

PARTNERSHIP

NEW BRITAIN

BEES

GUIDE



(860) 826-BEES
www.nbbees.com



ABOUT NEW BRITAIN BEES

Where do Central Connecticut residents swarm to every summer? A grand total of 5,687,365 fans have seen professional baseball at New Britain Stadium since opening in 1996. In 11 of the past 12 seasons, the ballpark has welcomed over 300,000 fans annually while providing affordable family entertainment in the cleanest, safest, most fan-friendly facility in the region.

WHAT THE NEW BRITAIN BEES OFFER YOUR ORGANIZATION

With fans exposed to your name in a relaxed, fun atmosphere for three hours each game, the Bees offer a captive audience. Exposing fans to your company also helps drive them from New Britain Stadium to your locations. We play America's Game and we're Central Connecticut's hometown team; an association that is sure to reflect positively on your organization.

DEMOGRAPHICS

Connecticut is home to more than 3.5 million people and New Britain is Connecticut's "Hardware City," located in Hartford County (population 894,014), the second-most populous county in the state. According to a recently conducted demographic study:

- ✓ 67 percent of fans are between the ages of 18 and 49
- ✓ 68 percent are married
- ✓ 74 percent have a total household income of over \$50,000
- ✓ 66 percent are college educated
- ✓ 100 percent said they would recommend going to a game to a friend or family member.

LOYALTY

Over 80 percent of season ticket and sponsorship partners have renewed their involvement with our organization annually. These are the loyal customers you want!



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SIGNAGE/BRANDING/AWARENESS

Signage is the most popular form of ballpark advertising due to the constant exposure offered at all 70 Bees home games PLUS other ballpark events. The Bees boast a variety of signage options that offer maximum exposure to sponsors. Name and logo recognition, prominent awareness, activation and locked-in pricing are among the benefits of choosing a signage option.

Signage

Backlit Concourse Sign	\$5,000
Dugout Tops (2)	\$15,000
Dugout Inside (2)	\$15,000
Premium Entrance Signs (4)	\$18,000
8 ft x 17 ft Billboard Sign	\$9,000
8 ft x 34 ft Billboard Sign	\$15,000
16 ft x 34 ft Billboard Sign	\$18,000

Scoreboard

Message Panels 2 ft x 14 ft (2)	\$12,000
Bottom Panel (2)	\$18,000
Top Panel (2)	\$20,000

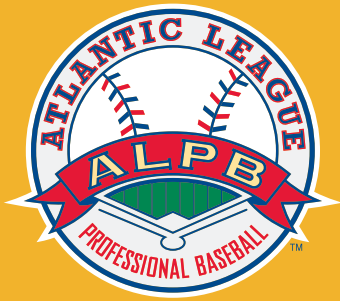
Specialty Areas

Program Booths.	\$6,000
First Aid.	\$7,500
Customer Service	\$10,000
Rooftop Bar	\$10,000
Ticket Kiosk	\$15,000
Picnic Area	\$15,000
Fun Zone	\$15,000
Turnstiles.	\$15,000
Caddy Cups	\$15,000
Suite Level	\$35,000



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COURTESY OF NEW BRITAIN HERALD

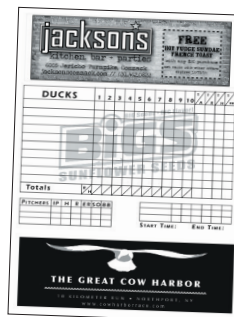
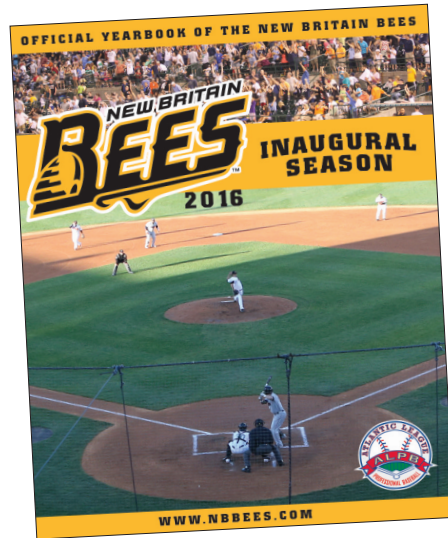


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PRINT MEDIA

COMMEMORATIVE YEARBOOK

The Bees commemorative yearbook is a traditional full-gloss publication that contains player profiles, feature articles, team information, statistics, and ballpark information. Fans frequently refer to the information in the yearbook while they are in the park as well as after they bring it home. The Bees commemorative yearbook offers you an effective way to promote your message to Bees fans throughout the season and beyond.



