



Sponsorship Proposal for

THE BALLPARK AT LEAGUE CITY

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WELCOME

03

ABOUT US

Facility information, capabilities, guest demographics

08

PARTNERSHIP

Maximizing ROI, on-site activation ideas, audience engagement strategies, social media & digital marketing strategies, marketing & promotional ideas

10

BRAND EXPOSURE OPPORTUNITIES



League City is continually ranked as one of the fastest growing and most desirable communities to live, work and play in the USA.

One of the Houston Metro's Fastest Growing Cities, over 1 million highly educated professionals choose to live in the League City area because of our nationally-acclaimed school system, affordable master planned communities, family-centric values, gorgeous oak trees, recreational lifestyle, and love for the water.

<https://www.leaguecityedc.com/>

<https://www.leaguecityedc.com/105/Bragging-Points>

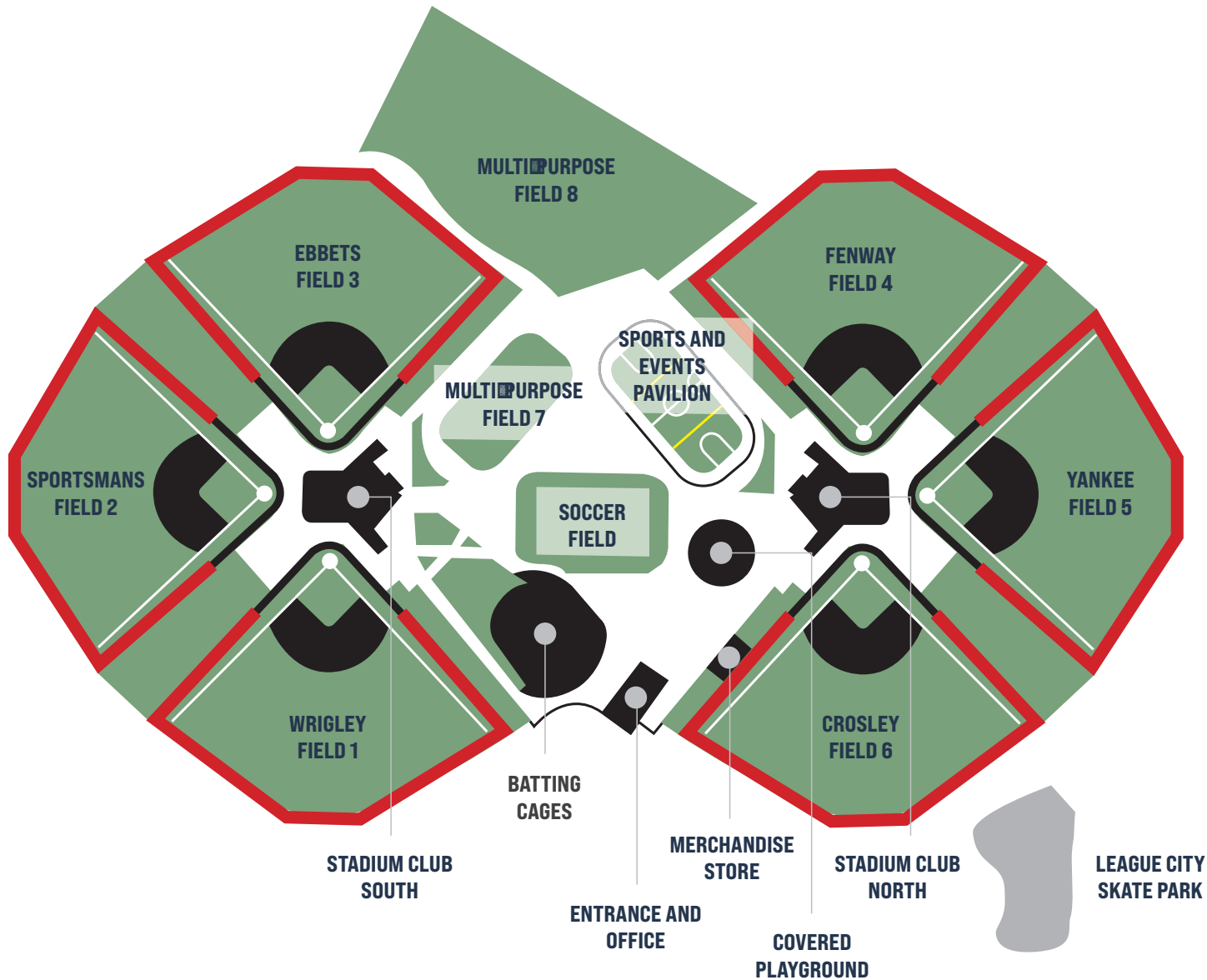
ABOUT US

The Ballpark at League City is a premier, 35-acre, multi-purpose sports and event facility conveniently located just west of Interstate 45 on Calder Road at 1150 Ballpark Way. Owned and operated by the City of League City, The Ballpark is designed to provide an exceptional experience for athletes and visitors of all ages.

The park boasts six top-tier baseball and softball fields equipped with sunken dugouts, walls, digital scoreboards, stadium seating, and lighting, along with two multi-purpose fields and an outdoor soccer field. These fields accommodate a broad spectrum of participants, from youth leagues to adult tournaments, as well as community events.

A highlight of the facility is its versatile 20,000-square-foot indoor pavilion, which is ideal for cheer and dance competitions and a range of special gatherings, from company picnics and birthday parties to business meetings and more.

Visitors can also enjoy batting cages, two Stadium Club restaurants and bars, a merchandise store, and The League City Skate Park located just outside the main gates. With a capacity of up to 800 guests, The Ballpark at League City is a community hub and a first-choice venue for sports, leisure, and celebrations.



Our Audience

