



2012 SPRING TRAINING / IT'S GONNA BE **BIG**



THE SCOTTSDALE CHARROS

Formed in 1961, The Scottsdale Charros are an all-volunteer, non-profit group of business and civic leaders that help build our community by supporting youth sports, education and charitable causes. From the very beginning, the Charros—by their very name—meaning gentlemen riders, embodies the Scottsdale's 1947 slogan, "The West's Most Western Town".

While Scottsdale has grown and modernized since the Charros' were formed, the group continues to remind longtime and new residents that Scottsdale has a rich and diverse Western heritage that should be preserved and celebrated. Just as the humble farmers and ranchers of early Scottsdale shared whatever they had with their neighbors, the Charros have shared their time, talent, and resources with their community.

Today, the Charros are stronger than ever, continuing their legacy of charitable giving and innovative programs such as:

- Providing undergraduate scholarships for future teachers and Master-in-Education Fellowships for educators wanting to do more for their students and the school district
- Honoring the Outstanding Student & Educators of the Year with an annual awards banquet
- Helping build a Miracle League of Arizona special needs baseball field
- Providing millions of dollars in support to non-profit, youth-oriented groups and charities

Spring Training is the premiere annual fund raising event for the Charros, welcoming more than 160,000 people during the month of March to Scottsdale Stadium, and making it one of the top destinations for spring baseball.

So, how can you get involved and be part of the excitement? We cannot do our important work without the support of friends like you. Your support of the Charros during Spring Training is truly appreciated, and there are lots of ways to get involved!

Spring Training at Scottsdale Stadium



SpringTraining.com | 480.990.2977



SCOTTSDALE STADIUM DEMOGRAPHICS

IT'S GONNA BE **BIG** 2012 SPRING TRAINING PARTNERSHIP OPPORTUNITIES



- Revenues of \$360 Million for Arizona
- Revenues of \$25 Million for Scottsdale
- Median age is 42.8
- 70% male / 30% female
- Median HHI is \$101,291
- Average visitor stay is 4.3 days
- Average hotel expense is \$162/night
- Average party spends \$436 per day

Scottsdale Stadium attracts the most affluent fans in the Cactus League





THE FIRST PITCH EVENT

IT'S GONNA BE **BIG** 2012 SPRING TRAINING PARTNERSHIP OPPORTUNITIES



Presenting Sponsor / \$25,000

- Logo on all event media, literature, tickets
- Premier signage throughout the event
- Prominent mention in all Press Releases
- Full page Spring Training Magazine ad
- 20 VIP tickets & 10 valet parking vouchers

Bar Sponsor / \$10,000

- Logo on all event media, literature, tickets
- Premier signage on the First Pitch bar
- Half page Spring Training Magazine ad
- 10 VIP tickets & 5 valet parking vouchers

Stage Sponsor / \$7,500

- Logo on all event media, literature, tickets
- Premier signage on the First Pitch stage
- Half page Spring Training Magazine ad
- 10 VIP tickets & 5 valet parking vouchers

Water Bottle Sponsor / \$5,000

- Logo on all event media, literature, tickets
- Logo on all event water bottles
- Quarter page Spring Training Magazine ad
- 10 VIP tickets & 5 valet parking vouchers

Valet Sponsor / \$3,000

- Logo on all event media, literature, tickets
- Premier signage at the event valet stand
- Company brochure left in each car
- Quarter page Spring Training Magazine ad
- 10 VIP tickets & 5 valet parking vouchers

VIP Package / \$1,250

- 10 VIP tickets & 5 valet parking vouchers

Individual Tickets / \$150

**Saturday, February 25th
at the Scottsdale Galleria**

Help the Charros kick off spring training at this annual event with great food, live music, libations and an incredible silent auction.





THE CHARRO LODGE

IT'S GONNA BE **BIG** 2012 SPRING TRAINING PARTNERSHIP OPPORTUNITIES



Charro Lodge Presenting Sponsor \$ 25,000

- Prominent signage in the Lodge
- Logo on advertising materials
- Premium full page program ad
- Website banner ad
- 10 annual Lodge passes
- 10 tickets to First Pitch

Charro Lodge Game Host* \$ 1,500

Charro Lodge / Season Pass \$ 1,200

Charro Lodge / Pavilion \$ 125

Charro Lodge / Thu - Sat \$ 100

Charro Lodge / Sun - Wed \$ 85

*host provides complimentary game day food

Get in on this one of a kind VIP spring training experience. Your daily pass includes general admission into Scottsdale Stadium and VIP entrance into the Charro Lodge. Once inside you will be treated to complimentary ball park and catered food, drink (including beer and wine), snacks, game programs, and some famous Charro hospitality. Groups from 10 to 250 are easily accommodated, making the Charro Lodge a high-value, turn-key activity for any business or organization.





