



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

The following report identifies five potential sponsorship partners for the Memphis Tribbies, each selected based on its strong connection to the Memphis market and alignment with the team's community-driven brand. These organizations represent a mix of corporate leaders and local favorites, each offering unique opportunities for creative promotions and fan engagement.

## **FedEx**

### **Who:**

Headquartered in Memphis, FedEx is one of the city's largest and most recognized employers. The brand already has strong ties to local sports through the FedExForum and its global logistics network.

### **Why:**

A partnership with the Tribbies would continue FedEx's support of local athletics while reinforcing Memphis pride. Their global presence also helps expand the Tribbies' visibility nationally and internationally.

### **Promotional / Brand Activation 1:**

"Delivering the Game" – First Pitch Presented by FedEx. Each home game, a FedEx employee throws out a ceremonial first pitch to celebrate Memphis workers.

### **Promotional / Brand Activation 2:**

FedEx "Fastest Delivery" In-Game Contest. During the seventh-inning stretch, fans race packages around the bases or warning track for prizes, highlighting the speed and precision FedEx is known for.

## **AutoZone**

### **Who:**

AutoZone is another Memphis-based Fortune 500 company and one of the largest automotive parts retailers in the country.





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

**Why:**

AutoZone's focus on reliability and service mirrors the hard-working, blue-collar attitude of Memphis and baseball culture. This partnership would tie two iconic Memphis brands together under one message of hometown pride.

**Promotional / Brand Activation 1:**

"Get in the Zone" Fan Cam. When the team scores, fans appear on the jumbotron with themed graphics shouting the brand's famous slogan.

**Promotional / Brand Activation 2:**

AutoZone Home Run Rally Lights. After every home run, red LED lights flash around the stadium in sync with AutoZone branding for instant visual energy.

**St. Jude Children's Research Hospital**

**Who:**

Founded and headquartered in Memphis, St. Jude is an internationally known research hospital providing free treatment to children with catastrophic illnesses.

**Why:**

Partnering with St. Jude connects the Tribbies to one of Memphis's most beloved community causes and strengthens the franchise's community image.

**Promotional / Brand Activation 1:**

"Strike Out Childhood Cancer Night." Players wear special jerseys with St. Jude branding, later auctioned off to raise funds for patient care.

**Promotional / Brand Activation 2:**

"Kids Clinic at the Ballpark." St. Jude patients and families attend a pre-game meet-and-greet with players, creating emotional visibility for the cause.





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

## Memphis Made Brewing Company

### Who:

A locally owned craft brewery known for creative beers like Cat Nap IPA and Fireside Amber. It's a staple in the Memphis social scene and supports community events.

### Why:

Memphis Made represents the local culture of authenticity and creativity, aligning with the Tribbies' community-first brand identity.

### Promotional / Brand Activation 1:

"Memphis Made Brew Deck." A branded outfield patio featuring local craft beer on tap and live music on Friday home games.

### Promotional / Brand Activation 2:

"Toast to the Tribbies" Campaign. Limited-edition cans featuring team colors and logos sold city-wide, with part of proceeds supporting youth baseball programs.

## First Horizon Bank

### Who:

First Horizon is a major regional bank headquartered in Memphis, serving the Mid-South with consumer, business, and community-focused financial services.

### Why :

As a trusted community bank, First Horizon aligns with the Tribbies' values of growth, opportunity, and hometown investment.

### Promotional / Brand Activation 1:

"First Pitch with First Horizon." Randomly selected fans receive on-field access to throw a ceremonial first pitch, sponsored by the bank.





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

### **Promotional / Brand Activation 2:**

“Save Big with the Tribbies” Credit Card Program. A co-branded debit/credit card offering ticket discounts and fan-exclusive rewards for cardholders.

The five sponsorship prospects above reflect organizations that already contribute to the economic and cultural fabric of Memphis. By partnering with recognizable local brands like FedEx, AutoZone, St. Jude, Memphis Made, and First Horizon, the Tribbies can build authentic relationships that enhance both brand loyalty and fan experience through creative, community-driven activations.

