



Founding Partner Corporate Partnership Proposal

Presented by: Memphis Tribbies Corporate Partnerships Team

MLB Expansion Proposal – 2030 Season



Who Are the Memphis Tribbies?

- MLB Expansion Franchise launching 2030
- Taking over AutoZone Park as full-time MLB facility
- Projected 2.1M annual attendance
 - Based on comparable mid-size markets
- Brand rooted in Memphis culture, authenticity, and community pride
- Colors: Purple, Teal, Cream



Why AutoZone?

- Memphis-based Fortune 500 company
 - HQ: 123 S. Front St.
- Long-standing supporter of Memphis baseball
- Existing naming rights partner for AutoZone Park
- National brand with strong community values
- Ready to elevate to MLB-level visibility



The Best Fit

- Tribbies upgrade = massive increase in national exposure
- AutoZone already deeply embedded in Memphis sports identity
- Clear alignment between “speed, performance, reliability” and baseball
- Seamless transition from AAA naming rights → Founding Partner status

An AutoZoner Always...

PUTS CUSTOMERS FIRST

Exceed your customers' expectations by providing WOW! Customer Service and going the Extra Mile. Understand your customers' needs and solve their problems. Treat each customer as your only customer.

CARES ABOUT PEOPLE

Treat people with dignity and respect. Recognize great work and provide frequent feedback. Demonstrate concern for others and your community. Create a safe environment. Own your development and help develop others.

STRIVES FOR EXCEPTIONAL PERFORMANCE

Be accountable and honor your commitments. Act in a manner of the highest legal and ethical standards. Use resources wisely and promote a culture of thrift. Take strong initiative, act quickly and do the job right the first time.

ENERGIZES OTHERS

Share your passion for the business. Generate enthusiasm, motivate others and promote innovation. Listen and assume positive intent in others.

EMBRACES DIVERSITY

Welcome each individual's heritage, differences and unique qualities. Build teams with diverse thoughts, skills, knowledge and backgrounds. Value the ideas and opinions of others.

HELPS TEAMS SUCCEED

Actively contribute to team goals and seek opportunities to lead. Be a reliable and supportive team member. Strive for accurate and clear communication. Place team goals over personal goals.



The AutoZone MLB Founding Partner Package

Naming Rights
Renewal for
AutoZone Park

Exclusive
Automotive
Category Rights

Premium In-
Stadium
Branding
Opportunities

Digital + Social
“Get in the
Zone” Series

VIP Fan
Experience
Sponsor Rights

Multi-year
partnership
structure



Inventory Offered

“AutoZone Garage” concourse activation zone

On-field “Get in the Zone” performance feature

Branded bullpen wall + dugout rail signage

AutoZone Fast Fix of the Game digital highlight

AutoZone VIP Parking Lot and Gate

Co-branded merchandise giveaways



Exclusivity, Cost, and Terms

- Exclusive rights in Automotive Retail + Car Care
- Multi-year agreement (5–7 years)
- Estimated package value: \$3.5M–\$5M/year
- Includes naming rights renewal
- Includes hospitality + premium seating



Fringe Benefits

- Employee appreciation nights
- Discount ticket bundles for AutoZone staff
- Community outreach partnership with St. Jude
- AutoZone volunteer jersey patch nights
- Joint media coverage opportunities



Recap

- Local brand × Local team
- Increased national reach
- Strong cultural alignment
- Elevated naming rights platform
- Long-term community footprint





Auto
Zone®

