GET IN THE GAME
PASSION FOR OUR PASTIME

THE TRIPLE-A BASEBALL EXPERIENCE — WHERE HOME RUNS MEET HOMETOWNS.

GET IN ON THE ACTION! Don't just reach people — BECOME AN IMPORTANT AND MEMORABLE PART OF THE FUN.
MORE INTIMATE BALLPARKS.
ACCESSIBILITY TO THE PLAYERS.
AN AUTHENTIC HOMETOWN FEEL.

This is the Triple-A Baseball difference. It’s the ultimate in fan participation and community pride. From standing beside a member of the hometown team during the National Anthem to cheering on Mr. Mustard in the crazy condiment race or finding yourself on the field for a dizzy bat contest. This intimate connection and high level of interaction is why fans love it. It’s why communities love it. And it’s why sponsors love it. You’ll find Triple-A Baseball offers some amazing traditional and not-so-traditional opportunities for your brand to become a part of these communities, interacting in meaningful ways with this passionate, loyal audience. So grab a hot dog, take a front-row seat, and experience the Triple-A Baseball difference for yourself.
A RICH HISTORY. A BRIGHT FUTURE.

With a history dating back over 125 years, Triple-A Baseball has been in existence longer than the NFL, NBA, or NHL. Today, you’ll find 30 teams throughout the United States developing talent for Major League affiliates while providing affordable, family entertainment for fans of all ages. Triple-A Baseball consists of two Leagues at Minor League Baseball’s highest classification. Our most senior league, the International, is currently in its 130th consecutive season of operation, while 2013 marks the 111th season for the IL’s counterpart, the Pacific Coast League. Even at that ripe old age, America’s pastime is going stronger than ever.

Over the last five years, Triple-A Baseball has drawn over 70 million fans. That popularity spans the entire United States, from Pawtucket, RI, to Sacramento, CA, (see our geographic footprint on the next page). Amazing new ballparks are taking the excitement to new levels. Since 2009, new ballparks in Columbus, OH, Reno, NV, Lawrenceville, GA, Omaha, NE, and Moosic, PA, have joined the list of 27 new or totally renovated facilities that have opened in Triple-A Baseball since 1990.
Both the International and Pacific Coast Leagues boast a rich baseball history with an amazing number of past and present Major League stars on the roster of League alumni. Over 175 former Triple-A players, managers, umpires, and club executives are enshrined in the National Baseball Hall of Fame and Museum in Cooperstown, NY.
TRIPLE-A BASEBALL
OFFERS FLEXIBILITY TO HIT MARKETING HOME RUNS IN CITIES ACROSS THE COUNTRY.

Las Vegas – Las Vegas Conventions and Visitors Authority
Norfolk – Norfolk Convention and Visitors Bureau
Memphis – Greater Memphis Convention and Visitors Bureau
New Orleans – New Orleans Convention and Visitors Bureau
Salt Lake City – Salt Lake Convention and Visitors Bureau
Jason Mohls
MINOR LEAGUE BASEBALL™ = MAJOR OPPORTUNITIES.

There are countless unique, creative, and effective ways to connect with Triple-A Baseball’s great fans. Stadium signage. On-field contests. Program ads. Radio broadcast commercials. Giveaway nights. Pre-game hospitality packages. You name it. **The sponsorship possibilities are limited only by your imagination.** You can be part of the action for a game or an entire season.

Creativity abounds in Triple-A Baseball as executives continually develop fresh and innovative ways to attract fans and **nurture partner relationships.** Triple-A Baseball prides itself on being able to craft the perfect program for every partner. Tell us your goals and **together we’ll develop an objective-based plan** that most effectively connects you with the fans.
SPONSORS

PARTNERSHIPS AND POSSIBILITIES
TRIPLE-A BASEBALL PROMOTIONAL STRATEGY.

Triple-A Baseball offers a customized approach to making a partnership more effective, going beyond tickets and media. Envisioning every promotion based on a 4-part promotional strategy including Brand Awareness, Brand Association, Brand Experience, and Hospitality allows a brand to form a true objective-based partnership, building an emotional connection with fans/consumers through an amazing breadth of available inventory and promotional opportunities.

A Partnership with Triple-A Baseball will:
- Add status and stature
- Differentiate
- Physically bring the brand experience to life
- Create customer experiences that help drive business growth
- Motivate and inspire workforce
- Be measurable against business and brand
A FEW OF THE BIGGEST SPONSORSHIP HITS WE’VE SEEN IN OUR PARKS...

