



NORWICH



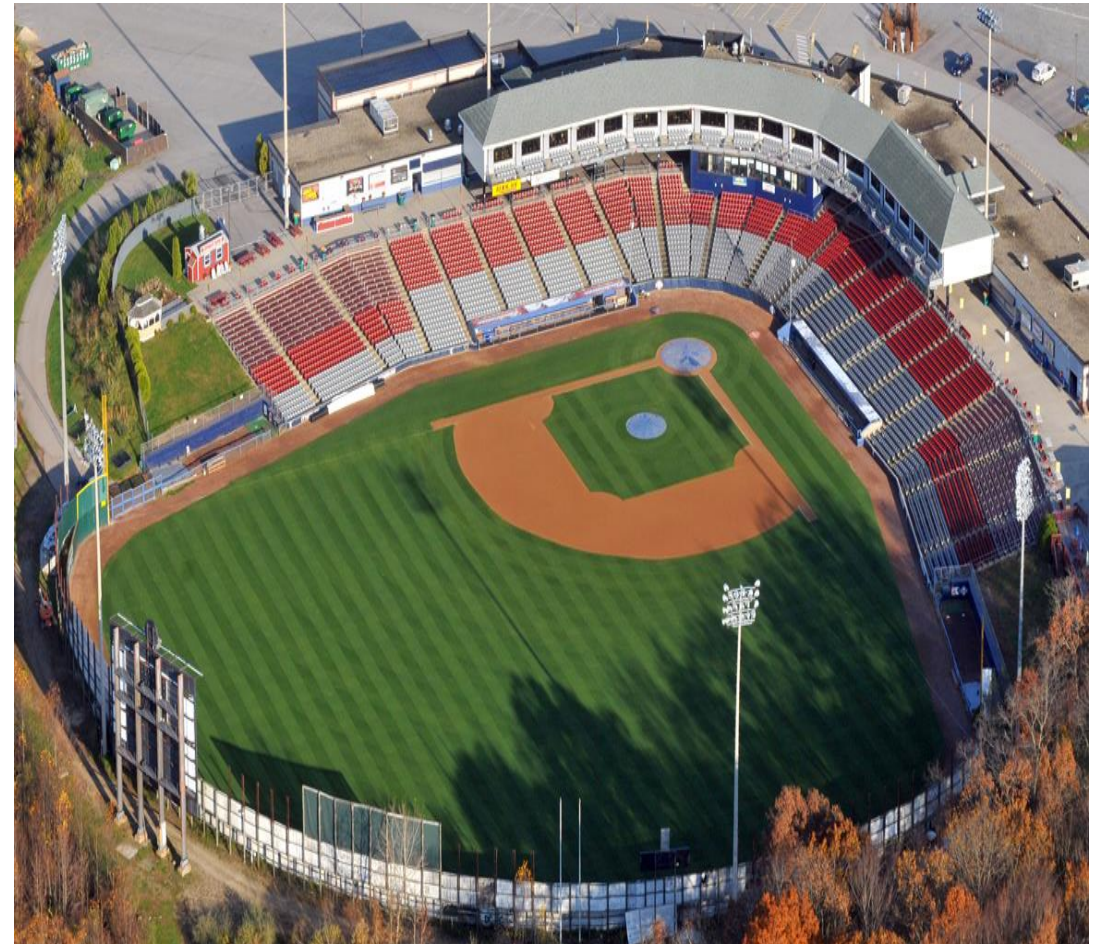
Sea Unicorns™

2023
SPONSORSHIP
& TICKETING
OPPORTUNITIES



THE NORWICH SEA UNICORNS ARE A PROUD MEMBER OF THE FUTURES COLLEGIATE BASEBALL LEAGUE. THE SEA UNICORNS PLAY A 64 GAME SCHEDULE (32 HOME GAMES) AT BEAUTIFUL DODD STADIUM IN NORWICH, CT. THE FUTURES LEAGUE HAS BEEN IN OPERATION SINCE 2011 AND FEATURES 8 TEAMS FROM AROUND NEW ENGLAND. THE FUTURES LEAGUE IS COMPRISED OF COLLEGIATE PLAYERS FROM ALL OVER THE COUNTRY.

