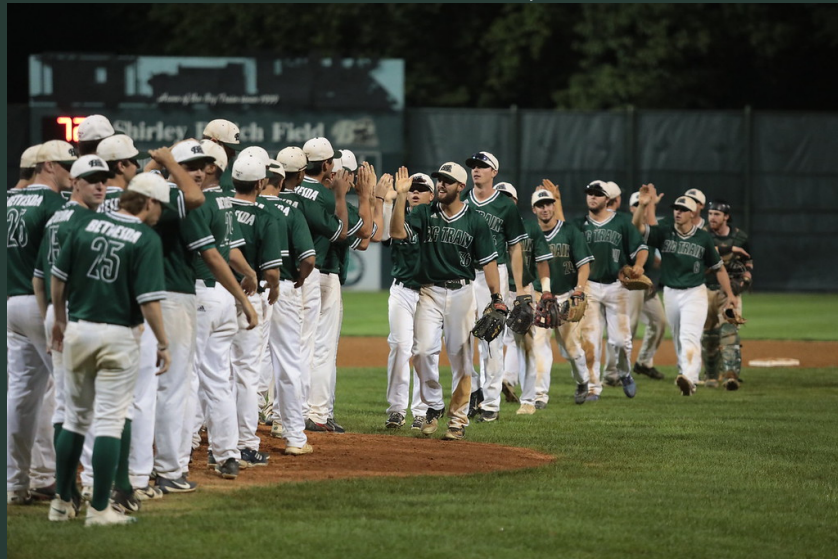


BETHESDA BIG TRAIN BASEBALL

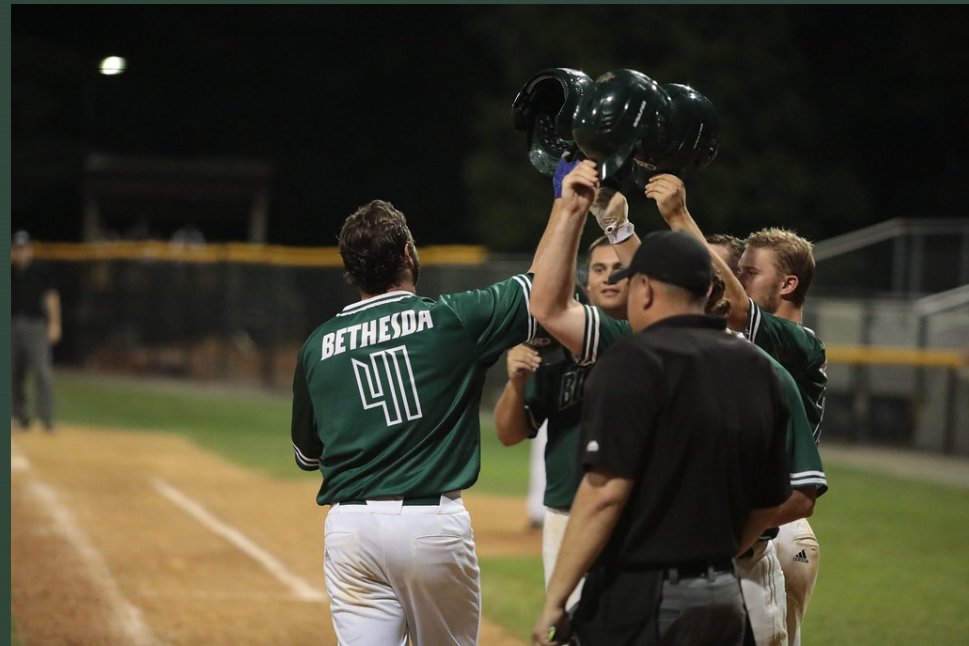




BETHESDA BIG TRAIN IS A SUMMER COLLEGIATE BASEBALL TEAM AND NON PROFIT ORGANIZATION THAT PLAYS IN THE CAL RIPKEN COLLEGIATE BASEBALL LEAGUE. BRUCE ADAMS AND JOHN OURISMAN FOUNDED BIG TRAIN IN 1999 WITH THE IDEA OF BUILDING COMMUNITY THROUGH BASEBALL. BIG TRAIN IS AN AMATEUR TEAM, BUT THE PRESENTATION AND GAME-DAY EXPERIENCE REFLECTS ON-FIELD EVENTS AND ACTIVITIES AT THE HIGHEST PROFESSIONAL LEVEL.

