

SUSSEX COUNTY MINERS PARTNERSHIP GUIDE

BECOME A PROUD PARTNER OF THE MINERS.
TEAM UP WITH US AND STRENGTHEN YOUR
BRAND WITH EXPOSURE TO THOUSANDS OF
FANS AND THE COMMUNITY.



THE SUSSEX COUNTY MINERS



MINERS SNAPSHOT

Founding Date: 2015

Website: SussexCountyMiners.com

Ballpark: Skylands Stadium

Address: 94 Championship Place
Augusta, New Jersey 07822

Seating Capacity: 4,200

Season Length: 100 games (±50 at home)

League: Canadian American Association of
Professional Baseball (Can-Am League)

Affiliation: None (professional independent minor
league baseball team)

Colors: Black and gold

Mascot: Herbie the Miner

The **Sussex County Miners** are New Jersey's newest professional baseball team and proud members of the **Can-Am League**. The Miners play their home games at **Skylands Stadium** in beautiful Sussex County. More than 147,000 fans have attended Miners baseball games since its inception in 2015.

- Fun and affordable family entertainment
- Attendance increased more than 58% from 2015 (fourth best attendance in the league)
- Average over 73,000 fans per season; over 1,800 fans per game
- Thousands more have watched and listened on CanAmLeague.tv and the Miners Radio Network
- Players and coaches include former Major Leaguers, affiliated minor leaguers, international players, as well as up-and-coming rookies
- The Miners are active in the community and have helped to raise thousands of dollars for local charities
- Team mascot Herbie the Miner and the Miners Street Team enhance the fan experience



THE COMPANY STORE



CEREMONIAL POST-GAME GLOBE LIGHTING



PARTNERSHIP OPPORTUNITIES



HERBIE THE MINER AND THE MINERS TRUCK



YOUTH BASEBALL CAMPS



IN-GAME PROMOTIONS WITH THE MINERS STREET TEAM



THE ALL-NEW SKYLANDS STADIUM



STADIUM SNAPSHOT

Address: 94 Championship Place
Augusta, New Jersey 07822

Website: SkylandsStadium.com

Location: Nestled in the heart of beautiful Sussex County, Skylands Stadium is conveniently located within a one-hour driving radius of many New Jersey, New York, and Pennsylvania towns

Amenities: Baseball stadium, luxury suites, convention center, restaurant, caterer, party deck, store, pavilion, play and party area, parking lot

Honors: 2016 Sussex County Chamber of Commerce Tourism Award



The award-winning **Skylands Stadium** has baseball and more. Besides being the home of the Miners, it is also one of North Jersey's premier sports and entertainment venues. Skylands Stadium is a full-service facility where fans can enjoy exciting baseball games as well as fun year-round events. Our stadium complex also offers versatile rental options for company or family outings.

- 4,200-seat **stadium** with 3 **concessions** stations
- Multi-purpose 17,000-square foot indoor **Event Center** (1,400+ people)
- 5,000-square foot outdoor **Pavilion** (300+ people)
- **Cigar Deck** with VIP seating for up to 100 guests and private wait service
- 10 newly renovated, fully furnished, private air-conditioned **luxury suites** with bars and HDTVs
- **wheelHouse Craft Kitchen + Bar**, an 80-seat American pub-style restaurant and bar
- **The Backyard Place**, a 3-acre play and party area complete with the Miners Express train, Gemstone Mining Sluice, bounce house, and carnival games (2,000+ people)
- The **Company Store**, a shop stocked with official Miners team gear and merchandise
- On-site catering by **Krave Events**, one of New Jersey's top caterers
- Spacious 20-acre **parking lot** suitable for outdoor events such as car shows and festivals



FROZEN IN ICE



CHRISTMAS LIGHT SHOW



CORPORATE EVENTS



FESTIVALS AND PARTIES



THE BACKYARD PLACE PLAY AND PARTY ZONE



WHEELHOUSE CRAFT KITCHEN + BAR





IN 2016, THE SUSSEX COUNTY MINERS SET A SINGLE-SEASON ATTENDANCE MARK OF 90,237 FANS, AN INCREASE OF MORE THAN 58% FROM THE PREVIOUS YEAR.

WHY ADVERTISE WITH THE MINERS?