The Ballpark at League City offers advertisers an outstanding opportunity to connect with a wide-ranging, engaged audience. From local families and young athletes to sports enthusiasts and community members, our visitors represent a diverse demographic with strong brand loyalty and purchasing power. By crafting unique experiences for each event, we ensure broad appeal and high engagement, making The Ballpark an ideal platform to reach new audiences and strengthen brand presence in a vibrant community.



01

Core Baseball/Softball and Soccer Leagues

- **Demographics:** Primarily males and females, ages 18-54, but also includes families, and older demographics.
- **Psychographics:** Passionate about sports, team loyalty, and live sports experience. They attend games regularly or follow sports closely through TV and digital media.
- **Motivations:** Enjoying live sports, supporting their favorite team, socializing with friends and family, and the thrill of in-person attendance.

02

Families

- **Demographics:** Parents with children, typically 25-45 years old.
- **Psychographics:** Looking for family-friendly entertainment and an outing that offers fun for all ages.
- **Motivations:** Affordable tickets, kid-friendly activities, family packages, safe environment, and opportunities for kids to engage (entertainment, special events).

03

Corporate/Business Groups

- **Demographics:** Companies, business professionals, and organizations.
- **Psychographics:** Interested in using the stadium experience for corporate events, networking, or entertaining clients.
- **Motivations:** Premium services, business networking opportunities, and team-building experiences.

04

Casual or Occasional Sports Fans

- **Demographics:** Typically, individuals or groups of friends aged 18-40 who enjoy sports but may not follow sports religiously.
- **Psychographics:** More likely to attend games for the social experience or for a fun day out, rather than out of deep team loyalty.
- **Motivations:** A casual, entertaining atmosphere, the social aspects of attending the event.

05

Youth Sports League And Clinics

- **Demographics:** Clinics, youth baseball, softball and soccer leagues, and young athletes (ages 6-18).
- **Psychographics:** Interested in engaging and learning about different sports in a live setting with coaches.
- **Motivations:** Team outings, educational programs, youth clinics, and promotional events for younger audiences.

