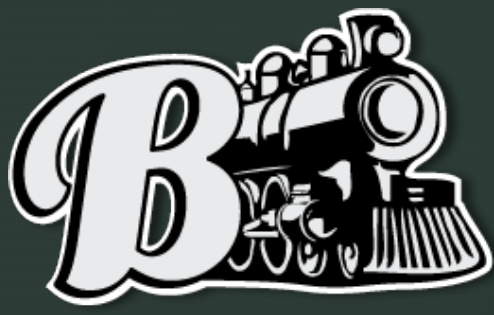


# BETHESDA BIG TRAIN BASEBALL





BETHESDA BIG TRAIN IS A SUMMER COLLEGIATE BASEBALL TEAM AND NONPROFIT ORGANIZATION COMPETING IN THE CAL RIPKEN SUMMER 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 BASEBALL TEAM, BUT THE PRESENTATION AND GAME-DAY EXPERIENCE REFLECTS ON-FIELD EVENTS AND ACTIVITIES AT THE HIGHEST LEVEL. LAST YEAR, BIG TRAIN AVERAGED 500 FANS PER HOME GAME AT SHIRLEY POVICH FIELD IN CABIN JOHN REGIONAL PARK. LOCATED AT THE BORDER OF BETHESDA AND ROCKVILLE AND ADJACENT TO MONTGOMERY MALL, THE EXCEPTIONAL LOCATION IS IDEAL FOR A NIGHT OUT FOR FANS FROM MONTGOMERY COUNTY, NORTHERN VIRGINIA AND WASHINGTON DC. OUR GREAT LOCATION, BEAUTIFUL BALLPARK, AND DEDICATED FANS OFFER A GREAT ADVERTISING FORUM.

## 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:** SEASON-LONG SPONSORSHIP  
OR GAME NIGHT SPONSORSHIP

**WHERE:** BETHESDA AND POTOMAC  
MARYLAND

**WHEN:** 2022 REGULAR SEASON





## 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: \$98,000
- OVER 80% OF FANS ARE BETWEEN AGES OF 31-75
- OVER 70% OF FANS GO WITH THEIR SPOUSE AND CHILDREN
- OVER 60% GO TO MORE THAN FIVE GAMES A SUMMER



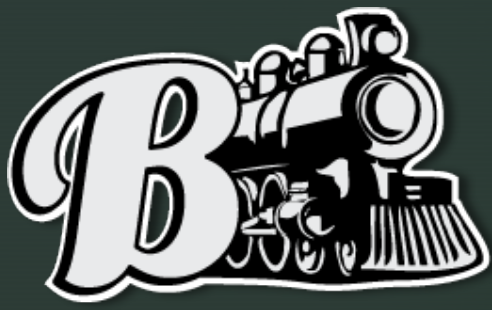




# SHIRLEY POVICH FIELD

SHIRLEY POVICH FIELD, NAMED AFTER RENOWNED WASHINGTON POST SPORTS COLUMNIST AND REPORTER SHIRLEY POVICH, IS ONE OF BETHESDA'S MOST VISITED FIELDS. LOCATED IN CABIN JOHN REGIONAL PARK, MANY LOCAL RESIDENTS COME TO ENJOY THE 8.8-MILE HIKING AND BIKING TRAIL, YOUTH GAMES ON THE VARIOUS ATHLETIC FIELDS, AND ICE SKATING AT THE INDOOR CABIN JOHN ICE RINK. WHILE IT IS BETHESDA BIG TRAIN'S HOME FIELD DURING THE SUMMER, IT ALSO HOSTS THE GEORGETOWN HOYAS DIVISION I BASEBALL TEAM THROUGHOUT THE YEAR, AS WELL AS BCC BASEBALL'S VARIOUS TRAVEL TEAMS.





## WHY YOU SHOULD SPONSOR US

CONNECT TO A BELOVED COMMUNITY ORGANIZATION THAT HAS BEEN PROVIDING SMALL TOWN CHARM AND BIG-LEAGUE TALENT TO THOUSANDS OF FANS AT AFFORDABLE PRICES RIGHT NEAR HOME FOR MORE THAN TWO DECADES.