IN THE SUMMER OF 2018, BIG TRAIN AVERAGED 500 FANS PER NIGHT AT HOME GAMES. LOCATED ON THE BORDER OF BETHESDA, POTOMAC AND ROCKVILLE AND ADJACENT TO MONTGOMERY MALL, THE EXCEPTIONAL LOCATION IS IDEAL FOR A NIGHT OUT FOR FANS FROM ALL OVER MONTGOMERY COUNTY! OUR GREAT LOCATION, BEAUTIFUL BALLPARK, AND DEDICATED FANS OFFER A GREAT FORUM FOR ADVERTISING.

WHAT IS BIG TRAIN?





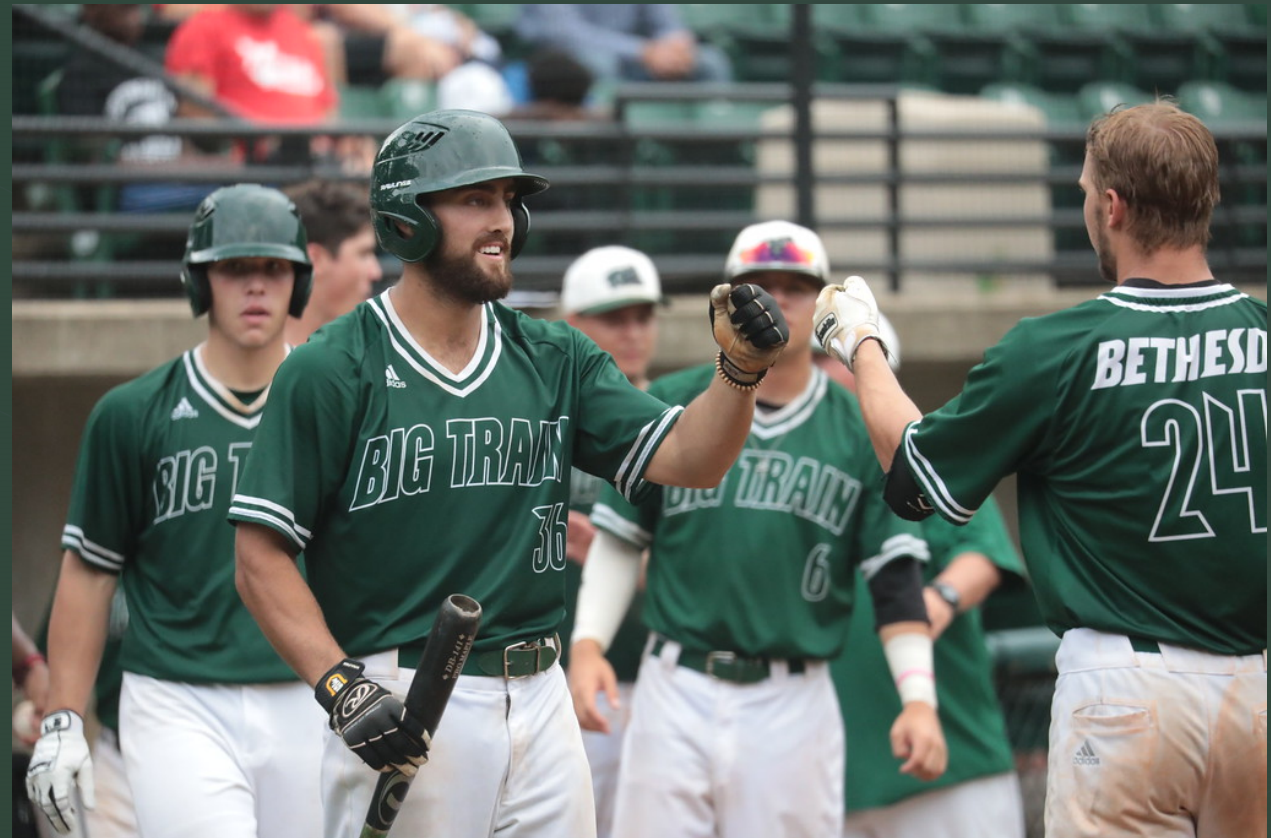
QUICK FACTS

WHO: BETHESDA BIG TRAIN BASEBALL, A SUMMER COLLEGIATE BASEBALL TEAM THAT CONSISTS OF SOME OF THE TOP COLLEGE BALL PLAYERS FROM AROUND THE COUNTRY