06

Event Attendees Beyond Sports

- **Demographics:** Music lovers, concert-goers, and those seeking alternative events (e.g., concerts, festivals, carnivals).
- **Psychographics:** Interested in experiencing other events held at the stadium, even if they aren't avid sports fans.
- **Motivations:** Enjoying a concert, cultural event, or other large-scale event at a major venue like The Ballpark at League City.

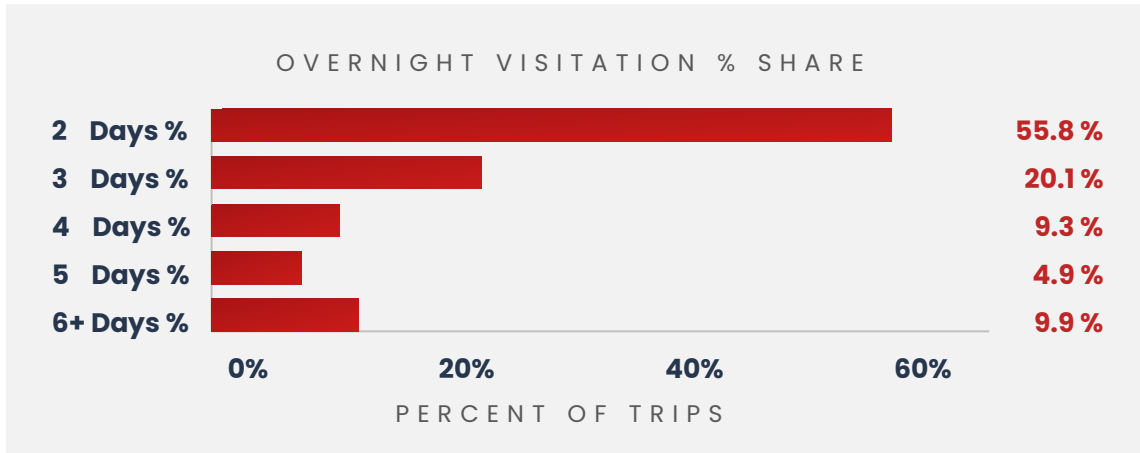
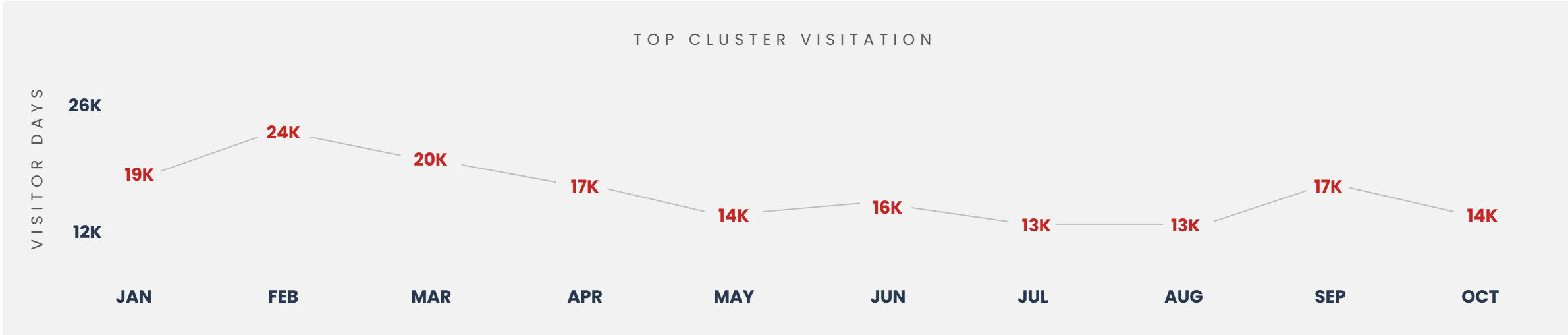


