

2014 PARTNERSHIP PROPOSAL





The Northwest Indiana Oilmen offer an unprecedented opportunity for businesses to align themselves with affordable, family entertainment. By being a corporate partner of the team, your company will have the opportunity to build market share and increase brand loyalty.

Enclosed are ways for you to make an impact during the Season at Oil City Stadium. Capitalize on this opportunity to create history, found tradition and to further differentiate yourself from the competition.

It's not just about the crack of the bat, the roar of the crowd, or the tradition of singing "Take Me Out to the Ballgame." It's about the whole experience, an event you can share with family, friends, and coworkers that will create enough memories to last a lifetime.

It's Northwest Indiana Oilmen Baseball, and it returns to Oil City Stadium for in Whiting on May 27th.















THE NORTHWEST INDIANA OILMEN



On February 28, 2012 a new energy was brought to life when the Oilmen baseball Club was officially born. The "Oilmen" name exemplifies the essence of both the community and the hard working people of the "Region" of Northwest Indiana.

The Oilmen lived up to their name and wasted no time in hoisting their first trophy, winning the Midwest Collegiate League in their inaugural 2012 season! A year later in 2013 the Oilmen returned to the MCL Championship Series and finished as the league runner-up.

Posting an overall record of 62-32 the Oilmen have enjoyed a huge home field advantage at Oil City Stadium, recording a .719 winning percentage through two seasons. With a winning tradition already established expectations for the 2014 campaign are at an all-time high!









The Oilmen are members of the Midwest Collegiate League, its mission is to provide and promote premier summer pre-minor league baseball to communities across the Midwest in the form of affordable family entertainment. The MCL players compete at some of top collegiate programs across the country. They come to the MCL to play with wood bats, improve their skills and perform in front of local fans and Major League Baseball Scouts in the pursuit of their baseball dreams; to be drafted.











DuPage County Hounds www.dupagehounds.com First Season: 2012



Chicago Zephyrs

www.zephyrs-baseball.net

First Season: 1999



www.midwestcollegiateleague.com First Season: 2010

MCL players were drafted by various MLB teams including one who made his MLB Debut with the Cincinnati Reds



















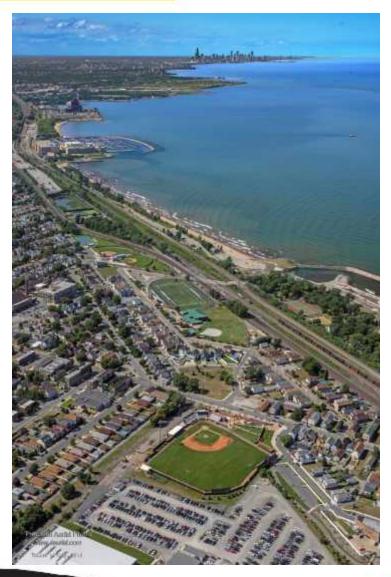
OIL CITY STADIUM HOME OF THE OILMEN



Oil City Stadium located on historical 119th Street in Whiting sits within two blocks from the Southern Shores of Lake Michigan and 22 minutes from downtown Chicago. It was a part of the first phase of a \$50 million Lake Front Development Project. Completed in the Spring of 2011 the 1,500 seat stadium combines a premiere community stadium and a city with a unique history.

The name "Oil City Stadium" celebrates the city's rich history as a refinery town tucked away in the Northwest corner of Indiana for over 120 years. The BP Refinery, located just beyond the outfield fence is a constant reminder of the blue collar attitude the "Region" was built on.

With 90 events held a year at Oil City Stadium between March and October it is also called home to Whiting High School, Calumet College and the 2012 Midwest Collegiate League Champions-Northwest Indiana Oilmen!





WHITING INDIANA

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Whiting, founded in 1889 is a city located on Lake Michigan in Northwest Indiana. Each year over *500,000 people* enjoy the events in Whiting such as its nationally renown "Pierogi Fest" held each July which is now in its 20th year and was ranked as the top ten festivals by Trip Adviser.

