



WE'RE BRINGING THE SIZZLE BACK TO KANSAS CITY

# THE KANSAS CITY T-BONES

SIZZLING SPONSORSHIP  
OPPORTUNITIES

# NEW OWNERSHIP & EXPERIENCED LEADERSHIP



Long-time Kansas City businessman and philanthropist Mark Brandmeyer has purchased the T-Bones Baseball organization and taken responsibility for stadium management. Mark has assembled an all-star team of seasoned baseball, marketing, and operations executives to take the T-Bones and the ballpark to an exciting new level.

**"We are dedicated  
to promoting a safe, fun,  
family-friendly and exciting  
atmosphere that allows our  
fans to create  
life-long memories."**

**— Mark Brandmeyer, Team Owner**





**"Our residents are excited to begin a new era of T-Bones baseball in our community! I have been impressed by the vision of the new ownership for their baseball team and for the stadium itself, a vision of new cultural and entertainment attractions. We look forward to enjoying all that the T-Bones have to offer throughout the year, and for many years!"**

*— David Alvey, Mayor, Kansas City, KS  
Mayor/CEO, Unified Government of  
Wyandotte County/Kansas City, KS*

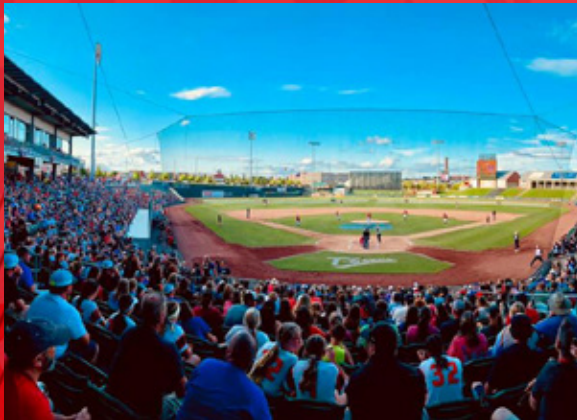
# THE T-BONES ARE ON A MISSION

In addition to proudly serving as stewards of the Kansas City T-Bones Baseball Club, we are dedicated to creating opportunities for area youth to live happier, healthier and more successful lives by participating in sports.





# NEW AND IMPROVED AND BONE-A-FIDE FUN!



## MAJOR STADIUM IMPROVEMENTS

COMPLETE REFRESH  
OF STADIUM  
REMODELED SUITES  
NEW PREMIUM  
GROUP SEATING AREAS



## ENHANCED FAN ENGAGEMENT

New fan areas are being created  
to enhance the overall guest  
experience including:

CRAFT BEER GARDEN  
WELCOME PLAZA ENTRANCE  
THE BONEYARD



## YEAR-ROUND ENTERTAINMENT

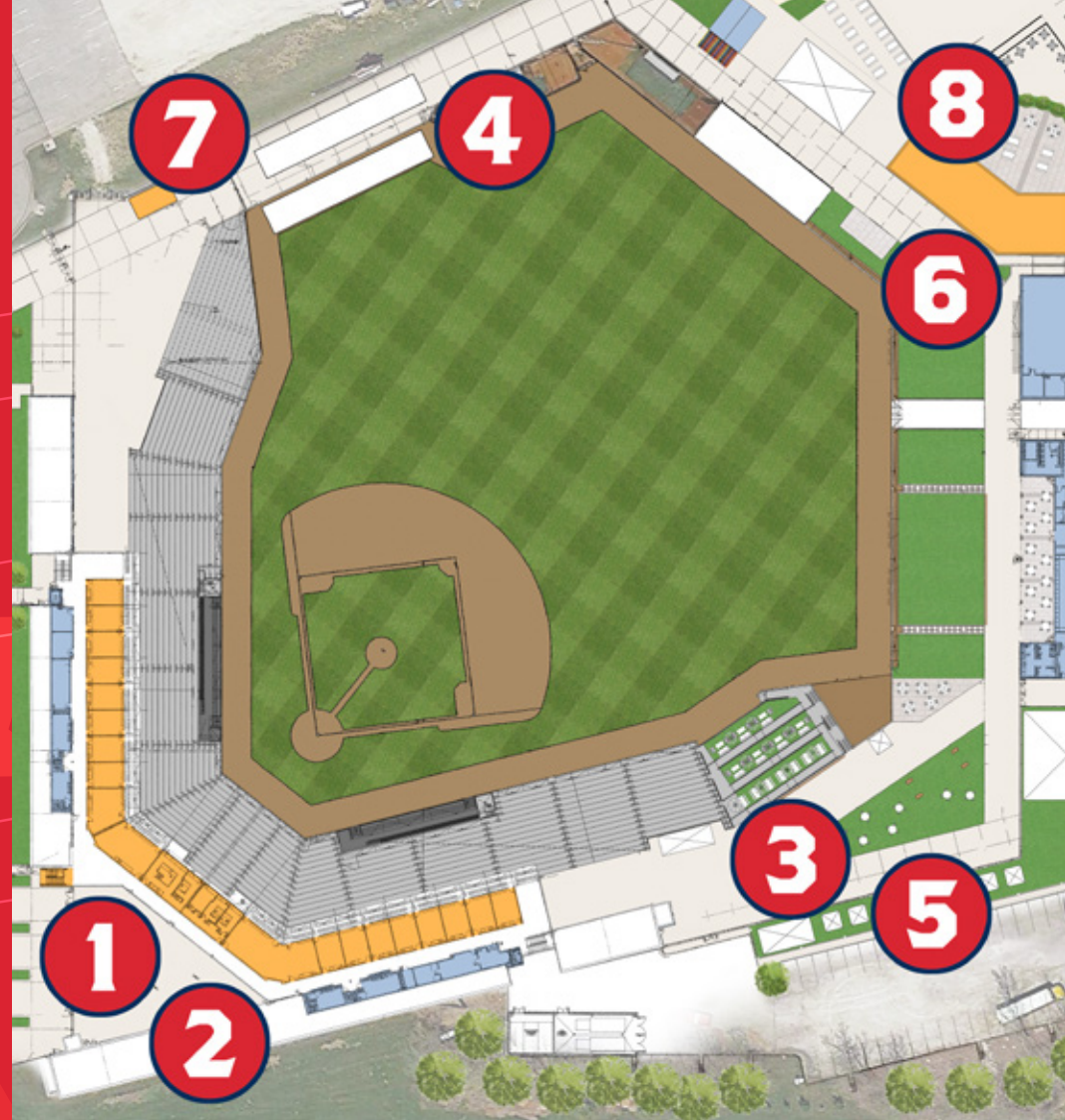
FESTIVALS  
CONCERTS  
CHARITY EVENTS  
HOLIDAY POP-UP SUITES



# WE'RE GIVING HUNGRY FANS SOMETHING TO CHEER ABOUT

One look at our Ballpark Site Plan and you'll see everything is built around an unmatched fan experience filled with mouthwatering food and beverages.

Introducing a truly innovative and proprietary food and drink experience for our fans, featuring flavors curated from local chefs, restaurants and bars, along with popular area food trucks.



## NEW EXCITING FAN ZONES & ATTRACTIONS

1. Welcome Plaza Entrance
2. The Meat Locker
3. Craft Beer Garden
4. The Boneyard
5. Food Truck Weekends
6. Bourbon & Cigar Deck
7. Tailgate Tent
8. Future Pickleball & Outdoor Game Yard