WHAT: SPONSORSHIP BETWEEN YOUR ORGANIZATION AND BETHESDA BIG TRAIN. YOUR DONATION HELPS US FURTHER OUR GOALS, WHILE YOU GET VALUABLE ADVERTISING SPACE AND COMMUNITY EXPOSURE!

WHERE: BETHESDA, MARYLAND

WHEN: SUMMER 2019





DEMOGRAPHICS

- OVER 88% OF FANS RESIDE IN MONTGOMERY COUNTY
- 44% IN BETHESDA/CHEVY CHASE
- 19% IN POTOMAC
- 17% IN ROCKVILLE
- MONTGOMERY COUNTY AVERAGE HOUSEHOLD INCOME: \$100,000
- OVER 70% OF FANS GO WITH THEIR FAMILY
- OVER 60% GO TO MORE THAN FIVE GAMES A SUMMER





SHIRLEY POVICH FIELD

SHIRLEY POVICH FIELD, NAMED AFTER THE INFAMOUS WASHINGTON POST SPORTS COLUMNIST AND REPORTER SHIRLEY POVICH IS ONE OF BETHESDA'S MOST VISITED FIELDS. LOCATED IN CABIN JOHN REGIONAL PARK, NEAR MONTGOMERY MALL AND THE CABIN JOHN ICE RINK. WHILE IT IS BETHESDA BIG TRAIN'S HOME FIELD DURING THE SUMMER, THE GEORGETOWN HOYAS' DIVISION I TEAM PLAYS THERE IN THE SPRING. THE STADIUM HOLDS 750 SPECTATORS.



HOMER

\$5000

INCLUDES TWO GAME NIGHT PACKAGES
(DETAILED BELOW)

Plus:

- OUTFIELD BANNER
- STADIUM ENTRANCE BANNER
- LOGO ON POCKET SCHEDULE
- LOGO ON BIG TRAIN WEBSITE
- LOGO IN SOUVENIR PROGRAM
- NAME IN E-NEWSLETTER
- HALF PAGE AD IN SOUVENIR PROGRAM

BUNT

\$2500

INCLUDES ONE GAME NIGHT PACKAGE
(DETAILED BELOW)

Plus:

- STADIUM ENTRANCE BANNER
- LOGO IN SOUVENIR PROGRAM
- LOGO ON BIG TRAIN WEBSITE
- NAME IN E-NEWSLETTER
- QUARTER PAGE AD IN SOUVENIR PROGRAM

GAME NIGHT

\$1000

- TABLE ON CONCOURSE DURING ONE GAME
- FIRST PITCH
- LOGO ON GAMEDAY PROGRAM
- PA ANNOUNCEMENT DURING GAME
- MENTIONED ON ENTERTAINMENT SCHEDULE
- MENTIONED ON BIG TRAIN SOCIAL MEDIA
- MENTIONED ON ONLINE BROADCAST
- 25 FREE GAME TICKETS

ADD-ON PERKS

- IN-GAME ACTIVITY SPONSOR \$500
- STARTING LINEUP SPONSOR \$750
- CALL TO THE BULLPEN SPONSOR \$500
- FINAL SCORE SPONSOR \$750
- CONCESSION STAND NAMING RIGHTS*