BANNERS & SIGNAGE

IT'S GONNA BE **{BIG}** 2012 SPRING TRAINING PARTNERSHIP OPPORTUNITIES



8' x 18' Outfield Banner	\$ 9,000
6' x 18' Outfield Banner	\$ 6,500
9' x 13' Outfield Banner	\$ 5,250
4' x 18' Outfield Banner	\$ 4,500
6' x 13' Outfield Banner	\$ 4,000
3' x 20' Line Banner	\$ 3,500
3' x 6' Portal Banner (2)	\$ 2,500
3' x 20' Concourse Banner (1 side)	\$ 2,000
3' x 5' Concourse Wall Banner	\$ 1,200
3' x 5' Stadium Entrance Banner	\$ 1,200
Trash Can Signage	\$ 10,000
Elevator Door Signage	\$ 2,500
Light Pole Signage	\$ 2,000

Deliver your message to the 160,000 fans who will visit Scottsdale Stadium this March!





SPRING TRAINING MAGAZINE

IT'S GONNA BE **BIG** 2012 SPRING TRAINING PARTNERSHIP OPPORTUNITIES



Outside Back Cover	\$ 5,000
Inside Front Cover	\$ 3,500
Inside Back Cover	\$ 3,500
Opposite Inside Front Cover	\$ 3,500
Opposite Inside Back Cover	\$ 3,500
Opposite Table of Contents	\$ 2,750
Opposite Advertisers Index	\$ 2,750
Opposite Youth Lunch	\$ 2,750
Opposite Score Card	\$ 2,750
Opposite Stadium Diagrams	\$ 2,750
Full Page Color Ad	\$ 2,500
Full Page B/W Ad	\$ 1,500
Half Page Color Ad	\$ 1,500
Half Page B/W Ad	\$ 750
Quarter Page Color Ad	\$ 1,000
Friends of the Charros Section	\$ 100

Tell your story to locals and fans from all over the country





SPECIAL PACKAGE SAVINGS

IT'S GONNA BE **BIG** 2012 SPRING TRAINING PARTNERSHIP OPPORTUNITIES



Fast Ball / \$14,000 / Save 20%

- 8'x18' Outfield Banner
- Full Page Color Program Ad
- 4 Lodge Season Passes
- 10 Tickets to The First Pitch Event

Slider / \$10,750 / Save 15%

- 6'x18' Outfield Banner
- Full Page Color Program Ad
- 2 Lodge Season Passes
- 10 Tickets to The First Pitch Event

Curve Ball / \$7,200 / Save 10%

- 3'x20' Line Banner
- Half Page Color Program Ad
- 2 Lodge Season Passes
- 4 Tickets to The First Pitch Event

Game Day Sponsor / \$2,000

- Concourse Table
- 3 PA Announcements
- 6 Lodge Tickets
- 4 Tickets to The First Pitch Event
- Exit Coupon Distribution (1 game)

Save big &
be a big shot
at the
same time





ADDITIONAL OPPORTUNITIES

IT'S GONNA BE **BIG** 2012 SPRING TRAINING PARTNERSHIP OPPORTUNITIES



Concourse Booth (season)	\$ 3,500
Concourse Booth (per game)	\$ 500
Concourse Booth (3+ games)	\$ 300
Vehicle Display (season)	\$ 10,000
Vehicle Display (per game)	\$ 1,000
Ticket Back	\$ 5,000
Score Sheet / Scorecard	\$ 3,000
Daily PA Announcement / Season	\$ 2,500
PA Announcement (15 seconds)	\$ 200
One Year SpringTraining.com Banner	\$ 1,500
Exit Coupon Distribution (3 games)	\$ 1,000
Exit Coupon Distribution (1 game)	\$ 500
Social Media Package	\$ 400

**We offer
all kinds
of creative
solutions to
market your
business**

