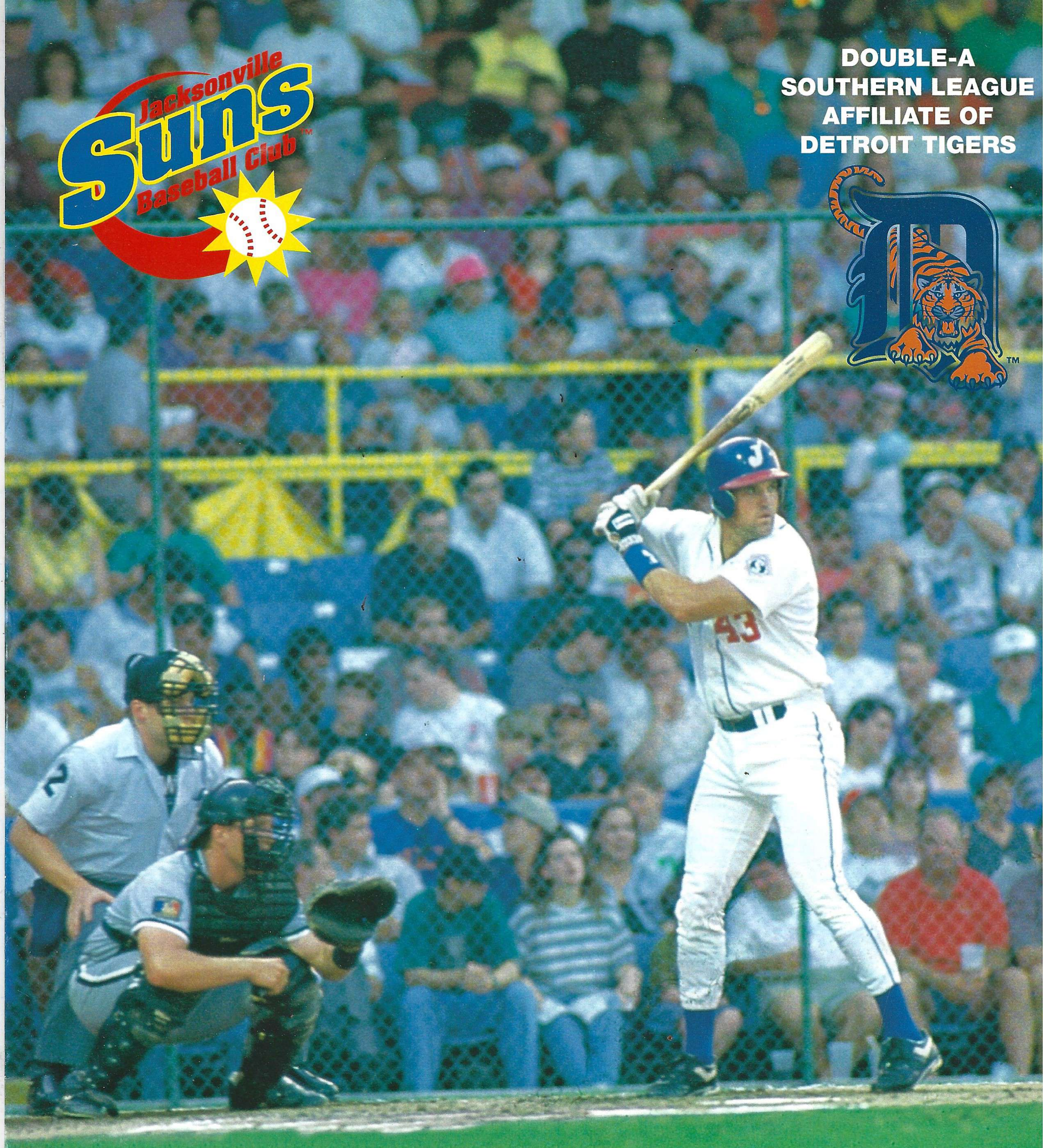




**DOUBLE-A  
SOUTHERN LEAGUE  
AFFILIATE OF  
DETROIT TIGERS**



**ADVERTISING, SPONSORSHIP  
& TICKET BROCHURE**

# JACKSONVILLE SUNS BASEBALL IN THE SUMMERTIME FOR GREAT FAMILY FUN!

## BALLPARK SIGNAGE

### OUTFIELD BILLBOARDS

A tradition at minor league ballparks across the country and the most visible and popular form of advertising at Wolfson Park. A captive audience will view and internalize your message for a minimum of three hours per home date under completely relaxed conditions. Plus, your sign may be seen by thousands more via newspaper and television cameras which are present at most home games. **Every location on the wall is a good one** as the "Blue Monster" provides borders and separates each advertiser. All you need to provide is the copy. The Suns will have your sign professionally painted at no additional charge.