Additional events include both unique and established events such as an entire city garage sale in May called "Garage Mahal", every 3rd Wednesday is classic car "Cruise Night", and each year the oldest "4th of July Parade" in the State of Indiana rolls down 119th Street for 95 straight years. In October you can even hear the sounds of old Germany from live "Oompah" German bands while you enjoy a brew with your crew in the Bier Garten in Whiting's version of "Oktoberfest." The City's unique events truly make it the "Event Capital" of Northwest Indiana.















































100	S B	
	150	

Age Profile	
Under 18	25.1%
18-34	21.1%
25-49	32.4%
25-54	40.1%
65+	13.8%
Median Age	37.3
Gender Profile	
Gender Profile Male	55.0%
	55.0% 45.0%
Male	0010,0
Male	0010,0
Male Female	0010,0
Male Female Marital Status	45.0%



Occupational Profi	le		
Professional	29.7%		
Service	18.7%		
Sales/Marketing	24.4%		
Skilled Labor	27.2%		
Household Income Profile			
Under 25k	26.3%		
25-50k	24.4%		
50-100k	31.8%		



.7%
.7%
5%

Primary Residence Own Home 69.3% Rent 30.7%





NEW SEASON, NEW FAMILY AFFORDABLE FUN



As part of the fabric of the Northwest Indiana community the Oilmen encourage local fans, groups and businesses to gather at the ballpark for FUN as well as to promote their businesses and show support for the Oilmen.

Affordable tickets, concessions, and merchandise mean families can enjoy MCL baseball for far less than other entertainment venues. And our players are approachable, enthusiastic role models who live either with their respective families in the surrounding areas or with host families during the season.

The Oilmen are what baseball was meant to be; affordable family fun and excitement for communities both large and small.









FUN FOR THE WHOLE FAMILY



It's more than a night out it's an excuse to feel like a kid again. It's a place where you can show your kids that Mom and Dad still know how to have fun, at a price that allows you to relax and enjoy. It's a dance-in-your seat, cheer-til-you're-hoarse, action-packed event that will make you want to come back for more

The team is committed to providing not only an excellent product on the field, but a safe, affordable and fun atmosphere at the stadium, perfect for kids and family. Some of the highlights for the 2014 season include: Family Fridays (all kids 12 and under get in free), Senior Sundays (Half off general admission tickets for seniors) and Thirsty Thursdays (\$1.00 draft beers / sodas all night long). Affordable tickets, concessions, and merchandise mean families can enjoy the experience for far less than a Major League Baseball game.











Scoreboard Signage

What better way to brand your company than with an impressive scoreboard billboard in left field at Oil City Stadium! This three-hour commercial will help brand your advertising message at all 90 events held at the stadium each year.

Sizes Available: 4' x 28' / 8' x 24' /16' x 28'



Marquee Signage

The right field wall at Oil City Stadium is an impressive space and is ideal for a single advertiser to highlight their business or venue.

Sizes Available: 16' x 30'





OUTFIELD BILLBOARD

Colorful and customizable, outfield billboards are the most popular form of advertising signage. These billboards are the perfect way to capture that audience.

Size Available: 8' x 16'

ON Deck Circles

Get into the game and display your business or venue in brilliant and vibrant colors right in the action with a sponsorship of the "On Deck" circle in. Everyone in the stands will notice your eye popping logo.

Size Available: 8ft circle







SEATING AND CONCOURSE SIGNAGE



Seating Area Signage

What better way to brand your company than with an 3'x7' billboard in the Oil City Stadium seating bowl or a 4'x16' billboard on the front of the press box. This three-hour commercial will help brand your advertising message throughout each and every 90 events held at the stadium each year.

Sizes Available: 4'x16' / 3'x7'





CONCOURSE SIGNAGE

Oil City Stadium's spacious concourses are not only the place to find delicious concessions, merchandise or rest-room's, they can also be the place for your advertising. Visible as fans enter and leave the stadium, concourse signs receive heavy traffic from fans every day during the season.