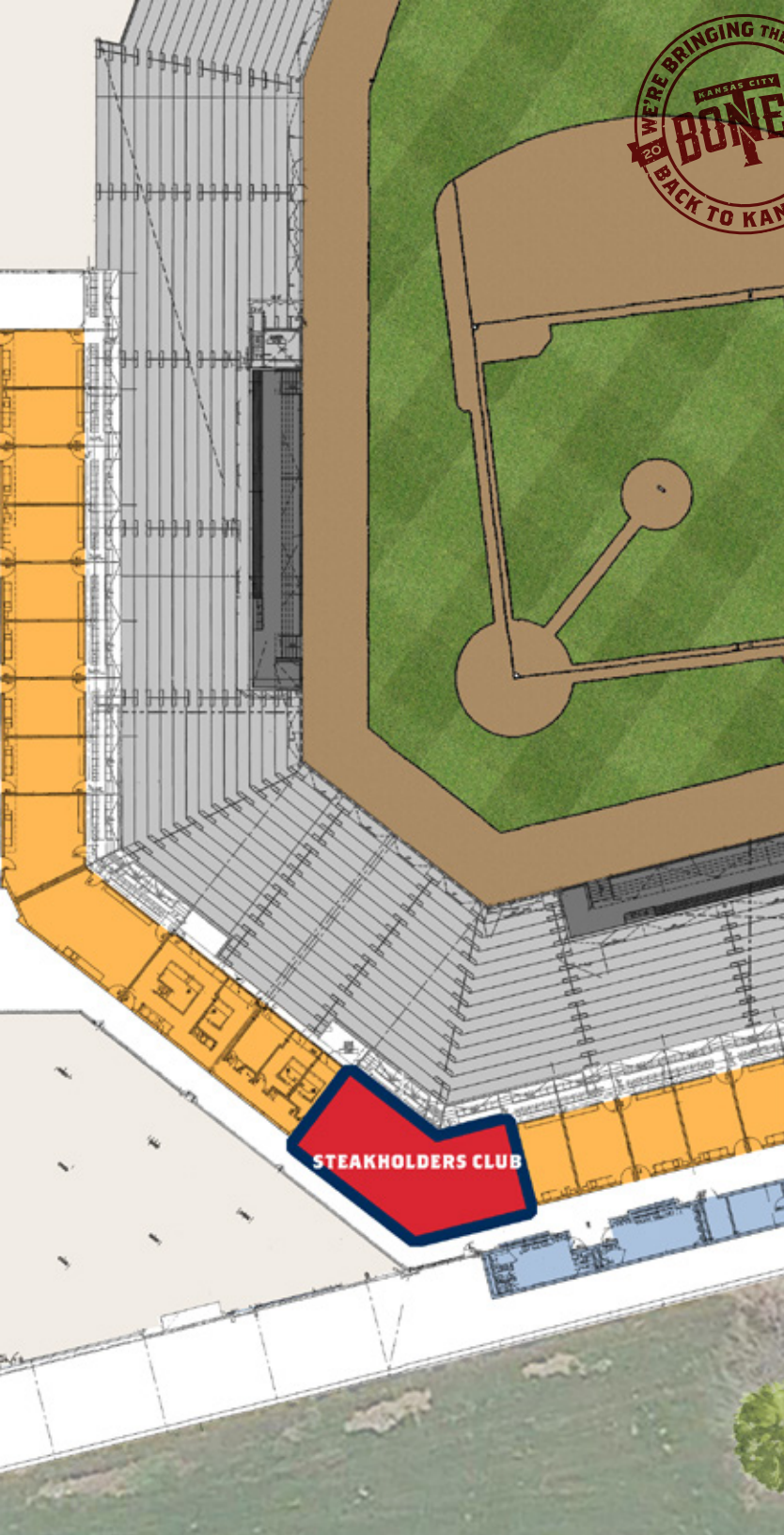




# OUR BALLPARK IS PACKED WITH TERRIFIC, NEW HOME FIELD ADVANTAGES

## UPGRADED SUITES AND STEAKHOLDERS CLUB

- › Suites enhanced with all new décor, luxury furniture, outdoor padded seats, large HD TV monitors.
- › New Steakholders Club with large bar and lounge furniture opened for sponsors & premium seat holders.
- › Suites can be opened up to accommodate up to 200 Guests.
- › Total buyout of all suites will accommodate 500 Guests.



# SPONSORSHIP BENEFITS

Invest in a sponsorship. Gain a marketing partner.

## BRAND EXPOSURE

We consistently deliver relevant **exposure** for your brand, virtually unlimited opportunities for meaningful **fan engagement** and a memorable level of **hospitality** to you and your guests.

## FAN ENGAGEMENT

**Our objective is simple:** Make sure our sponsors can build long-term loyalty with our fans, and our other business partners.

## HOSPITALITY

- › Studies have shown that consumers are more apt to purchase from businesses associated with a local sports franchise.
- › The T-Bones will customize a sponsorship package to meet the specific goals and budget for your business.
- › Your sponsorship package will include measurement criteria to help determine your return on investment.



# SPONSORSHIP BENEFITS

## ***BRAND EXPOSURE***

- › Naming Rights Opportunities
- › 810 Radio Station Exposure
- › Ballpark Signage
- › PA Announcements
- › Website
- › Traditional, Digital & Social Media
- › Team Program & Ticket Backs



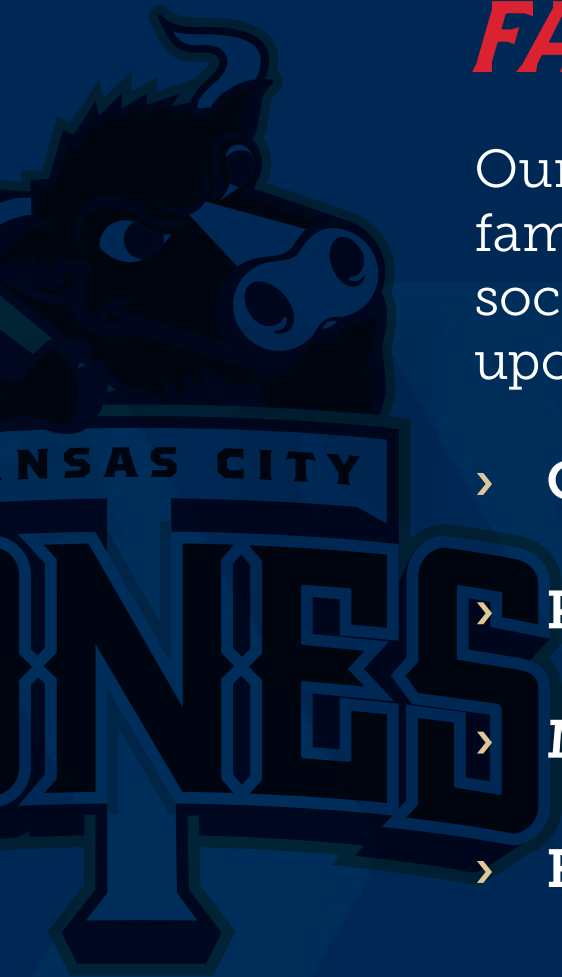


# SPONSORSHIP BENEFITS

## *FAN ENGAGEMENT*

Our ballpark offers a first-class, fan-first setting for families, friends and business associates to relax, converse, socialize and have a great time! Our success is solely based upon the quality of the fan experience.

