

BROOKLYN CYCLONES



Marketing & Partnership Opportunities

718.449.8497 • brooklyncyclones.com



TOP FIVE REASONS TO SPONSOR

BROOKLYN BASEBALL

1) MILESTONES

Nearly 2.5 million fans have enjoyed Brooklyn Baseball since our inaugural season in 2001.

2) AFFLUENCE

Minor League Baseball fans have an average household income of just over \$75,000.

3) YOUNG FAMILIES

Nearly one-third of Minor League Baseball fans are in the prime 18-44 age demographic and 50% of fans have at least one child under 18 living at home.

4) LOCAL REACH

73% of Cyclones fans live in Brooklyn, 25% live in the surrounding New York City area.

5) FLEXIBILITY

We can find creative and unique ways to help promote your business.

*SOURCE: MiLB

MiLB FAST FACTS

- Cyclones fans are LOYAL!-69% of fans attended at least 5 games last season.
- 78% of attendees visit brooklyncyclones.com at least once per week to get information on the Cyclones.
- Over 65% of Minor League Baseball fans spend more than an hour a week on the internet searching for: Automobile information, Financial information/Services, Real Estate Listings and Travel Accommodations.

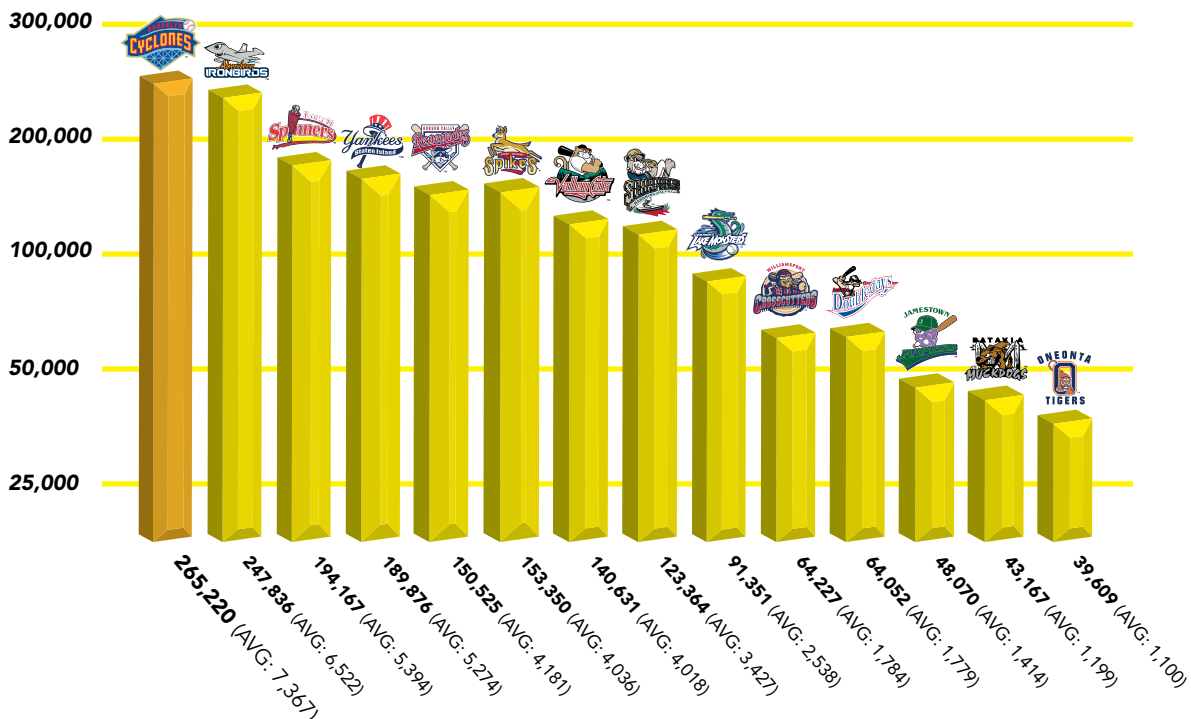
"Families love Minor League Baseball, and not just because tickets start at about \$5. Every seat is close to the action, and thanks to hilarious mascots and postgame fireworks, the fun isn't limited to the field."

