



**2020**  
**MARKETING**  
**OPPORTUNITIES**



# QUICK FACTS

## • BALLPARK •

Schaumburg Boomers Stadium  
1999 S Springinsguth Rd, Schaumburg, IL 60193

## • FIRST SEASON •

2012

## • LEAGUE •

Frontier League

## • CHAMPIONSHIPS •

2013, 2014, 2017

## • 2019 ATTENDANCE •

49 openings, 156,383 total attendance

## • AWARDS & RECOGNITION •

2019 Frontier League Executive of the Year -  
GM Michael Larson

Schaumburg Business Association Brian H. Burke  
Business of the Year Nominee 2018

Schaumburg Business Association Rookie of  
the Year Winner – Michael Larson, GM 2018

Frontier League Clint Brown Excellence  
in Marketing Award 2018

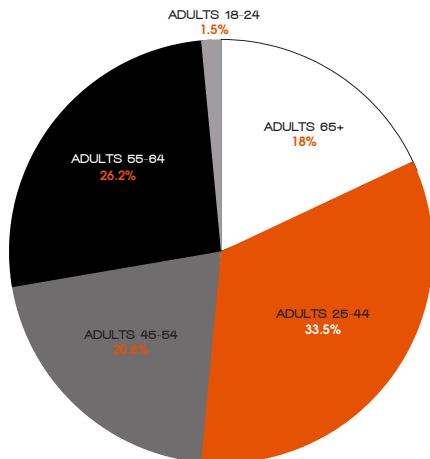
Frontier League Organization of the Year 2013, 2016, 2017

Chicago Pitch & Hit Club Organization of the Year 2017

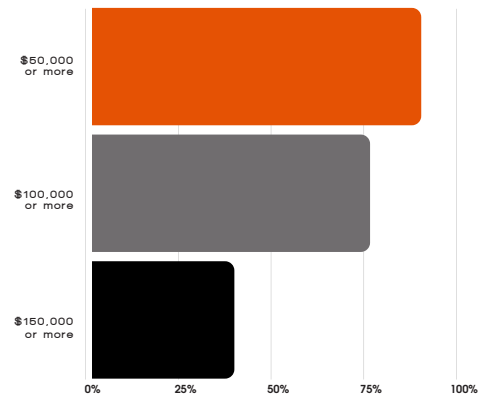
# DEMOGRAPHICS

Nielsen Scarborough Chicago R1 2017/2018

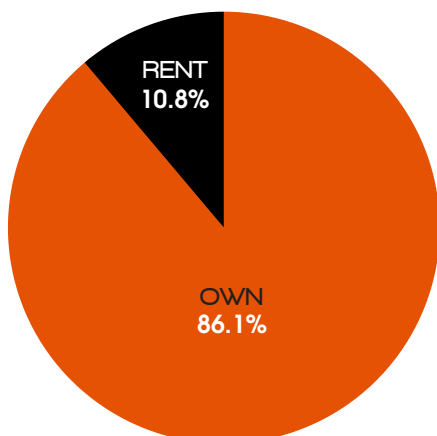
## AGES



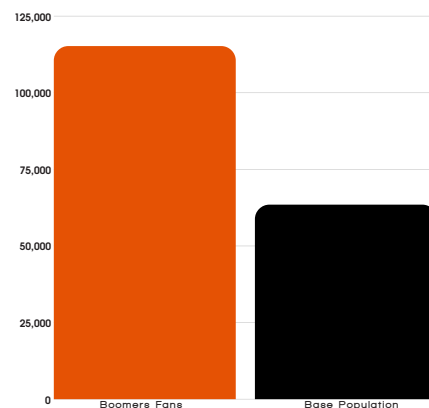
## HOUSEHOLD INCOME



## OWN or RENT RESIDENCE



## MEDIAN HOUSEHOLD INCOME





# STADIUM SIGNAGE

## OUTFIELD FENCE SIGN



(7'6" h x 16' w)

Highly visible signage. Full color digital vinyl also captured in print and television media

**\$5,000 + production**

## BACKLIT CONCOURSE SIGN



Signage located above the high-traffic concourse area

**\$1,750/year + production**

## DUGOUT TOPS



**\$8,000 per side or  
\$15,000 for both/year  
+ production**

## KID ZONE SPONSOR

**\$6,000/year**

## ELEVATOR DOORS

**\$3,000/year + production**

## SCOREBOARD SIGN



**Multi-Year - \$12,000 + production**

## FIELD LEVEL

**\$3,000 + production**

## FAN INFORMATION BOOTH

**\$5,000/year + production**



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# GAME SPONSORSHIP NIGHTS

## GAME SPONSORSHIP

MAKE IT YOUR COMPANY'S NIGHT AT THE BOOMERS!

