 regular season games)
- Over 660,000 views on the Slammers YouTube channel
- Over 225,000 visitors to jolietsslammers.com
- Over 6,600 Facebook fans and Twitter followers
- 5,900 Slammers e-newsletter subscribers
- All 96 Slammers games are broadcast on AM 1340 WJOL reaching Will, Grundy, Kankakee, Cook, Kendall, and DuPage Counties and streamed live on wjol.com.
- The Slammers have gained local, regional, and national media exposure through various promotions. Coverage includes ESPN, Yahoo!, Yahoo! Deportes, CBS Sports, USA Today, Fox News, Chicago Sun Times, Chicago Tribune, Deadspin, MLB Network, aol.com, sportsgrid.com, nesn.com, and many more.



Slammers Reach

- *Make our fans your fans* -



1,493,000 per year...

124,417 per month...

28,712 per week...

4,090 per day...

...pass Silver Cross Field
via Amtrak



3,285,000 per year...

273,750 per month...

63,173 per week...

9,000 per day...

...pass Silver Cross Field
via vehicle on Jefferson St



70,000 per year...

5,833 per month...

1,346 per week...

192 per day...

...pass Silver Cross Field
via Metra

Over **4.8 million** people per year pass Silver Cross Field!

The Slammers reach almost **5 million** people annually!



Events at Silver Cross Field

- *If you build it...they will come* -

Baseball Games

Professional Baseball - Joliet Slammers (51 regular season, 2 exhibition, and playoffs)

The Joliet Slammers are members of the Frontier League of Professional Baseball. The Frontier League is the oldest continuously operating independent professional league, entering its 21st season in 2013.

College Baseball - University of St. Francis (15 spring and 10 fall)

Silver Cross Field plays home to the "Fighting Saints" men's baseball team. The Saints are members of the National Association of Intercollegiate Athletics (NAIA) and the Chicagoland Collegiate Athletic Conference (CCAC).

High School Baseball (Over 20 high school baseball games)

For the seventh consecutive year, Silver Cross Field will play host to the Illinois High School Association (IHSA) boys State Baseball Championships (3A & 4A). Over 8,000 fans attended the 2012 games.

Other area high schools that will play this spring at Silver Cross Field including Joliet Central, Joliet West, Joliet Catholic Academy, Lockport, Providence Catholic, Herscher, Minooka, Plainfield Central, Plainfield South, Lemont, and more.

Miracle League of Joliet (6 Saturday Summer Events)

The Miracle League is a national organization determined to bring the game of baseball to children with disabilities around the globe. Our focus is to orchestrate baseball programs and to help build accessible rubberized fields so that every child has the chance to play baseball.

Other Events

Joliet Community Baseball & Entertainment has more than just baseball in store for Silver Cross Field

Weddings - Banquets - Corporate Meetings - Concerts - Yard Sale - MLB Pitch Hit & Run - Graduations - Reunions - Fantasy Draft Parties - Bachelor & Bachelorette Parties - 5K Runs - Movies - Picnics - Trade Shows - Seminars



In-Stadium Signage Opportunities

- *Make our fans your fans* -

Silver Cross Field provides endless opportunity to brand your business or organization. No business is too small to activate signage with the Joliet Slammers with pricing starting as low as \$500.

Concourse Level (\$250 - \$5,000)

Example: 3' x 5' wall sign (pictured top right)

Others Include: Restrooms, Concession Stands, Steps, Windows, Seats

Field Level (\$500 - \$15,000)

Example: 6' x 20' outfield wall sign (pictured middle)

Others Include: Foul Poles, Dugouts, On-Deck Circles, Field Tarp

***Ballpark Areas & Premium (\$7,500 - \$35,000)**

Example: Tri-Motion Scoreboard Signage (pictured bottom right)

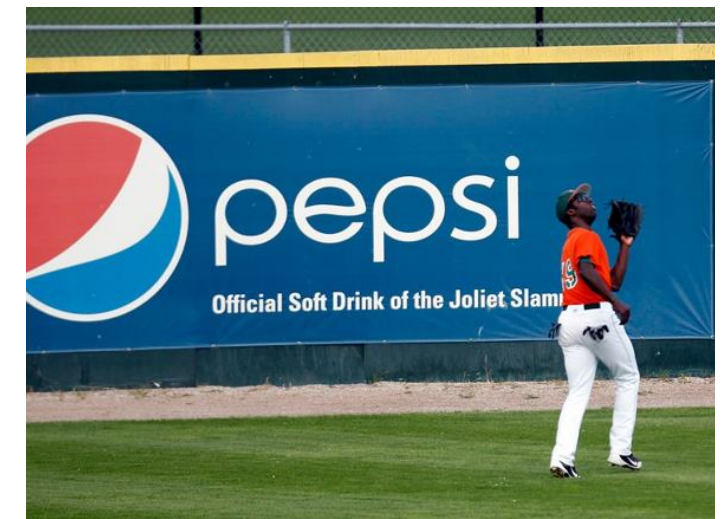
Others Include: Right Field Building, Luxury Suite Level, Party Areas, Grass Berms, Picnic Pavilion, Kid Zone