FOLLOWERS ARE ON THE RISE

2016 REGULAR SEASON ATTENDANCE

90,237

SUSSEX COUNTY MINERS RECORD

2016 SEASON HOME FINALE

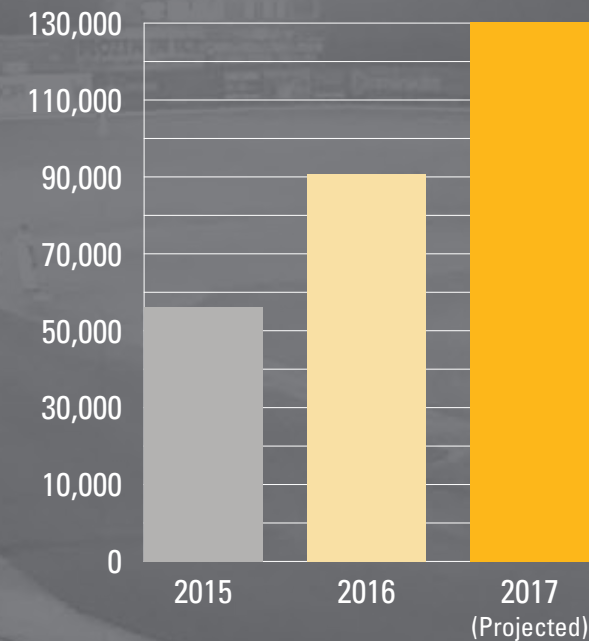
4,727

HIGHEST SINGLE-GAME
ATTENDANCE IN MINERS HISTORY

+58%

INCREASE IN TOTAL
ATTENDANCE OVER 2015

ANNUAL ATTENDANCE



STRENGTHEN YOUR BRAND WITH EXPOSURE TO THOUSANDS OF FANS

Be a "Proud Partner of the Sussex County Miners"

- As a sponsor, you become a valuable member of our team
- Form a unique marketing partnership to help you stand out
- Increase brand awareness through fans at the games and online
- Reach local businesses and family decision makers, and show your community involvement
- Receive additional exposure through year-round stadium events
- Advertising options include prominent signage, memorable between-inning promotions, and other customizable marketing campaigns

6,405

FACEBOOK LIKES



+35%

1,244

TWITTER FOLLOWERS



+39%

1,511

INSTAGRAM FOLLOWERS



+50%

4,654

EMAIL SUBSCRIBERS



+308%

146,623

WEB PAGE VISITS



+5%

THE MINERS ADVANTAGE

- Partnership programs customized to meet your business goals
- In-house marketing department
- In-house graphic design and video department
- Strong online presence via website and social media channels
- Live **Miners Radio Network** game broadcasts
- **CanAmLeague.tv** live streaming of every game

MINERS ADVERTISING CAN BE COMBINED WITH **SKYLANDS STADIUM** CAMPAIGNS FOR EVEN GREATER REACH:

9,237 FACEBOOK LIKES • **182** TWITTER FOLLOWERS • **849** INSTAGRAM FOLLOWERS • **8,495** EMAIL SUBSCRIBERS

Online and social media statistics as of December 31, 2016. Percentages as compared with 2015 figures.

SCMINERS.COM

PROMOTION NIGHTS AND CUSTOM EVENTS

In-park promotions give your brand great exposure and builds fan engagement during Miners games and Skylands Stadium events. Help drive traffic to your business by sponsoring one of these events or let us help you create a custom night to promote your company, group, or cause.



STAR WARS NIGHT
The Force is with fans on Star Wars Night. We pay tribute to the epic film series with themed giveaways, costumed characters, videos, music, games, and more.



MEDIEVAL TIMES NIGHT
A truly unique event at Skylands Stadium complete with kings, princesses, knights, and grand sword fights. Root for the Black and Gold Knight to defend our “castle”!



MILITARY APPRECIATION AND HOMETOWN HEROES NIGHTS
Military personnel and first responders and are honored with their own dedicated games, special ceremonies, vehicle displays, and more.



FIREWORKS NIGHTS
Fireworks nights are often the best-selling games on the Miners’ schedule. These popular events are fan favorites and draw thousands.



DAILY SPECIALS
Fans are treated to great daily specials, including family fun days, kids go free, giveaways, 2-for-1 food and beverages, fireworks nights, and more.



CAMP DAYS
Camps and schools own the day at Skylands Stadium. Large groups receive special recognition, visits from Herbie the Miner, and discounted rates.



BARK IN THE PARK
Bring your favorite canine to the ballpark to enjoy a game. Example: Bark in the Park presented by Newton Veterinary Hospital.



CUSTOM EVENTS
Create a custom event that uniquely sells your product or service. Examples: Riviera Maya Night (above), Highlands State Bank Koozie Night, and Paint the Park Purple.