THE SEA UNICORNS OFFER NON-TRADITIONAL FORMS OF MARKETING AND PROVIDE AFFORDABLE FAMILY ENTERTAINMENT FOR FANS THROUGHOUT EASTERN CONNECTICUT. EACH SEASON THOUSANDS OF PEOPLE ATTEND SEA UNICORNS GAMES, COLLEGE AND HIGH SCHOOL BASEBALL GAMES, CHARITABLE PROGRAMS, AND OTHER EVENTS AT DODD STADIUM THAT ATTRACT FANS FROM EASTERN CONNECTICUT AND WELL BEYOND. NORWICH SEA UNICORNS BASEBALL...SEA THE FUN!!!



POCKET SCHEDULE ADVERTISEMENT

NORWICH SEA UNICORNS POCKET SCHEDULES ARE WIDELY DISTRIBUTED THROUGHOUT CONNECTICUT AND PARTS OF RHODE ISLAND, AND ARE THE MOST POPULAR INFORMATION SOURCE FOR TEAM INFORMATION!

FANS PICK UP POCKET SCHEDULES FOR EVERYTHING THEY NEED TO KNOW ABOUT THE SEA UNICORNS AND HOLD ONTO THEM TO REFERENCE THEM ALL SEASON. THE FULL COLOR AD PANELS WILL GIVE YOU THE BEST EXPOSURE FOR YOUR DOLLAR!





TICKET BACK SPONSOR

PUT YOUR COMPANY LOGO ON THE BACK OF SEA UNICORNS TICKETS FOR MAXIMUM VISIBILITY AT DODD STADIUM. EVERY GUEST TO A SEA UNICORNS GAME MUST HAVE A TICKET FOR ENTRY MAKING YOUR COMPANY'S MESSAGE THE FIRST THING THEY SEE EVEN BEFORE ENTERING THE STADIUM. PLACING A COUPON GOOD FOR A DISCOUNT ON A MEAL PURCHASE WILL DRIVE CONSUMERS TO YOUR BUSINESS. THE BETTER THE OFFER, THE BETTER THE REDEMPTION RATE WILL BE!





PROMOTIONAL NIGHT

AS THE SPONSOR FOR A GAME, YOUR COMPANY WOULD HAVE THE OPPORTUNITY TO GIVE AWAY AN ITEM WITH YOUR LOGO (AND THE SEA UNICORNS LOGO) TO HELP RAISE AWARENESS OF THE BRAND!



MESSAGE BOARD SIGN WOULD BE DISPLAYED SEVERAL TIMES THROUGHOUT THE GAME!



FANS ARE ALWAYS EXCITED TO RECEIVE A CO-BRANDED GIVEAWAY WHEN ENJOYING A GAME!

“LADIES AND GENTLEMEN, TONIGHT’S GAME IS SPONSORED BY YOUR COMPANY! YOUR COMPANY’S MESSAGE! THANK YOU YOUR COMPANY!”



IN-BETWEEN INNING PROMOTIONS



BECOME PART OF THE SHOW AND ADD TO THE FAMILY ENTERTAINMENT AT DODD STADIUM! IN-BETWEEN INNING PROMOTIONS ARE A HIGHLIGHT OF EVERY SEA UNICORNS GAME AND OFFER AN OPPORTUNITY TO CONNECT WITH FANS DIRECTLY. YOUR COMPANY NAME WILL BE ASSOCIATED WITH THE PROMOTION AND YOUR LOGO WILL BE DISPLAYED ON THE VIDEO BOARD AS WELL!

THIS IS A GREAT WAY TO CONVEY YOUR COMPANY'S MESSAGE IN A FUN ATMOSPHERE!





CONCOURSE TABLE/PRODUCT SAMPLING

GET YOUR PRODUCT DIRECTLY IN THE HANDS OF THE PEOPLE! WHETHER YOUR COMPANY IS INTRODUCING A NEW PRODUCT OR WANTS TO REACH NEW MARKETS FOR EXISTING SERVICES, YOU CAN REACH THOUSANDS OF FANS AT EACH HOME GAME AS THEY ENTER THE FRONT GATE AND WALK THE CONCOURSE.

