



MEMPHIS TRIBBIES · 198 UNION AVENUE · MEMPHIS, TN, 38103
WWW.TRIBBIES.MLB.COM · GENERAL@TRIBBIES.MLB.COM · 901-874-2243

Overview

The Memphis Tribbies sponsorship program is designed to optimize exposure, fan engagement, and partner investment returns through a balanced selection of sponsorship options. Each sponsorship listed below outlines its placement, advantages, target partner category, and pricing logic.

Standard Sponsorship Inventory

1. Outfield Wall Signage

- Large vinyl panels positioned along the outfield wall, visible to both fans and television audiences. You see these every time you turn on a game.
- Advantages: High camera exposure and constant in-game visibility.
- Availability: 10 total panels (30 ft each).
- Ideal Sponsor Type: Regional banks, insurance providers, automotive dealers, drink companies.
- Estimated Pricing: \$75,000-\$100,000 per season.
- Rationale: MiLB outfield signage averages around \$51,500 per season (MLB MiLB Sponsorship & Marketing Guide, 2023); when adjusted for an MLB mid-market team with greater attendance and broadcast reach, the proposed range aligns with expected market escalation (True Impact Media, 2021).

2. Scoreboard / Video Board Features

- In-game video spots or motion logos displayed before inning breaks.
- Advantages: Captures full audience attention and enhances brand recall.
- Availability: 6 rotating sponsor slots per game.
- Ideal Sponsor Type: Healthcare systems, universities, telecommunications brands.
- Estimated Pricing: \$50,000-\$80,000 per season.





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- **Rationale:** Scoreboard advertising costs fluctuate with market size and frequency; True Impact Media (2021) lists digital formats among the most valuable stadium placements due to recurring exposure and fan engagement metrics.

3. Home Plate Rotational Signage

- Rotating digital signage directly behind home plate, shown on every pitch during broadcasts.
- **Advantages:** Premier television visibility and sustained exposure.
- **Availability:** 6 rotating sponsors.
- **Ideal Sponsor Type:** Airlines, national food chains, tech brands.
- **Estimated Pricing:** \$150,000–\$250,000 per season.
- **Rationale:** Behind-home-plate signage in some MLB markets is valued at up to \$60,000 per half inning (Sports Business Journal, 2022), with larger full-season packages exceeding several million (Van Wagner Arial, 2014.). A mid-tier estimate provides a reasonable benchmark.

4. Concourse Branding / Gate Naming Rights

- Sponsor-branded entrances and concourse signage. Everyone looks at these as the first thing that hits them walking in.
- **Advantages:** High fan-traffic zones ensure repeated impressions.
- **Availability:** 4 major entry gates.
- **Ideal Sponsor Type:** Local hospitals, grocery chains, utilities.
- **Estimated Pricing:** \$60,000–\$100,000 per gate per year.
- **Rationale:** Gate and concourse naming rights scale with market exposure; BlueLine Media (2022.) lists stadium entry sponsorships as premium local visibility assets in major markets.





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5. Digital & Social Media Integration

- Co-branded digital content such as “Play of the Game presented by ...”.
- Advantages: Year-round reach and measurable online analytics.
- Availability: 5 sponsorship series per season.
- Ideal Sponsor Type: Streaming services, athletic apparel, consumer electronics.
- Estimated Pricing: \$25,000-\$50,000 per season.
- Rationale: According to SponsorUnited (2024), median MLB partnership values near \$471,000 overall, showing opportunity for lower-tier digital packages within that space.

6. Luxury Suite Branding Partnership

- Naming rights or co-branding for luxury suites and corporate boxes.
- Advantages: Direct B2B exposure and exclusive hospitality experiences.
- Availability: 20 suites with tiered options.
- Ideal Sponsor Type: Law firms, financial institutions, real estate firms.
- Estimated Pricing: \$80,000-\$150,000 per suite per year.
- Rationale: Corporate suite branding commonly falls in the high-five- to low-six-figure range depending on amenities and market draw (True Impact Media, 2021).

7. Game-Day Giveaway Series

- Co-branded promotional giveaways (hats, jerseys, bobbleheads).
- Advantages: Tangible brand connection and social media buzz.
- Availability: 5 major theme nights per season.
- Ideal Sponsor Type: Beverage companies, retail brands, banks.
- Estimated Pricing: \$30,000-\$60,000 per event.
- Rationale: Promotional activity costs in MLB typically include product production and fan engagement labor, aligning with standard pricing across major-league case studies (Bartush Signs, 2016).





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8. Team Website & Streaming Sponsorships

- Banner ads, videos, and sponsor spotlights on official digital platforms.
- Advantages: Continuous year-round impressions and ticketing promotion.
- Availability: Multiple homepage and streaming ad slots.
- Ideal Sponsor Type: Travel agencies, insurance groups, tourism collectives.
- Estimated Pricing: \$20,000-\$40,000 per year.
- Rationale: Online ad inventory in team markets reflect cost-per-thousand-impression (CPM) pricing. These figures fall below large broadcast tiers but still offer worthy ROI (True Impact Media, 2021).

Intangible / Experience-Based Sponsorships

9. "Tribbies Tunnel Walk" Presented by _____

- Youth participants run onto the field with players before first pitch.
- Advantages: Builds community relations and family engagement.
- Availability: 81 home games per season.
- Ideal Sponsor Type: Local credit unions, youth organizations, family entertainment venues.
- Estimated Pricing: \$40,000-\$60,000 per season.
- Rationale: Similar to minor-league youth programs priced around \$50,000 annually (MLB MiLB Sponsorship & Marketing Guide, 2023), adjusted higher for MLB scope and attendance.

10. "Fan of the Game" VIP Experience Presented by [Partner Name]

- Description: Each home game features a selected fan receiving VIP seating and on-field recognition.
- Advantages: Personalized engagement and community image building.
- Availability: One fan per home game.
- Ideal Sponsor Type: Automotive dealerships, healthcare providers, local service businesses.





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- Estimated Pricing: \$35,000–\$55,000 annually.
- Rationale: Experience-driven activities have proven ROI through brand alignment and goodwill (Sponsorship Collective, 2024).

Pricing Determination Process

All pricing models were based on publicly available sponsorship data and comparable market evaluations. Estimates consider Memphis's mid-market population (1.3 million), projected 35,000-seat stadium capacity, and regional broadcast reach.

Conclusion

The Memphis Tribbies sponsorship portfolio combines high-visibility opportunities with emotional fan experiences, providing visibility for both local and national brands. This structure ensures competitive pricing, in a city that does have plenty of businesses, schools, and healthcare companies to sponsor events and tangibles.