**Partner:** Gildan  
**Market:** All 30 Triple-A Baseball Markets  
**The Goal:** Increase brand awareness by association with Triple-A Baseball’s aspiring athletes, enthusiastic fans, and active families – Emphasize Gildan’s engagement in fun family events – Leverage Triple-A partnership to boost relationships with existing clients

**The Result:** 3-Year National Sponsor of Triple-A Baseball

Gildan, the leading supplier of t-shirts, activewear, underwear and socks, entered into an all-encompassing partnership that included in-park presence at every stadium throughout the season as well as integrated media components such as game programs, website banners, radio and television advertising in addition to game tickets and more. Unique promotions centered around Mother’s Day and a Back-to-School theme were developed and executed in every market in conjunction with local media partners. Also included was title sponsorship of the Gildan Triple-A Baseball National Championship Game and a presenting sponsorship of the Triple-A All-Star Game, allowing Gildan to run nationwide sweepstakes promotions in conjunction with each event. Gildan took advantage of its relationship with Triple-A Baseball to boost its relationship with existing retail and screen-printing partners with locations in Triple-A markets.
Partner: Cricket Wireless
Market: 18 Triple-A Baseball Markets
The Goal: Take advantage of Triple-A Baseball’s geographic reach to increase brand awareness in specific markets throughout the U.S. – Build brand loyalty for Cricket Wireless – Increase traffic to Cricket Wireless locations by tying into the fun and excitement surrounding the nationally televised Triple-A Baseball All-Star Game event

The Result: All-Star Game Flyaway Contest

Cricket Wireless was the official sponsor of the 22nd annual Triple-A Baseball All-Star Game. In addition to a massive presence at the event and on the ESPN network telecast, executives crafted a national promotional element entitled “The Cricket Wireless All-Star Game Flyaway Contest” which was promoted heavily in each of the 18 markets in which Cricket Wireless and Triple-A Baseball co-exist. Throughout the month of June, fans were encouraged to visit Cricket Wireless locations to enter to win a “flyaway” trip to Portland to attend the Triple-A Baseball All-Star Game, part of a prize package which included airfare, hotel, gift bags, meal vouchers, and All-Star paraphernalia. Fans in all 18 markets were given special map posters, displaying both fun facts about Triple-A Baseball and information on Cricket’s growing coverage area throughout the nation. The lucky winners participated in an on-field contest between innings at the All-Star Game, helping reinforce the brand experience to the more than 16,500 fans in attendance. The success achieved all of the sponsor’s goals, prompting Cricket Wireless National Manager of Field Marketing Carolyn Hollowell to say, “It surpassed the expectations I set for our management. It’s always nice to promise great things and get extraordinary results. Cricket is pleased with their investment.”
Partner: Kia
Market: Durham
The Goal: Build affinity for Kia through positive association with Triple-A Baseball – Reward Kia customers for their loyalty – Strengthen Kia’s presence in the market through multiple brand experiences at Triple-A Baseball games

The Result: The Official Car of the Durham Bulls

Kia owners receive free premium parking in front of the ballpark at Durham Bulls games. If you don’t drive a Kia, you can download a free parking pass by visiting the local Kia dealership’s website. The partnership is featured prominently on all parking passes, ticket guides, schedules, and program listings while also supported through the stadium’s many messaging avenues. Kia vehicles are on display all season on the concourse with test drive opportunities. The local dealership also hosts an exclusive “Meet the Team Day” with players, coaches and mascots signing autographs and posing for photos.
Partner:  McAlister’s Deli Restaurants
Market:  Indianapolis
The Goal:  Drive traffic to McAlister’s Deli restaurants – Build positive association between McAlister’s Deli customers and the Triple-A Baseball fan experience – Increase brand awareness

The Result:  McAlister’s Deli 2-for-1 Tuesdays

Every Tuesday at the ballpark was “McAlister’s Deli 2-for-1 Tuesday,” driving fans to central Indiana McAlister’s Deli locations to pick up coupons good for two for one admission to any Tuesday home game. The promotion was complemented by an aggressive messaging campaign, which included in-stadium elements such as videoboard spots, banners, collateral materials, P.A. announcements, and a ceremonial first pitch, along with public promotion POS displays, online, on radio, in newsletters, on a downtown marquee, and through media announcements. The partner even had a presence on the vouchers themselves, fully incorporating their brand image with the Triple-A Baseball experience.
**Partner:** The Bill Engvall Show on TBS