- BC.COM/NEWSWEEK

In the team's first eight seasons, the Cyclones have become one of the most popular and recognizable franchises in all of Minor League Baseball. Brooklyn has set various all-time attendance records, not only in the New York-Penn League, but in all of Short-Season Class A baseball. In 2008, the Cyclones once again led the league with 265,220 fans in 36 games, for an average of 7,367 per game.

- Led the NYPL and all Short-Season teams in each of the franchise's eight seasons.
- Reached the two millionth fan milestone faster than any team in its classification's history.
- Set a new single-game attendance record with 10,073 fans on September 7, 2007.
- Averaged 7,971 fans over 294 games at KeySpan Park (2,343,384 total).
- Only Short-Season team ever to rank in the top ten in all of Minor League Baseball (A, AA, AAA) in average attendance. **Ranked in the top 20 every year.**
- Only Short-Season team ever to rank in the top ten in all of Minor League Baseball in percentage of the ballpark filled. Ranked in the top 15 every year.
- Only team in the classification's history ever to draw 300,000 or more fans in a single season.
- Set the classification's all-time single-season attendance record with 317,124 fans in 38 games in 2002.
- KeySpan Park also hosts national concert tours, boxing matches, parades, high school and college games, and other events, drawing another 500,000-plus people to the venue.

2008 NEW YORK-PENN LEAGUE ATTENDANCE





Your Business is Our Business

Hundreds of businesses have joined the Brooklyn baseball team, with partners ranging from small local shops to national giants, and everything in between. No matter what the service or product, the Cyclones can tailor a sponsorship package that is creative, unique, interactive, and productive – capturing the attention and imagination of one of the largest and most loyal fan bases in all of sports.

Pay-O-Matic is a premier check cashing and financial services center, with over 100 locations throughout New York, and 35 locations in Brooklyn.

“We are a neighborhood business, based in community involvement, and there is no better experience – particularly in Brooklyn – to be a part of than a Cyclones game. Pay-O-Matic has been involved with the team in one way or another since its inception, but after attending a game for the first time, I saw the energy and excitement and pushed for even more involvement. This year we sponsored a game, a giveaway item, and took out a full page in the program. It’s fantastic exposure for us, and also a fun way to reward managers and employees. Our relationship with the Cyclones is still growing, and has gotten better and better each year.”

– **Mitch Wolf**, Vice President of Finance, **The Pay-O-Matic Corp.**

2008 SEASON SCHEDULE

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-------------|------|------|------|------|------|------|
| June | | | | | | |
| | 17 | 18 | 19 | 20 | 21 | |
| | SI | SI | SI | ABD | ABD | |
| | 7:00 | 7:00 | 7:00 | 7:05 | 7:05 | |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| ABD | HV | HV | HV | ABD | ABD | ABD |
| 5:25 | 7:00 | 7:05 | 7:05 | 7:00 | 7:00 | 6:00 |
| 29 | 30 | | | | | |
| HV | HV | | | | | |
| 5:00 | 7:00 | | | | | |

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---------------|------|----------|------|------|------|------|
| August | | | | | | |
| | | | | | 1 | 2 |
| | | | | | SI | SI |
| | | | | | 7:00 | 6:00 |
| 3 | 4 | 5 | | 6 | 7 | 8 |
| SI | SI | OFF | | LOW | LOW | LOW |
| 6:00 | 7:00 | | | 7:05 | 7:00 | 7:05 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| BAT | BAT | AUB | AUB | AUB | TRI | TRI |
| 5:00 | 7:00 | 7:05 | 7:05 | 7:05 | 7:00 | 6:00 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| TRI | OFF | NFL | OFF | LOW | LOW | LOW |
| 6:00 | | ALL STAR | | 7:00 | 7:00 | 5:00 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| TRI | TRI | TRI | ONE | ONE | ONE | HV |
| 6:00 | 7:00 | 7:00 | 7:00 | 7:00 | 7:00 | 7:05 |
| 31 | | | | | | |
| HV | | | | | | |
| 6:00 | | | | | | |

