



2023 SPRING TRAINING OPPORTUNITIES

Spring Training's Best Ticket!





The real winners this spring.

THE Charro foundation

Since 1961, the Scottsdale Charros have hosted spring training baseball in Scottsdale Stadium. Our partnership with the City of Scottsdale and Major League Baseball has resulted in donations of over \$15 million to hundreds of deserving local charities and public education.



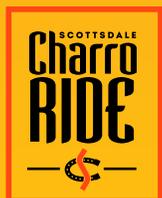
To learn more about our contributions, visit charros.com/giving-back

Formed in 1961, the Scottsdale Charros are an all-volunteer group of business and civic leaders dedicated to providing support and funding for youth programs, educational scholarships and grants to local charities.

With a history of innovative fundraising, the Charros have leveraged spring training baseball as a chief economic driver in Scottsdale. Funds raised through the sale of Charro Lodge passes and stadium advertising are donated back to the community, making the Charros one of the community's largest philanthropic contributors.

Spring training is the premier annual fundraising event for the Charros, we welcome more than 200,000 people during the month of March to Scottsdale Stadium, making it one of the top destinations for spring baseball. When you purchase a Charro Lodge ticket or take advantage of spring training advertising opportunities, you are supporting our schools and our community.

For more information about our programs and charitable efforts, visit charros.com or call (480) 990-2977.



OUR PARTNERS



DEMOGRAPHICS

SPRING TRAINING AT SCOTTSDALE STADIUM



Scottsdale Stadium attracts the most affluent fans in the cactus league.



10,369

AVERAGE ATTENDANCE PER GAME



42

MEDIAN AGE



64/36%

MALE FEMALE



\$115,551

MEDIAN HOUSEHOLD INCOME



**\$200
PER NIGHT**

AVERAGE HOTEL EXPENSE



**5.5
NIGHTS**

AVERAGE VISITOR STAY



\$446 PER DAY
AVERAGE STADIUM PARTY EXPENDITURE

Cactus League Spring Training Baseball has an annual economic impact of \$800M for the State of Arizona.

CHARRO LODGE

TICKET PRICING AND SEATING DIAGRAM



“The Charro Lodge is one of the hottest tickets in all of spring training.” —Kevin Reichard, MLB News

THIS VIP LODGE EXPERIENCE INCLUDES:

- General admission into Scottsdale Stadium and Charro Lodge
- Complimentary drinks, including a wide variety of beers, wines, select spirits, sodas, and water
- Complimentary food includes a variety of snacks, premium ballpark fare, and a featured local restaurant

SEASON TABLE INCLUDES:

- Custom tabletop decal with logo and/or name
- One full page Spring Training Magazine ad for Season Tables of 6
- One half page Spring Training Magazine ad for Season Tables of 4

CHARRO LODGE UPPER CORRAL

- Season Tables of 6 - Front Row \$21,200
- Season Tables of 6 - Middle Row \$18,800
- Season Tables of 6 - Bar Side \$16,800
- Single Game Tables of 4 Coming Soon!

CHARRO LODGE LOWER CORRAL

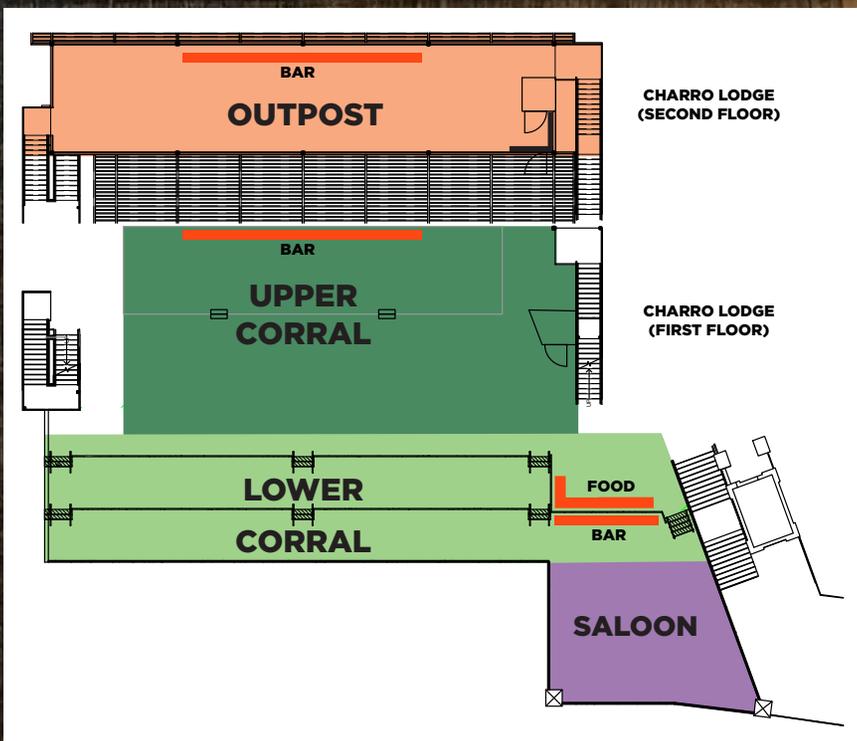
- Season Tables of 4 \$14,400
- Single Game Tables of 4 Coming Soon!