**Market:** 7 Triple-A Baseball markets

**The Goal:** Connect with Triple-A Baseball’s family-oriented demographic –
Focus messaging specifically to southern markets –
Develop Brand Association with Triple-A Baseball

**The Result:** Bill Engvall Show / Triple-A Partnership

The Bill Engvall Show/Triple-A Baseball partnership took place during the sitcom’s two-year run, focusing exclusively on seven markets in the southern U.S. which best matched the show’s target demographic audience. “Tune In” spots recorded by Bill Engvall aired on the videoboard and radio broadcasts, successfully reaching fans both inside and outside of the ballpark. The promotion was supported with additional presence in-stadium and online, and a contest element was added which provided lucky families with game tickets and show prizes.
DON’T JUST TAKE OUR WORD FOR IT.

Triple-A Baseball is a fantastic value, offering unlimited, creative ways to connect with your consumers. Here are just a few words from some of the satisfied partners who have discovered the Triple-A Baseball advantage:

“The 15-year naming-rights partnership between Dell and the Round Rock Express Baseball Club continues to deliver significant value to Dell and the Round Rock Community. The Dell brand and logo are featured prominently at the stadium year round and also in numerous positive news stories each season about the Express. The direct benefit to Dell employees in the form of affordable tickets has been invaluable, contributing to the winning culture of Dell’s global workforce. Perhaps even more meaningful is the benefit of our partnership on the community of Round Rock. The Dell Diamond has been instrumental in enhancing the reputation of Round Rock and contributing to the terrific quality of life of the region.”

— David Frink, Manager
Dell Corporate Communications
“Triple-A Baseball is a great American tradition. Generations have grown up feeling they’re an intimate part of this accessible experience. This 30-team partnership with dedicated and passionate fans in great cities across America is a perfect fit for our brand.”
— Rob Packard, Vice President of Marketing and Merchandising
Gildan USA

“For the past six years, Werner Enterprises has successfully partnered with the Triple-A Omaha Storm Chasers as their Season Sponsor. We remain committed to a long-term partnership and look forward to many more seasons at the team’s new facility, Werner Park.”
— Fred Thayer, Director, Corporate Communications
Werner Enterprises

“The sense of community we feel by being a part of Minor League Baseball is tremendous. The program we have established has been a cost-effective way to expand our brand not only in the ballpark and to the fans, but further engrained our products’ name into the community.”
— Lawrence Gutierrez, Owner
New Mexico Foods
WHERE DOES TRIPLE-A BASEBALL RANK?

<table>
<thead>
<tr>
<th>LEAGUE</th>
<th>YEAR</th>
<th>ATTENDANCE</th>
<th>GAMES</th>
<th>TEAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major League Baseball</td>
<td>2012</td>
<td>74,859,268</td>
<td>2,424</td>
<td>30</td>
</tr>
<tr>
<td>National Basketball Association</td>
<td>2011-12</td>
<td>17,100,161</td>
<td>1,230</td>
<td>30</td>
</tr>
<tr>
<td>National Hockey League</td>
<td>2011-12</td>
<td>21,470,455</td>
<td>990</td>
<td>30</td>
</tr>
<tr>
<td>National Football League</td>
<td>2011-12</td>
<td>17,124,389</td>
<td>254</td>
<td>32</td>
</tr>
<tr>
<td>Triple-A Baseball</td>
<td>2012</td>
<td>13,433,954</td>
<td>2,130</td>
<td>30</td>
</tr>
<tr>
<td>American Hockey League</td>
<td>2011-12</td>
<td>6,426,904</td>
<td>1,140</td>
<td>30</td>
</tr>
<tr>
<td>Major League Soccer</td>
<td>2012</td>
<td>6,056,959</td>
<td>322</td>
<td>19</td>
</tr>
<tr>
<td>East Coast Hockey League</td>
<td>2011-12</td>
<td>3,082,764</td>
<td>684</td>
<td>19</td>
</tr>
<tr>
<td>Women’s National Basketball Association</td>
<td>2012</td>
<td>1,520,208</td>
<td>204</td>
<td>12</td>
</tr>
</tbody>
</table>

AGE BREAKDOWN:
- Young Children (7 & under): 4%
- Tweens (8-12): 7%
- Teenagers (13-17): 6%
- Young Adult (18-24): 13%
- Adult (25-35): 22%
- Mature Adult (36-50): 30%
- Early Seniors (51-65): 13%
- Seniors (66+): 5%

