

Bethesda Big Train

Partnership Presentation



What is Big Train?

Bethesda Big Train is a summer collegiate baseball team and non profit organization that plays 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 professional level. Each summer an average of around **14,000 fans** attend games at Shirley Povich Field in Cabin John Regional Park, which is an average of **583 fans per game**. 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 Bethesda, Potomac, Chevy Chase, Rockville, Silver Spring, Kensington, Northern Virginia and Washington DC Our great location,

beautiful ballpark,
and dedicated fans
offer a great forum for
advertising. Let
Big Train tailor a plan
to meet your
Marketing needs.



Who are Big Train Fans?

- Over 88% of fans reside in Montgomery County
- 44% In Bethesda/Chevy Chase
- 17% in Rockville
- 19% in Potomac
- Montgomery County Average Household Income: \$98,000
- Over 80% of fans are between ages 31-75
- Over 66% of fans go with their spouse and kids
- Over 60% go to more than five games a summer



Exposure

Outfield Banners – 4' by 20'

- Outfield banners offer constant coverage throughout the whole season. All fans at the game see the banners from their seats, and viewers from our video/radio broadcast also get a view of the outfield fence. As a bonus, Povich Field hosts multiple youth and recreation games throughout the summer, so there is added exposure even when Big Train is not playing!



Entrance Banners – 2.5' by 4'

- Entrance Banners provide exposure throughout the whole summer. Banners are linked to the Miller & Long Grandstand that is directly in sight of fans as they enter the stadium through the main entrance gate.



Exposure

PA Announcement

- Before each game starts, the Public Address Announcer will announce each Big Train Sponsor and specifically highlight the sponsors for that particular night at the park. Additional reads during the game are available upon request and range from 20 – 40 seconds.



First Pitch and Tabling

- As part of the game-night sponsor experience, each sponsor is allowed a representative to talk in front of the crowd for 30-seconds and throw out a first pitch to a Big Train player. Each sponsor also gets the opportunity to set up a table, provided by Big Train, and promote their organization through informational pamphlets, sign up sheets, giveaways, etc. on our concourse area directly across from the main entrance gate inside the stadium.

Print/Media/Internet

Pocket Schedules

- These schedules are given away at all of the community events we attend and posted at businesses throughout the Bethesda area. With over 50 community events attended each year, the pocket schedule is a handy advertisement tool that will feature your logo and reaches people all over Montgomery County.

Souvenir Programs

- Sold for \$1 and also given out at community events, the Souvenir Program is an extensive booklet recounting past Big Train players and seasons, while also highlighting the new players, sponsors, and entertainment/promotional schedule.

Game Day Programs

- 500 game-day programs are printed and given out at each game. These programs are mainly used for rosters of the teams playing, but also provide a cover page where a brief paragraph and logo is placed of the sponsors for that night.



Print/Media/Internet



Video/Radio Broadcast

- Up about 500% from 2014. A total of over 3,000 people viewed our online broadcast. This is a new advertisement opportunity this year, and adds exposure to fans who are not able to make the games.

Social Media

- Up about 400 followers on Twitter and 200 on Facebook from 2014, and a little over 4,000 followers across all platforms, we offer shout outs for the sponsors of the night and any special events our sponsors hold.



Website

- From January 2014 to August 2015, bigtrain.org registered over 165,000 total page views. Fans 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.

Additional Promotional Advertising

Give away 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, Tug of War, 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 Events

Each year Big Train attends over 50 community events in the DC Metropolitan Area, including events such as 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 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

Since 2009, Big Train players, interns and staff have participate 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 and needy families in Montgomery County. Last year, Big Train collected 1,336 pounds of food for the Manna Food Center and since its inception, over 26,000 pounds have been collected



Big Train in the Community



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 to sell, 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 of the Night program.



Host Families

Big Train players come from the best college programs from around the country; including California, Mississippi, Georgia, Florida, and Michigan. 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 25 players on Big Train's roster.

Bethesda Big Train 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 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. Each year we also invite Washington Nationals players to attend our Big Train Celebrity Camp. Previous attendees include Ian Desmond, Anthony Rendon, Drew Store and more!



Picnics and Parties at Povich Field



All you need is a group (baseball team, birthday party, corporate outing, and reunion) to start planning a memorable picnic in the Davis Family Pavilion at Shirley Povich Field.

All picnics receive:

- Reserved space in the Davis Family Picnic Pavilion
- Visits from Big Train players and mascots
- First-pitch opportunity
- Kids run out on the field with Big Train players and stay during the National Anthem
- Selection of three different food packages

Visit www.bigtrain.org/picnics/parties/ for more information and to see what dates are available

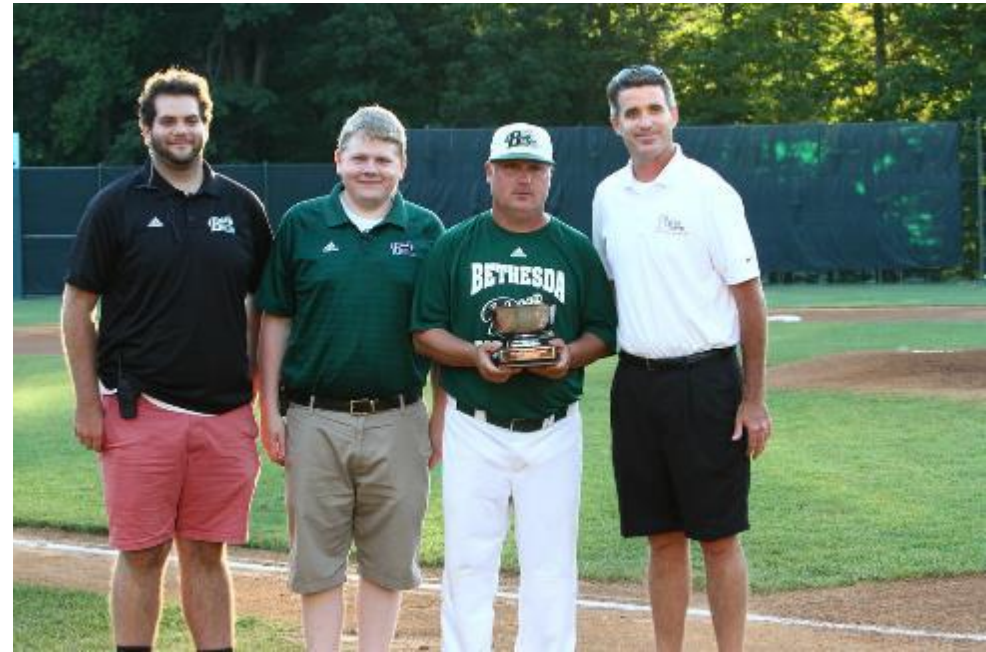


Winning Tradition



This past year, Big Train won the regular season title with an outstanding record of 29-11. Big Train has won the regular season three straight years. Since joining the Cal Ripken league in 2005, Big Train has won four League Championships including the National Championship Title in 2011.

Since 2011, Big Train players have done considerably well in voting for post season awards; Chris Lewis (Most Outstanding Player '15), Brandon Lowe (Most Valuable Player '14), Bubba Derby (Most Outstanding Pitcher '13), Hunter Renfro (Most Valuable Player '12), Adam Barry (Most Valuable Player '11), Matt Bowman (Most Outstanding Pitcher '11).





**For more information contact General Manager
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**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