*negotiable pricing, contact for details

Souvenir Program Ads

- QUARTER PAGE \$500
- HALF PAGE \$750
- FULL PAGE \$1250
- COVER PAGE \$2500

PARTNERSHIP PACKAGES

- OUTFIELD BANNERS: 4' x 20', KEPT UP FROM MAY TO OCTOBER
- STADIUM ENTRANCE BANNERS: 2.5' x 4', KEPT UP FROM MAY TO OCTOBER
- POCKET SCHEDULES: GIVEN OUT AT ALL COMMUNITY EVENTS AND POSTED AT BUSINESSES IN THE AREA
- SOUVENIR PROGRAM: AN EXTENSIVE MAGAZINE HIGHLIGHTING BIG TRAIN'S HISTORY, AS WELL AS CURRENT PLAYERS AND STORIES, REACHES THOUSANDS OF LOCAL FANS
- GAME DAY PROGRAM: 300 ARE PRINTED AND GIVEN OUT AT EACH GAME. USED FOR ROSTERS OF THE TEAMS PLAYING, BUT INCLUDE A COVER PAGE WHERE THE LOGO IS PLACED OF THE SPONSORS OF THE NIGHT.



PARTNERSHIP CONT.: MEDIA AND INTERNET

SOCIAL MEDIA: UP ABOUT 400 FOLLOWERS ON TWITTER AND 200 ON FACEBOOK FROM 2014, AND MORE THAN 6,000 FOLLOWERS ACROSS ALL PLATFORMS, WE OFFER SHOUTOUTS FOR THE SPONSORS OF THE NIGHT AND ANY SPECIAL EVENTS OUR SPONSORS HOLD.

ONLINE BROADCAST: A TOTAL OF OVER 3,000 PEOPLE VIEWED OUR ONLINE BROADCAST LAST SUMMER. THIS ADDS EXPOSURE TO FANS WHO CAN NOT MAKE THE GAME.

WEBSITE: IN JUST A YEAR, THE BIG TRAIN WEBSITE REGISTERED OVER 165,000 PAGE VIEWS. FANS AND THOSE INTERESTED CAN CHECK THE LATEST NEWS, ROSTER, STATS, SCHEDULE, BUY TICKETS, AND LEARN MORE ABOUT THE HISTORY OF BIG TRAIN.

E-NEWSLETTER: OUR EMAIL DATABASE HAS OVER 7,000 CONTACTS AND GROWING. OUR WEEKLY NEWSLETTERS ARE CLEAN, INFORMATIVE, AND HAVE BECOME A SIGNIFICANT COMMUNICATION TOOL WITH OUR FANS.





PARTNERSHIP CONT.: ADDITIONAL PROMOTIONAL ADVERTISING

GIVEAWAY ITEMS: BUILD CORPORATE AWARENESS AT SHIRLEY POVICH FIELD. ATTACH YOUR COMPANY LOGO TO A COVETED BIG TRAIN GIVEAWAY ITEM THAT ARE DISTRIBUTED AS FANS AS THEY ENTER THE STADIUM. PAST EXAMPLES INCLUDE BOBBLE HEADS, RALLY TOWELS AND T-SHIRTS.

ON-FIELD ACTIVITIES: CONNECT YOUR ORGANIZATIONS NAME WITH ONE OF OUR MANY EXCITING ON-FIELD PROMOTIONS AND GAMES SUCH AS A MASCOT RACE, MUSICAL CHAIRS, AND TRIVIA. THESE GAMES ARE ALWAYS A CROWD PLEASER!

THEME NIGHTS: HELP US CREATE A THEME NIGHT THAT FITS YOUR ORGANIZATIONS NEEDS. IN THE PAST BIG TRAIN HAS HELD MARYLAND PRIDE NIGHT, HEALTH NIGHT, HALLOWEEN NIGHT, SUPER HERO NIGHT, AND MANY MORE.





BIG TRAIN IN THE COMMUNITY

COMMUNITY OUTINGS: EACH YEAR BIG TRAIN ATTENDS COMMUNITY EVENTS IN THE DC AREA, SUCH AS MARTIN LUTHER KING JR. SERVICE DAY AND MIRACLE LEAGUE GAMES. AT THESE EVENTS, BIG TRAIN MARKETS THEIR SEASON WHILE ALSO PROVIDING INTERACTIVE ACTIVITIES AND GAMES AIMED AT ENGAGING YOUTH. HOMER, EVERYONE'S FAVORITE DOG MASCOT, COMES TO THESE EVENTS AS WELL AND ADDS AN EXTRA SOURCE OF FUN FOR THE PARTICIPANTS OF THE COMMUNITY EVENT.



