

A photograph of a baseball player in a grey and orange Brooklyn Cyclones uniform, wearing a blue helmet and white batting gloves, captured in the middle of a batting swing. The background is a blurred stadium.

BROOKLYN CYCLONES

2012 Marketing &
Partnership Opportunities

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THE HISTORY CONTINUES

The Brooklyn Cyclones are a Short-Season Class A affiliate of the New York Mets.

The team's inaugural 2001 season marked professional baseball's return to Brooklyn, after a 44-year absence.

In our first 11 seasons of play, the team has led the New York-Penn League, and the entire Short-Season classification, in attendance each year, drawing over 3.1 million total fans to historic Coney Island's MCU Park.

Brooklyn is the only Short-Season team in history to draw over 300,000 fans in a single season.

The Cyclones have advanced to the postseason eight times in 11 years, won five division titles, and won a league championship in 2001.

Brooklyn has also been honored with various industry awards, and in **2010 received recognition for the Best Theme Night and the Best Overall Promotion.**

Source: 2011, MiLB



For more information, contact - Randy Lauwasser, 718-382-2674, rlauwasser@brooklyncyclones.com

A MAJOR LEAGUE AUDIENCE

Brooklyn's population is 2,504,700

- 37.2% are Black or African-American
- 36.8% are White persons of non-Hispanic/Latino origin
- 19.2% are of Latino or Hispanic origin
- 9.3% are Asian
- 6.8% Other

If Brooklyn was a city...it would be the 4th largest city in the United States

New York 8,175,133, Los Angeles 3,792,621, Chicago 2,695,598, **Brooklyn 2,504,700**, Houston 2,099,451

Over 38,500 companies are located in Brooklyn

Coney Island is home to world famous attractions such as the Cyclone roller coaster, The Wonder Wheel and The Parachute Jump as well as nationally recognized events including the Nathan's Hot Dog Eating Contest, The Mermaid parade and Polar Bear New Year's Day Swim.

More than 14 million people visited Coney Island's Beach and Boardwalk in 2010 – *almost four times as many as in 2009.*

Source: US Census Estimate 2010, NYCEDC (Sept 21, 2010 Press Release)



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HOME FIELD ADVANTAGE

RECORD SETTING ATTENDANCE

MCU Park is the home of the Brooklyn Cyclones since 2001 and seats 7,500 fans.

The Cyclones average 38 home games *PLUS* hold an additional 100+ outside events (*concerts, corporate outings, various baseball tournaments*) per year at the stadium which draw an additional 100,000 people.

In the team's eleven seasons, the Cyclones have become one of the most popular and recognizable franchises in all of Minor League Baseball.

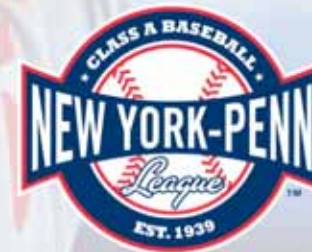
Brooklyn has set various all-time attendance records, *NOT* only in the New York-Penn League, but in *ALL* of Short-Season Class A baseball.

In 2011, the Cyclones once again led the league with 245,087 fans in 35 games, for an average of 7,002 per game.

Source: 2011, MiLB

2011 New York-Penn League Attendance

TEAM	TOTAL	GAMES	AVERAGE
Brooklyn	245,087	35	7,002
Aberdeen	242,723	37	6,560
Staten Island	192,568	34	5,663
Lowell	167,222	36	4,645
Hudson Valley	149,243	33	4,522
Tri-City	156,297	36	4,341
State College	139,007	37	3,756
Mahoning Valley	111,048	37	3,001
Vermont	88,711	36	2,464
Williamsport	68,124	37	1,841
Connecticut	62,317	35	1,780
Auburn	48,429	34	1,424
Jamestown	42,086	37	1,137
Batavia	37,029	35	1,057



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HOME FIELD ADVANTAGE

BROOKLYN CYCLONES ATTENDANCE FACTS

- Led the NYPL and all Short-Season teams in each of the franchises' eleven seasons
- Reached the three millionth fan milestone faster than any team in its classification's history
- Set a single-game attendance record with 10,073 fans in September 7, 2007
- 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 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 317,127 fans in 38 games in 2002

Source: 2011 MiLB



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A DESIRED FAN BASE

The Brooklyn Cyclones have drawn over 3 million fans to their games since 2001. These fans cover a large demographic range. At Cyclones games, you see families, seniors, young adults and children...*ALL looking for affordable family entertainment.*

MCU Park is a great place for families and married couples to spend the night out, as evidenced by attendance in 2011, and the stadium continues to be kid-friendly, as almost half the families who came out had at least one child under 18.

