



PARTNERSHIP



PROGRAMS





WHAT THE ROX OFFER YOUR ORGANIZATION

CAMPANELLI STADIUM is the #1 family entertainment destination in Southeastern Massachusetts. Since opening in 2002, more than 1.5 Million fans have enjoyed Rox baseball at "THE CAMP", plus tens of thousands more for concerts from the likes of BOB DYLAN, WILLIE NELSON, JASON ALDEAN, DEF LEPPARD and JACK JOHNSON. Our Shaw's Center banquet facility hosts more than 200 events year round, including trade shows, weddings, musical performances, charity galas and conventions.

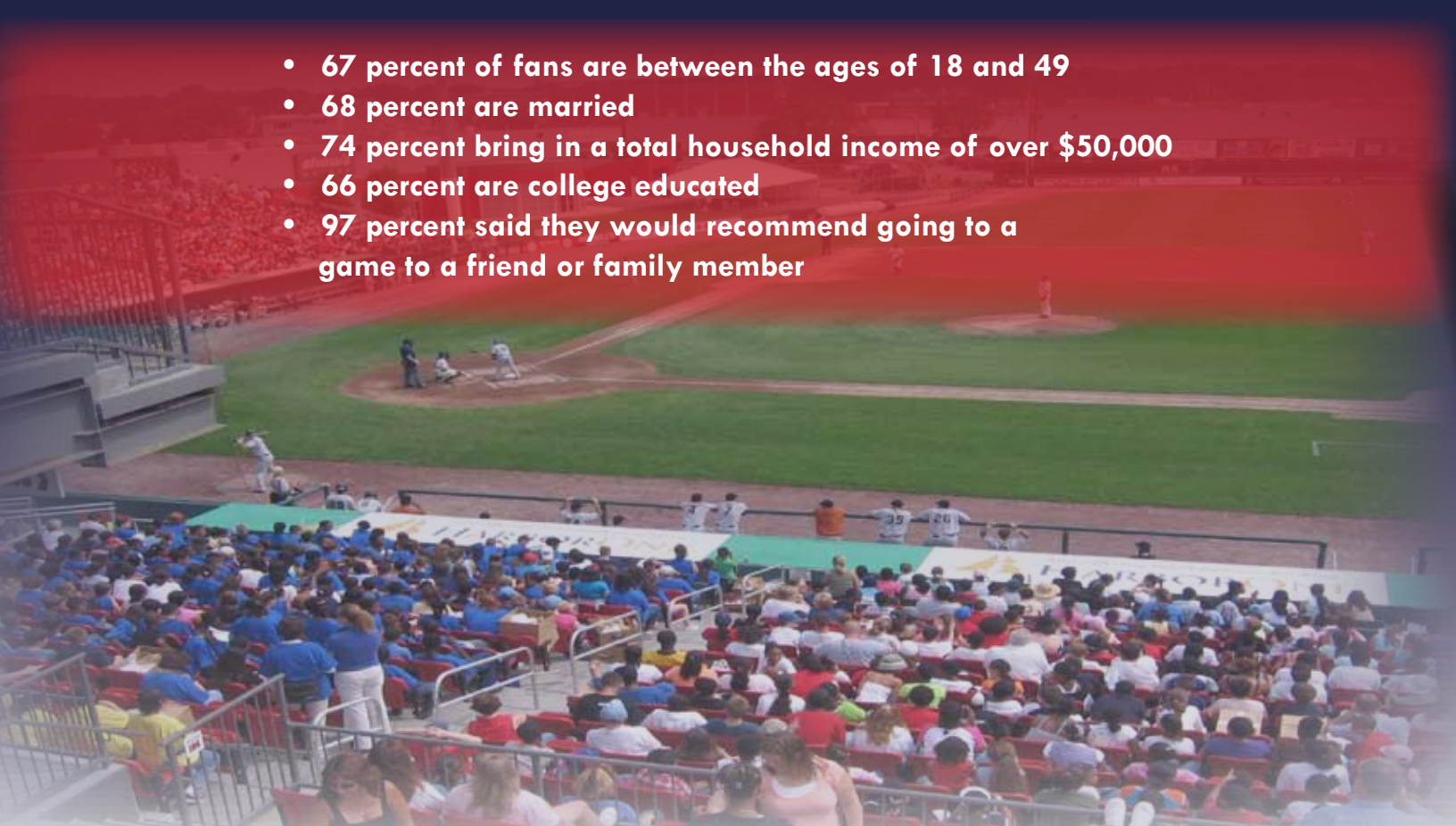
We play America's game. Join our hometown team and take advantage of the opportunity to make your business top of mind with Southeastern Massachusetts families and consumers.