SPONSORSHIP OPPORTUNITIES

One of the best ways to get your name in front of Miners fans is to become an official sponsor. Let us help develop a customized partnership package for you. Receive thousands of impressions at games and beyond by bundling your baseball advertising with other stadium events such as the Christmas Light Show.



NAMING RIGHTS
Naming rights to the stadium, Event Center, Pavilion, Cigar Deck, or The Backyard Place are available.



PRESENTING SPONSOR
Presenting sponsorships are available for the entire baseball season, individual games, or special events. Example: State Fair Seasons Presents 2016 Miners Season.



ON-FIELD PROMOTIONS
A fun and entertaining way to advertise, on-field promotions take place in between innings at every home game and include a PA announcement.



FIREWORKS SPONSOR
A fireworks show sponsorship can put your brand in front of thousands of fans. Example: Independence Day Fireworks presented by Toyota World of Newton.



APPAREL SPONSOR
Your company’s logo patch will be sewn onto the sleeve of Miners jerseys and/or embroidered onto staff apparel, including that of the Miners Street Team.



SUITE SPONSOR
Season-long lessees will have their company name displayed prominently on their suite door.



GIVEAWAY ITEMS
Giveaways can be branded with your company’s logo and distributed on special game nights (e.g., T-shirts, rally towels, caps, bats, magnet schedules, frisbees, keychains, etc.).



MORE OPTIONS
Sponsor activities and programs such as between-inning giveaways, the Miners photo booth (pictured), sweepstakes packages, baseball camps, and more.

SIGNAGE

See next page for sign descriptions

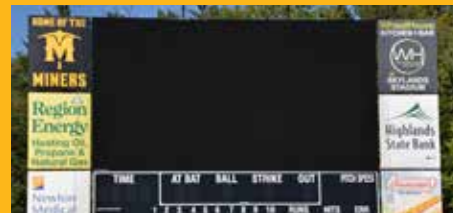


SCMINERS.COM

1 VIDEO BOARD



2 SCOREBOARD PANELS



3 OUTFIELD BILLBOARDS



4 PRESENTING SPONSOR



5 DUGOUT ROOFS



6 ON-DECK CIRCLES



7 FIELD LEVEL



8 CUP HOLDERS



9 CIGAR DECK SPONSOR



11 SUITE SPONSORS



10 PAVILION SPONSOR



BALLPARK SIGNAGE

Ballpark signage is prime real estate at Skylands Stadium. It is one of the most popular and effective methods of ballpark advertising. Our signage options offer repetitive exposure to a three-hour captive audience and can help increase awareness of your business or cause. Drive them from our location to yours! Signs remain up for the duration of the baseball season (May–September) and multi-year leases are available at a locked-in price. (See previous spread for photographs.)

1 VIDEO BOARD

Our 45-foot state-of-the-art Daktronics digital video board is the focal point of the ballpark. At each home game, this highly visible video board is used to display promotional spots, introduce players, and show replays and between-inning activities with fans.

2 SCOREBOARD PANELS

These 10' x 8' vinyl panels border the video board. Package includes multiple PA announcements and video board ads.

3 OUTFIELD BILLBOARDS

Keep your brand visible throughout all home games with an 8' x 30' or 8' x 60' vinyl sign mounted onto our multi-tiered outfield wall. Package includes multiple PA announcements and video board ads.

4 PRESENTING SPONSOR

We offer an incredible advertising opportunity in which your company receives branding exposure throughout our entire season. The presenting sponsor package

includes: 1) an 8' x 120' outfield sign, 2) season-long website, social media, and press impressions, and 3) multiple PA announcements and video board ads.

5 DUGOUT ROOFS

A pair of 4.5' x 55' vinyl signs mounted on the home and visitor dugout roofs.

6 ON-DECK CIRCLES

Your artwork is imprinted onto 6' diameter Dura-Pad mats.

7 FIELD LEVEL

2.5' x 35' vinyl signs mounted on the first or third base sides of the field.

8 CUP HOLDERS

2" x 4" vinyl stickers affixed to all field level seat cup holders.

9 CIGAR DECK SPONSOR

Located on the first base side, the Cigar Deck offers private VIP seating with great views of the field. Private wait service is provided by the stadium's restaurant, wheelHouse Kitchen + Bar.

10 PAVILION SPONSOR

Tie your company name to the Pavilion which is used at every home game and many stadium events throughout the year. Located on the first base side adjacent the Miners bullpen.

11 SUITE SPONSORS

Name an individual suite after your company.

12 CORRIDOR

4' x 12' vinyl signs suspended from the corridor rafters. Located in the highest traffic areas of the stadium, fans will see these signs as they travel to and from their seats.