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-------------|-------|------|------|------|------|------|
| July | | | | | | |
| | | 1 | 2 | 3 | 4 | 5 |
| | | HV | WPT | WPT | WPT | MV |
| | | 7:05 | 7:05 | 7:05 | 7:05 | 6:00 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| HV | MV | OFF | JAM | JAM | JAM | SC |
| 6:00 | 12:00 | | 7:05 | 7:05 | 7:05 | 6:00 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| SC | SC | OFF | ONE | ONE | ONE | SI |
| 6:00 | 7:00 | | 7:00 | 7:00 | 7:00 | 7:00 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| SI | SI | VER | VER | VER | SI | SI |
| 6:00 | 7:00 | 7:00 | 7:00 | 7:00 | 7:00 | 7:00 |
| 27 | 28 | 29 | 30 | 31 | | |
| SI | SI | VER | VER | VER | | |
| 6:00 | 7:00 | 7:05 | 7:05 | 7:05 | | |

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------|------|------|------|------|------|------|
| September | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| | ABD | ABD | HV | HV | ABD | ABD |
| | 7:05 | 7:05 | 7:05 | 7:00 | 7:00 | 6:00 |

| | |
|--|--|
| <ul style="list-style-type: none"> 6/19 Front Gate Replica * by KeySpan 6/19 Prostate Cancer Awareness Night by Sanofi-Aventis 6/23 Schedule Pen * by SUNY Downstate Medical Center 6/26 Pirate Night * Sam & Michael's 4-40 Birthday Celebration 6/27 Fireworks * Game presented by Nestle 6/28 Comic Coloring Book * 6/28 Superhero Night by Forbidden Planet and DC Comics 6/29 Sandy & Pee Wee Pillowcase * - Game presented by Spike TV 6/30 Cyclone Rollercoaster Replica * by Bank of America 7/5 28" Wooden Bat * - Game presented by Nestle 7/6 "Conquer Cancer Now" presented by the Cancer Treatment Centers of America 7/7 Camp Day - 12 noon First Pitch 7/12 Billy Joel Commemorative Baseball* 7/12 Bike Night presented by Allstate Insurance 7/13 Replica Jersey * by Maimonides Medical Center 7/14 Classic Car Show 7/14 Boomer and Carton Bobblehead * - Game presented by IKEA 7/20 Game presented by Local 926 7/22 Fireworks * Country Western Night 7/22 Game presented by Dine Savings Bank 7/23 Fireworks * Moneyball Night * Game presented by Nutrament 7/24 Cooler Bag * by Lutheran HealthCare 7/24 Green and White Fireworks * Irish Heritage Night 7/25 Fireworks * FDNY Night * Game presented by Budweiser 7/27 Mini Sandy Bobblehead * 7/27 Autism Awareness Night presented by Autism Speaks 8/2 Ladies' Night 8/4 Baseball Cap * by Ridgewood Savings Bank 8/4 Medieval Times Night * NYPD Night | <ul style="list-style-type: none"> 8/9 Deaf Awareness Night 8/10 Klinton Drum * by Health Plus + Asian Heritage Night 8/10 Game co-sponsored by Nestle 8/11 Maverick the Wonder Dog Bobblehead * 8/11 Bark in the Park Night by the Mayor's Alliance for NYC's Animals 8/15 Fireworks * Game presented by Sovereign Bank 8/16 Visor * by Pepsi + Latino Heritage Night 8/17 Carl Erskine Bobblehead * and Appearance 8/17 Salute to Sandlot Baseball 8/21 T-shirt * by Midwood Ambulance + EMS Night 8/22 Fireworks * Bike Night presented by Allstate Insurance 8/23 Italian Heritage Night 8/27 Nut Free Night 8/28 Ballpark Snow Globe * by KeySpan + Military Night 8/29 Fireworks 8/31 Mini Pee Wee Bobblehead * - Baby's First Ballgame 9/4 Team Photo * - Power of Attorney Night 9/5 Fireworks * Coney Island Night + Item TBD 9/6 Edgar Alfonzo T-shirt Jersey * by Long Island University 9/6 Fan Appreciation Night |
|--|--|

A - First 5,000 into the ballpark.
 B - First 2,500 into the ballpark.
 C - First 1,250 kids (14 and under) into the ballpark.
 D - First 2,000 adults (21 and over) into the ballpark.
Promotional items and dates are subject to change.
 For a detailed up-to-date promotional schedule, please visit BROOKLYNCYCLONES.COM.