ABOUT THE BROCKTON ROX

After 10 seasons of playing professional "independent" baseball, the Rox launched an exciting new chapter in team history by joining the Futures Collegiate Baseball League in 2012. The Rox now feature some of the most exciting and promising college talent in the country, with a roster of homegrown New England collegians playing alongside pro prospects from top national programs such as Virginia Tech, the University of Michigan and Coastal Carolina.

The Rox provide a winning atmosphere on and off the field and were named the FCBL's Organization of the Year in 2012.

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



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ACTIVATION

IN-GAME PROMOTIONS

Baseball's inning breaks provide wonderful opportunities to create entertaining, traffic-driving promotions for your business. Your business can own turnkey, fan-favorite promotions such as the T-Shirt Toss, Dizzy Bat Race, the 7th Inning Stretch and Dirtiest Car In The Lot. Or work with our expert staff to customize a promotion to showcase your business. There is virtually no limit to what we can do together.



CONCOURSE TABLES

Meet and greet Rox fans—your customers—at Campanelli Stadium. The Rox 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.

GAME PROMPTED PROMOTIONS

Associate your business with a part of the game such as a Stolen Base, Home Run or the 7th Inning Stretch. Using a Rox game to command the undivided attention of our fans gives you many opportunities to create an exciting promotion to drive fans to your business.





WEEKLY PROMOTIONS

Take brand ownership of one of the Rox' core weekly promotions, such as Kids Eat Free Tuesdays, Thirsty Thursdays, Fireworks Fridays or Sunday Family Fun Days. Weekly partnerships are supported by season-long inclusion on 200,000 pocket schedules, BrocktonRox.com and extensive in-stadium promotions.



COMMUNITY PROGRAMS

Does your business have a core charitable partnership? Showcase your community investment at Campanelli Stadium and partner with Rox Baseball to provide an unforgettable experience for the citizens you serve. Together with our corporate partners, the Rox have created totally unique ballpark events for Special Olympics, Boy Scouts & Girl Scouts, National Night Out Against Crime, Easter Seals and dozens of other non-profit programs.

SWEEPSTAKES

The Rox Sweepstakes program will increase traffic at your locations! By creating an exciting experiential sweepstakes the Rox can bring new customers through your doors as well as entice existing ones with chances to win valuable prizes. These turn-key, four-week "register to win" programs are the perfect mix of in and out of Park promotion. We will customize every detail to fit your demographic target. The Rox do everything from design, to set up, to prize coordination.





POCKET SCHEDULE PANEL

Year-after-year, our surveys show that our number one awareness builder and traffic driver for Rox ticket sales are the 200,000 pocket schedules that we distribute in high-traffic retail stores and community centers throughout Plymouth and Norfolk Counties. Your business can own a panel on all 200,000 schedules distributed this summer.

TICKET BACK

What's the one thing EVERY Brockton Rox fan has in common? They all need a ticket to get inside. One corporate partner each season gets to put a traffic-driving coupon on the reverse side of every ticket – more than 75,000 total. A proven traffic-driving opportunity and ideal for Quick Service Restaurants, retailers and other high-foot traffic businesses.



OFFICIAL PROGRAM

Programs, Get Your Program Hee-yeah!! The program barker's cry is nearly as old as the sport itself. Still the best way to track your favorite players, learn the line-ups and teach a son or daughter to keep score, the baseball program is an essential piece of baseball Americana. Ad space is available in 1/4, 1/2 and full-page sizes.



HOSPITALITY



SEASON TICKETS

Rox season tickets start at just \$79 each for 28 games this summer. Reserve your favorite seats for all of the action at The Camp. Tickets are a low-cost but highly-valued way to offer high-touch engagement for your customers and to reward your employees and their families. They are also an ideal offering to respond to the large volume of charitable donation requests that you receive each summer from local non-profits.

GROUPS/PICNICS/ BIRTHDAYS

Do you know what the largest segment of Rox baseball attendance is? It's group outings. Each year we entertain hundreds of schools, corporate groups, youth organizations and non-profits. Name a type of party and we've hosted it: birthday, bachelor, republican, democratic! Make sure to ask your sales representative about special opportunities for your group, such as taking part in a between-innings contest.



LUXURY SUITES

Enjoy Rox baseball in style with 20 of your friends in a Campanelli Stadium LUXURY SUITE! Every suite offers air conditioning, cable television and wait service with access to a delicious and wide-ranging menu. Our special "SUITE OF CHAMPIONS" can accommodate up to 40 guests. Suites are available for season-long, time-share or single game rental. Also available for concerts, boxing and other stadium special events.





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