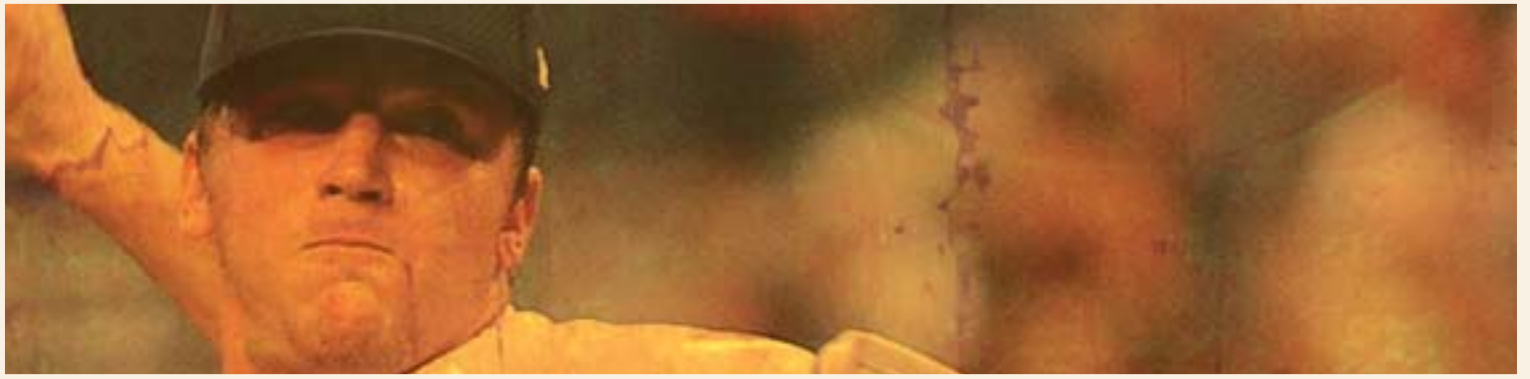


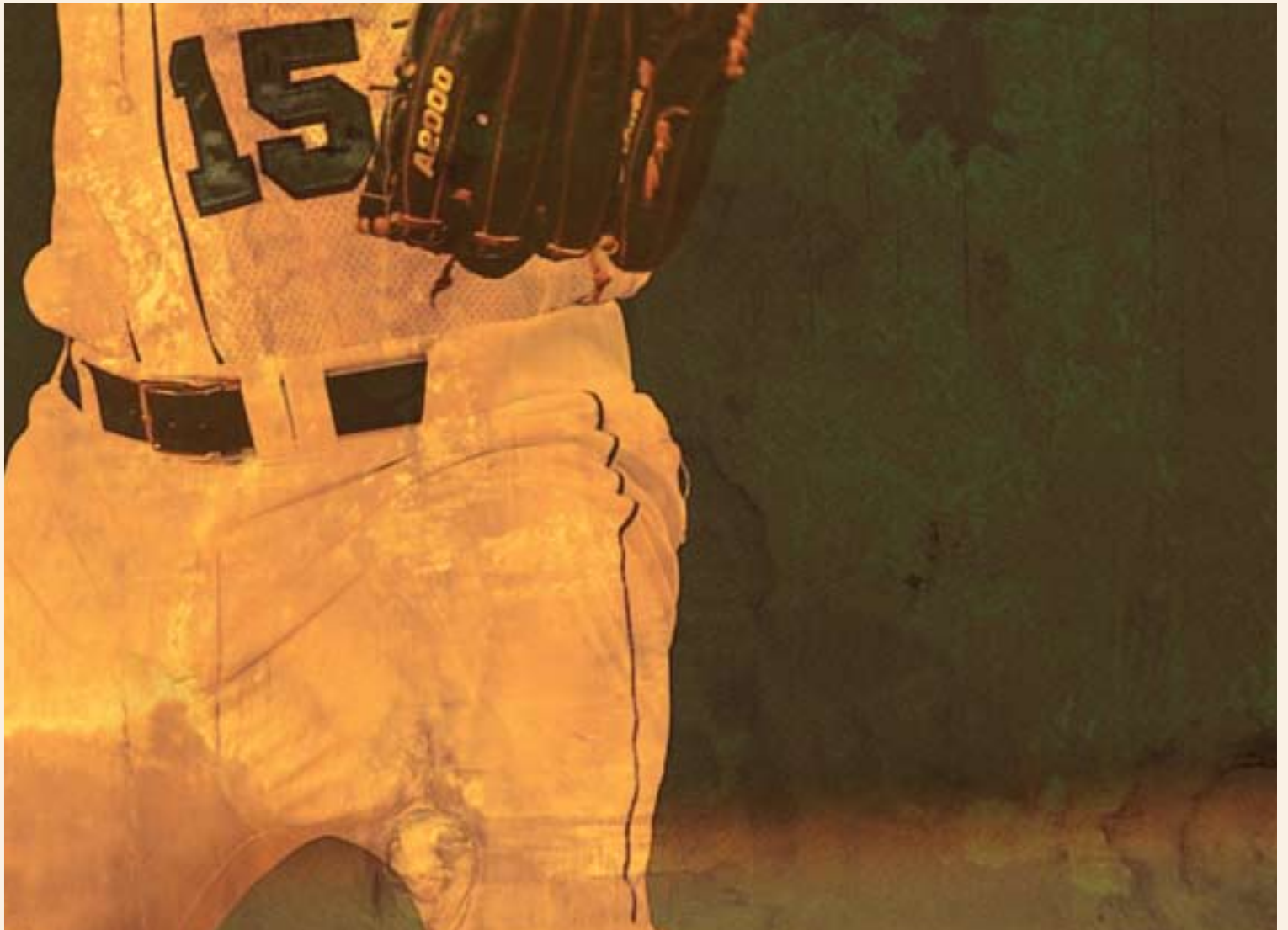


TM

GREAT CITIES. GREAT FANS. GREAT VALUE.



GET ^{IN} THE GAME





PASSION FOR OUR PASTIME

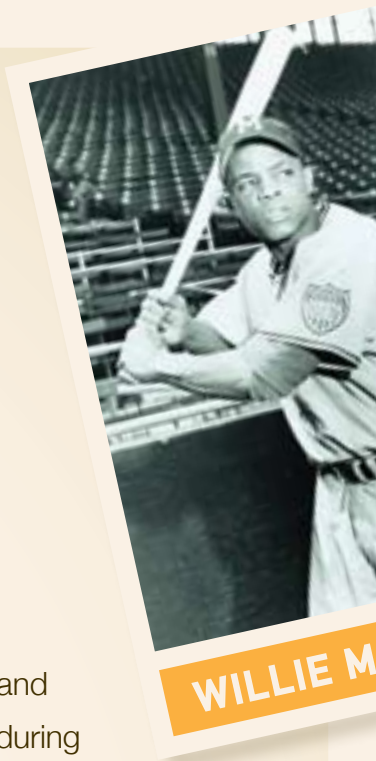
THE TRIPLE-A BASEBALL EXPERIENCE — WHERE HOME RUNS MEET HOMETOWNS.



GET IN ON THE ACTION! *Don't just reach people* — BECOME AN IMPORTANT AND MEMORABLE PART OF THE FUN.

**MORE INTIMATE BALLPARKS.
ACCESSIBILITY TO THE PLAYERS.
AN AUTHENTIC HOMETOWN FEEL.**

This is the Triple-A Baseball difference. It's the ultimate in fan participation and community pride. From standing beside a member of the hometown team during the National Anthem to cheering on Mr. Mustard in the crazy condiment race or finding yourself on the field for a dizzy bat contest. This intimate connection and high level of interaction is why fans love it. It's why communities love it. And it's why sponsors love it. You'll find Triple-A Baseball offers some amazing traditional and not-so-traditional opportunities for your brand to become a part of these communities, interacting in meaningful ways with this passionate, loyal audience. So grab a hot dog, take a front-row seat, and experience the Triple-A Baseball difference for yourself.



WILLIE M



ALBERT PUJOLS 1B



JOE DIMAGGIO OUTFIELDER





CATCH IT!

A RICH HISTORY. A BRIGHT FUTURE.