TOTAL TRIPS
155,224 Trips



VISITOR DAYS
156,651 Days

JANUARY 2024 – OCTOBER 2024



AGE		INCOME		HOUSEHOLD		EDUCATION	
16-24	16.7%	\$0-49K	19.1%	1-2	43.5%	HIGHSCHOOL	53.4%
25-44	32%	\$50-75K	14.3%	3-5	45.8%	BACHELORS	42.1%
45-64	34.4%	\$75-99K	17.1%	6+	10.7%	GRADUATE	4.45%
65+	16.8%	\$100-149K	29.5%				
		\$150K	19.9%				



Elevating Brands through Sponsorship

Gain recognition and showcase your values! Have your brand logo prominently displayed throughout The Ballpark and integrated into promotional materials such as printed advertisements, social media posts, press releases, and on-site activations. Let's create a meaningful partnership and ensure your brand's presence is both seen and valued by engaging a wide audience!

Maximizing ROI

A comprehensive approach that ensures your organization gets meaningful exposure while also aligning objectives with the venue's audience.

Tailored Sponsorship Packages

- **Customized Offers:** Tiered, customizable sponsorship packages that offer a range of exposure options, from basic signage to high-end experiential activations tailored to meet the specific needs (e.g., brand awareness, customer engagement, or direct sales).
- **Exclusive Sponsorships:** Exclusive sponsorship opportunities for specific categories, such as official beer partner, official technology partner, or official transportation sponsor, which give brands a unique position and prevent competition from being present in the same category.

Brand Visibility & Signage

- **High-Impact Locations:** Strategically placed logos and branding in high-visibility locations, such as the outfield wall, scoreboard, stadium entrances, or dugouts, to maximize exposure during events.
- **Digital Signage:** In addition to physical signage, digital screens around the stadium for dynamic advertisements that can be changed in real-time can be utilized. This can also allow for interactive content, such as social media feeds, live score updates, or promotions.

Community and Cause Marketing

- **Cause-Related Sponsorships:** Partnering with sponsors on community initiatives or charitable events. For example, a sponsor can support a local youth baseball clinic or charity night, which not only helps the community but also boosts the sponsor's image through positive associations.
- **Local Activations:** Sponsor local events, youth leagues, or community programs that connect directly with the local base. Sponsors can increase brand affinity by demonstrating community involvement and support.

Data-Driven Insights and Audience Analytics

- **Audience Segmentation:** Using data analytics to better understand your audience and provide you with insights into demographics, behaviors, and engagement levels. This allows tailoring to campaigns for better targeting, ensuring you're reaching the right people.
- **Fan Engagement Metrics:** Data on engagement with branded content, such as website clicks, social media interactions, or app downloads. This helps measure the effectiveness of the sponsorship and better assess ROI.
- **Event-Specific Analytics:** Provide specific data from particular events, events, or activations, allowing tracking the performance of targeted campaigns during specific moments.

Experiential Marketing Opportunities

- **Interactive Fan Zones:** Branded, interactive fan zones where you can engage fans through activities, games, giveaways, and product demos. For example, a tech sponsor might set up an interactive area where fans can try out new gadgets or participate in digital experiences.
- **Engagement at Key Touchpoints:** Implement sponsored giveaways, meet-and-greets, photo ops, or contests that encourage participation while also putting your brand in the spotlight.
- **In-Park Promotions:** A chance to have in-game promotions (e.g., giveaways, trivia, contests) that keep attendees engaged while also associating the your brand with memorable moments during the event.

Activation During Major Events

- **Special Game Days:** Leverage high-profile games or events (e.g., opening day, playoff games, or theme nights) as opportunities to maximize exposure. Create limited-time, event-specific activations that create buzz and excitement around your brand.
- **Pop-Up Events:** Host pop-up activations or pre-game tailgate events that allow you to directly interact with guests in an engaging and memorable way.