SCORECARD & ROSTER INSERT

Present your company in these simple, yet effective print pieces. Fans of all ages keep score at Bees games. With limited advertising space available, your message is likely to be remembered.

TICKETING

Everyone needs a ticket, therefore everyone gets your message! A proven winner to drive store traffic, ticket backs are a great couponing vehicle. You are certain to have your message hand delivered to each customer.

POCKET SCHEDULES

Fans number one choice for Bees game and event information. Pocket schedules are printed in quantities of 100,000. They are displayed at retail locations throughout Connecticut, handed out at special events and mailed to fans. Advertising opportunities exist on the back panel or inside panel of the schedules. Great for traffic-driving activation campaigns.

Commemorative Yearbook

Quarter Page	\$1,000
Half Page	\$2,000
Full Page	\$3,000
Page 1	\$3,500
Autograph Pages	\$3,500
Inside Back Cover	\$4,000
Inside Front Cover	\$4,000
Centerfold	\$4,500
Back Cover	\$5,000

Scorecard & Roster Insert

Roster Insert Banner	\$2,000
Banner	\$2,000
Screen	\$2,500
Inside Front Cover	\$3,000
Back Cover	\$4,000

Pocket Schedules

Holders	\$3,000
Inside Panel	\$4,000
Back Panel	\$5,500

Ticketing

Will Call Envelopes	\$5,000
Ticket Backs	\$10,000



MEDIA



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BEE VISION

Bee Vision packages are a cost-effective way of exposing fans to your company on our state-of-the-art video board located in center-field. Bee Vision displays are 30-second, non-audio spots that run on a loop all game long. It's like having a scoreboard sign multiple times throughout the night! An effective way to receive name recognition and show support of New Britain's home team. Anything from a company logo to a commercial can be played on the big board for everyone to see.

Social Media Packages Available



Bee Vision

P.A. Copy Read	\$3,000
Single Package (3-4 spots/game)	\$4,000
Double Package (7-8 spots/game)	\$7,000
TV Commercial (half season)	\$5,000
TV Commercial (full season)	\$9,000

BROADCAST

The Bees broadcast all 140 games on www.nbbees.com, with live streaming video available for all home games. Additionally, premium games can be heard on the airwaves of a popular, highly rated FM signal. With rates as low as \$12 per spot, a Bees radio package is a cost-effective way to send your message out to listeners both close to home and around the world.

Broadcast

Single Package (140 spots)	\$2,500
Double Package (280 spots)	\$4,000
Triple Package (420 spots)	\$5,000
Pre-Game/Post-Game Naming Rights ...	\$4,000
Pitching Change	\$5,000



WEBSITE www.nbbees.com

Advertising on the online home of the Bees, www.nbbees.com, is a great way to target your message to fans worldwide. Combine the popularity of the Bees with the ever-growing use of the Internet, and your business can only win! The site is loaded with all of the latest team news and information updated daily. Fans log-on to check scores, player statistics, league standings and upcoming promotions, as well as to purchase tickets and merchandise. Put your business on the site with a rotating homepage banner or one of the many individual page banners.

Website

Page Banners	\$2,500
Homepage Banners	\$5,000
Tickets/Roster Interactive	\$7,500



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PROMOTIONS

IN-GAME PROMOTIONS

One of the best ways to get your name in front of Bees fans is sponsoring an in-game promotion. Your promotion will have the undivided attention of thousands each night as we get fans involved on the field. Your company name is included in the PA announcements and your logo is featured on the Bee Vision board throughout the promotion.

WEEKLY PROMOTIONS

Claim ownership of a day of the week while creating activation. Weekly promotions include Autograph Days, Kids Run the Bases and couponing nights. Weekly Sponsorships are supported by a logo and listing in up to 400,000 pocket schedules.