- › On-Field Promos
- › Product Giveaways
- › Marketing Tables
- › Fan Contests
- › Sponsor Promotions
- › Team Program & Ticket Backs

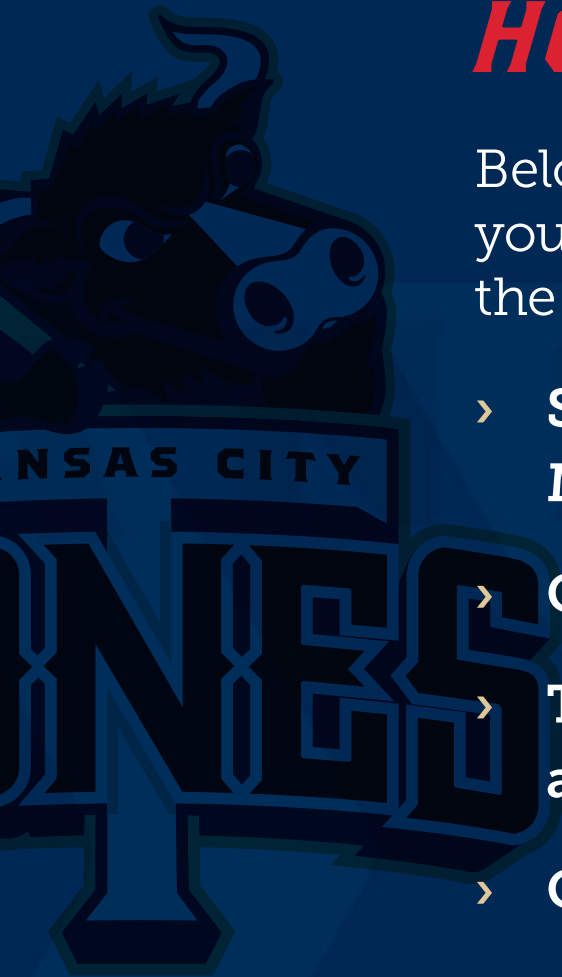


# SPONSORSHIP BENEFITS

## *HOSPITALITY*

Below are just a few examples of the possible deliverables you will receive as a highly-valued marketing partner with the T-Bones baseball organization.

- › **Steakholders Club Membership**
- › **Concourse Suite Nights**
- › **Ticket Vouchers for Staff and Clients**
- › **Corporate Suite Nights**
- › **The Boneyard**
- › **Party Terrace Couch**
- › **Game Tickets**
- › **Stadium Club Passes**
- › **Sponsor Party**
- › **VIP Suite Passes**
- › **Non-Game Opportunities**



# WE'RE DRIVING TRAFFIC TO OUR BALLPARK – AND TO OUR SPONSORS



## **SOCIAL MEDIA**

KC T-Bones will produce an engaging event promo video and several static ads (all with a link to the video) throughout the year. Videos and ads will be shared through multiple social media – including Facebook, Twitter, Instagram and Snapchat – and digital channels.



## **DATABASE**

We market directly to our database of over 65,000+ fans – plus provide ads for our sponsors to share with their customer database.



## **PAID ADVERTISING**

We're purchasing targeted digital advertising, banner ads, social media boosts, and geo-targeted ads targeted at specific audiences.



## **PR & MEDIA OUTREACH**

We drive the event message out through our network and reach out to the community (local press) with story ideas, charitable initiatives, special guest interviews.



## **SPORTS RADIO**

We are proud to be partnering with Midwest sports powerhouse Sports Radio 810 WHB.





# WHEN THE SEASON'S OVER, THE FUN GOES ON!

In addition to proudly serving as the 10,000-person capacity home of the T-Bones, the ballpark will host civic, community, nonprofit, corporate and sporting events year-round.

- › Festivals & Concerts
- › Food & Beverage Themed Festivals
- › Motorsports Events
- › Holiday Themed Events
- › Charity Events
- › All Company Picnics
- › Sporting Events
- › Kids Themed Events
- › Races And Rallies
- › Corporate Events
- › Corporate Challenges
- › Charitable Events



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**TBONESBASEBALL.COM  913-328-5618**