With a history dating back over 125 years, Triple-A Baseball has been in existence longer than the NFL, NBA, or NHL. Today, you'll find 30 teams throughout the United States developing talent for Major League affiliates while providing affordable, family entertainment for fans of all ages. Triple-A Baseball consists of two Leagues at Minor League Baseball's highest classification. Our most senior league, the International, is currently in its 128th consecutive season of operation, while 2011 marks the 108th season for the IL's counterpart, the Pacific Coast League. Even at that ripe old age, America's pastime is going stronger than ever.

In 2010, Triple-A Baseball drew over 14 million fans for the fourth straight year. That popularity spans the entire United States, from Pawtucket, RI to Sacramento, CA (see our geographic footprint on the next page). Amazing new ballparks are taking the excitement to new levels. Since 2009, new ballparks in Columbus, OH, Reno, NV, Lawrenceville, GA, and Omaha, NE have joined the list of 26 new or totally renovated facilities that have opened in Triple-A Baseball since 1990.



MASCOT RACES



PLAYOFF CHASES

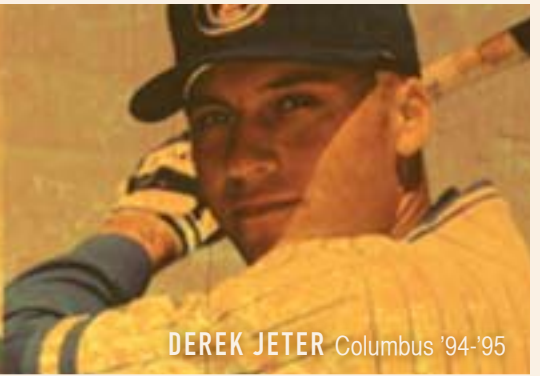




MANNY RAMIREZ Charlotte '93



MATT HOLLIDAY Colorado Springs '04



DEREK JETER Columbus '94-'95

DEVELOPING THE STARS

OF YESTERDAY, TODAY AND TOMORROW.



Both the International and Pacific Coast Leagues boast a rich baseball history with an amazing number of past and present Major League stars on the roster of League alumni. Over 170 former Triple-A players, managers, umpires, and club executives are enshrined in the National Baseball Hall of Fame and Museum in Cooperstown, NY.



STOLEN BASES

B.J. UPTON Durham '04-'07

TRIPLE-A BASEBALL

OFFERS FLEXIBILITY TO HIT MARKETING HOME RUNS IN CITIES ACROSS THE COUNTRY.



Las Vegas- Las Vegas Conventions and Visitors Authority
Norfolk- Norfolk Convention and Visitors Bureau
Louisville- Greater Louisville Convention and Visitors Bureau
Memphis- Memphis Convention and Visitors Bureau
New Orleans- New Orleans Convention and Visitors Bureau
Salt Lake City- Salt Lake Convention and Visitors Bureau & Jason Mathis

NEW ORLEANS, LA

SALT LAKE CITY, UT

MEMPHIS, TN

NORFOLK, VA

LAS VEGAS, NV

LOUISVILLE, KY

TRIPLE-A BASEBALL EXCITEMENT *stretches from* COAST TO COAST!



MINOR LEAGUE BASEBALL™ = MAJOR OPPORTUNITIES.

There are countless unique, creative, and effective ways to connect with Triple-A Baseball's great fans. Stadium signage. On-field contests. Program ads. Radio broadcast commercials. Giveaway nights. Pre-game hospitality packages. You name it. **The sponsorship possibilities are limited only by your imagination.** You can be part of the action for a game or an entire season.

Creativity abounds in Triple-A Baseball as executives continually develop fresh and innovative ways to attract fans and **nurture partner relationships.** Triple-A Baseball prides itself on being able to craft the perfect program for every partner. Tell us your goals and **together we'll develop an objective-based plan** that most effectively connects you with the fans.

