



CORPORATE  
PARTNERSHIP  
OPPORTUNITIES



## WHO WE ARE

The Round Rock Express will enter its 12th season of professional baseball in Central Texas in 2011. The Express are a part of the Pacific Coast League, which consists of 16 teams across the country. The team plays a 144-game schedule, 72 of those games at home in The Dell Diamond.

The Dell Diamond is a 30-million-dollar facility and is one of the premier ballparks in all of Minor League Baseball. The ballpark features 8,496 chair back seats with cupholders and 30 luxury suites, a grass berm, swimming pool, kids zone, a LED videoboard, the 10,000 square-foot United Heritage Conference Center, and the latest addition: a state-of-the-art luxury stadium club.



Ryan-Sanders Baseball, the ownership group of the Round Rock Express and Corpus Christi Hooks Baseball Clubs, includes the following members: Nolan Ryan, Don Sanders, Reid Ryan, Reese Ryan, Roger Clemens, Andy Pettitte, Craig Biggio, and Jeff Kent. Ryan-Sanders Baseball has emerged as a successful ownership group in Minor League Baseball, and the group has been awarded Businessmen of the Year Award, presented by Minor League News. Sports Q Scores recently cited that principal owner Nolan Ryan is the third most recognizable and well-liked athlete in all of sports.



In September 2010, the Express announced a new Major League Baseball affiliation with the Texas Rangers. With the Rangers' Minor League system consistently ranked in the top of all of baseball, Round Rock Express sponsors and fans can look forward to a high quality product on the field. Ryan-Sanders majority owner Nolan Ryan is Texas Rangers President and Co-Owner, making the Rangers and Express partnership a natural fit.





# NOT JUST BASEBALL...

The Dell Diamond is home to numerous events throughout the year. Overall, more than one million people come to the ballpark annually. Not only is the multi-purpose complex home to the Round Rock Express, but it provides businesses, charities, and private citizens a place to meet, organize and celebrate. For your business, that just means more exposure in our year-round facility!





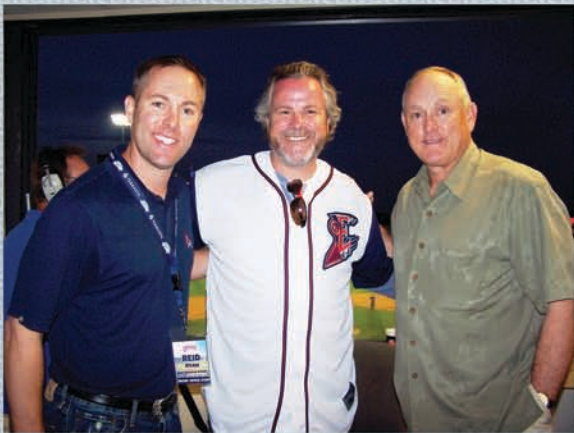
THE DELL DIAMOND - THE PLACE TO BE!



Matthew McConaughey & Lance Armstrong



Dennis Quaid and Jackie Moore



Robert Earl Keen with Reid & Nolan Ryan



The Dixie Chicks



Will Ferrell as "Rojo Johnson" in 2010, an appearance that attracted worldwide press attention and over one-million YouTube hits.



# MEDIA COVERAGE

The Round Rock Express and The Dell Diamond have been covered widely by local, regional, and national publications and networks. A unique blend of ownership, affiliation, market, facility, and success have made the Round Rock Express the talk of baseball.



NBC Nightly News with Brian Williams filmed Will Ferrell interview at The Dell Diamond



texas living  
Nolan Ryan (center) and his sons, Reese (left) and Reid, make Round Rock Express baseball a family affair.

## Batter Up in Round Rock

By the third inning of a Round Rock Express game, toys litter the owners' suite. "Between us, my brother, Reid, and I have five children under the age of 5," Reese Ryan explains as he steps through this Fisher-Price obstacle course.

Reese, the Express's chief financial officer, spots Reid, the team's CEO, standing on a slope watching the game and keeping an eye on several young Ryans. "Our kids love rolling down that grass berm," Reese says. "Next inning we'll watch, and I'll go watch them for a while."

That spirit of cooperation marks the way these sons of legendary Texas pitcher Nolan Ryan—a principal co-owner of the Round Rock Express and The Dell Diamond stadium—run things. "We're all about family," says Reid. "It's the main reason we got into this."

