



**ERIE SEAWOLVES 2019
NON-PROFIT FUNDRAISING**



MEET THE SEAWOLVES

- UPMC Park in Erie, Pennsylvania
- Double-A Eastern League
- Detroit Tigers affiliate
- 200+ MLB players
- Current MLB stars
 - Justin Verlander (2011 AL MVP)
 - Curtis Granderson (2016 Clemente Award)
 - Andrew Miller (2016 ALCS MVP)
 - Michael Fulmer (2016 AL Rookie of the Year)

Our mission is to provide high-quality, affordable family fun while representing the values and interests of Minor League Baseball and the Detroit Tigers.



WE ARE FAMILY

Sports Business Journal readers have repeatedly named Minor League Baseball as the most family-friendly game or event.



Which of the following offers the most family-friendly game or event?

1	MiLB	43%
2	MLB	17%
3t	NBA	10%
3t	NHL	10%
5	MLS	9%
6	WNBA	3%
7t	Pro Golf	2%
7t	NASCAR	2%
9t	NFL	1%
9t	Pro Lacrosse	1%
9t	Pro Tennis	1%

Source: 2018 SportsBusiness Journal Readers' Survey

EXPECTED UPMC PARK UPGRADES



2019 Season

- New Playing Surface
- Upgraded LED Video Board Displays

2020 Season and Beyond

- Year-Round Team Store
- Climate-Controlled Stadium Club
- New Stadium Entrance
- Renovated Restrooms
- Upgraded Concession Areas
- Picnic Area & Party Deck Upgrades
- Renovated Suites
- New Oversized Home Plate Suite
- Batting Cage Improvements



FUNDRAISING OPPORTUNITIES

Fundraising Incentive	75-124 Tickets Sold (3 Benefits)	125-199 Tickets Sold (5 Benefits)	200 Tickets Sold (8 Benefits)
Receive \$3 Per Ticket Sold	X	X	
Ceremonial First Pitch	X	X	X
Play Ball Kid	X	X	X
Concourse Table		X	X
50/50 Raffle (50% of proceeds)		X	X
Launch-A-Ball (25% of proceeds)			X
In-Game Community Spotlight			X
Concession Volunteers			200 tickets for first game 50 tickets for each additional game
Receive \$4 Per Ticket Sold			X

75-124 TICKETS SOLD

Receive \$3 back on each ticket sold:

- Organization cost: \$7
- Organization sale price: \$10
- Organization profit: \$3

Ceremonial First Pitch:

- One representative of from your organization will be provided the opportunity to throw out a ceremonial first pitch before the game!

Moe's Southwest Grill Play Ball Kid:

- One to two children (12 & younger) from your organization will be provided the opportunity to call out "Play Ball" from the field as our Moe's Southwest Grill Play Ball Kid. This opportunity is booked on a first come, first serve, basis.

125-199 TICKETS SOLD

Concourse Table with Enter To Win Box:

- Organizations are provided a table in the UPMC Park concourse to promote their cause. Participating non-profits may opt to have an Enter-To-Win box placed on their table to collect fan data for their organization. Prizes may be provided by the organization or you can opt for the SeaWolves to provide a donation (tickets to a future game, prize pack, etc). The SeaWolves will provide entry forms and data entry. Once the data collection has been entered, the SeaWolves will send a copy to the non-profit organization. Organizations may choose to pick the winner and contact them directly or defer to the SeaWolves.

50/50 Raffle:

- Organizations may opt to raise additional funds by selling 50/50 tickets in the ballpark during the game. Organizations will take home 50% of the proceeds, with the other 50% going to that night's winner. The SeaWolves will present the non-profit organization with their proceeds at the end of the night.

Rules and Regulations for 50/50 Raffle: Organizations must be able to provide raffle ticket sellers (3-4) in order to participate. Failure to do so without advance notice (one week prior to game date) will result in the organization's proceeds reduced to 25% from 50%. Organizations are responsible for any additional signage, promotional materials, etc. Organizations may provide a brief copy of their organization's mission or cause to be printed on each 50/50 raffle ticket. 50/50 Raffle incentive is only available on select dates.

200 OR MORE TICKETS SOLD

25% of Domino's Launch-A-Ball promotion proceeds:

- Domino's Launch-A-Ball takes place after each SeaWolves game (excluding 11:05 am games). Fans purchase numbered tennis balls for \$1 each (or 6 for \$5) and toss them towards hula hoops on the field for the chance to win prizes from local sponsors. Tennis balls may be sold from a concourse table or vended in the seats. Each non-profit organization will receive 25% of gross sales for their night. In addition, the organization receives in-park recognition via PA announcements. Organizations must provide their own sellers. Available on select dates only.