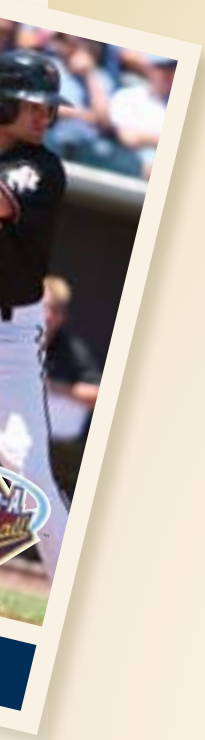




SPONSORS

PARTNERSHIPS AND POSSIBILITIES





TRIPLE-A BASEBALL PROMOTIONAL STRATEGY.

Triple-A Baseball offers a customized approach to making a partnership more effective, going beyond tickets and media. Envisioning every promotion based on a 4-part promotional strategy including Brand Awareness, Brand Association, Brand Experience, and Hospitality allows a brand to form a true objective-based partnership, building an emotional connection with fans/consumers through an amazing breadth of available inventory and promotional opportunities.

A Partnership with Triple-A Baseball will:

- Add status and stature
- Differentiate
- Physically bring the brand experience to life
- Create customer experiences that help drive business growth
- Motivate and inspire workforce
- Be measurable against business and brand





A FEW OF THE BIGGEST SPONSORSHIP HITS WE'VE SEEN IN OUR PARKS...

Partner: **Fazoli's Restaurants**

Market: **Indianapolis**

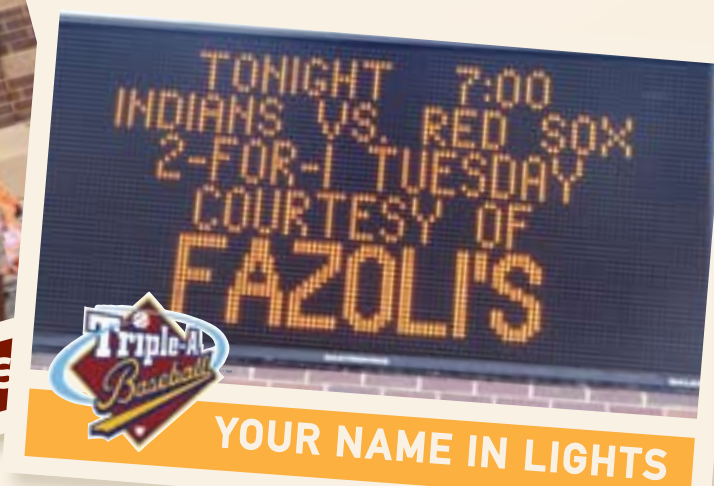
The Goal: Drive traffic to Fazoli's restaurants – Build positive association between Fazoli's customers and the Triple-A Baseball fan experience – Increase Brand Awareness

The Result: **Fazoli's 2-for-1 Tuesdays**

Every Tuesday at the ballpark became "Fazoli's 2-for-1 Tuesday," driving fans to Fazoli's locations to pick up admission coupons. The promotion was complemented by an aggressive messaging campaign, which included in-stadium elements such as videoboard spots, banners, collateral materials, P.A. announcements, and a ceremonial first pitch, along with public promotion online, on radio, in newsletters, on a downtown marquee, and through media announcements. The partner even had a presence on the tickets themselves, fully incorporating their brand image with the Triple-A Baseball experience.



GIVEAWAY NIGHTS



YOUR NAME IN LIGHTS



CHILDHOOD DELIGHTS

THE NEXT WILLIE MAYS



HEADS UP PLAYS

Partner: **Cricket Wireless**

Market: **18 Triple-A Baseball Markets**

The Goal: Take advantage of Triple-A Baseball's geographic reach to increase brand awareness in specific markets throughout the U.S. – Build brand loyalty for Cricket Wireless – Increase traffic to Cricket Wireless locations by tying into the fun and excitement surrounding the nationally televised Triple-A Baseball All-Star Game event