7' x 22' ..... \$3,500.00

18' x 22' ..... \$7,500.00



### SCOREBOARD TRI-VISION PANELS

Advertising on the scoreboard at sporting events goes back to the turn of the century and has always been the most coveted position among advertisers, as fans continually seek the information that is only available there. When fans enter the grandstand at Wolfson Park the first thing they notice is the giant scoreboard towering high above the "Blue Monster" in centerfield. The Suns scoreboard offers 6 Tri-Vision panels which rotate every thirty seconds. This movement draws attention in and of itself. **Tri-Vision panels offer exclusivity** to type of business, which is not available on other signage at Wolfson Park, and are thus available on a limited and selective basis only.

5' x 10' ..... \$4,000.00

### ELECTRONIC MESSAGEBOARD

The Suns scoreboard at Wolfson Park features a state of the art two-line 16 x 80 pixel electronic messageboard with full graphic capabilities, such as flashing giant letters, slow crawls across, special scripting, eye-catching glitter effects and much more! A unique, effective and relatively inexpensive way to display your company name / slogan and a **visual electronic commercial** message to thousands of potential customers. Offers the flexibility of changing copy during the season. Your message in lights for approximately fifteen seconds. Available on a limited basis only.

Two displays per game ..... \$1,000.00

Four displays per game .. \$1,500.00



### CONCOURSE BILLBOARDS

A unique alternative to outfield fence signs. Concourse signs are located in high traffic areas near the main gate, concession stands, souvenir stands and stairways which guarantee nightly viewership. In addition to the traditional baseball circles mounted throughout the concourse, you may choose to sponsor any of the special gameday information boards, such as Tonight's Lineup, League Standings, Upcoming Promotions or League Leaders, all of which provide interesting up-to-date information for the fans. A terrific way to gain **thousands of positive impressions** for your business. Professionally painted at no extra charge.

Baseball Circles 4' in diameter ..... \$750.00

Gameday Information Boards ..... \$900.00

(ad size is two 2' x 4' panels over & under information board as pictured above)

Ask your Suns representative about these and other ballpark signage opportunities.

# OVER ONE MILLION FANS HAVE SEEN A GAME AT WOLFSON PARK IN THE '90s!

## PRINT ADVERTISING

### SOUVENIR PROGRAM

The Jacksonville Suns souvenir game program is an attractive and effective way for advertisers to promote their products and services to baseball fans at Wolfson Park. It serves as a scorecard for each night's game and as a yearbook for the entire season.

The colorful programs are printed on a high quality coated stock in an 8 1/2" x 11" magazine format and are essential for the full enjoyment of a game. Souvenir programs contain interesting articles, puzzles, games, photographs and profiles of the players, statistical information, contests and numerous "Lucky Number" prizes which are announced throughout the game. Fans refer to their program all night long which increases your visibility and number of impressions. But best of all, your ad continues to work well after the game ends as fans take their souvenir programs home!

A huge seller at every home game, initial press run will be approximately 40,000 copies, with **total readership in excess of 150,000**. Ads are priced to fit any advertising budget and provide five months of maximum exposure.

### RATES

ENTIRE SEASON	4-COLOR	2-COLOR	B&W
Back Cover	\$3,250.00		
Inside Front Cover	\$2,850.00		
Inside Back Cover	\$2,500.00		
Full Page	\$1,750.00	\$1,500.00	\$1,250.00
Half Page	\$1,050.00	\$ 950.00	\$ 850.00
Quarter Page	\$ 700.00	\$ 600.00	\$ 500.00
Eighth Page		\$ 400.00	\$ 300.00

*Additional \$100.00 charge for Lucky Number, Stamp or Contest on quarter page or larger ads, with advertiser to supply 70 gift certificates or prizes.*

### DIMENSIONS

	Width x Height
Full Page (with full bleed)	8 3/4" x 11 1/2"
Full Page (with trim)	7 1/4" x 10"
Half Page (horizontal)	7 1/4" x 5"
Half Page (vertical)	3 1/2" x 10"
Quarter Page (horizontal)	7 1/4" x 2 1/2"
Quarter Page (vertical)	3 1/2" x 4 3/4"
Eighth Page	3 1/2" x 2 1/2"

*Advertiser to supply camera-ready artwork for all program ads. For color ads, composite negatives, right reading emulsion side down and color proof with 133-150 line screen should be furnished. Any charges for necessary sketches, finished art, retouching, typesetting or color separations will be billed to the advertiser at cost.*

### ROSTER INSERT

A single folded sheet is inserted into every program sold and includes an updated roster of the Suns and their opponent for that game, as well as current statistics, positions and uniform numbers. As an alternative to program advertising, the insert provides more flexibility in that **copy can be changed throughout the season** and it is especially good for monthly specials or couponing. Only available in B&W.