13 CONCOURSE

3' x 5', 4' x 6', or 5' x 8' vinyl signs mounted onto the concourse walls, strategically placed near points of interest in the stadium. These signs are visible all year round as guests walk around the concourse.

14 MINERS EXPRESS TRAIN

1' x 4' dual-sided signs mounted on the Miners Express. Train rides

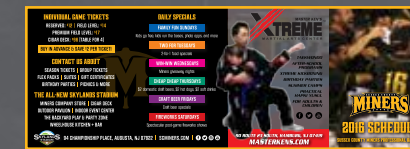
around The Backyard Place help to increase ad exposure.

15 OTHER OPTIONS

Digital entrance display, restroom vanity wall, concessions, and more



Encourage fans to visit your business by placing your advertisements on Miners print pieces, radio, and online media. You have the potential to reach thousands through our various marketing channels.



POCKET SCHEDULE

Ads are featured prominently on these fold-out schedules with a 75,000+ circulation.



ONLINE MARKETING

Reach thousands with ads on the Miners website, social media, email blasts, and newsletters.



MARKETING TABLES

Set up a marketing table on our concourse to educate fans about your products and/or services.



POCKET SCHEDULE HOLDER

2.75" x 3.5" schedule holder contains multiple ad panels and is distributed to local businesses.



SOCIAL MEDIA

Sponsors can benefit from tags and mentions on our highly active social media platforms.



PLAYER APPEARANCES

Miners players and coaches are available for special appearances and autograph signings.



PROGRAM WITH SCORECARD

5.5" x 8.5" program with scorecard is handed out to fans at every home game.



RADIO COMMERCIALS

15- or 30-second commercials during the Miners Radio Network game broadcasts are available.



MASCOT APPEARANCES

Book our lovable mascot, Herbie the Miner, to add fun to your community or corporate event.



TICKET BACKS

Ads or coupons on the backs of tickets can help drive traffic to your business.



VIDEO BOARD COMMERCIALS

30-second commercials on our giant digital video board can be purchased in multi-game packages.



STREET TEAM APPEARANCES

The Miners Street Team can inject energy and excitement into your event or cause.

SPECIAL EVENTS AND RENTALS

Skylands Stadium is a year-round, full-service special events venue. Our versatile facility can host many types of events large and small. We have the capacity, capabilities, and expansive parking to suit the needs of groups from 5 to 5,000. Our dedicated staff will go the extra mile to help make your event fun and memorable.



CORPORATE FUNCTIONS

Skylands Stadium is an ideal location for corporate outings such as team-building sessions, board meetings, breakout meetings, seminars, retreats, and workshops.



CONFERENCES & CONVENTIONS

The multi-level indoor Event Center and spacious parking lot makes Skylands Stadium a great option for conferences and conventions.



TRADESHOWS & EXPOSITIONS

Our 17,000-square foot indoor Event Center is perfect for tradeshow and expos. The parking lot can also be utilized to display larger items such as cars, trucks, boats, and RVs.



FUNDRAISING & CHARITY EVENTS

Fundraisers can be hosted indoors at the Event Center; charity races and bike runs can be held outdoors on the parking lot and stadium grounds.



CONCERTS & FESTIVALS

Skylands Stadium is a great place for entertainment events. Music concerts and festivals can be held outdoors on the field or The Backyard Place, or indoors in the Event Center.



SPORTING EVENTS

Skylands Stadium is available for rental to schools, companies, little leagues, and professional teams. Our field can accommodate sports such as baseball, football, and soccer.



BIRTHDAY PARTIES & WEDDINGS

Make your event special with a unique party at the stadium. Packages can be customized to meet your budget. A Herbie the Miner appearance will add great fun to your event.



PICNICS, REUNIONS & MORE

Flexible rental options are available for functions large and small, including family and company picnics, social gatherings, job fairs, garage sales, markets, and more.

OUR PARTNERS

We collaborate with our partners to develop customized business solutions that build their brand while enhancing the fan experience at Skylands Stadium. Contact us today to learn how you can become an important member of our team. Below is a partial list of our past and present sponsors.



SUSSEX COUNTY MINERS

PROFESSIONAL BASEBALL

SKYLANDS STADIUM
94 CHAMPIONSHIP PLACE
AUGUSTA, NJ 07822

PHONE: 973.383.7644

FAX: 973.383.7522

EMAIL: CONTACT@SCMINERS.COM

SUSSEXCOUNTYMINERS.COM



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Gordon Forsyth, Jake West, and Advertiser News South