BROOKLYNCYCLONES.COM • 718.507.TIXX

PAY-O-MATIC

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Advertising space within the ballpark is an ideal way for your company to sustain high visibility in front of a large captive audience. 400,000 people will attend Cyclones games and other events at KeySpan park every year – and coverage in local and national media outlets gives your business' signage an exponentially higher rate of exposure.



Outfield Fence Signs...

- are a popular, traditional, and effective staple of Minor League Baseball sponsorships.
- make your business – quite literally – a part of the action.
- provide high-visibility branding opportunities.
- allow a large canvas size for your logo, message, slogan, etc.
- are integrated into the overall look and feel of the ballpark.
- become reference points during radio and television broadcasts.
- are captured by newspaper and website photographers as a backdrop to the action on the field.
- Single fence signs are 8' x 16'.
Double fence signs are 8' x 32'.



Signage



Concourse Signs...

- are strategically placed throughout the most highly-trafficked areas of the ballpark.
- can be seen by fans on line for concessions, on their way to the restrooms, walking to and from their seats, outside the team store, and to and from virtually every point of entry on the main Concourse Level.
- allow you to create eye-catching displays that are backlit for maximum visibility.



Dugout Signs...

- brand your business on top of, or inside of both dugouts.



Scoreboard Signs...

- place your business alongside vital information throughout each game.

Light Pole, Foul Pole, and Concourse Pole Signs and Wraps...

- create unique, creative, memorable inventory to set your message apart.

For more detail on these and other signage opportunities in and around KeySpan Park, call 718-449-8497 or go to www.brooklyncyclones.com



"Best Sport Seat in the Greatest City on Earth."

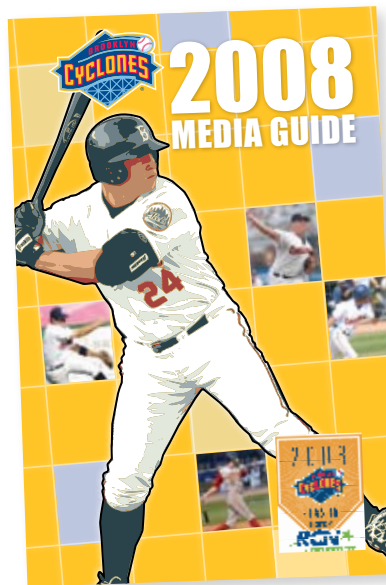
- Maxim Magazine

A variety of publications are sold and distributed to fans, keeping them informed and entertained. These publications also create valuable inventory, for your business' name, logo, and message to be delivered directly into the hands of your target market in high volume.



Game Program

- 120,000 game programs distributed for free to every fan at each of the ballpark's entrances during all Cyclones home games.
- Contains player bios, pictures, profiles, features, schedules, scorecard, kids pages, maps, directories, and more, making it a valuable reference tool and fun source of entertainment.
- Multiple full-color editions keep content topical, and keep fans' interest throughout the entire season.
- Becomes a collector's item, giving your ad space ongoing shelf life, long after the game in which it is distributed.



Media Guide

- Distributed to media members covering the team throughout the season, and sold in the ballpark's Team Store.
- The ultimate guide for Cyclones' history, records, results, awards, rosters, and more.
- A unique, full-color reference tool, captivating the casual fans and the die-hard statisticians alike.

Roster Insert

- Distributed to every fan at each of the ballpark's entrances during all Cyclones home games.
- Updated daily with roster additions, statistics, trivia, factoids, and more.
- Serves as the most up-to-date list of "who's who" in uniform for the Cyclones, and is referenced by fans several times throughout each game.



Pocket Schedule

- 500,000 copies distributed at KeySpan Park, Citi Field, and community outlets and business establishments throughout the entire borough of Brooklyn, as well as mailed directly with every online and telephone ticket order.
- The definitive source for who, when, and where the Cyclones are playing.
- Lists gametimes, opponents, special events, giveaways, and more.
- Additional Spanish and Russian-language versions available.