Full Page Back	\$1,500.00
Half Page Front	\$1,000.00
Quarter Page Front or Inside (horizontal)	\$ 800.00

### BACK-OF-TICKETS

Advertise on the back of each Jacksonville Suns ticket for all home games during the five month season. An excellent opportunity to highlight your business using **redemption value couponing** to develop or increase in-store traffic! In addition to the printed coupon, the Suns will provide public address and messageboard announcements at least twice during every home game to call the fans attention to the coupon offer and you as the sponsor.

General Admission Tickets	\$3,000.00
ad space - 2" x 1 1/4" over 200,000 total printed	
Box Seat and Reserve Tickets	\$3,000.00
ad space 3" x 1 1/4" over 150,000 total printed	

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### POCKET SCHEDULES

These small schedules are extremely popular with regular and casual fans alike as they are **conveniently sized to carry** with you all season! They include all the important details such as home and away schedule, game times, promotional schedule, ongoing events at the ballpark, ticket prices, discount specials, etc.

Distributed throughout North Florida in convenience stores, retail stores, sports bars, restaurants, malls, hotels, Navy bases, offices and schools, plus they are mailed to fans upon request. Spot color or **4-color at no extra charge** (advertiser to supply necessary artwork), and they offer exclusivity to type of business. A great way to get your company or product noticed.

50,000	ad space - 2 1/4" x 3 3/4"	\$3,500.00
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**Ask your Suns representative about these and other print advertising opportunities.**

**YOU CAN ADVERTISE YOUR PRODUCT,  
PROMOTE YOUR BUSINESS & HAVE A BALL!**

# PROMOTIONAL SPONSORSHIPS

Sponsoring a promotional night makes it "Your Night" at Wolfson Park and provides a great opportunity for your company to create a lasting impression and gain added advertising exposure. Throughout the season the Suns offer a unique range of promotions, including premium item giveaways and special events or appearances. These nights consistently attract some of the largest crowds to Wolfson Park, creating tremendous visibility and positive goodwill for the sponsors. The Suns can provide a promotion from a wide variety of options to **extend your promotional dollars** and create excitement at the ballpark and beyond! Your night at Wolfson Park will be an outstanding marketing vehicle as you provide thousands of fans with a truly enjoyable experience.

Approximately two weeks prior to your event, the Suns will begin to promote your night through P.A. and Messageboard announcements at the ballpark, the Suns radio broadcasts and team press releases sent to local media outlets. Then approximately one week out, newspaper and other print advertising, as well as radio and/or television commercials begin. These will be sure to gain **widespread promotion for your company**, even to consumers who may not attend the game! Media co-sponsors are included with many of the nights which can serve to increase your exposure tenfold.

As the sponsor you will receive VIP seating for company dignitaries and **100 reserve seats** for your guests. A company representative will have the honor of throwing out a ceremonial first pitch. You can also use the night to display company banners and to distribute coupons or samples or other information about your business.

## PREMIUM ITEM GIVEAWAYS

Fans will receive a **quality** Jacksonville Suns souvenir item featuring your logo, which they will use and enjoy long after the game is over. Usually given away at the gates of Wolfson Park in quantities of 2,000 or more. Some examples of proven effective items include:

Backpacks	Mugs
Baseballs	Magnet Schedules
Baseball Cards	Pennants
Bats	Seat Cushions
Beach Towels	Sports Bags
Hats	Squeeze Bottles
Helmets	Sunglasses
Jerseys	Team Pictures

## SPECIAL EVENTS / APPEARANCES

Whether it's the Famous Chicken tickling your funny bone or the warm feeling you get from a Kid's Clinic on the field, you'll be the **talk of the town** for sponsoring one of these crowd pleasers!