**Build It Right, and They Will Come**  
The Ryans set out to create a truly fan-friendly park. "With Dad playing pro ball, we grew up going to a lot of baseball parks," says Reid. "We tried to put the best of what we'd seen into

## Feature in Southern Living

## 10 great places for a baseball pilgrimage

With the 2010 baseball season upon us, fans are eagerly anticipating the crack of ball against bat. While big-league stadiums offer baseball-as-spectacle, the nation's 200-odd minor-league ballparks provide a purer form of the game in a more intimate setting. Baseball devotee **Graham Knight**, who runs the website [baseballpilgrimages.com](http://baseballpilgrimages.com), offers up 10 distinctive minor-league venues. He spoke with **Tim Smight** for USA TODAY.

### Modern Woodmen Park

**Springfield, Ill.**  
Baseball has been played on the same downtown grounds since 1851. Recent renovations to the 4,000-seat stadium—home to the Class-A Quad Cities River Bandits—added picnic areas, an outfield berm, two team stores and a hot-dog deck. "There runs risk for field illumination in the Mississippi River," Knight says. 363-22-6344; [mwparks.com](http://mwparks.com)

### Coca-Cola Field

**Syracuse, N.Y.**  
"Batteries' Camden Yards got most of the credit for establishing the retro look in new baseball stadiums," Knight says. "But the true pioneer was Buffalo's Coca-Cola Field, which opened four years earlier in 1983. It was the first new ballpark designed to blend in with existing historic buildings in the city center. Home to the Triple-A Buffalo Bisons, the park also hosts the National Bullwug Festival each Labor Day weekend. 716-946-2000; [bisons.com](http://bisons.com)

### The Dell Diamond

**Round Rock, Texas**  
Opened in 2000 in the Austin suburb, Dell Diamond (capacity 10,000) is home to the Triple-A Round Rock Express. "In true Texas style, this ballpark boasts big-league-style amenities like private boxes, a seven-tier Home Run Deck at left field, and a large swimming pool overlooking the field," Knight says. 512-255-2255; [roundrockexpress.com](http://roundrockexpress.com)



### Mike Lansing Field

**Camden, N.J.**  
"Baseball can't get much more intimate than it does at this 2,500-seat venue, named for Wyoming native and former big-league Mike Lansing. Home of the Rookie League Camden Chicks, the back sits on the banks of the North Platte River. "The view you get here is wide-open space," Knight says. "The grandstand sits just beyond the dugout, and the hot rocks off the field-edge bar are a great spot for watching the action." 302-354-1111; [chicksonline.com](http://chicksonline.com)

### AT&T Bricktown Ballpark

**Oklahoma City**  
"Located just east of downtown Oklahoma City, the historic, walkable district known as Bricktown is the site of this appealing venue opened in 1996. Home of the Triple-A Oklahoma City RedHawks, it's a great place to watch a game because "almost every seat offers a dramatic view of the city skyline," Knight says. "The grandstand sits just beyond the dugout, and the hot rocks off the field-edge bar are a great spot for watching the action." 405-216-4999; [oklahomaredbawks.com](http://oklahomaredbawks.com)

### Jackie Robinson Ballpark

**Daytona Beach, Fla.**  
"This 18½-acre ballpark doesn't just look like a ballpark," "When Daytona City first fielded Ballpark opened in June of 1914, it consisted of a baseball diamond with a single set of wooden bleachers," Knight says. "Expanded and renovated several times over, the field is where Jackie Robinson first integrated the sport during a spring training game in 1946." Now home to the Class-A Daytona Cubs, the park was renamed in Robinson's honor in 1989. 386-253-9772; [daytonacubs.com](http://daytonacubs.com)



### Fifth Third Field

**Toledo, Ohio**  
"The Toledo skyline provides a stunning backdrop for this newer ballpark, which has been home to the Triple-A Toledo Mud Hens since 2002. Designed to blend in with the old buildings that surround it, Fifth Third Field, which seats just under 10,000, incorporates a few historic warehouses. "The ballpark's signature feature is a home-run porch called 'The Beacon,'" Knight says. 419-275-4367; [mudhens.com](http://mudhens.com)

### Raley Field

**West Sacramento, Calif.**  
"One of the nation's newer minor-league parks, Raley Field (capacity 14,800) was opened in 2001. Home of the Triple-A Sacramento River Cats, it's located in a view that encompasses the lower Delta River over the Sacramento River and the city skyline. "We're welcome to bring in items such as air on the stadium's spacious outdoor berm," Knight says. "It's near Old Sacramento, an area of historic buildings and trendy restaurants and taverns." 916-273-4487; [rivercats.com](http://rivercats.com)

