



2012 ADVERTISING RATES & GROUP INFORMATION



Ashford University Field
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AFFILIATE OF THE SEATTLE MARINERS

Member of the Midwest League Since 1956

LUMBERKINGS INFORMATION

In the 2011 season, the Clinton LumberKings had over 115,000 fans make their way through the turnstiles at Ashford University Field. The LumberKings offer many different marketing opportunities designed to enhance your business. We want to invite you to experience the fun and excitement of professional baseball at Ashford University Field. The Clinton LumberKings are the only remaining charter member of the class A Midwest League, starting in 1956.

LUMBERKINGS SIGNAGE

Provides continuous exposure to over 115,000 fans with additional exposure through television and newspaper coverage. Signage is an extremely effective and inexpensive form of advertising. In addition to exposure to LumberKings fans, Ashford University Field also hosts Ashford University Baseball, Clinton High School Baseball, and a variety of other local high school teams and events.

Outfield Billboard / Clubhouse Sign

- An 8' X 16' sign
 - Captive audience
 - One of the most effective marketing options available at Ashford University Field
 - Includes exposure to traffic in and around Riverview Park which entertains over 1,000,000 visitors annually
 - Newspaper and television exposure
 - **Design & Construction charges are Extra**
- Investment: \$2,000 Outfield with multi-year deal, \$2,250 without**



Dugout Advertising

- 4' X 16' both dugouts
 - **Design & Construction charges are Extra**
- Investment: \$2,250**

Ramp Billboard

- A 2' X 6' sign
 - One over any of the six entrances to the stands
 - **Design & Construction charges are Extra**
- Investment: \$600**

Picnic Garden Billboard

- A 3' X 4' sign
 - **Design & Construction charges are Extra**
- Investment: \$500**

Front Entrance Sign

- A 3' X 4' Sign
 - Visible in high traffic main entrance area
 - **Design & Construction charges are Extra**
- Investment: \$600**

Informational Sign

- 4' X 8' sign
 - PA announcement at all home games
 - Live radio drop-ins during every radio broadcast
 - Information updated prior to every home game
 - Signage located in high traffic main entrance area, line-up, league standings & leaders, and attendance
 - **Design & Construction charges are Extra**
- Investment: \$1,500**

Multiyear packages on signage and tickets available to lock in your rate.



LUMBERKINGS PRINT ADVERTISING

Print advertising is an effective way to reach our fans. Print directs your message in a more informal method than any other form of advertising. **Additional charges may apply if advertisement copy is not camera-ready.**

Souvenir Program

- Includes rosters, information, statistics and a promotional calendar of special events
- Available at all home games
- **Lucky signature promotion featuring prizes from your business for an additional \$50-includes PA Announcements. Must be 1/4 page or larger**

Location / Size	Dimensions	Investment
Back Cover / Full Page (4-Color)	5.5" X 8.5"	\$ 2,000
Inside Covers/Full Page (4-Color)	5.5" X 8.5"	\$ 1,500
Full Page (B/W)	5.5" X 8.5"	\$ 900
Half Page (B/W)	5" X 4"	\$ 550
Quarter Page (B/W)	2.5" X 4"	\$ 350
Scorecard Page (B/W)	2.5" X 2"	\$ 350
Scorecard Ghosts (B/W)		\$ 800
Eighth Page (B/W)	2.5" X 2"	\$ 250

Other Print Options

Roster Sheet: Investment \$600

- 2" x 3.75" advertisement
- Includes rosters and information on both teams
- Inserted into all programs
- Great for coupons

Pocket Schedules: Investment \$1,600

- Minimum of 100,000 distributed to area businesses and fans
- The #1 resource for information on games and upcoming events
- Your name and logo featured prominently on a panel of all pocket schedules

Ticket Backs: Investment \$3,500 1/2 ticket back \$2,000

- Over 100,000 impressions on reserved and general admission tickets
- Definite traffic generator with bounce back coupon on ticket back
- Includes PA announcements highlighting your business

Poster Advertisement: Investment \$100

- Business card size advertisement
- Distributed throughout Clinton and surrounding area to fans and businesses.