TABLES ON THE CONCOURSE CAN BE USED TO PROMOTE YOUR COMPANY AND MARKET YOUR PRODUCTS OR SERVICES FOR A FULL SEASON, WEEKEND GAMES OR SPECIFIC DATES!





OUTFIELD BILLBOARD SIGNS

UTILIZING BOLD COLORS ON AN 8' FOOT X 16' FOOT OUTFIELD SIGN IS A GREAT WAY TO BE SEEN BY ALL VISITORS TO DODD STADIUM TO INCREASE TOP OF MIND AWARENESS WITH ADDITIONAL EXPOSURE FROM PHOTOS AND HIGHLIGHTS! DOUBLE OR TRIPLE THE WIDTH OF YOUR SIGN FOR MAXIMUM EFFECTIVENESS!

OUTFIELD BILLBOARD SIGNS ALSO ALLOW YOU TO TAKE ADVANTAGE OF ALL EVENTS HELD DURING THE CALENDAR YEAR AT DODD STADIUM!

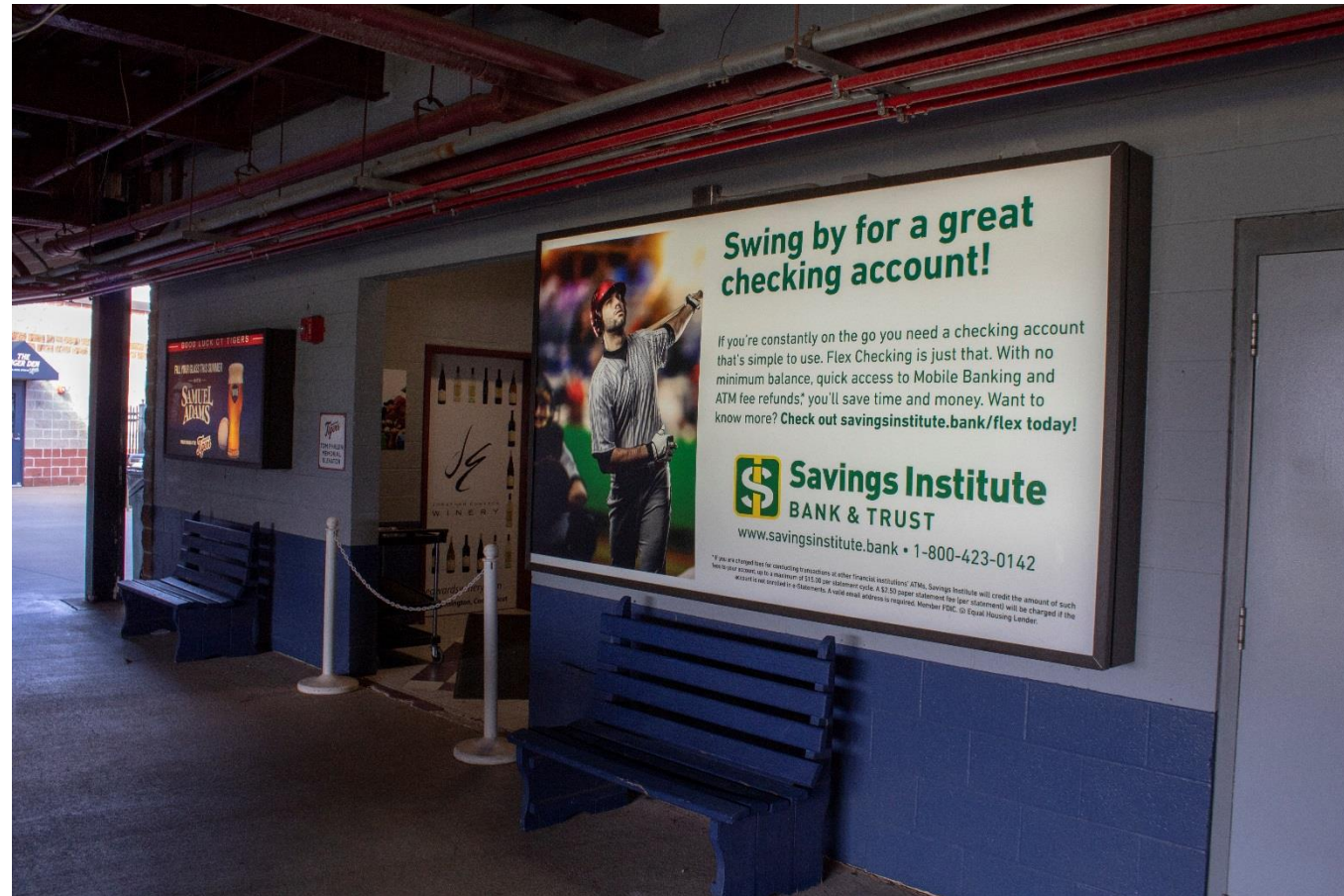




CONCOURSE BACKLIT SIGN

THESE SIGNS ALLOW FANS TO GET UP CLOSE AND PERSONAL WITH YOUR MESSAGE, ALLOWING YOU TO GET MORE INFORMATION ACROSS IN A BIG WAY!

CONCOURSE SIGNS ALSO ALLOW YOU TO TAKE ADVANTAGE OF ALL EVENTS HELD DURING THE CALENDAR YEAR AT DODD STADIUM!





STANDINGS/STARTING LINE UP BOARD

AS FANS ENTER DODD STADIUM, ONE OF THE FIRST THINGS THEY LOOK FOR IS THE STANDINGS BOARD, UPDATED EACH DAY WITH THE NEW-YORK PENN LEAGUE TEAMS CURRENT RECORDS, AND THE STARTING LINE UPS TO SEE WHO IS PLAYING.

HELP SEA UNICORNS FANS KNOW HOW THE TEAM IS DOING OR WHO IS STARTING WHILE KNOWING THAT THEY WILL BE SEEING YOUR COMPANY NAME AND LOGO! BOTH BOARDS REMAIN IN PLACE THROUGHOUT THE ENTIRE CALENDAR YEAR AND WILL BE VISIBLE TO ALL VISITORS TO DODD STADIUM!