CHARRO LODGE SALOON

- Season Tables of 6 - Front Row \$20,000
- Season Tables of 6 - Back Row \$18,400
- Season Tables of 4 \$13,600
- Single Game Tables of 6 Coming Soon!
- Single Game Tables of 4 Coming Soon!

CHARRO LODGE OUTPOST

- Single Game Groups of 25-100 \$175





Save big and be a big shot at the game.

CHARRO LODGE OUTPOST

- Outpost Branding, Includes Staircase \$35,000
- Large Outfield Banner \$10,000
- Scoreboard Commercial - 15 sec (\$5,000 value)..... Included
- Ceremonial First Pitch (\$7,500 value)..... Included
- Premium Full Page Ad (\$2,500 value)..... Included
- Public Address Announcement (\$2,500 value)..... Included
- Logo and/or Name on Tables..... Included
- Total..... \$45,000**

CHARRO LODGE CORRAL (UPPER AND/OR LOWER)

- Upper Corral Branding, Includes Staircase..... \$25,000
- Lower Corral Branding or Large Outfield Banner \$10,000
- Scoreboard Commercial - 15 sec (\$5,000 value)..... Included
- Ceremonial First Pitch (\$7,500 value)..... Included
- Premium Full Page Ad (\$2,500 value)..... Included
- Public Address Announcement (\$2,500 value)..... Included
- Logo and/or Name on Tables..... Included
- Total (Upper and Lower) \$35,000**

CHARRO LODGE SALOON

- Saloon Branding \$30,000
- Large Lower Lodge Banner \$15,000
- Scoreboard Commercial - 15 sec (\$5,000 value)..... Included
- Ceremonial First Pitch (\$7,500 value)..... Included
- Premium Full Page Ad (\$2,500 value)..... Included
- Public Address Announcement (\$2,500 value)..... Included
- Logo and/or Name on Tables..... Included
- Total..... \$45,000**



Deliver your message to the 200,000+ fans who will visit Scottsdale Stadium this spring training season!

OUTFIELD BANNERS

- 9' x 24' Lower Lodge Banners \$15,000
- 7' x 35' Left Field Banner \$12,000
- 7' x 15' Outfield Banners \$10,000
- 4' x 20' Outfield Wall Decal..... \$8,000
- 3' x 20' Field Line Banners \$4,000

OTHER STADIUM BANNERS

- 3' x 50' Field Tarp Cover..... \$15,000
- 12' x 15' Premium Concourse Banner \$15,000
- 108" x 28" Rotating Sign Behind Home Plate* \$10,000
- 6' x 8' Concourse Wall Decal \$3,500
- 3' x 20' Concourse Banners..... \$3,000
- 3' x 17' Stadium Seating Railing..... \$3,000
- 3' x 6' Portal Banners..... \$2,500
- 3' x 20' Center Field Banners..... \$2,000
- 3' x 20' Scoreboard Pole Wraps \$2,000

All banner and tarp dimensions are approximate

* Rotating Sign Behind Home Plate will be displayed for one half inning per game.



Showcase your local restaurant in the Charro Lodge during spring training.

CHARRO LODGE FOOD SERVICE

Provide 950+ bites of food for one game

INCLUDES:

- Half page ad in Spring Training Magazine
- Digital Still Scoreboard Ad will be displayed between innings at several games
- Promo material distribution within the Charro Lodge
- Signage in the food service area of the Charro Lodge

Our VIP spectator venue is your prime audience of 450-650 baseball fans enjoying an all-inclusive spring training experience. Charro Lodge game days are limited, dates will be first-come, first-served. All food service sponsors must provide proper certification to Sports Service.



SCOREBOARD VIDEO ADVERTISING

- Scoreboard Video Commercial (season) – 15 sec..... \$5,000
- Public Address Announcement (season)..... \$5,000
- Digital Still Ad (season) \$2,500

CONCOURSE BOOTHS

- Concourse Booth (season) \$7,500
- Concourse Booth (per game)..... \$750

ADDITIONAL OPPORTUNITIES

- Charro Lodge Wristband Sponsor \$10,000
- Charro Lodge Beverage Cup Sponsor..... \$7,500
- Daily Lineup Sponsorship \$5,000
- Napkin Sponsor \$5,000
- Sunscreen Sponsor \$5,000
- Lip Balm Sponsor \$5,000
- Charro Lodge Exit Coupon Distribution (season) \$2,500
- Charro Lodge Exit Coupon Distribution (per game)..... \$500