Brand Exposure Opportunities



Ballpark Naming Rights

- Presenting naming rights of entire complex
- Sponsor name displayed at Facility Entrance, both front and back side (includes street entrance)
- Sponsor name included on all League and Tournament schedules and literature
- Sponsor name included in digitally displayed information throughout the entire facility which includes inside both clubhouses
- Dedication & Link to sponsor on the Ballpark homepage website (City website also)
- Press release to local media outlets announcing partnership

Duration: 5 Years / 7 Years

Cost Annually: \$97,000 / \$90,000

Total Cost: \$485,000 / \$630,000

Brand Exposure Opportunities



Individual Field Naming Rights

- Naming rights of selected field
- Sponsor name displayed on field backstop
- Sponsor name to be embedded into the infield turf
- Sponsor name displayed on both dugouts
- Sponsor name included on all League and Tournament schedules and literature
- Sponsor name displayed on the Ballpark homepage website

Duration: 3 Years / 5 Years

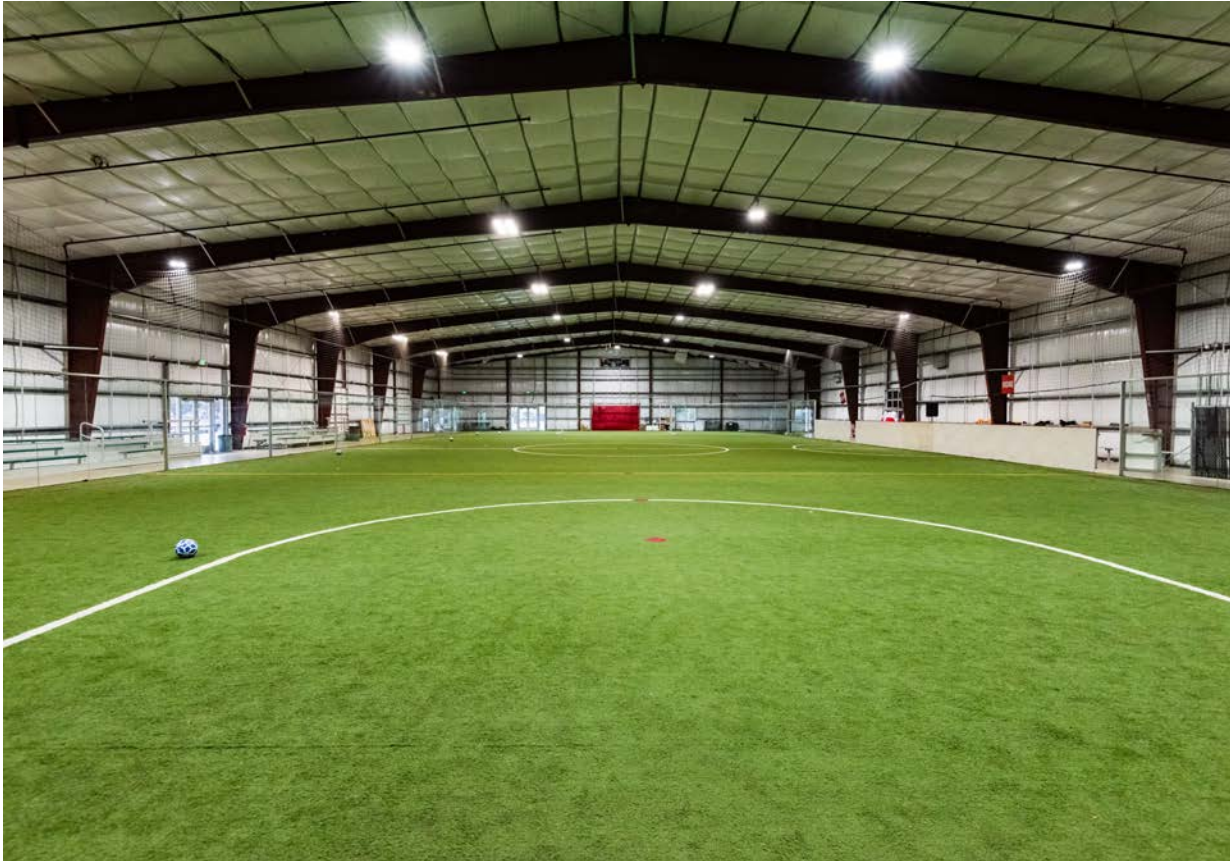
Cost Annually: \$18,000 / \$16,500

Total Cost: \$45,000 / \$82,500

Parking Lot-Facing Fields Naming Rights

Fields 1 & 6 carry a \$4,500 additional annual cost as they will have an additional field sign facing the parking lot and entrance that is noticeably oversized and viewable from the street.