Billy Bird	Fireworks
Blues Brothers	Kids Clinic
Christmas in August	Library Night
Easter Egg Hunt	Money Scramble
Famous Chicken	Report Card Night

*Sponsorship investments vary depending upon item, quantity, date, event and availability. Ask your Suns representative for further information about a promotional night for your company.*



**Fireworks always draw a huge crowd.**



**The Famous Chicken.**



**Fans line up early for another great giveaway item.**

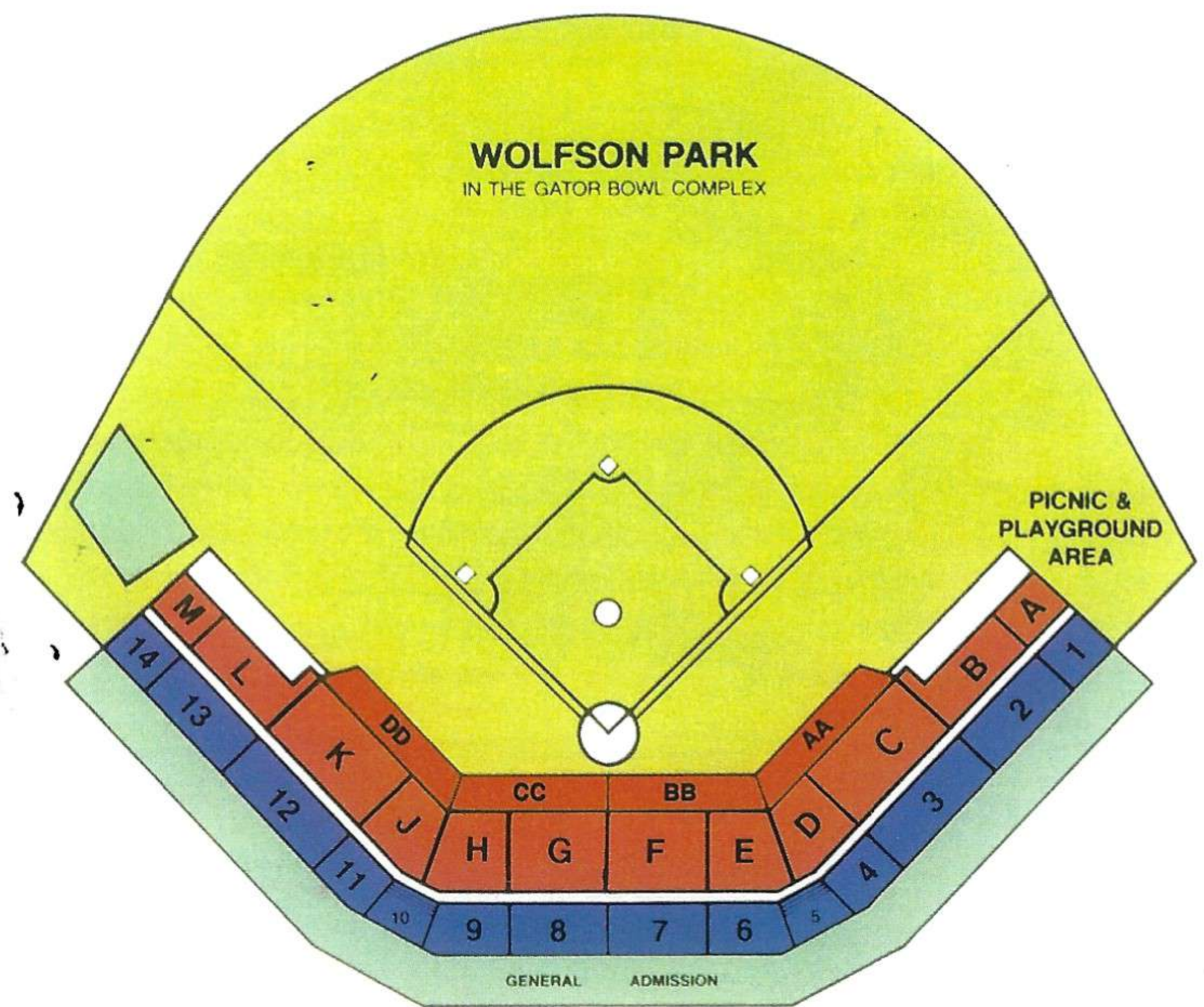
# SEASON TICKETS

The easiest and most economical way to be a part of the exciting action of Suns baseball is to be a season ticket holder. You'll be assured the same great seat of your choice for all Suns home games, plus **save more than 50% off** the cost of single game tickets. In the Double-A Southern League, the finest Minor League in the land, you will be seeing some future and/or former Major League stars in practically every game. Treat yourself, your family, friends, business clients or employees to the **best entertainment value** in North Florida, while showing your support of the oldest professional sports franchise in the community!