Promotions

Game Sponsorship Package	\$2,500
Weekly	\$3,000
In-Game On-Field (half season)	\$3,500
In-Game On-Field (full season)	\$5,500



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GIVEAWAY NIGHTS

Your company can have its own special night with the Bees and entertain clients, customers and reward employees all season long. Your logo will be prominently featured on the scoreboard, your employees and clients will enjoy the game from a luxury suite, and a representative from your company can throw out a ceremonial first pitch. Additionally a minimum of 1,000 fans will go home with a premium item with your company's name and logo on it! Pre-event promotion includes the promotional calendar located in the yearbook, pocket schedules and website, the Upcoming Events Board signage, in stadium P.A. announcements and drop-ins during the Bees broadcast. Examples of giveaway items include:

- ✓ Baseball Caps
- ✓ Logo Baseballs
- ✓ Mini Bats
- ✓ Playground Balls
- ✓ T-Shirts
- ✓ Seat Cushions
- ✓ Bee Banks
- ✓ Visors
- ✓ Lunch Boxes
- ✓ Growth Charts
- ✓ Magnetic Schedules
- ✓ Thundersticks
- ✓ Fireworks
- ✓ Water Bottles
- ✓ Team Posters
- ✓ Autograph Books
- ✓ Foam Fingers
- ✓ Thermal Mugs
- ✓ Bobbleheads
- ✓ Pennants



EACH GAME SPONSORSHIP PACKAGE INCLUDES

- ✓ First Pitch opportunity
- ✓ Luxury Suite with 20 tickets for the night of the game
- ✓ Four (4) Box Seat Season Tickets
- ✓ Concourse Table
- ✓ PA Announcements, pre-event publicity (inclusion in print, radio, web advertisements and on site advertising)

PROMOTIONS



CONCOURSE TABLES

Meet and greet Bees fans – your customers – at the ballpark. The Bees will provide valuable space on the concourse, a table, space to hang a banner, and PA announcements throughout the game driving fans to your table. Join us for one or multiple games.

Concourse Tables

One Date	\$750
Five Dates	\$2,500
10 Dates	\$4,000
20 Dates	\$7,000
Full Season	\$15,000

Specialty Promotion Areas

Fun Zone	\$15,000
Picnic Area	\$15,000
Rooftop Bar & Grill	\$10,000



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BEYOND THE BALLPARK

SWEEPSTAKES

The Bees Sweepstakes program will increase traffic at your locations! By bringing an exciting display to your retail locations, the Bees can bring new customers through your doors as well as entice existing ones with chances to win valuable prizes. The Point of Sale displays effectively communicate your partnership with the Bees in providing quality entertainment. These turn-key four-week “register to win” programs are the perfect mix of in and out of ballpark promotions. We will customize every detail to fit your demographic target.

Sweepstakes*

Win the Bees Grounds Crew for a Day ...	\$10,000
Take a Bee to Class	\$10,000
Kids Run the Ballpark	\$10,000
Manager for the Day	\$12,000
Be a Bobblehead	\$15,000

* Additional Production Costs May Apply



COMMUNITY PROGRAMS

Bees community programs provide the opportunity to reach into the community using New Britain's most popular pro team. As the underwriting partner for the Bees outreach initiatives, your company will show its support for the Bees and the New Britain community. Exposure is achieved both inside and outside the ballpark. Programs can even be created and tailored to meet your marketing objectives.

Community Programs

Reading Program	\$7,500
Child I.D. Wristbands	\$7,500
Street Team	\$10,000
Baseball Camps	\$10,000
Kids Club	\$12,500



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HOSPITALITY



SEASON TICKETS

Field Box or Box Seat locations – experience the best savings and most benefits! Perfect for customer relations. Works as a reward/incentive for employees. Includes playoffs if the Bees qualify.



Investment:

Ten-Game Mini-Plan:	\$8/Ticket
Full Season Field Box Seat:	\$9/Ticket

LUXURY SUITES

Watch the game from the most exclusive seats in the ballpark. Each luxury suite comes with 20 tickets for a fully furnished, climate controlled box equipped with cable television. Includes outdoor balcony seating. Special menu and wait service. Great way to entertain clients. Access to the Rooftop Bar and Grill included.

Multi-Season Lease*	\$215 per Game
One-Game Rental*	\$600

* Food and beverage not included.



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GROUPS/PICNICS

Bring your group of 25 to 300 out for an all-you-can-eat pregame soiree or group outing and a ballgame. Ask your account representative for more information.

Investment:

Group Tickets Box	\$8
Group Tickets Bleacher	\$5
All You Can Eat Picnic Adult	\$30
All You Can Eat Picnic Child	\$24



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