The Result: **All-Star Game Flyaway Contest**

Cricket Wireless was the official sponsor of the 22nd annual Triple-A Baseball All-Star Game. In addition to a massive presence at the event and on the ESPN network telecast, executives crafted a national promotional element entitled "The Cricket Wireless All-Star Game Flyaway Contest" which was promoted heavily in each of the 18 markets in which Cricket Wireless and Triple-A Baseball co-exist. Throughout the month of June, fans were encouraged to visit Cricket Wireless locations to enter to win a "flyaway" trip to Portland to attend the Triple-A Baseball All-Star Game, part of a prize package which included airfare, hotel, gift bags, meal vouchers, and All-Star paraphernalia. Fans in all 18 markets were given special map posters, displaying both fun facts about Triple-A Baseball and information on Cricket's growing coverage area throughout the nation. The lucky winners participated in an on-field contest between innings at the All-Star Game, helping reinforce the brand experience to the more than 16,500 fans in attendance. The success achieved all of the sponsor's goals, prompting Cricket Wireless National Manager of Field Marketing Carolyn Hollowell to say, "It surpassed the expectations I set for our management. It's always nice to promise great things and get extraordinary results. Cricket is pleased with their investment."



COLLECTIVELY, TRIPLE-A BASEBALL *do*

Partner: **Taco Bell**

Market: **Des Moines**

The Goal: Increase Brand Awareness – Create a positive Brand Experience that helps drive traffic to Taco Bell – Enhance the Brand Association between Taco Bell and Triple-A Baseball

The Result: **Buy 3, See Free & 10 Hits = FREE TACO**

A two-pronged promotion was developed which drove baseball fans to restaurant locations while enhancing the experience for all customers of Taco Bell. Anyone purchasing three tacos at Taco Bell received a free game ticket, and any time the home team won with at least ten hits, fans could exchange their ticket stub for a free taco at any location within 24 hours. Supported through a variety of customer touch-points including P.A. announcements, video board messaging, ticket messaging, and in-stadium signage, fans would always cheer “Taco!” rooting for the tenth hit each night. Store operators reported an immediate surge of post-game traffic to their locations each of the 24 times the team collected ten hits, plus a constant flow of fans throughout the season coming in to receive their free game ticket.



GAME TIME



NEXT IN LINE



MORE FUN ONLINE!

generated over \$6.5 million **TO CHARITIES IN 2010.**



Partner: **Kia**

Market: **Durham**

The Goal: Build affinity for Kia through positive association with Triple-A Baseball – Reward Kia customers for their loyalty – Strengthen Kia’s presence in the market through multiple brand experiences at Triple-A Baseball games

The Result: **The Official Car of the Durham Bulls**

Kia owners receive free premium parking in front of the ballpark at Durham Bulls games. If you don’t drive a Kia, you can download a free parking pass by visiting the local Kia dealership’s website. The partnership is featured prominently on all parking passes, ticket guides, schedules, and program listings while also supported through the stadium’s many messaging avenues. Kia vehicles are highlighted on Opening Day when players and coaches are brought on to the field in the latest line of vehicles. Kia vehicles are on display all season on the concourse with test drive opportunities. The local dealership also hosts an exclusive “Meet the Team Day” with players, coaches and mascots signing autographs and posing for photos.



HEY! HEY!



WHAT A PLAY!



RISING STARS





Partner: **The Bill Engvall Show on TBS**

Market: **7 Triple-A Baseball markets**

The Goal: Connect with Triple-A Baseball's family-oriented demographic –
Focus messaging specifically to southern markets –
Develop Brand Association with Triple-A Baseball

The Result: **Bill Engvall Show / Triple-A Partnership**

The Bill Engvall Show/Triple-A Baseball partnership kicked off in 2008, focusing exclusively on seven markets in the southern U.S. which best matched the show's target demographic audience. "Tune In" spots recorded by Bill Engvall aired on the videoboard and radio broadcasts, successfully reaching fans both inside and outside of the ballpark. The promotion was supported with additional presence in-stadium and online, and a contest element was added which provided lucky families with game tickets and show prizes. The promotion was repeated in 2009.



FATHER & SON



SCOREBOARD FUN

DON'T JUST TAKE OUR WORD FOR IT.