### Rockwood Field

**Birmingham, Ala.**  
"Billed as 'America's oldest ballpark park,' Rockwood Field, opened in 1912, was home to the Birmingham Barons through 1987. Today, the Double-A Barons play in a more modern stadium facility, but Rockwood (capacity 10,000) still stands sturdy in local popularity. "The field was restored in 1993, complete with a vintage hand-operated scoreboard," Knight says. Rockwood is open year-round for live and guided tours. And once each season (June 2-28), just the factors remain to play a game there. 205-324-0996; [rockwood.com](http://rockwood.com)



## 43 Hit a home run

Catch a home game of the **Round Rock Express**, the minor league baseball team owned by Hall of Famer Nolan Ryan. Children who can't sit still for nine innings love the playgrounds, pool and activities within the Dell Diamond stadium. The Express play all summer, but the postgame fireworks on Fridays and fun giveaways on Sunday Days make for ideal family outings.

## 44 PLAY A ROUND

OK, so it isn't Augusta. Or even Lions Run. But **Butter Park Pitch and Putt** is a favorite destination for the area's golf aficionados. The course, which sits adjacent to Riverside Drive and is tucked between Lee Barton Drive and the railroad tracks, is a nine-hole, par-three course that's perfect for the lunch-hour duffer. Dog- and kid-friendly, the vest-pocket park opened in 1949 and has hosted the likes of Ben Crenshaw and Tom Kite. Rent clubs and purchase snacks, water and golf balls at the clubhouse. 817-720-8018; [butterparkpitchandputt.com](http://butterparkpitchandputt.com)

## 45. FARM FRESH

Grab your gloves and head out to **harvest days at Johnson's Backyard Garden** every Tuesday, Wednesday and Friday from 8 a.m. to 1 p.m. Pick tomatoes and okra, pack melons and wash peppers and cucumbers. "You pay?" At the end of the day, you get to take some veggies home. The 80-acre certified organic farm has a Community Supported Agriculture program with more than 1,000 participating families. CSA members pay in advance for their share of the crops you help harvest. Call or e-mail to reserve a spot, wear pants, long sleeves and a hat, and don't forget water. 505 HERNDON LANE, 386-2293; [www.johnsonbackyardgarden.com](http://www.johnsonbackyardgarden.com)

## USA Today travel feature



# ROUND ROCK/AUSTIN, TEXAS

\* Named #1 city where recession is easing by Forbes Magazine

**1. (tie) Metropolitan Statistical Area: Austin-Round Rock, Texas**  
**Unemployment Rank: 3**  
**Home Price Rank: 13**  
**Metropolitan Gross Domestic Product Rank: 31**  
**Three-Year Job Growth Forecast Rank: 2**  
**Job Growth, 2007-2009 Rank: 1**



\* Named #1 of 200 Best Performing Cities by Milken Institute

\* Named #2 of Best Cities to Do Business by Inc. Magazine

**The Top 10 Large Cities for Doing Business**

« Previous Slide | Start Over | Pause | Next Slide »

**#2 Austin-Round Rock, Texas**

- 2008 Overall Rank: 19
- 2008 Category Rank: 2
- 2007 Category Rank: 16
- Movement: +14
- 2007 Employment (1,000s): 767.4

**BusinessWeek** HOME INVESTING COMPANIES TECHNOLOGY INNOVATION

**Forty Strongest U.S. Metro Economies** 3 of 42

Austin-Round Rock, TX  
Overall rank: 2

\* Named #2 of Strongest Metro Economies by BusinessWeek

\* Named #7 of Best Places to Live by Money Magazine

**BEST PLACES TO LIVE**

**NO 7 Round Rock, Texas**

POPULATION: 92,400  
 MILES FROM AUSTIN: 17  
 TYPICAL SINGLE-FAMILY HOME: \$192,500  
 JOB GROWTH SINCE 2000: 46.8%

**PROS:** Affordable homes, loads of outdoor amenities  
**CONS:** One employer dominates the economy

When Walter Rock, 49, moved here in 1990, he says, the biggest entertainment was watching people play dominoes in front of the gas station. Now, says the engineer turned real estate agent, "I rarely have to leave Round Rock for anything." Once merely a bedroom community of Austin, Round Rock today is very much its own city thanks largely to three things: affordable housing, excellent schools and computer maker Dell, which has established its headquarters here. The city boasts three medical centers and a campus of Texas State University. There's a lot of shopping, from an IKEA to a premium outlet mall, and a minor league baseball team, the Round Rock Express. Residents enjoy more than 800 acres of open space, two golf courses and 64-mile-long Lake Travis, just west of the city.