**Ballpark Area pricing also includes hospitality and inclusion on all Slammers collateral and advanced media materials.*

Outside Opportunities (\$10,000 - \$50,000)

Example: Box Office

Others Include: Exterior signage facing Jefferson Street (9,000 cars per day plus Amtrak and Metra traffic)



Street Level Signage Opportunities

- Make our fans your fans -

Maximize your exposure on the exterior of Silver Cross Field. Located on the busiest street of downtown Joliet (Jefferson) and across from both an Amtrak and Metra station, street level signage captures more than just the baseball fan. (Limited availability - call for details)

5' x 5' Street Level Windows (top photo "2011"sign)

*Two (2) available
\$10,000 each*

10' x 30' Third Tier Brick Cutouts (bottom photo - highest level of brick)

*Two (2) available
\$30,000 each or \$50,000 for both*

Box Office Naming Rights

Capture all of the daily foot traffic and then some. With box office naming rights you receive prominent signage on all four ticket windows above and below. You also receive signage on the inside and out of the indoor Will Call room.

\$30,000 Investment Includes

- 14 total signs*
- Brand on all will call envelopes (estimated 25,000 envelopes)*
- Included on all in-stadium announcements. Purchase tickets at "your brand box office"*
- Included on team website and stadium map*



Promotional Opportunities

- Make our fans your fans -

Minor League and independent baseball is built on affordable, family fun! Notice the exclamation point comes after fun? Be a part of our non-stop entertainment and turn our fans into your fans!

Concourse Table Display (\$500 per game or \$300 for multiple)

Choose one or more of our 51 regular season home games and distribute your information.

Public Address Announcements (\$1,000)

Deliver your message through our public address announcer and let everyone far and wide hear your voice.

Scoreboard Video Commercials (\$2,000)

Video commercials are a great way to grab our audiences attention. Play a :30 or :45 second commercial in between innings.

On-Field Promotions(\$2,500 - \$5,000)

The Slammers work with you to create an on-field promotion that best delivers your message to our captive audience during Joliet Slammers home games.

Promotional Giveaway(\$2,000 - \$7,000)

Let anywhere from 500 -1,000 fans walk away with a unique co-branded souvenir from one of our premium games. Giveaways include bobble heads, seat cushions, blankets, and more!

Promotional Night(s) (\$1,000 - \$15,000)

Choose on night or one night of the week to partner with the Slammers. Sponsor nights such as "Fireworks Fridays" and "Thirsty Thursdays". We will create promotional just for you...



Hospitality

- Let us do the work -

20 or more Reserved \$10^{Per} Ticket \$2 Loot Group Benefits	100 or more Reserved \$10^{Per} Ticket \$3 Loot Group Benefits	300 or more Reserved \$10^{Per} Ticket \$4 Loot Group Benefits	Blue Collar Buffet \$20^{Per} Ticket All-U-Can Eat Group Benefits	Picnic w/ Lawn \$20^{Per} Ticket (20 - 2,000) All-U-Can Eat Group Benefits	Picnic w/ Reserved \$25^{Per} Ticket (20 - 3,000) All-U-Can Eat \$2 Loot Group Benefits
Loaded Luxury Suite \$40^{Per} Ticket (22 - 58) All-U-Can Eat Exclusive Area Group Benefits	Miller Lite Party Deck \$25^{Per} Ticket (25 - 30) All-U-Can Eat Exclusive Area Group Benefits	"The Pen" Party Patio \$25^{Per} Ticket (20 - 25) All-U-Can Eat Exclusive Area Group Benefits			

**Season Tickets Available
For As Low As \$8 per game!**

Never Waste A Ticket Can't make it to your regularly scheduled game? No problem, it's kind of like recording your favorite show, just watch it later! Redeem your unused group ticket for any of the following dates (food & beverage does not apply). July 22 & 23 and August 27 & 28.

Slammers Loot Loot allows you to reward your group's members with dollar for dollar coupon's good for anything inside Silver Cross Field.

Group Benefits Every group of 20 or more, regardless of area, receives preferred seating together as a group. Your group also has the option enter into our exclusive group raffle for free and will receive recognition on the video board and public address system. Group leaders also receive additional benefits.

All-You-Can-Eat & Drink Choose from one of our five all-you-can-eat and drink (Pepsi Products) options! All menus are served for a total of 90 minutes (starting times and menus vary).