Season Ticket Holder Benefits Include:

- **Free parking pass** good for all home games in the preferred lot nearest the ball park.
- **Right of first refusal** for your seat for any playoffs or Major League exhibition games at Wolfson Park.
- **No waiting in line for tickets** on big nights. You'll have your tickets for all home games before the season starts.
- Your name, or company name will be **listed in 40,000 programs** for the season.
- The option to purchase a **nameplate for the back of your seat** at a nominal charge (\$5.00 per seat).
- A season ticket not used for its specified game is good for general admission to most regular season games. Therefore, even if you cannot attend some games, there is **never a wasted ticket**.
- Invitation to a "Meet the Suns Party" prior to the season and the **Christmas Party at the Ballpark**, as our way of saying "THANK YOU"!

Save money by purchasing your season tickets now. There is a **\$25.00 discount per seat** if paid in full by January 31st.



## SEASON TICKET PLANS

■ Field & Lower Level Box Seats . . . . .	\$225.00
■ Upper Level Box Seats . . . . .	\$200.00
■ General Admission . . . . .	\$175.00
Weekender (all Friday, Saturday & Sunday) . . . . .	\$150.00

(Section G Lower, Section 8 Upper & General Admission through row 10 are Family Sections. No smoking or alcoholic beverages allowed in these sections.)

# SUNS ON RADIO

Radio broadcasts are the only marketing opportunity that allow advertisers to reach potential customers during **every Suns game**. The entire schedule from April into September will be broadcast live in the greater Jacksonville radio market. Also, concourse speakers carry home games throughout Wolfson Park. Your message is being heard every day throughout the five-month season, providing tremendous continuity and repetition.

In-game packages with two or more 30-second commercials, one or more 60-second commercials and live "drop-ins" are available. All radio advertising packages include opening and closing "billboards" every broadcast, a special

listing in the souvenir program and **free commercial production**. Plus, if the Suns make it to the playoffs your commercials will air during these games at no extra charge!

**Exclusive Feature Packages** available include: Pre-Game Show, Post-Game Show, Scoreboard Inning, Pitching Change, Homerun Jackpot and the Trivia Quiz. These features are designed to stimulate fan interest and provide the advertiser maximum exposure.

*Flagship station, network affiliates and rates not available at press time. Contact your Suns Representative today for further information.*

# PRE-GAME PARTIES

Looking for a great way to entertain customers or reward employees? Or maybe just a fun change of pace for your monthly group function? A pre-game party with your company, church, civic club, squadron or group of friends is a great way to warm up for the big game. Our spacious picnic area has a playground, restroom facilities, plenty of picnic tables and a separate concession stand with serving lines to **accommodate groups from 50 to 500** people. Best of all, it is conveniently located alongside rightfield where your group will be on top of all the pre-game activity on the field such as batting practice, infield drills and the pitchers warm up tosses. Parties start as early as one hour before game time and last until game time. Our concession staff will work with you to create just the right arrangements for your group. The selections provided here are just a starting point. The Suns can **customize a menu** to suit your appetite. Find out why more and more companies are rewarding customers and employees with a night at the ballpark!

All Pre-Game Parties and dates are subject to availability. Please call to schedule your party at least **two weeks in advance** of your desired date, earlier if possible. Exclusive use of picnic area is not always a possibility with smaller groups.



## GROUPS OF 50-200 ONE HOUR OF "ALL YOU CAN EAT"

Includes hot dogs, charcoal grilled hamburgers, popcorn, soft drinks and cold beer\*

With Grandstand Reserve or Box Seating – \$9.95 per person

With General Admission Ticket – \$8.95 per person

\*For parties without beer, subtract \$1.50 per person

## GROUPS OF 201-500 EVERY PERSON RECEIVES:

Two sandwich coupons\*\*

Two beverage coupons redeemable for beer or soft drinks

One ice cream coupon

With Grandstand Reserve Seating – \$7.95 per person

With General Admission Ticket – \$6.95 per person

\*\*All coupons must be redeemed during your party only.



## SKYBOX RENTALS

What better way to enjoy a game than from one of our luxury VIP Skyboxes high atop beautiful Wolfson Park? Our exclusive fully enclosed skyboxes provide a unique, intimate setting for that special group of people that you are entertaining. The skyboxes have **complimentary food and beverages** from our delicious assortment of ballpark specialties, plus hostess service. Relax in **air-conditioned comfort** in the best seats in the house!

10 - Seat Skybox – Thirdbase Side . . . . . \$200.00

20 - Seat Skybox – Firstbase Side . . . . . \$400.00

## JACKSONVILLE SUNS

Member of Double-A Southern League since 1970

Affiliated with Detroit Tigers

Mailing Address:

P.O. Box 4756

Jacksonville, Florida 32201

Shipping Address:

Wolfson Park

1201 East Duval Street

Jacksonville, Florida 32202

(904) 358-2846 FAX (904) 358-2845

*Background information and audience demographics available upon request.*