## OUR FANS

In 2010, the Round Rock Express welcomed our 7 millionth fan through the gates. The team averaged 8,408 fans per game for attendance, well over the league average of 6,305. Research has shown that our fans are mostly college educated families with disposable income. They are consumers that are the perfect demographic for your business to target for market branding.

### WHO IS THE EXPRESS FAN?

- \* 73% are married
- \*78% have children
- \*57% are over the age of 40
- \*75% are college educated
- \*52% have a household income over \$75,000

### WHERE DOES THE EXPRESS FAN LIVE?

- \*57% reside in Travis County
- \*36% reside in Williamson County
- \*7% reside in outlying counties



- \*76% of Express fans are between the ages 25-59
- \*50% of Express fans have at least one child in the household. This is 15% more likely than the market average
- \*One out of every four households in the Austin/Round Rock DMA with a household income of \$100,000+ attends Round Rock Express games

Source: Scarborough Research



# SPONSORSHIP OPPORTUNITIES

The success of the Round Rock Express has opened the door for many national and regional companies to do business in the Round Rock community for the first time. The lure of The Dell Diamond is the common thread that leads these companies to Round Rock and the community's positive atmosphere makes them stay. Express sponsors range from Fortune 500 companies to local, family-run businesses. The draw for most companies is the Express' positive image in the community and the large number of people attending ballgames with disposable income.

**Outfield Tri-Vision**  
8 ft high x 30 ft wide



**Home Run Porch Wall**  
4 ft high x 25 ft wide



**Infield Banner**  
2 ft high x 10 ft wide

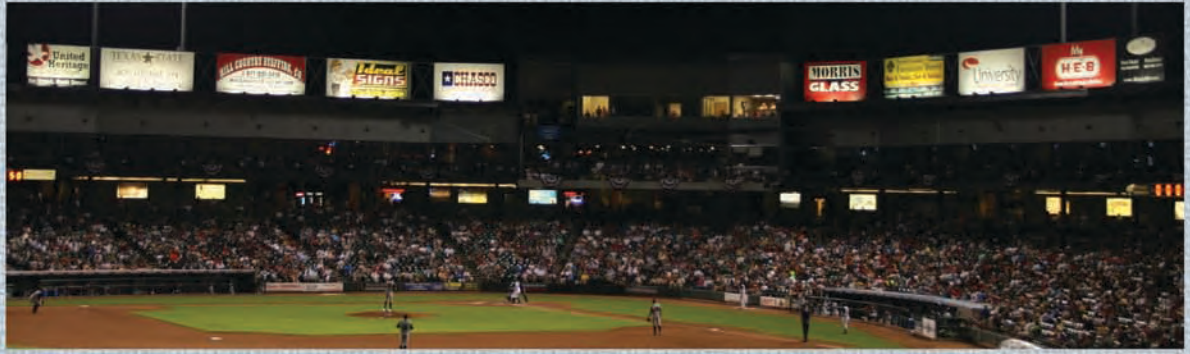




# SPONSORSHIP OPPURTUNITIES

## Roof Signage

10 ft. high x 17 ft wide



## Marquee Trivision

Hwy 79 premium visibility with  
42,000 daily traffic count



## Centerfield Bullpen

4 ft high x 20 ft wide



## Picnic Area Naming Rights





# SPONSORSHIP OPPORTUNITIES

## Auxillary Scoreboard

2 ft and 3 in. high x 8 ft wide



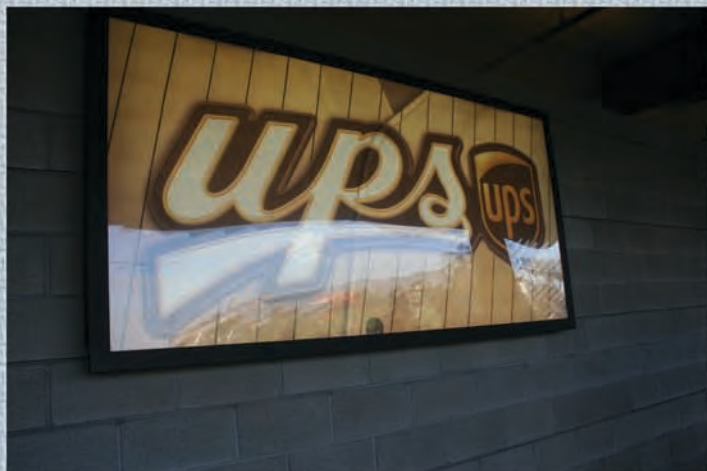
## Concourse

4 ft high x 6 ft wide



## Backlit Aisle

4 ft. high x 8 ft wide





# SPONSORSHIP OPPORTUNITIES

## In-Game Digital Display

In-between inning advertising  
 State-of-the-Art LED Technology  
 Message can be animated and changed throughout the season