LUMBERKINGS PROMOTIONS

- Title recognition of the biggest events during the summer
- Promotional support on LumberKings radio broadcasts and pocket schedules
- Includes first pitch opportunity, 25 general admission seats, PA announcements and more
- Promotional giveaways, 500 or more items imprinted with your logo and LumberKings logo distributed free to fans, include:

Bats	Team Photo	Beach Towels
Softie Ball	Hats	Baseballs
Cups/Mugs	Watches	Gloves
Card Set	Sunglasses	Seat Cushions
Posters	Helmets	Pennants

Other items designed to fit your needs

- Special event promotions include:

Other promotions designed to meet your needs

Investment: Cost varies with event sponsored

Fireworks	Traveling Mascot Appearances	Youth Baseball Clinic
Dash-for-Cash	Thirsty Thursday	Kids Fun Run
Diamond Dig	Catch on the Field	Concerts

Season-Long On-Field Promotions

- Fans focus on your promotion between innings
- Includes PA announcements
- Special mentions on LumberKings broadcasts
- Participants receive prizes from your business
- Promotions including:

Dizzy Bat Spin	Grocery Grab
Mascot Race	Baseball Pop-Up
Sumo Wrestling	Strike-O
Frisbee Bowling	Tractor Race

Other promotions designed to meet your needs

Investment: \$1,500



Season Long Public Address Contests

- Between innings contest reaches thousands of fans
- Includes PA announcements each home game
- Winners receive prizes from your business
- Contests Include:

Baseball Trivia	Name That Tune
Video Trivia	Dirtiest Car in the Lot
Baseball Buddies	Best Seats in the House

***Other promotions designed to meet your needs!!

Investment: \$1,250

LUMBERKINGS RADIO ADVERTISING

For all radio advertising, the sponsor receives opening and closing billboard announcements. All extra-inning and playoff games are complimentary.

Home Run Sponsorship: Investment \$2,250

- Sponsor and message are highlighted with a live drop-in when a LumberKings player hits a home run.
- Added bonus: at LumberKings home games - the P.A. announcer would also make a similar announcement when a home run is hit at home.

Pitching Change Sponsorship: Investment \$2,250

- Sponsor and message are highlighted with a live drop-in anytime either team makes a pitching change.
- Number of per game commercials will vary with each game.

Pre-Game Show Sponsorship: Investment \$1,750

- Show starts 15 minutes before game time, runs approximately 8-9 minutes and contains three 30-second commercials for sponsor.
- Consists of a player or manager interview, from the LumberKings or their opponent, plus other pertinent facts or notes about the upcoming game.

Scoreboard Update Sponsorship: Investment \$1,750

- Sponsor and message are highlighted with a live drop-in each time that scores are updated throughout the game.
- Number of scoring updates will vary with each game.

Player of the Game Sponsorship: Investment \$1,750

- Sponsor and message are highlighted with a live drop-in throughout each game whenever certain players make outstanding plays. Minimum of 10 live drop-ins per game.
- At the end of every game, the Player of the Game would be named and they could receive a gift certificate (or related product) for being named the "Player of the Game".

Post-Game Show Sponsorship: Investment \$1,750

- Show starts 15 minutes after completion of game, runs approximately 8-9 minutes and contains three 30-second commercials for sponsor.
- Consists of an inning-by-inning scoring summary, as well as any major highlights or notes about the game, plus other pertinent facts or notes about the next game.

Drop-Ins: Investment \$ 750

- Sponsor and message are highlighted with live drop-ins throughout the course of each game whenever action has stopped or during a particular time when the sponsor and message can be mixed into the play-by-play action of the game. Sponsor receives three (3) live drop-ins throughout each game.



