



# MARKETING OPPORTUNITIES 2024



**Advertising For Area Lodging, Restaurants, Attractions & More**



# PROMOTE YOUR BRAND TO OUR GUESTS

## WHY PROMOTE YOUR COMPANY AT BALLPARKS NATIONAL?

- Youth Baseball and Softball Complex specializing in games for all age baseball and softball players.
- Open for play March – November
- Approximately 200 days per year of games at the facility
- Market to thousands of families from all over the Midwest who will use the Lake of the Ozarks for hotels, restaurants, marinas, golf, entertainment, and more!
- Numerous methods of distribution
  - *Park signage*
  - *Digital distribution to coaches and families*
  - *Booths and handout opportunities*
  - *Product sampling*
  - *Couponing and more!*
- Shoulder season sports increasing reach to football, soccer, and lacrosse teams
- Youth Sports are a \$5 billion dollar business in the United States (Forbes)
- 11.5 million children participate in youth baseball annually (Wall Street Journal)
- In the St. Louis market alone, 2,400 teams participating annually in the 8-14 year old age range (over 28,500 families!)
- An average American family pays \$4,000 annually for a child to play select baseball, for training, equipment, league and tournament fees, travel, etc. (CNN)





# GROWING YOUR BRAND RECOGNITION



## Advertising Packages

- Full-Color, Large Format Signage on All Fields
- Exclusive Category Sponsorships:  
*"The Official XYZ of Ballparks National"*
- Sponsorships of Facility
  - Field Sponsors
  - Scoreboard Sponsor
  - Clubhouse Sponsor
  - Deck Bar Sponsor
  - Tournament Sponsors
  - Foul Pole Sponsors
  - Batting Cage Sponsors
  - Bounce House Sponsors
  - And MORE...

## Facility Summary

- Self-contained, all-turf, age-specific fields (8) so the kids can hit home runs
- Custom seating and sight lines for patrons
- Safest park in the country: no setting sun in the batter's eyes, fields spaced out so no erred foul balls, and no crossing parking lots to get from one field to another
- Pro Shop, outdoor deck bar, & restaurant-quality food and drinks
- State of the art LED field lighting





# PLAYING WHERE THEY WANT TO VACATION VACATIONING WHERE YOU WANT TO PLAY

**101 Baseball & Softball Tournaments**  
 2,452 Teams Have Played Here  
 2,452 Teams = Approx. 29,500 Athletes  
 29,500 Athletes = Approx. 73,000 Fans  
 Estimated Total = **103,000 Guests**

## Notable Numbers & Facts

- Teams from 19 Different States
- 5,137 Games Played
- Only 10 Games Total Lost to Lightning
- ZERO Games Lost to Rain
- ZERO Washed-Out Events

## Not Just Travel Baseball & Softball

- We Have Also Hosted Macks Creek High School Games, Area College Softball Games, Local Youth & Adult Leagues, Slowpitch Softball Events, Training Camps & Clinics, & Special Community Events



**Advertise With BPN - Jeff Vernetti, GM - [jeff@ballparksnational.com](mailto:jeff@ballparksnational.com)**



# ADVERTISING PACKAGES



## Hall of Famer Package

**Key Amenity Naming Rights & Signage**

*Examples: Bar, Batting Cage, Plaza*

8'X4' Outfield Signage (all fields)

7.5' X 1.5' Backstop Signage (all fields)

Logo w/ Link on BPN Homepage

Website Listing

Email Marketing Placement

Social Media Mentions

Tournament Sponsorship (2)

Event Handouts & Giveaways Opportunities

Cost: \$15,000 annually

## MVP Package

**Field Naming Rights & Signage**

8'X4' Outfield Signage (all fields)

7.5' X 1.5' Backstop Signage (your field)

Premier Website Listing

Email Marketing Placement

Social Media Mentions

Tournament Sponsorship (1)

Cost: \$10,000 annually

## All-Star Package

8'X4' Outfield Signage (all fields)

Website Listing

Cost: \$5,000 annually

## Starter Package

4'X4' Outfield Signage (all fields)

Website Listing

Cost: \$2,500 annually

*Any packages can billed monthly, quarterly, annually, etc.*

## Special Add-On Sponsorship Opportunities

Foul Poles - \$5,000 annually

Speed Pitch Trailer - \$5,000 annually

Playground/Bouncehouses - \$5,000 annually

Backstop Signage - \$500/field

Tournament - \$1,000/event

Handout Opportunity - \$500/event

# LODGING PARTNERSHIPS

## ***NO REBATING OR BILLING TO THE HOTEL BASED ON GUEST RESERVATIONS***

### **Platinum Partner (limited to 3 companies)**

Signage behind backstop (all fields)

8'X4' Outfield Signage (all fields)

Top of Lodging Page Listing with Logo and 6-10 Photo Slideshow

Large banner on all play.ballparksnational.com event detail pages

No rebating or billing to the hotel based on guest reservations

BPN would consider some in-kind dollar for dollar trade for comp rooms

Cost to Partner: Annual fee of \$10,000 (billed monthly, quarterly, or yearly)

### **Gold Partner (limited to 5 companies)**

Signage behind backstop (1 field)

4'X4' Outfield Signage (all fields)

Top of Lodging Page Listing with Logo and 3-5 Photo Slideshow

Small banner on all play.ballparksnational.com event detail pages

No rebating or billing to the hotel based on guest reservations

BPN would consider some in-kind dollar for dollar trade for comp rooms.

Cost to Partner: Annual fee of \$5,000 (billed monthly, quarterly, or yearly)

### **Silver Partner (limited to 8 companies)**

Signage behind backstop (1 field)

4'X4' Outfield Signage (all fields)

Middle of Lodging Page Listing with Logo and Property Photo

Small banner on 4 play.ballparksnational.com event detail pages

No rebating or billing to the hotel based on guest reservations

BPN would consider some in-kind dollar for dollar trade for comp rooms.

Cost to Partner: Annual fee of \$2,500 (billed monthly, quarterly, or yearly)

### **Bronze Partner (limited to 10 companies)**

Field Signage Not Included

Lodging Page Listing with Logo

Large banner on a play.ballparksnational.com event detail page

No rebating or billing to the hotel based on guest reservations

BPN would consider some in-kind dollar for dollar trade for comp rooms.

Cost to Partner: Annual fee of \$1,250 (billed quarterly or yearly)