"The Cyclones blow away rivals - and skeptics." - *New York Post*



Game Sponsorship & Giveaway

A great way to establish a brand presence among fans is to truly become a part of the game itself. Game Sponsorships, Giveaway Items, and Between-Inning Contests give your business the opportunity to do just that – and to create collectibles and memories that will last a lifetime.



Each game sponsorship includes...

- In-house advertising and announcements on the stadium and PA system, and on the team’s website and electronic newsletter.
- A listing on the Cyclones’ Promotional Schedule in the Game Program, the Media Guide, Pocket Schedule, and on the team’s website.
- Space for tabling on the concourse level to set up promotional displays and interact with the fans.
- The opportunity for a representative to throw out a ceremonial first pitch.

Choose from any of our three game sponsorship options:

PROSPECT

Use of a luxury suite
18 tickets
on the night of the game
(includes food and soft drinks)

Or

50 Field Box seats

Investment: \$6,500

PROFESSIONAL

Use of a luxury suite
18 tickets
on the night of the game
(includes food and soft drinks)

Or

50 Field Box seats

Choice of co-branded promotional item:

- Schedule Pen
- Coloring Book • Team Photo
- Mini Bobble Heads • Baseballs

Investment: \$12,500

HALL OF FAMER

Use of a luxury suite
18 tickets
on the night of the game
(includes food and soft drinks)

Or

50 Field Box seats

Choice of co-branded promotional item:

- Bobble Heads • Visors Baseball Caps • T-shirts • Bats
- Replica Jerseys • Fireworks

Investment: \$15,000

Party Deck & Luxury Suites

Can you imagine watching a great baseball game in a beautiful ballpark on a perfect summer night? Can you imagine having the best seats in the house, perched directly above the action with a panoramic view of the Atlantic Ocean and the bright lights of Coney Island in the background? Can you imagine all this with the comfort of your very own living room or balcony? You can have it all – and more – with a Luxury Suite or Party Deck rental!

The ballpark's premium viewing venues offer unique and memorable ways to entertain clients and associates, reward employees, or just gather family and friends.

When you are enjoying yourself in a Luxury Suite or on the Party Deck, you're watching baseball in style!



OCEANVIEW PARTY DECK - Our Party Deck is ideal for large groups. Its open, airy atmosphere gives you the feeling of sitting on a Brooklyn rooftop under the lights and stars of a summer night. The Deck has two rows of balcony seats, picnic tables and plenty of room to walk around while you enjoy specialized menus and waiter service, with one of the best views in the borough. The Verrazano Bridge, Manhattan, the boardwalk and the ocean – they're all in view from the Party Deck. Don't get too distracted, though, because you're still close enough to catch a foul ball!

When you reserve the Party Deck for a Cyclones game, you'll get:

- A FREE souvenir Cyclones cap for everyone in your group
- Recognition on the ballpark's video scoreboard
- Waiter service
- A variety of specialized menus from which to choose (food and beverage sold separately)

\$25 per person with a minimum of 75 people*
OR
\$2,500 for 125 tickets*



LUXURY SUITES - Our Luxury Suites have all the comforts of home, with modern furniture, climate control, wall-to-wall carpeting, a television, refrigerator and a counter-top sink. Full-length Plexiglas sliding doors make sure you won't miss a pitch while you're inside, and two rows of balcony seating let you get outside, where you're close enough to hear the crack of the bat. As a suite-holder, you're also entitled to personal waiter service and a variety of menus that aren't available anywhere else in the ballpark!

When you reserve a Luxury Suite for a Cyclones game, you'll get:

- 18 tickets
- A FREE souvenir Cyclones cap for everyone in your group
- Recognition on the ballpark's video scoreboard
- Waiter service
- A variety of specialized menus from which to choose (food and beverage sold separately)

Monday – Friday: \$1,250* • Saturday & Sunday: \$900*



THE SUPER SUITE - Our Super Suite is twice the size, and is perfect for groups that need a little more room! It is also great for a pre-game meeting with staff, clients, or potential customers. The Super Suite features all the same fantastic benefits, but comes with 36 tickets. Be sure to book early!

Monday – Friday: \$2,250* • Saturday & Sunday: \$1,750*

*A 25% non-refundable deposit is required to secure a date.