2012 Ticket & Group Picnic Rates

<u>Box Seat Season Ticket (70 Games)</u>	Price
Before January 1, 2012	\$300
After January 1, 2012	\$325

<u>Box Seat Weekender Package (33 Games)</u>	Price
Friday, Saturday and Sunday games	\$225

<u>Bonus Book</u>	Price
20 Undated G.A. tickets	
Before January 1, 2011	\$ 85
After January 1, 2011	\$ 90

<u>General Admission Season Ticket</u>	Price
Before January 1, 2012	\$250
After January 1, 2012	\$275

Group Ticket Rates

# of Tickets	Adult Gen. Adm.	Students/Sr. Cit. Gen. Adm.
20-74	\$6.00	\$4.00
75 and up	\$5.00	\$3.00

Picnic Garden/Picnic Pavilion Parties

Price
\$ 20 per
brats, chips and peanuts, plus all you can drink beer and soda. Party lasts one and a half hours prior to the game's scheduled start time.
Minimum 25 people / 200 people for exclusive party.
Children (6-13) \$10 / Youth (14-20) \$14.
Prices subject to change.

Lumber Lounge Party

Price
\$ 30 per
brats, chips and peanuts and soda. Party lasts three hours starting one hour before the scheduled start time. Beer is dispensed until the eighth inning.
Minimum 25 people / 200 people for exclusive party.
Children (6-13) \$13 / Youth (14-20) \$18.
Prices subject to change.

\$500 deposit required for Picnic & Lumber Lounge Parties

NEW FOR 2012: Bullpen Patio

Groups of 10 to 50 people can reserve the Bullpen Patio, an all-new private area including high-top tables and seats. A full wait staff is provided for your group, bringing you whatever food or drink you'd like from the full Ashford University Field menu.

Enjoy a close view of the action from right behind the LumberKings' bullpen and never have to miss a moment of the action!

Minimum 10 people / Maximum 50 people
Just \$12 per person!

Birthday Parties

Enjoy your birthday at Ashford University Field with the LumberKings! Each person receives a hot dog, small soda and a coupon good for any of the playground area games located in the kids' playground area down the left-field foul line.

The birthday person gets a Dairy Queen ice cream cake and the chance to throw out the first pitch of the game!

Cost: \$10 per person (includes a general admission ticket to the game).

Minimum of 10 people required for the birthday package. Other guests (family members, friends, etc.) may purchase general admission tickets to the game.

2012 HOME DATES

April (13 Games):

5-7 vs. Burlington (Thu-Sat)
12-15 vs. Beloit (Thu-Sun)
19-21 vs. Lake County (Thu-Sat)
22-24 vs. Fort Wayne (Sun-Tue)

May (15 Games):

2-4 vs. Wisconsin (Wed-Fri)
5-8 vs. Burlington (Sat-Tue)
16-18 vs. Peoria (Wed-Fri)
19-21 vs. Quad Cities (Sat-Mon)
30-31 vs. Kane County (Wed-Thu)

June (13 Games) :

1 vs. Kane County (Fri)
2-4 vs. Cedar Rapids (Sat-Mon)
12-14 vs. Wisconsin (Tue-Thu)
22-24 vs. Kane County (Fri-Sun)
25-27 vs. Peoria (Mon-Wed)

July (15 Games):

4-6 vs. Beloit (Wed-Fri)
11-13 vs. West Michigan (Wed-Fri)
14-16 vs. South Bend (Sat-Mon)
25-27 vs. Quad Cities (Wed-Fri)
28-30 vs. Wisconsin (Sat-Mon)

August (14 Games):

8-10 vs. Kane County (Wed-Fri)
18-21 vs. Cedar Rapids (Sat-Tue)
25-28 vs. Quad Cities (Sat-Tue)
29-31 vs. Burlington (Wed-Fri)

MWL Playoffs: September 5-17

FOR MORE TICKET INFORMATION

CALL (563) 242-0727

OR VISIT LUMBERKINGS.COM