Triple-A Baseball is a fantastic value, offering unlimited, creative ways to connect with your consumers. Here are just a few words from some of the satisfied partners who have discovered the Triple-A Baseball advantage:

“The 15-year naming-rights partnership between Dell and the Round Rock Express Baseball Club continues to deliver significant value to Dell and the Round Rock Community. The Dell brand and logo are featured prominently at the stadium year round and also in numerous positive news stories each season about the Express. The direct benefit to Dell employees in the form of affordable tickets has been invaluable, contributing to the winning culture of Dell’s global workforce. Perhaps even more meaningful is the benefit of our partnership on the community of Round Rock. The Dell Diamond has been instrumental in enhancing the reputation of Round Rock and contributing to the terrific quality of life of the region.”

— *David Frink, Manager*
Dell Corporate Communications



“As a five year sponsor, the Des Moines Taco Bell co-op has benefitted from a number of in-game, media and in-store tie-ins. The promotion engages the crowd with the brand at the stadium. In addition, the promotion acts as a traffic driver to the local Taco Bell’s, as the operators notice a rush of traffic upon completion of that day’s game.”

— *Jim Danko, Account Supervisor*
Taco Bell

“For the past four years, Werner Enterprises has successfully partnered with the Triple-A Omaha Royals as their Season Sponsor. As the team moves to a new location for the 2011 season, we are once again committed to a long-term partnership and look forward to the season opener at their new facility – Werner Park.”

— *Fred Thayer, Director Corporate Communications*
Werner Enterprises

“The sense of community we feel by being a part of Minor League Baseball is tremendous. The program we have established has been a cost-effective way to expand our brand not only in the ballpark and to the fans, but further engrained our products’ name into the community.”

— *Lawrence Gutierrez, Owner*
New Mexico Foods

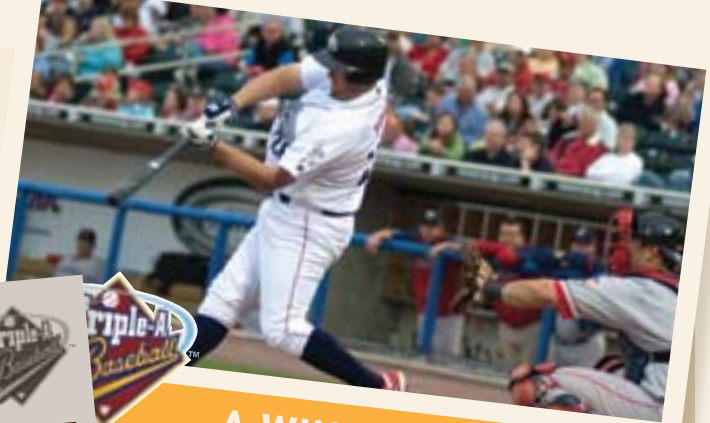


DIZZY BATS



WHERE IT'S AT

INSIDE THE NUMBERS.



A WINNING RUN

WHERE DOES TRIPLE-A BASEBALL RANK?

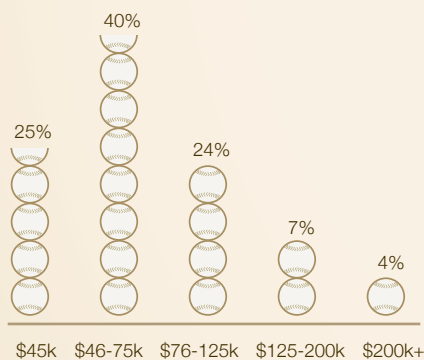
LEAGUE	YEAR	ATTENDANCE	GAMES	TEAMS
Major League Baseball	2010	73,061,123	2,424	30
National Basketball Association	2009-10	21,094,015	1,230	30
National Hockey League	2009-10	20,907,061	1,225	30
National Football League	2009-10	17,146,404	254	32
Triple-A Baseball	2010	14,074,629	2,130	30
American Hockey League	2009-10	5,915,480	1,160	29
Major League Soccer	2010	4,002,480	240	16
East Coast Hockey League	2009-10	3,229,463	720	20
Women's National Basketball Association	2010	1,598,238	204	12



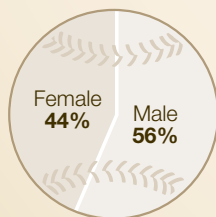
BIG-TIME FUN

HOW DOES TRIPLE-A BASEBALL COMPARE?