Our fans also are in the prime-spending group with 71% between the ages of 21 - 54.

Over two-thirds have some college or are college graduates and almost 60% make more than \$75,000 a year, while 71% make \$50,000 or more per year.

While the majority of fans come from Kings County (Brooklyn), many also come from neighboring counties such as Queens, Manhattan and Richmond (Staten Island)...*all short drives or subway stops away.*

Almost 70% travel to the stadium by automobile and 73% travel 5+ miles to the stadium.

Source: 2010 Scarborough Research, 2011 Mental Insights

SEX	Target %
Male	56%
Female	44%
AGE	
Adults 21-54	71%
EDUCATION	
High School	36%
Some College	24%
College Graduate	18%
Post Graduate	22%
HHI (Household Income)	
\$0 - \$49,999K	29%
\$50K - \$74,999	14%
\$75K - \$99,999	16%
\$100K - \$249,999	35%
\$250,000 +	6%
MARITAL STATUS	
Married	64%
Single	36%
FAMILIES (Children under 18)	
No Children	52%
1-2 Children	39%
3-4 Children	8%
5+ Children	1%
LOCATION (County of Residence)	
Kings/Brooklyn, NY	52%
Queens, NY	15%
Richmond/Staten Island, NY	10%
New York/Manhattan, NY	10%
Bronx, NY	3%
Other (CT, Long Island, NJ, PA)	10%

Source: Scarborough Research 2010

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TOP SPONSORS

The success of the Cyclones has opened the door for many corporate companies (*national, regional and local*) to reach our loyal fan base.

Whether it is entertaining clients in a luxury suite or party deck, renting the facility for a company picnic/ event or filming commercials, the lure of MCU Park is the common thread that leads these companies to the Cyclones and it's community's positive atmosphere that makes them stay!

Cyclones sponsors range from Fortune 500 companies to local businesses. The draw for most companies is the Cyclones' positive community image and the large number of people attending ballgames with expendable income.



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FIELD SIGNAGE

For exposure to a captive audience at the ballpark, field signage is the most visible way to put your company name in front of over 400,000 potential customers at MCU Park. This image-building form of marketing is always in high-demand and provides value and prestige for your business.

Signage remains up for the entire year, including ALL Cyclones home games (*average 37 per season*), potential post-season action and ALL other events held at the facility (*100+ outside events*).



½ Inning Message – Your company logo/message changed every ½ inning



Single Sign 8 'x16'

Double Sign 8 'x 32'

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CONCOURSE SIGNAGE

Be the first to welcome our visitors to the ballpark. Fans enter and exit MCU Park through the main and right field gates, and pass through the concourse on the way to their seats.

Concourse signs, which remain in place year round, are strategically placed throughout the most highly-trafficked areas of the ballpark. Whether it's to visit one of the concession stands or to make a quick trip to the restroom during a break in the action, fan traffic is constant in the concourse area during the game.



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CUSTOMIZED SIGNAGE

From Outfield Billboards to unique placements such as Foul Pole, Light Pole and Concourse Pole Signs and Wraps, there are many opportunities to increase your company's top-of-mind awareness and set your message apart.



Light Pole Signage



Foul Pole Signage



Concourse Pole Wrap

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PRINT ADVERTISING

For a more traditional source of marketing, the Brooklyn Cyclones offer a variety of different print advertising options to keep the fans informed and entertained.

GAME PROGRAM

- Every fan that enters the stadium will be given a free 2012 program.
- Programs feature player bios, informative articles, and more.
- 120,000 game day programs will be distributed to fans that come to MCU Park.

ROSTER INSERT

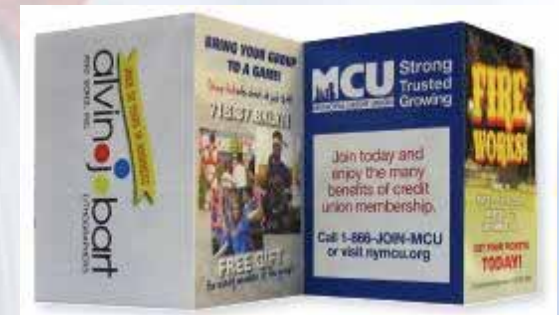
- Included in every game day program and distributed to every fan that enters the stadium.
- Inserts are updated daily and include team rosters, statistics, trivia, factoids, and more.

POCKET SCHEDULE

- 500,000 copies distributed at MCU Park, Citi Field, and community outlets and business establishments throughout 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 game times, opponents, special events, giveaways, and more.