## Scoreboard Trivision

Rotates every 90 seconds



## Event Title Sponsorship

100 Reserved Tickets  
 150 Berm Tickets  
 Inclusion in all advertising of event



\*Giveaway Night  
 \*Military Appreciation  
 \*Independence Day



# SPONSORSHIP OPPORTUNITIES

**Scoreboard Clock**  
39 in. high x 115 in. wide



**Parking Lot Pole**  
3 ft. high x 1 ft wide  
13 Light Pole Locations, Double Sided



**Wall Signage**  
Multiple Locations





## SPONSORSHIP OPPORTUNITIES

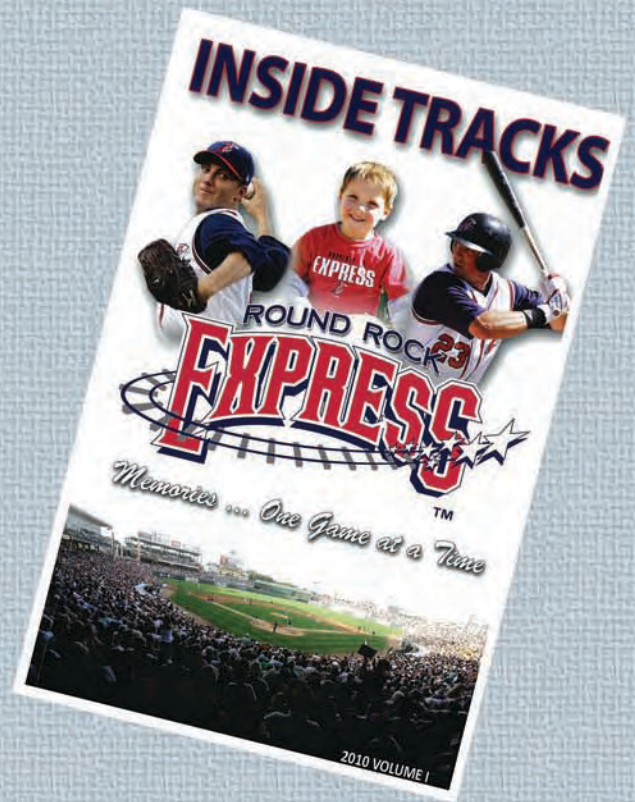
### Radio Advertising

- \*Your Spot airs the entire 144 game Round Rock Express schedule - both home and away games on ESPN Radio's The Horn
- \*Play by play action brought to you by veteran announcer Mike Capps, named Broadcaster of the Year by Baseball Digest



### PlayBill Advertising

- \*Ad appears in souvenir PlayBill
- \*Express distributes 100,000 PlayBills per season



### Luxury Suite Ownership

- \*True VIP experience for enteratining clients, family and friends
- \*Includes 12 tickets per game
- \*Complimentary parking hangtags and books included
- \*Exclusive use of your suite on a nightly basis
- \*Access to Intel Club





# TESTIMONIALS

Austaco/Taco Bell first began our partnership with the Round Rock Express in 2006. Over the last 5 years we have been so pleased to be associated with such a first class organization. Not only do they care about the players, fans and product inside the ballpark...but they care about Austaco as a partner. Always willing to implement new strategies that bring value to our organization and drive business to Taco Bell, they show they want this to be a win-win relationship. We appreciate the ideas, execution and success of being partnered with the Round Rock Express.

Caleb Stirling  
Austaco/Taco Bell

Allen Financial Services has been involved with The Express since day one. By 2002, we began sponsoring Bullpen Buddies.....so that underprivileged children would have an opportunity to enjoy America's pastime.....some, for the first time in their life.

All of our family, friends, clients and Charitable beneficiaries know.....an experience at the ballpark, is one of the best values in Central Texas.

David C. Allen  
Allen Financial Services

My experience this past year with the Express has been phenomenal. You have exceeded my expectations from a customer service perspective and this has been reflected throughout the Express organization from sales/marketing, customer relations as well as general customer service. I appreciate the attention to detail your organization has shown.

Robb Pettit  
Green Ridge at Buckner Villas

\*\*\*\*\*

\*This proposal is submitted to potential sponsors on a non-exclusive basis and the Round Rock Express reserves the right and ability to present all inventory elements, rights and privileges to other potential sponsors.

\*All inventory elements, rights, privileges and conditions contained in this proposal are subject to availability at the time of the final agreement.

\*All prices are net to the Round Rock Express.