MANNA FOOD DRIVE: FOR A DECADE, BIG TRAIN PLAYERS, INTERNS AND STAFF HAVE PARTICIPATED IN A FRIENDLY COMPETITION WITH THE MONTGOMERY COUNTY CAL RIPKEN LEAGUE TEAMS TO SEE WHO CAN COLLECT THE MOST FOOD FOR THE MANNA FOOD CENTER, HELPING FAMILIES IN NEED IN MONTGOMERY COUNTY. IN 2018, THE TEAM COLLECTED 2,425 POUNDS OF FOOD, AND SINCE ITS INCEPTION, THE TEAMS COLLECTIVELY HAVE COLLECTED MORE THAN 53,000 POUNDS OF FOOD.



BIG TRAIN IN THE COMMUNITY

(CONT.)

HOST FAMILIES: BIG TRAIN PLAYERS COME FROM TOP DIVISION I COLLEGE PROGRAMS ACROSS THE COUNTRY; INCLUDING SCHOOLS IN CALIFORNIA, MISSISSIPPI, FLORIDA, AND VIRGINIA. WE HAVE AN OUTSTANDING NETWORK OF DEDICATED FAMILIES THAT OPEN UP THEIR HOMES TO THESE PLAYERS EVERY YEAR. THIS PAST YEAR, OUR WONDERFUL COMMUNITY HOSTED 30 PLAYERS ON BIG TRAIN'S ROSTER.



NON-PROFIT OF THE NIGHT: AT EACH GAME AT SHIRLEY POVICH FIELD, THREE IMPACTFUL NONPROFIT ORGANIZATION FROM MONTGOMERY COUNTY ARE HONORED AND GIVEN THE OPPORTUNITY TO SHARE THEIR ORGANIZATIONS' MISSION WITH THE BIG TRAIN CROWD. EACH NONPROFIT RECEIVES 100 FREE TICKETS, A TABLE ON THE CONCOURSE TO DISPLAY INFORMATION, GAME-DAY PROGRAM RECOGNITION, AND THE OPPORTUNITY TO THROW A FIRST PITCH AND SPEAK BRIEFLY ABOUT THE ORGANIZATION. ABOUT 6,000 TICKETS ARE DONATED EVERY YEAR THROUGH THE NONPROFIT





BIG TRAIN OFFERS AN AREA-RENOWNED SUMMER BASEBALL CAMP TAUGHT BY THE BIG TRAIN COACHES AND PLAYERS FOR KIDS AGES 5-12. WITH SIX WEEKS OF BASEBALL FUN, KIDS WITH ALL DIFFERENT ABILITIES ARE ABLE TO ENJOY A WEEK OF CAMP AT THEIR OWN LEVEL OF PLAY. CAMP PARTICIPANTS (500 IN 2015) RECEIVE A T-SHIRT THAT ALLOWS FOR FREE ENTRANCE INTO ANY HOME BIG TRAIN GAME.

SUMMER BASEBALL CAMP





A WINNING TRADITION

THIS PAST SEASON, BIG TRAIN WON THE CAL RIPKEN COLLEGIATE BASEBALL LEAGUE CHAMPIONSHIP WITH A RECORD-BREAKING RECORD OF 34-6, THE MOST WINS IN A SEASON. SINCE JOINING THE LEAGUE IN 2005, BIG TRAIN HAS WON EIGHT LEAGUE CHAMPIONSHIPS, INCLUDING THE NATIONAL TITLE IN 2011. WITH MORE THAN 100 PLAYERS IN THE PROFESSIONAL SYSTEM, 14 HAVE PLAYED FOR MAJOR LEAGUE TEAMS.





FOR MORE INFORMATION CONTACT
GENERAL MANAGER DAVID SCHNEIDER
AT **301-254-2698** OR
DAVIDS@BIGTRAIN.ORG

BETHESDA BIG TRAIN IS A 501(C)(3)
CHARITABLE ORGANIZATION AND YOUR
SUPPORT IS FULLY TAX DEDUCTIBLE. OUR
FEDERAL ID # IS 52-1835714

WWW.BIGTRAIN.ORG