INCOME LEVEL BREAKDOWN



GENDER BREAKDOWN



AGE BREAKDOWN:

Young Children (7 & under)	4%
Tweens (8-12)	7%
Teenagers (13-17)	6%
Young Adult (18-24)	13%
Adult (25-35)	22%
Mature Adult (36-50)	30%
Early Seniors (51-65)	13%
Seniors (66+)	5%

EDUCATION LEVEL:

Student	11%
High School Graduate	19%
Some College	14%
Undergraduate Degree	42%
Postgraduate Degree	14%

OCCUPATIONAL BREAKDOWN:

Professional / Manager	49%
Blue Collar / Trade	16%
Student	11%
Retired	10%
Self-Employed	8%
Homemaker	6%

TRIPLE-A BASEBALL IS IN 13 MARKETS WITH AT LEAST ONE MAJOR LEAGUE SPORTS FRANCHISE:

Buffalo	Nashville
Charlotte	New Orleans
Columbus	Oklahoma City
Durham	Sacramento
Gwinnett	Salt Lake
Indianapolis	Tacoma
Memphis	

OTHER FACTS:

- 69% of fans own their own home
- 53% of fans have children living in their household under the age of 18
- 91% of fans have a major credit card
- 49% of fans attend 6+ games per season

TRIPLE-A ALUMNI HALL OF FAMERS

Johnny Bench
Joe DiMaggio
Whitey Ford
Bob Gibson
Tony Gwynn
Mickey Mantle
Willie Mays
Cal Ripken, Jr.
Jackie Robinson
Babe Ruth
Nolan Ryan
Warren Spahn
Ted Williams

FUTURE HALL OF FAMERS

Randy Johnson
Greg Maddux
Mike Piazza

CURRENT PLAYERS

600 Home Run Club
Alex Rodriguez

500 Home Run Club
Manny Ramirez & Jim Thome

2010 Most Valuable Players
Josh Hamilton & Joey Votto

2010 Cy Young Award Winners
Roy Halladay & Felix Hernandez

2010 Rookies of the Year
Neftali Feliz & Buster Posey

2010 World Series Heroes
Tim Lincecum & Edgar Renteria

2010 Home Run Leaders
Jose Bautista & Albert Pujols

Pitching Stars
Ubaldo Jimenez & Cliff Lee

Hitting Stars
Carl Crawford & Derek Jeter

THE HITS KEEP COMIN' ATTENDANCE (1990-2010)

Attendance continues to climb. Since 1990, Triple-A Baseball has increased from 9.5 million to over 14 million fans per year.



ON THE NATIONAL STAGE

One day after July's Major League All-Star tilt, television audiences nationwide tune in for Triple-A Baseball excitement when players from the two Leagues compete in the Triple-A All-Star Game. The nationally televised excitement continues in September with the Triple-A Baseball National Championship, the annual one-game, winner-take-all showdown between the champions of each league.



COMPARISON OF FAN COST INDEX

LEAGUE	ADULT TICKET	CHILD TICKET	HOT DOG	SODA	BEER	PROGRAM	PARKING	TOTAL*
Triple-A Baseball	8.44	6.98	3.23	2.95	5.46	2.73	4.50	\$67.81
Major League Baseball	26.74	26.74	3.79	3.47	5.79	3.48	12.24	\$156.36
National Football League	74.99	74.99	4.40	4.09	6.80	4.53	24.13	\$368.00
National Basketball Association	49.47	49.47	3.97	3.69	6.37	3.34	13.13	\$250.35
National Hockey League	49.66	49.66	3.64	3.46	6.06	2.69	12.20	\$247.13

*Totals include 2 adult tickets, 2 child tickets, 4 hot dogs, 2 sodas, 2 beers, a scorecard/program and parking.



www.Triple-ABaseball.com

International League

55 South High St., Suite 202, Dublin, OH 43017
(tel) 614.791.9300 (fax) 614.791.9009
www.ILBaseball.com

Pacific Coast League

One Chisholm Trail, Suite 4200, Round Rock, TX 78681
(tel) 512.310.2900 (fax) 512.310.8300
www.PCLBaseball.com