SCOREBOARD SIGNS

WHAT'S THE SCORE?
EVERYONE IN THE STADIUM
LOOKS AT THE
SCOREBOARD THROUGHOUT
THE GAME AND WHEN THEY
DO, THEY ARE SURE TO SEE
YOUR COMPANIES NAME
AND LOGO AS WELL!

SCOREBOARD SIGNS ALSO
ALLOW YOU TO TAKE
ADVANTAGE OF ALL EVENTS
HELD DURING THE
CALENDAR YEAR AT DODD
STADIUM!



DUGOUT TOPS

GET CLOSE TO THE ACTION WITH YOUR COMPANY NAME AND LOGO ON TOP OF THE DUGOUT. ALL EYES IN THE BALLPARK ARE NATURALLY DRAWN TO THE TOPS OF THE DUGOUTS AND PROVIDE CONTINUAL EXPOSURE WITH SPECIAL ATTENTION BROUGHT TO THE DUGOUTS DURING SELECTED IN-BETWEEN INNING PROMOTIONS AND WHEN PLAYERS ENTER OR EXIT THE DUGOUTS.

VISIBLE FROM VIRTUALLY EVERY SEAT IN THE STADIUM, ONLY TWO OF THESE EXIST IN THE BALLPARK SO THEY ALWAYS STANDOUT AND MAKE AN IMPRESSION!



FOUL POLE BANNERS

THE FOUL POLE BANNERS AT DODD STADIUM ARE ONE OF THE MOST UNIQUE PIECES OF INVENTORY AT DODD STADIUM. DUE TO THE UNIQUE SIZE AND SHAPE OF THESE BANNERS, THEY ATTRACT THE ATTENTION OF FANS NOT ONLY DURING CONNECTICUT TIGERS GAMES BUT DURING EVERY EVENT HELD AT DODD STADIUM DURING THE CALENDAR YEAR!





AUTOGRAPH ZONE

PRIOR TO EACH HOME GAME, SEA UNICORNS PLAYERS MEET FANS AT THE AUTOGRAPH ZONE FOR PICTURES AND AUTOGRAPHS.