THE BIG TRAIN REPRESENTS AN OPPORTUNITY TO REACH FANS OF ALL AGES AND MAKE A DIFFERENCE IN YOUR OWN COMMUNITY.



# PARTNERSHIP PACKAGES

- **OUTFIELD BANNERS:** 4' x 20', KEPT UP THROUGHOUT THE YEAR.
- **STADIUM ENTRANCE BANNERS:** 2.5' x 4', KEPT UP FROM MAY TO EARLY OCTOBER.
- **POCKET SCHEDULES:** GIVEN OUT AT ALL COMMUNITY EVENTS AND POSTED AT BUSINESSES IN THE AREA.
- **SOUVENIR PROGRAM:** AN EXTENSIVE BOOKLET RECOUNTING PAST BIG TRAIN PLAYERS AND SEASONS, WHILE ALSO HIGHLIGHTING THE NEW PLAYERS, SPONSORS, AND ENTERTAINMENT/PROMOTIONAL SCHEDULE.
- **GAME DAY PROGRAM:** 300 GAME-DAY PROGRAMS ARE PRINTED OUT PER GAME. USED FOR ROSTERS OF THE TEAMS PLAYING AND INCLUDE A COVER PAGE WHERE THE LOGO IS PLACED OF THE SPONSORS OF THE NIGHT.

## Season Sponsor

**\$5,000**

- 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

## Junior Sponsor

**\$2,500**

- Includes One Game Night Package (Detailed Below)

### PLUS:

- Stadium Entrance Banner
- Logo on Big Train Website
- Logo in Souvenir Program
- Name in e-Newsletter
- Quarter-Page Ad in Souvenir Program

## Game Night Sponsor

**\$1,000**

- Table on Concourse for One Game
- First Pitch
- Logo on Gameday Program
- PA Announcement During Game
- Mention on Entertainment Schedule
- Mention on Big Train Social Media
- Mention on Online Broadcast
- 25 Free Game Tickets

## Add-On Perks

- In-Game Activity Sponsor \$500
- Starting Lineup Sponsor\* \$1,250
- \*Company logo featured in social media posts showcasing the lineup for each game
- 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 \$1,250
- Back Cover Page \$2,500



## PARTNERSHIP: MEDIA AND INTERNET

**SOCIAL MEDIA:** WITH OVER 5,000 FOLLOWERS ACROSS ALL SOCIAL MEDIA PLATFORMS, WE OFFER SHOUT OUTS FOR THE SPONSORS OF THE NIGHT AND ANY SPECIAL EVENTS OUR SPONSORS HOLD.

**ONLINE BROADCAST:** OVER 3,000 PEOPLE VIEWED OUR ONLINE BROADCASTS LAST SUMMER. THIS ADDS EXPOSURE TO FANS WHO CANNOT 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 BIG TRAIN'S.

**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: ADDITIONAL PROMOTIONAL ADVERTISING

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

**ON-FIELD ACTIVITIES:** CONNECT YOUR ORGANIZATION'S 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 ORGANIZATION'S NEEDS. IN THE PAST BIG TRAIN HAS HELD MARYLAND PRIDE NIGHT, HEALTH NIGHT, HALLOWEEN NIGHT, SUPERHERO NIGHT, AND MANY MORE.







## BIG TRAIN IN THE COMMUNITY

**COMMUNITY OUTINGS:** EACH YEAR, BIG TRAIN COMMUNITY EVENTS IN THE DC METROPOLITAN AREA, LIKE THE MCPS BACK TO SCHOOL FAIR, IMAGINATION BETHESDA, FARE WALK FOR FOOD ALLERGY, ROCKVILLE MEMORIAL DAY PARADE, AND GAMES WITH THE MIRACLE LEAGUE. AT THESE EVENTS, BIG TRAIN MARKETS THEIR SEASON WHILE 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 EVENT'S PARTICIPANTS.