On the Air

Several Cyclones games are broadcast each season on SportsNet New York (SNY), the home of the New York Mets. SNY is seen in millions of homes throughout New York, New Jersey, Connecticut, and Pennsylvania, as well as available to millions more nationwide via satellite.

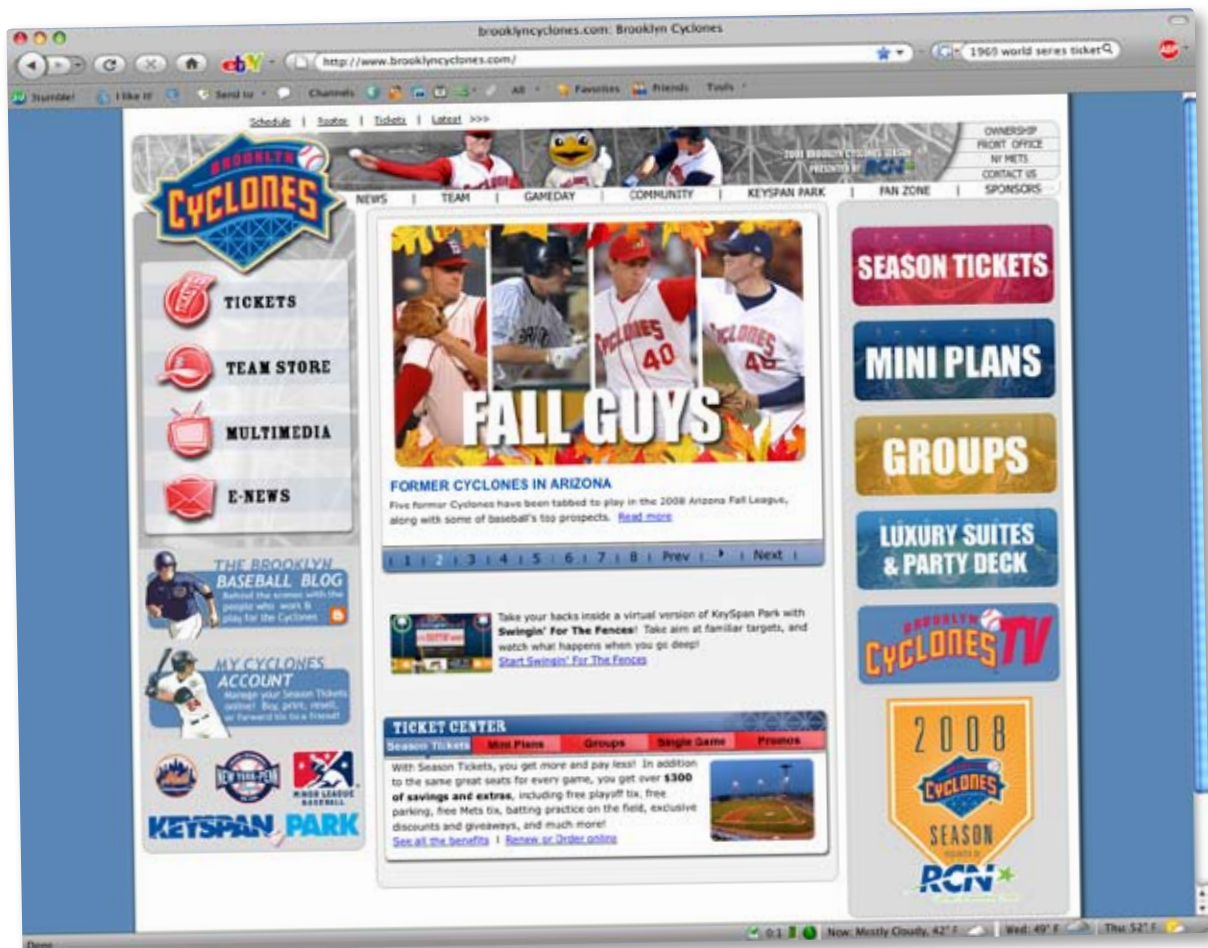
Our sales team and video productions staff will work with your business to create an attractive, effective commercial that will air throughout each Cyclones broadcast on SNY, and create maximum exposure throughout the tri-state area, and beyond.