In-Game Community Spotlight:

- Our in-game community spotlight is an opportunity to put yourself in front of the UPMC Park crowd. Whether it's a 30 second spot on the mic pregame, or a 15 second video ad played during the game. Tell us how you would like to utilize this perk and we will work with you!

Concession Volunteers (\$30 per volunteer):

- The Erie SeaWolves have taken their concession operations back in-house for the first time since 2010. As part of the transition, the SeaWolves are looking for non-profit organizations to work the concession operation throughout the 2019 season. To qualify, 200 tickets must be sold to participate for one SeaWolves game. For each additional 50 tickets sold, you qualify for additional game dates.

Receive \$4 back on each ticket sold:

- **Organization cost:** \$6
- **Organization sale price:** \$10
- **Organization profit:** \$4

EXAMPLE FUNDRAISER - 200+ TICKETS SOLD

2020 Season

- | | |
|---|--------|
| • 250 tickets sold w/\$4 back to League | \$1000 |
| • 50/50 Raffle for one game | \$500 |
| • Launch-A-Ball proceeds for one game | \$50 |
| • Concession Work (8 workers @ \$30) | \$240 |

\$1,740 Raised at UPMC Park

2019 FUNDRAISING RESULTS

In 2019, the Erie SeaWolves helped raise over \$15,000 for local non-profits using the programs just presented. With your participation, the SeaWolves want to get that number to over \$20,000 for 2020!

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9 ALT	10 ALT	11 ALT
12	13 BOW	14 BOW	15 BOW	16 ALT 6:05	17 ALT 6:05	18 ALT 1:35
19 ALT 1:35	20 BNG 6:05	21 BNG 6:05	22	23 TRN	24 TRN	25 TRN
26 TRN	27 BNG	28 BNG	29 BNG	30		

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
					1 TRN 6:05	2 TRN 1:35
3 TRN 1:35	4 BOW 6:05	5 BOW 6:05	6 BOW 10:35	7 ALT	8 ALT	9 ALT
10 ALT	11 AKR 6:05	12 AKR 10:35	13 AKR 10:35	14 TRN	15 TRN	16 TRN
17 TRN	18 HFD	19 HFD	20 HFD	21	22 ALT 6:05	23 ALT 6:05
24 ALT 1:35	25 ALT 1:35	26 AKR	27 AKR	28 AKR	29 HBG 6:05	30 HBG 6:05
31 HBG 1:35						

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2 NH	3 NH	4 NH	5 POR	6 POR
7 POR	8	9 NH 7:05	10 NH 7:05	11 NH 7:05	12 HBG	13 HBG
14 HBG	15 BOW 7:05	16 BOW 7:05	17 BOW 12:05	18	19 AKR 7:05	20 AKR 7:05
21 AKR 1:35	22 AKR 7:05	23 ALT	24 ALT	25 ALT	26 ALT	27 BNG 7:05
28 BNG 1:35	29 BNG 7:05	30 BOW 7:05				

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
			1 BOW 7:05	2 BOW 7:05	3 BOW 7:05	4 ALT
5 ALT	6 ALT	7 BNG	8 BNG	9 BNG	10 AKR 7:05	11 AKR 7:05
12 AKR 1:35	13	14	15	16 AKR	17 AKR	18 AKR
19 AKR	20 REA 7:05	21 REA 7:05	22 REA 12:05	23 RIC 7:05	24 RIC 7:05	25 RIC 7:05
26 RIC 1:35	27 BOW	28 BOW	29 BOW	30 RIC	31 RIC	

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
						1 RIC
2 RIC	3 BNG 7:05	4 BNG 7:05	5 BNG 7:05	6 BNG 7:05	7 REA	8 REA
9 REA	10	11 HFD 7:05	12 HFD 7:05	13 HFD 7:05	14 POR 7:05	15 POR 7:05
16 POR 1:35	17	18 REA	19 REA	20 REA	21 TRN 7:05	22 TRN 7:05
23 TRN 1:35	24 AKR	25 AKR	26 AKR	27 HBG 7:05	28 HBG 7:05	29 HBG 7:05
30 HBG 1:35	31 BOW 7:05					

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
		1 BOW 7:05	2 BOW 7:05	3 BOW 7:05	4 AKR	5 AKR
6 AKR	7 AKR					

HOME GAME

BUCK NIGHT

AWAY GAME

FIREWORKS

SEAWOLVES.com

2020 SCHEDULE

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