EDUCATION LEVEL:
- Student: 11%
- High School Graduate: 19%
- Some College: 14%
- Undergraduate Degree: 42%
- Postgraduate Degree: 14%

OCCUPATIONAL BREAKDOWN:
- Professional/Manager: 49%
- Blue Collar/Trade: 16%
- Student: 11%
- Retired: 10%
- Self-Employed: 8%
- Homemaker: 6%

TRIPLE-A BASEBALL IS IN 13 MARKETS WITH AT LEAST ONE MAJOR LEAGUE SPORTS FRANCHISE:
- Buffalo
- New Orleans
- Charlotte
- Oklahoma City
- Columbus
- Sacramento
- Durham
- Salt Lake
- Gwinnett
- Minneapolis
- Nashville

OTHER FACTS:
- 69% of fans own their own home
- 53% of fans have children living in their household under the age of 18
- 91% of fans have a major credit card
- 49% of fans attend 6+ games per season
TRIPLE-A ALUMNI

HALL OF FAMERS
Johnny Bench
Joe DiMaggio
Whitey Ford
Bob Gibson
Tony Gwynn
Mickey Mantle
Willie Mays
Cal Ripken, Jr.
Jackie Robinson
Babe Ruth
Nolan Ryan
Warren Spahn
Ted Williams

FUTURE HALL OF FAMERS
Randy Johnson
Greg Maddux
Mike Piazza

CURRENT PLAYERS
600 Home Run Club
Alex Rodriguez & Jim Thome

200 Win Club
Jamie Moyer & Andy Pettitte

2012 National League Most Valuable Player
Buster Posey

2012 Cy Young Award Winners
R.A. Dickey & David Price

2012 Rockies of the Year
Bryce Harper & Mike Trout

2012 World Series MVP
Pablo Sandoval

National League Stars
Ryan Braun & Joey Votto

American League Stars
Derek Jeter & Joe Mauer

THE HITS KEEP COMIN’
ATTENDANCE (1990-2011)

ON THE NATIONAL STAGE

One day after July’s Major League All-Star tilt, television audiences nationwide tune in for Triple-A Baseball excitement when players from the two Leagues compete in the Triple-A All-Star Game. The nationally televised excitement continues in September with the Gildan Triple-A Baseball National Championship, the annual one-game, winner-take-all showdown between the champions of each league.

COMPARISON OF FAN COST INDEX

<table>
<thead>
<tr>
<th>LEAGUE</th>
<th>ADULT TICKET</th>
<th>CHILD TICKET</th>
<th>HOT DOG</th>
<th>SODA</th>
<th>BEER</th>
<th>PROGRAM</th>
<th>PARKING</th>
<th>TOTAL*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triple-A Baseball</td>
<td>8.44</td>
<td>6.98</td>
<td>3.23</td>
<td>2.95</td>
<td>5.46</td>
<td>2.73</td>
<td>4.50</td>
<td>$67.81</td>
</tr>
<tr>
<td>Major League Baseball</td>
<td>26.74</td>
<td>26.74</td>
<td>3.79</td>
<td>3.47</td>
<td>5.79</td>
<td>3.48</td>
<td>12.24</td>
<td>$156.36</td>
</tr>
<tr>
<td>National Football League</td>
<td>74.99</td>
<td>74.99</td>
<td>4.40</td>
<td>4.09</td>
<td>6.80</td>
<td>4.53</td>
<td>24.13</td>
<td>$368.00</td>
</tr>
<tr>
<td>National Basketball Association</td>
<td>49.47</td>
<td>49.47</td>
<td>3.97</td>
<td>3.69</td>
<td>6.37</td>
<td>3.34</td>
<td>13.13</td>
<td>$250.35</td>
</tr>
<tr>
<td>National Hockey League</td>
<td>49.66</td>
<td>49.66</td>
<td>3.64</td>
<td>3.46</td>
<td>6.06</td>
<td>2.69</td>
<td>12.20</td>
<td>$247.13</td>
</tr>
</tbody>
</table>

*Totals include 2 adult tickets, 2 child tickets, 4 hot dogs, 2 sodas, 2 beers, a scorecard/program and parking.
DAVID PRICE
DURHAM BULLS 2008-2009
2012 AMERICAN LEAGUE CY YOUNG AWARD WINNER