Investment is:

**\$1,500**

### SPONSORSHIP INCLUDES:

- 30 tickets
- First Pitch by representative of your company
- Five 15 second video PA announcements or videos during the game
- Company name with logo on video board several times during the game
- Company name listed in 100,000 pocket schedules -March 15th deadline
- Company listed on Boomers website promotion page.
- Theme your night to add more fun and excitement to fans! Examples: Halloween Night, Star Wars Night and many more. No additional cost.



# IN-GAME PROMOTIONS

Visually exciting and geared towards generating crowd participation between innings with on-field promotions

## EVERY THIRD GAME \$2,000

Promotion runs at least 16 times during the season

- Sponsors to supply prizes for contestants

## EVERY GAME \$5,000

Sponsors to supply prizes for contestants

Game customized to your organization



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# PRINT ADVERTISING

## SOUVENIR PROGRAMS

Reach thousands of potential customers with your advertisement in our Souvenir Program. Loaded with information including feature stories, player's bios, ballpark maps, menus and more, the magazine will be distributed to fans free-of-charge as they enter the stadium with an annual circulation of 25,000 copies.

**BACK COVER | \$5,000**

**INSIDE COVERS | \$3,500**

**FULL PAGE COLOR | \$2,500**

**HALF PAGE COLOR | \$1,500**

**QUARTER PAGE COLOR | \$800**

## POCKET SCHEDULES

Advertising panels on pocket schedules put your message next to the fans #1 resource for the Boomers. Distributed throughout the Chicagoland area, pocket schedules are available for fans to pick up at convenience stores, banks and countless other retailers with circulation of 120,000 or more.

**INSIDE PANEL | \$2,000**

## TICKET BACKS

Single-color ad on the back of every-other Boomers Ticket!

**\$2,500**

*Ask us about other print possibilities including cup stuffers, ticket envelopes and statistics inserts in our program.*



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# KIOSK MARKETING OPPORTUNITY

## KIOSK DISPLAY SPACE

Client will receive one (1) display space on the stadium concourse at a predetermined number of mutually agreeable dates during the 2020 season.

- Ideal to interact with potential customers in a relaxed, social setting; display space may be used to display/demonstrate products or services, distribute literature, conduct a raffle to build a database, etc.

Client will receive the following as part of each display date:

### Public Address

- Minimum of two (2) P.A. Announcements (10-seconds each) to encourage fans to visit the kiosk with video board recognition.

1-3 dates: \$400 per date

4-6 dates: \$375 per date

7-9 dates: \$350 per date

10 or more dates: \$325 per date



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# SEASON TICKETS & PACKAGES

## SEASON TICKETS | \$375

- Same great seat to all 48 Boomers home games
- Ticket exchange program
- Throw out a first pitch in 2020
- VIP Party Invites (Meet the Team, Batting Practice, World Series)
- Merchandise discount
- Guaranteed giveaway (1 per ticket)
- Nameplate on seat
- VIP Parking pass

## FLEX PACK | \$100

- 14 Ticket Vouchers

## NIGHTLY SUITES

18 Person Suite = \$350

25 Person Suite = \$450

35 Person Suite = \$650

- Suite attendant or advance catering
- 4 VIP parking passes
- Premium Indoor and Outdoor Seating
- Gourmet Catered Food and Drink Packages customized for your group by the Boomers' Executive Chef

## 25 PERSON SUITE PACKAGES



12 Games  
\$4,000



24 Games  
\$8,000



48 Games  
\$15,000



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# PARTY DECK AND SUITES

## GROUP OUTINGS

20-150 Tickets = \$9/ticket

151-500 Tickets = \$8/ticket

500+ tickets = \$7/ticket

## CATERED PICNIC TENT

- Overlooks the field down the third baseline.
- Includes reserved box seat and an all you can eat meal.
- For groups of 25 to 1,000

**\$30/person**

## LEFT FIELD PARTY DECK

For groups of 80 to 200

- Left field view of the ballpark.
- Exclusive to your group.
- Includes ticket and all-you-can-eat buffet served on the deck from gates open until 90 minutes after game time.

**\$2,000 for 80 tickets. \$25/ticket additional**

## SCHAUMBURG CLUB

For groups of 60 to 150

- Indoor climate controlled party space on the suite level.
- Exclusive to your group and includes access to the Schaumburg Club, reserved ticket, and all-you-can-eat buffet served from gates open until one hour after game time.

**\$2,500 for 60 tickets. \$30/ticket additional**

## JIM BEAM CLUB

- Premium suite level lounge located behind home plate.
- 21+ older only

**10 or more tickets = \$15/ticket**



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