On the Web

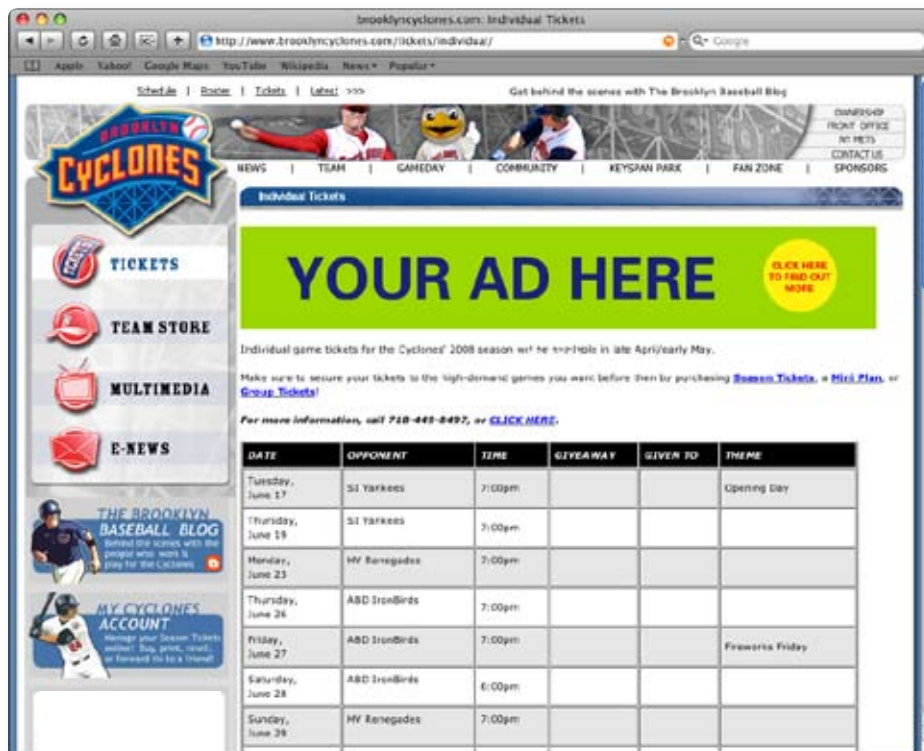
The Cyclones' official website, www.brooklyncyclones.com, is one of the most popular in the minor leagues, and provides your business with prime placement, interactive options, and the ability to drive consumers exactly where you want them to go, with direct links to your product or information.

www.brooklyncyclones.com receives nearly 40 million hits per year, and is the online source for fans who want to follow the team, purchase tickets and merchandise, and join the Cyclones' cyberspace community.

The site offers a variety of opportunities to brand your business alongside breaking news, player bios and photos, audio and video clips, polls, and more.



Among Infinity Pro Sports clients (84 professional baseball sites) brooklyncyclones.com had the second-highest 2008 unique visitors total of all teams through November 1 (277,443), regardless of classification level, behind only the long-season Triple-A Sacramento River Cats (286,082)...and they only slightly edged us. However, during our peak in-season months of July and August, we outpaced the River Cats in unique visitors – 111,238 to 89,650. Our July and August totals are by far the highest of any team using Infinity Pro Sports.



2008 Unique Visitors – 277,443

A unique visitor is a host that has made at least 1 hit on 1 page of your web site during the current period shown by the report. If this host makes several visits during this period, it is counted only once.



2008 Number of Visits – 636,349

Number of visits made by all visitors. Think "session" here, say a unique IP accesses a page, and then requests three others without an hour between any of the requests, all of the "pages" are included in the visit, therefore you should expect multiple pages per visit and multiple visits per unique visitor (assuming that some of the unique IPs are logged with more than an hour between requests).

Banner dimensions: 720 pixels x 115 pixels horizontal, 135 pixels x 500 pixels vertical

2008 Hits – 43,228,711

Requests for any single file on a Web server. A hit can be a request for a Web page or any element of that page, such as an image, a stylesheet or an external javascript. A large number of hits on a website might mean that a site uses a lot of images or scripts on its pages, rather than that many people visit the site. "Unique visitors" over a defined period should be used to measure a site's popularity instead.