**MANNA FOOD DRIVE:** SINCE 2009, BIG TRAIN PLAYERS, INTERNS, AND STAFF HAVE PARTICIPATED IN A FRIENDLY COMPETITION WITH THE THREE OTHER TEAMS IN THE CAL RIPKEN LEAGUE WHO PLAY IN MONTGOMERY COUNTY TO SEE WHO CAN COLLECT THE MOST FOOD FOR THE MANNA FOOD CENTER, HELPING FAMILIES IN NEED IN MONTGOMERY COUNTY. SINCE THE FOOD DRIVE'S INCEPTION,, THE TEAMS HAVE COLLECTED 53,171 POUNDS OF FOOD.





# BIG TRAIN IN THE COMMUNITY



**HOST FAMILIES:** BIG TRAIN PLAYERS COME FROM TOP DIVISION 1 COLLEGE PROGRAMS INCLUDING SCHOOLS CALIFORNIA, MISSISSIPPI, GEORGIA, FLORIDA, AND MICHIGAN. WE HAVE AN OUTSTANDING NETWORK OF DEDICATED FAMILIES THAT OPEN THEIR HOMES TO THESE PLAYERS EVERY YEAR. THIS PAST YEAR, OUR WONDERFUL COMMUNITY HOSTED 30 PLAYERS ON BIG TRAIN'S ROSTER.

**COMMUNITY HEROES OF THE NIGHT:** BIG TRAIN DEDICATED ITS 2021 SEASON TO THE COMMUNITY HEROES WHO WORKED TIRELESSLY ON THE FRONT LINES OF OUR RESPONSE TO THE COVID PANDEMIC. ALMOST 500 FRONTLINE COMMUNITY HEROES RECEIVED FREE TICKETS AND MEALS AT BIG TRAIN HOME GAMES. GROUPS HONORED INCLUDED NOURISHING BETHESDA, MANNA FOOD, B-CC RESCUE SQUAD, AND THE NATIONAL CENTER FOR CHILDREN AND FAMILIES.







# SUMMER BASEBALL CAMP

BIG TRAIN OFFERS A SUMMER FULL OF ELITE BASEBALL CAMPS TAUGHT BY THE BIG TRAIN COACHES AND PLAYERS FOR KIDS AGES 5-12. WITH OVER NINE WEEKS OF BASEBALL FUN, KIDS WITH ALL DIFFERENT ABILITIES ENJOY A WEEK OF CAMP AT THEIR OWN LEVEL OF PLAY. CAMP PARTICIPANTS RECEIVE A T-SHIRT THAT ALLOWS THEM FREE ENTRANCE INTO ANY BIG TRAIN HOME GAME.





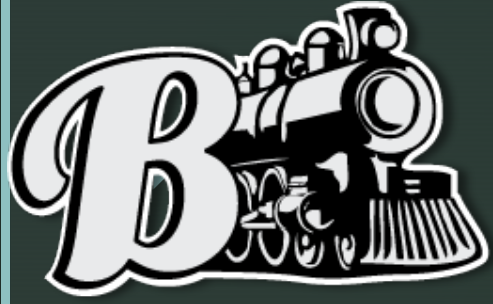


## A WINNING TRADITION

IN 2021, THE BIG TRAIN WON THE CAL RIPKEN COLLEGIATE BASEBALL LEAGUE CHAMPIONSHIP. SINCE JOINING THE LEAGUE IN 2005, BIG TRAIN HAS WON NINE LEAGUE CHAMPIONSHIPS, INCLUDING A NATIONAL TITLE IN 2011. WITH HUNDREDS OF BIG TRAIN ALUMNI PLAYERS IN THE MAJOR LEAGUE SYSTEM, 17 HAVE PLAYED FOR MAJOR LEAGUE TEAMS.