THE AUTOGRAPH ZONE IS LOCATED ON THE MAIN CONCOURSE AND IS GUARANTEED TO BE A HIT WITH TIGER FANS BOTH YOUNG AND OLD. YOUR NAME AND LOGO WILL BE PLACED ON THE AUTOGRAPH ZONE AS WELL AS BEING MENTIONED OVER THE P.A. SYSTEM AND VIDEO BOARD REMINDING FANS WHERE THEY CAN OBTAIN AUTOGRAPHS FROM PLAYERS PRIOR TO THE GAME.



LIGHT TOWERS

LOOKING FOR A UNIQUE SPOT TO PLACE AN ADVERTISEMENT FOR YOUR BUSINESS? THE LIGHT TOWERS IN LEFT-CENTERFIELD AND RIGHT-CENTER FIELD AT DODD STADIUM ARE A GREAT PLACE TO LOOK UP TO!

SIMILAR TO THIS UNIQUE LOOK AT ANOTHER STADIUM TO THE NORTH, AN ADVERTISEMENT ON THE LIGHT TOWERS IS A REAL ATTENTION GETTER AND WILL BE CERTAIN TO BE NOTICED BY SEA UNICORNS FANS ALL YEAR LONG!



TARP COVER

HAVING THE TARP COVERING THE FIELD IS A BAD SIGN FOR A BASEBALL TEAM. WHEN THE TARP IS ROLLED UP AND STORED ON THE FIRST BASE SIDE OF THE FIELD, YOUR COMPANY CAN HELP PROTECT IT BY SPONSORING THE TARP COVER.

NOT ONLY WILL YOUR LOGO ON THE TARP COVER KEEP THE TARP LOOKING NICE, SHOULD THE GROUNDS CREW HAVE TO UNCOVER THE TARP IN ORDER TO COVER THE FIELD, YOUR COMPANY WILL ALSO BE THE SPONSOR OF THE RAIN DELAY WITH YOUR LOGO TRANSFORMED TO THE MESSAGE BOARD!





HOSTING A COMPANY OUTING AT DODD STADIUM IS A FUN WAY TO THANK EMPLOYEES FOR THEIR HARD WORK. ENJOY A PRE-GAME PICNIC OR AN IN-GAME PICNIC IN THE BBQ PAVILION! EVERYONE WILL ALSO SIT TOGETHER DURING THE GAME IN BLOCK SEATING.

COMPANY BBQ PICNICS





TICKET PACKAGES

LOOKING FOR A WAY TO
REWARD EMPLOYEES?
PERHAPS YOU WANT TO THANK
CUSTOMERS FOR THEIR
LOYALTY?

PURCHASING SEASON TICKETS
OR MINI PLANS TO SEA
UNICORNS GAMES WILL GIVE
YOU A UNIQUE OPPORTUNITY
TO PROVIDE A GIFT TO THAT
EMPLOYEE OR CUSTOMER AND
WILL HAVE THEM THANKING
YOU FOR AN ENJOYABLE
EXPERIENCE AT A SEA
UNICORNS GAME!



A DODD STADIUM LUXURY SUITE HOLDS UP TO 20 GUESTS AND IS THE ULTIMATE WAY TO ENTERTAIN GUESTS (EMPLOYEES, CUSTOMERS, PARTNERS AND MORE!) AVAILABLE FOR A SINGLE GAME, QUARTER, HALF OR FULL SEASON! AS PART OF THE ANNUAL RENTAL, YOUR SUITE CAN BE CUSTOMIZED TO REFLECT YOUR BRAND!

LUXURY SUITE RENTALS



SUMMER COLLEGIATE LEAGUE BASEBALL IS ALL ABOUT HAVING FUN! THE IDEAS ON THE PREVIOUS SLIDES ARE JUST THE START OF WHAT COULD BE DONE WITH A PARTNERSHIP BETWEEN YOUR COMPANY AND THE NORWICH SEA UNICORNS.

FOR MORE INFORMATION AND PRICING DETAILS, PLEASE CONTACT:

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THANK YOU AND WE LOOK FORWARD TO SPEAKING WITH YOU SOON!