Brand Exposure Opportunities



Indoor Soccer and Events Pavilion Naming Rights

- Naming rights of the Pavilion
- Sponsor name displayed on the exterior sides of building
- Sponsor name to be embedded into the midfield of turf
- Sponsor name to be displayed appropriately inside Pavilion via agreed upon banner size and placement
- Sponsor name included on all relevant schedules and literature as well as applicable digital displays in the facility
- Sponsor name displayed on the Ballpark homepage website

Duration: 3 Years / 5 Years

Cost Annually: \$21,000 / \$18,500

Total Cost: \$63,000 / \$92,500

Brand Exposure Opportunities



Outdoor Soccer/Multi-purpose Field(s) Naming Rights

- Naming rights of the selected field
- Sponsor name to be embedded into the midfield of turf
- Sponsor name included on all relevant schedules and literature as well as applicable digital displays in the facility
- Sponsor name displayed on the Ballpark homepage website

Duration: 3 Years / 5 Years

Cost Annually: \$8,000 / \$7,000.

Total Cost: \$24,000 / \$35,000

Cost is based on one Outdoor Field but is subject to negotiation at a discount if multiple fields are being sponsored by the same interested party.

Brand Exposure Opportunities



Clubhouse Naming Rights

- Naming rights of the selected Clubhouse
- Sponsor name to be displayed on exterior of the building
- Sponsor name displayed appropriately inside the Clubhouse to include: the front counter area, bar area, seating areas, restrooms, etc.
- Sponsor name included on all relevant schedules and literature as well as applicable digital displays both inside and outside the Clubhouse
- Sponsor name displayed on the Ballpark homepage website

Duration: 3 Years / 5 Years

Cost Annually: \$22,000 / \$19,500

Total Cost: \$66,000 / \$97,500

Cost is based on one Clubhouse but is subject to negotiation at a discount if both Clubhouses are being sponsored by the same interested party.