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.



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GAME SPONSORSHIP & GIVEAWAY

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

Tailor any game sponsorship to fit your company's objective and put your business in the spotlight for the entire game, showcasing your brand to thousands of fans in attendance.

Each Game Sponsorship includes:

- Use of luxury suite, 18 tickets (seats *includes food and soft drinks*) on the night of the game *OR* 50 Field Box Seats.
- In-house advertising and announcements in the stadium and PA system, and on the team's website (*brooklyncyclones.com*) 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 company representative to throw out a ceremonial first pitch.
- **OPTIONAL:** Choice of co-branded promotional items (2 levels)



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POST-GAME SPONSORSHIP

Post Game Fireworks Co-Sponsor

Post game fireworks are one of the most popular events that take part at MCU Park each season. They are synonymous with Minor League Baseball and a big part of the night's entertainment.

In 2012, the Cyclones will keep with tradition and again host Fireworks Saturdays (*5 dates planned*) as well as *add* Fireworks displays to celebrate July 4th Weekend (*July 2 & 4*). **This sponsorship will encompass ALL non-Friday displays.**

The Saturdays Post-Game Fireworks Sponsorship will include a series of co-sponsors (*5 maximum*), with each co-sponsor having its own special night as lead sponsor during the season.

The Saturdays Post-Game Fireworks sponsorship includes the following elements:

- **Promotion** - Inclusion in PA announcements during the game to promote the post game fireworks display with name and logo presence on the left field video board
- **In-Game Logo Presence** - Video board logo recognition during the fireworks program
- **Center of Attention** - One (1) night as the highlighted sponsor, the remaining as co-sponsor
- **Publicity** - Name inclusion in 2012 Promotional Schedule which runs in the following: Official team website (www.brooklyncyclones.com), Game Day Programs (*120,000 distributed at MCU as fans arrive at the stadium*), Pocket Schedules (*500,000 copies distributed at MCU Park, Citi Field, and community outlets and business establishments throughout Brooklyn*) and Media Guide (*Distributed to media members covering the team throughout the season*)
- **Tickets for Hospitality** – Six (6) for ALL Post Game Fireworks Nights and twelve (12) to your company highlighted



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IN-GAME PROMOTIONS

In-game promotions provide a unique and fun way for companies to associate their names with activities that involve fan interaction during each home game, a marketing tool that you cannot get through any other media. These promotions leave fans at MCU Park with a positive image and word-of-mouth advertising for your business.



Dizzy Bat Race



Home Run Derby



Hot Dog Race



Human Bloomin' Onion Race

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PARTY DECK & LUXURY SUITES

Watching baseball on a perfect summer night, panoramic Atlantic Ocean views, Coney Island's bright lights... ALL in the comfort of your very own living room or balcony? You can have it - and more - with a Party Deck or Luxury Suite rental!

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

Ocean View Party Deck - Our party deck is ideal for large groups. It's 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 skyline, the boardwalk and the ocean - they're all in view from the Party Deck.

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 from (*food & beverage sold separately*)

\$25 per person (*minimum of 75 tickets*)* OR \$2,500 (*minimum of 125 tickets*)*



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PARTY DECK & LUXURY SUITES

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 don'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'll receive 18 tickets, personal waiter service and a variety of menus that aren't available anywhere else in the ballpark!

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

18 game 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 from (*food & beverage sold separately*)

\$1,000 per game*

All inclusive Luxury Suite: \$1,500 per game*

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!

\$1,750 per game*

All inclusive Super Suite: \$2,750 per game*

***A 25% non-refundable deposit required**



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ON THE AIR, ON THE WEB

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 nationwide via satellite.



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 over 60 million hits, over 383,000 unique visitors and over 809,000 visits 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.



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ON THE AIR, ON THE WEB

Banners Ads to Drive Traffic

The Cyclones provide the opportunity to reach our loyal fan base through banner ad buys on the Official Website of the Cyclones (www.brooklyncyclones.com) and the Monthly E-Newsletter. We offer two (2) sizes - 728 x 90 and 535 x 85.

The Cyclones have also been a pioneer in online social media. The team's **Facebook page has almost 18,000 friends (3rd most in ALL of minor league baseball)**, the Cyclones' **Twitter page has over 6,000 followers** and the **team's e-newsletter has over 36,000 recipients**.



facebook



twitter



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A GREAT INVESTMENT



**MINOR LEAGUE BASEBALL
IS A MAJOR LEAGUE VALUE**

**JOIN "OUR" TEAM AND
LET US SHOW YOU WHY**

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