

THIS IS BOOMERS BASEBALL



Welcome to Boomer Country.

It's the place where community, family, fun and baseball all converge. We're so very proud to be a part of the Schaumburg area and welcome you to join us this summer as we introduce our family to yours.

We are experienced. Prominent Chicago attorney Patrick A. Salvi and his wife, Lindy Salvi, have known success in the sports industry since 2008. A lifetime baseball aficionado, Mr. Salvi purchased the Gary SouthShore RailCats, an independent minor league franchise in Gary, Indiana, in 2008. The RailCats have achieved record success at the turnstiles and on the field in the last four years, a growth that we expect to continue under Mr. Salvi's leadership for years to come.

We are winners. Synonymous with excellence, the RailCats on the field have posted a winning record every year since 2005, claiming two league championships and consistently boasting one of the league's best home field advantages. At the gates, the RailCats unique brand of family-friendly and affordable entertainment has brought nearly 1.5 million fans from throughout Northwest Indiana since the franchise began in 2003.

We are community partners. A Chicagoland native, Mr. Salvi practices, resides and relaxes in the Boomers backyard. In Northwest Indiana, community champions like U. S. Steel, Methodist Hospitals, First Midwest Bank and McDonald's have all called the RailCats proud partners for numerous seasons.

Beyond stadium partnerships, those companies actively cooperate with the RailCats through employee benefit programs and community outreach. The RailCats are also active with local schools, Boys & Girls Clubs, the United Way and many other non-profit groups as a means of supporting the community that has supported us for so many years.

Welcome into our home. We sincerely hope to show you what it means to us to be part of your community, and we hope you will join us as we kick off our inaugural season in Schaumburg.

Go Boomers!



WHAT IS A BOOMER?



What is a Boomer?

The Schaumburg Boomers are proud to honor the Greater Prairie Chicken of Illinois.

A boomer is the nickname for a male Greater Prairie Chicken, which appear differently than a female. Males have a yellow-orange comb over their eyes and dark, elongated head feathers that can be raised along neck. A circular, orange neck patch is inflated during lekking.

Females have shorter head feathers and lack the male's yellow comb and orange neck patch.

An extremely territorial species, the Greater Prairie Chicken is renowned for furiously defending its booming grounds and a special booming dance during mating season.

As seen in the Schaumburg Boomers logo, the depiction of the male Greater Prairie Chicken was chosen for the distinct feathers on its head and neck patch for the booming call.



2

WE ARE ALL BOOMERS



White Sox, Cubs, Bulls, Bears or anything in between, we all love Chicago's finest. But this is Schaumburg. Our players play on your field. They stay in your homes. You kick back, bring the kids, grab a cold drink and soak up the summer sun in your backyard. Schaumburg is our town. We are your team. We are all Boomers.

Built on the vision of Mayor Al Larson, our home park was created by the Village of Schaumburg and the Schaumburg Park District in 1999, and it's our mission to give back to the village as much as has been given to us. Our mission is to make Boomers baseball as much a part of Schaumburg as you are and to make you feel welcome inside our home. We promise friendly, smiling faces on every employee – all the way down to the concessions worker building your juicy ballpark dog – and a commitment to a quality product for every mom, dad, boy and girl, night in and night out.

And we understand value, too. Belts are tightening everywhere, and we actually get it. Our promise to you is to put some bang back in your buck, with no ticket more than \$10 any game and free parking every game. So your family of four can get world-class customer service, gut-busting in-game entertainment, dynamite baseball and a safe, family-first environment all for no more than \$40. And that also includes special giveaways, guest entertainers and fireworks shows – all for less than the price of four movie tickets!

So come back home this summer. We're ready for you. After all, we are all Boomers.



BOOMING YOUR BUSINESS

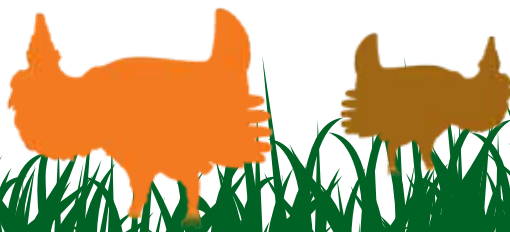


Just imagine it. It's the bottom of the ninth inning with the Boomers down by two. Two outs but two runners on. The crowd rises to its feet in unison. The unmistakable crack of bat on ball and the noise grows deafening. Deep into the night it sails, into the gap, now rising over the wall. Fists raise, palms connect, chills resonate and a feverish buzz of energy permeates.

Now imagine your company. Its vivid, colorful banner sign on that right field wall escorting the baseball to its paradise. And there's your slogan, screamed to the thousands of fans inside as a proud sponsor of that walk-off blast. And now it's a coupon, gleefully handed – by a smiling Boomers staffer – to every beaming fan on their way out of the park to celebrate.

That's the power of partnering with the Boomers. Powerful memories, precious family moments and just plain good feelings all connected with your brand, in your town to your clientele. And the possibilities are endless. You'll see on the next several pages some of what the Boomers can do with you, but our specialty is creating something new, unique and just for you. One of our experienced partnership experts will be more than happy to assist you and we all relish the opportunity to bring our two brands together and create a partnership that lasts.

4



PRESENTING SPONSORSHIP



From Miller Park to the United Center, Silver Cross Field to U. S. Steel Yard, no partnership blends your brand with baseball, fun and value like a once-in-a-lifetime presenting sponsorship of Boomers Baseball. Affix your company's name to our state-of-the-art baseball facility and enjoy not just name recognition from every Boomers fan, but from every event, every story, every ad, every mention and every day driving past your ballpark off the highway.