Brand Exposure Opportunities



Playground Naming Rights

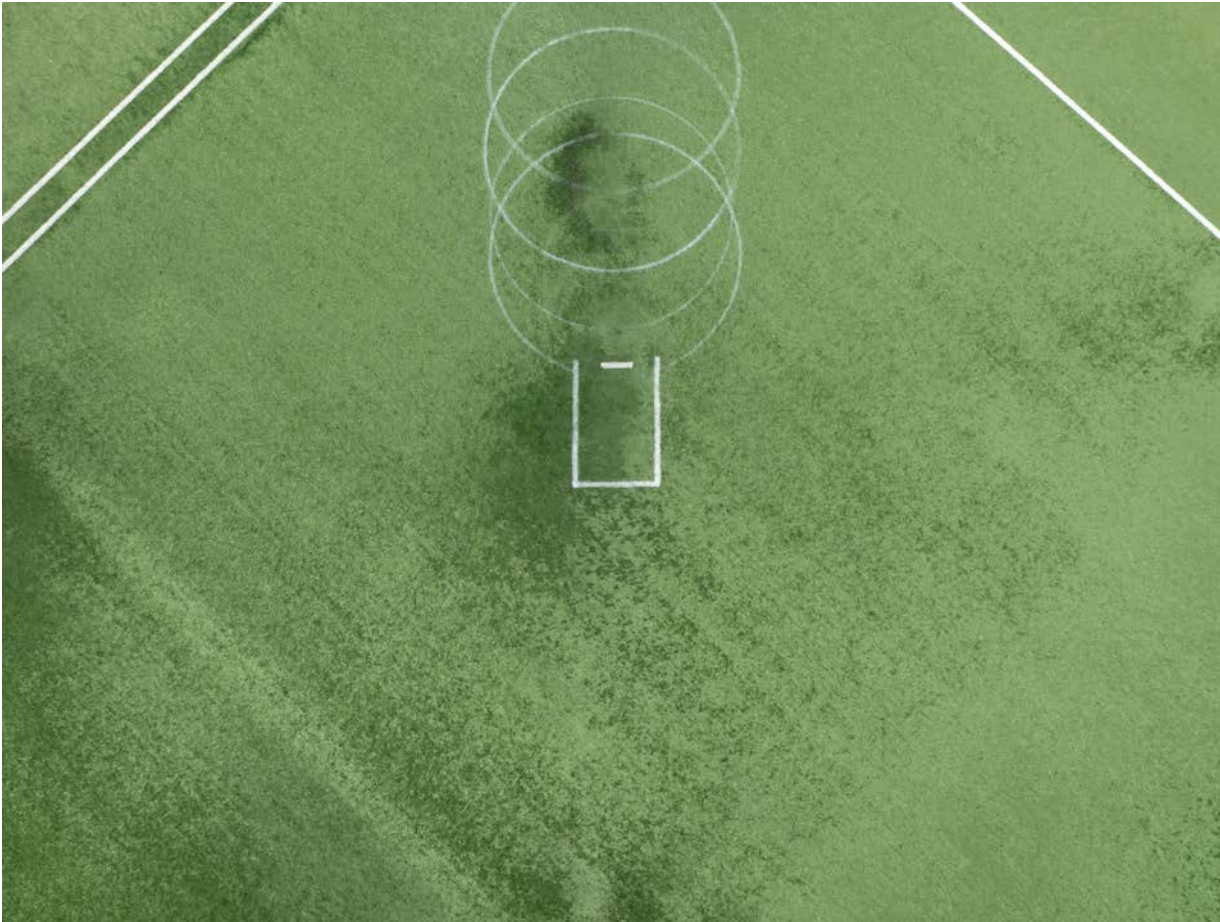
- Naming rights to the Playground
- Sponsor name to be embedded or affixed to the Playground area and/or equipment in an appropriate manner
- Sponsor name included on all relevant literature as well as applicable digital displays in the facility
- Sponsor name displayed on the Ballpark homepage website

Duration: 3 Years / 5 Years

Cost Annually: \$7,000 / \$6,500

Total Cost: \$21,000 / \$32,500

Brand Exposure Opportunities



Baseball Mound Sponsorship

- Sponsor name to be displayed on youth pitching mounds
- Sponsor name included on all relevant literature
- Sponsor name displayed on the Ballpark homepage website

Duration: 3 Years / 5 Years

Cost Annually: \$7,000 / \$6,000

Total Cost: \$21,000 / \$30,000

Brand Exposure Opportunities



Stadium Seating Sponsorship

- Sponsor name to be affixed to the back of stadium seating via an agreed upon sticker of sponsors name and/or logo
- Replacement of old/torn/worn/faded stickers with new ones by maintenance as needed
- Sponsor name displayed on the Ballpark homepage website

Duration: 3 Years / 5 Years

Cost Annually: \$9,000 / \$8,000

Total Cost: \$27,000 / \$40,000

Brand Exposure Opportunities



Digital Scoreboard Sponsorship (Images & Video)

- Sponsor to have digital ad or commercial ran on new state-of-the-art scoreboard on a consistent, recurring basis
- This is a per-field sponsorship, and sponsors may negotiate to have their advertisement on more than 1 field

Frequency Levels

- Frequency 8 – Highest priority. Ads shown the most often.
- Frequency 4 – Ads shown 50% less often than Frequency 8.
- Frequency 2 – Ads shown 25% less often than Frequency 8.

Platinum	Gold	Silver
\$1,000 / screen	\$600 / screen	\$350 / screen
12 Spots / Game Full Price Frequency: 8	6 Spots / Game 60% Full Price Frequency: 4	3 Spots / Game 35% Full Price Frequency: 2



Thank you!