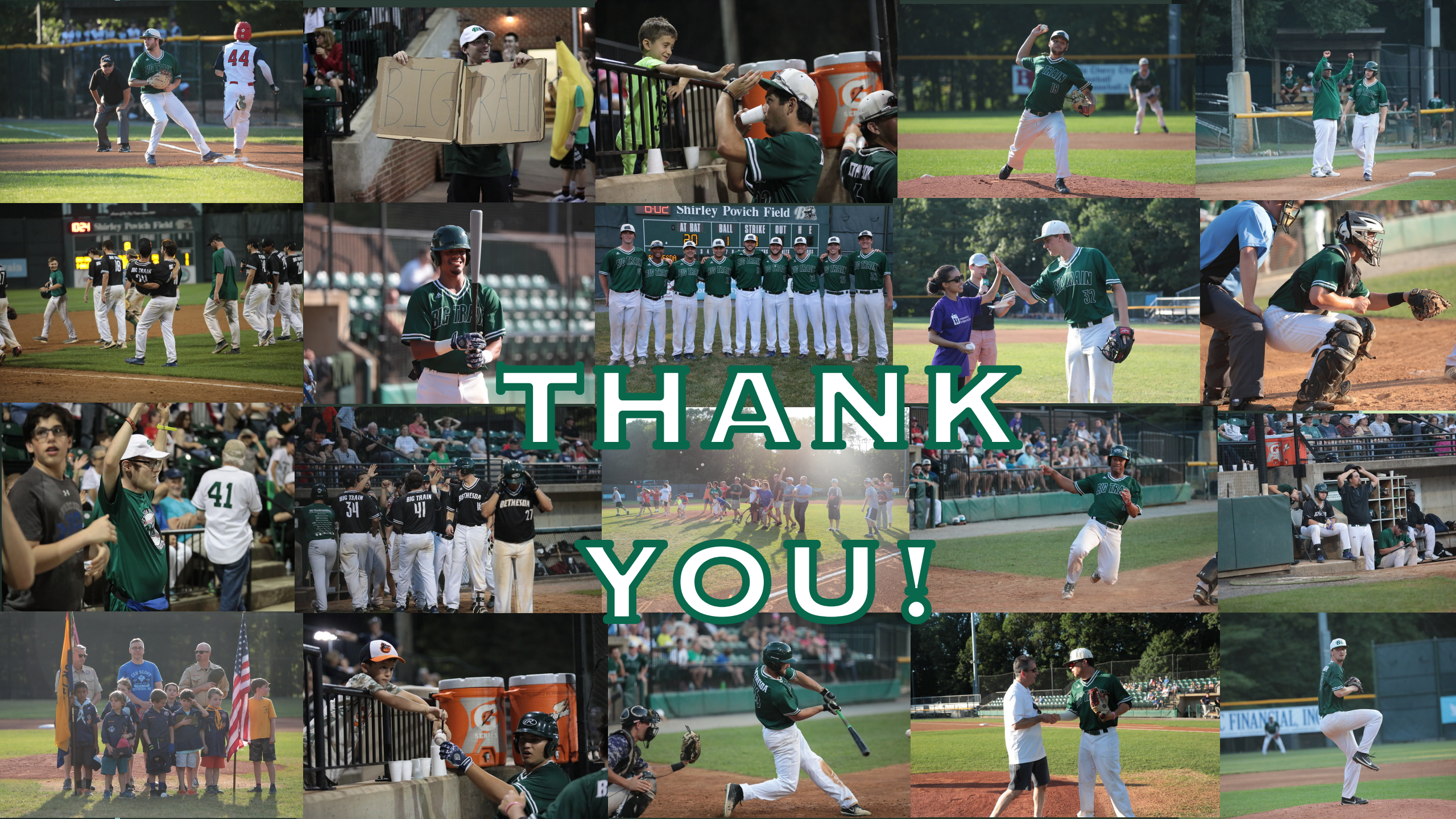
FOR MORE INFORMATION CONTACT  
**PRESIDENT BRUCE ADAMS AT 240-855-  
8727** OR [BRUCE@GREATERWASH.ORG](mailto:BRUCE@GREATERWASH.ORG)

BETHESDA BIG TRAIN IS A 501(C)(3)  
CHARITABLE ORGANIZATION AND YOUR  
SUPPORT IS FULLY TAX DEDUCTIBLE. OUR  
FEDERAL ID NUMBER IS 85-0895405.

[WWW.BIGTRAIN.ORG](http://WWW.BIGTRAIN.ORG)







THANK  
YOU!