This once-in-a-franchise opportunity is available now and is far and away the most powerful way to meld your company with family-focused, community-centric entertainment. The connections through a naming rights or presenting sponsorship are endless, with significant stadium signage, bonus advertising and mentions on virtually everything we do. In merchandise, advertising, broadcasting and all the rest of what we produce to promote our product, your company will be there hand-in-hand with us, and will roll off the tongues of every baseball fan in town.

"Your Company" Field.

Has a nice ring to it, doesn't it?



FOUNDING PARTNERSHIPS



Get in on the ground floor of Boomers baseball and take advantage of special year one pricing with these multi-year, multi-facet, customizable packages.

Encompassing our most premium advertising locations – on the scoreboard, in prime outfield space, throughout the concourse and within every element of Boomers baseball – Founding Partnerships prove your commitment to professional baseball and family entertainment in Schaumburg for years to come. Plus, by buying in on the ground floor, we prove our commitment to you by promising never to increase rates, and with only four of these unique packages available – and only during this, our inaugural season – you’ll need to act now to reserve space. This is your chance to be there from the beginning as Boomers baseball takes off in Schaumburg and throughout the northwest suburbs to Chicagoland area.

FOUNDING PARTNERSHIPS INCLUDE:

- * Prominent signage on the giant left field scoreboard
- * Eye-catching outfield billboard with premium location
- * Full-season luxury suite lease, perfect for rewarding employees or entertaining clients!
- * Sponsorship of souvenir giveaway item one Saturday during season
- * Backlit sign on main stadium concourse
- * Sponsorship of one nightly between-inning contest
- * Full-page program ad
- * Permanent recognition in stadium as founding partner
- * Recognition on website, in gameday program and at every game as founding partner
- * Logo placement on official “Inaugural Season” t-shirt sold in merchandise store
- * One additional one-of-a-kind premium advertising element, like dugout signage, party package sponsorship, coupon giveaways or anything else you can think of!



STADIUM SIGNAGE



Grab the eyes of thousands of fun-loving future customers each and every night with permanent, fully customizable stadium signage. These staples provide creative options for brand presence and promotional opportunities. Become synonymous with Boomers baseball and our stadium as a valued member of our family.

Other Stadium Options:

Suite Level Sponsorship

Dugout Tops

Concourse Signs

Standings/Lineup Board

Field Level Padding

Foul Poles

Scoreboard Signage

Auxiliary Scoreboard

Outfield Billboard

Backlit Concourse Signs

Suite Level Sponsorship

Bathroom Ads





The tradition of baseball extends past the great moments on the field. Diehard fans keep score each game, dad introduces his son to the team with a souvenir program, and all fans pocket their ticket stubs as priceless mementos. Be a part of creating those traditions with distinct print options.

Souvenir Program

Gameday Scorecard

Pocket Schedule

Ticketing

Coupons



ELECTRONIC



The digital age surges forward and the Boomers cover all the mediums. Utilize our different avenues to convey messages in a very specific way. Hit the web with the Boomers, or join the in-game script with PA announcements and radio spots!



Options:

Electronic Newsletter
Website
Video Board

PA Announcements
Radio
Mobile App



INTERACT



Look out for the Boomer Mobile and our mascot, or find the fun in the ballpark with fireworks, entertainers, between inning contests, and giveaways. Boomers baseball is dedicated to the community all year long and will never let the fun stop!

Fireworks

Entertainers

Between Inning Contests

Giveaways

Mascot Sponsorship



The Boomer Mobile

Birthday Parties

Theme Nights

Team Store

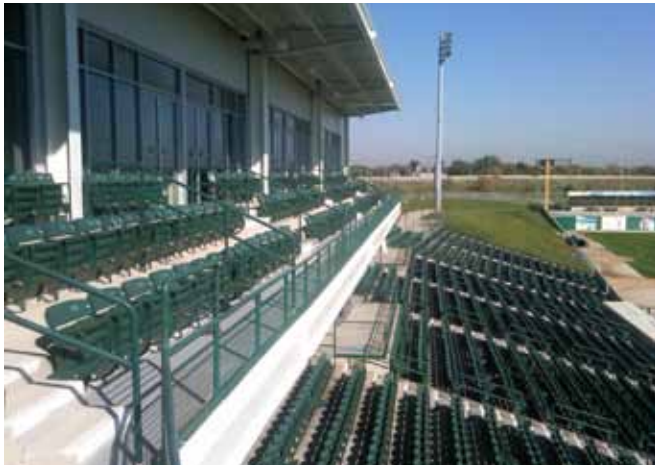
Playground Area

10

HOSPITALITY



Watch baseball in style or visit the ballpark on an off day. The Boomers ballpark can be at your disposal for a company outing or family reunion. Use one of our 16 Suites, the Schaumburg Club, or Left Field Party Deck!



Nightly Suite Rentals
Yearly Suite Rentals
Off-season Meeting Space
Field Rental

Picnics
Party Deck
Schaumburg Club
Receptions



TICKETS



Everyone wins with Boomers baseball ticket and group ticket options. Whether its your company outing, family reunion, or birthday celebration, there isn't a bad seat in the house and you are always guaranteed a fun experience with the Boomers!

Season Tickets

Mini-Plans

Groups

Birthday Parties

Youth Team Parties

Boy/Girl Scout Nights

Fundraisers

School Days



12