Size Available: 3' x 7'



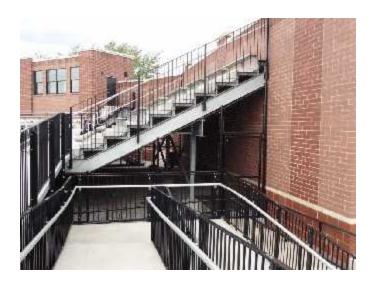


ADDITIONAL IN STADIUM SIGNAGE AREAS













GAME DAY PROGRAM

The Oilmen game day program is given to every fan at every home game. This program is filled with stories, pictures and in-depth descriptions complete with all the information fans need to get through the season. The program contains an official Oilmen scorecard, player and coach features, and information on Oilman Stan the team's official mascots. Fans walk out of a game day program every night, taking your ad home with them.

Back Cover: Inside Front or Back Cover: Full-Page Ad: Half-Page Ad:

Quarter-Page Ad



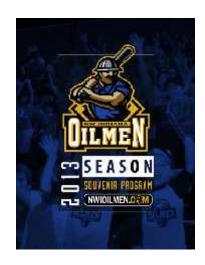
Baseball fans have been keeping score at the ballpark for three centuries, and we offer our fans a full-scorecard FREE at every home game to keep that tradition alive. The scorecard includes not only an area for tracking the game, but updated player rosters for each team, ticket information, upcoming games and the players. The scorecard is one of the most affordable ways advertisers can place their business in front of thousands of fans each year.

Back Cover: One-Third Page Ad: One-Sixth Page Ad:

MEDIA GUIDE

The Oilmen's annual media guide offers a detailed history of the clubs on-field success and in-depth biographical information on players and coaches. Distributed to media across the league including Northwest Indiana the media guides are also for sale at the Oilmen Depot inside the stadium.

Back Cover: Full-Page Ad:







POCKET SCHEDULE

A great marketing tool, our pocket schedules are a surefire way to get your message out to Northwest Indiana. Over 100,000 pocket schedules spend the spring and summer inside the wallets, purses and pockets of Northwest Indiana residents, and are displayed at countless gas stations, grocery stores, banks, retail shops and business. Pocket schedules offer outstanding exposure for your business or services.

Back Panel: Inside Panels:

TICKET BACK ADVERTISING

The ticket advertising program allows sponsors to customize and communicate their corporate message on 50,000 Oilmen ticket-backs. What a great opportunity to display company coupons or run special promotions for your business.

MAGNET SCHEDULES

Create a lasting impression with Oilmen fans when you display your business prominently and exclusively on one of our most popular giveaway items every season. Magnet Schedules are proudly displayed at home and work, and their last a long time on kitchen refrigerators.









RADIO ADVERTISING

All 48 Oilmen games including any post season play are broadcast on the Northwest Indiana Oilmen Network on radio and the worldwide web on www.nwioilmen.com. The Oilmen are proud to partner with the 1000 watt WJOB-1230 AM the "Voice of the Region" for 30 plus games broadcast over their air during the season with the potential reach of 1.3 million people. Advertising on the Oilmen Radio Network is one of the easiest ways to reach all of Northwest Indiana, Chicago and its Southern Suburbs.

What's included, typically advertising options begin with one: 30-second spot per game. Other options, such as live drop in mentions for sponsorship of specific plays such as strikeouts, home runs and double plays, pitching changes, score updates can also be included and customized. Additionally, we also have sponsorships of the pre and post-game shows. These unique in game mentions will assist your product or services stand out from the competition. Our team will work with you in entire creative process from developing concepts to creating and producing an effective scripts and reads from start to finish.

Gold Package

- •Opportunity to appear as a guest live on the air one (1) inning during a radio broadcast
- •One (1) 10: second live promo per game (48 total)
- •In-game feature during each game (i.e.; homeruns, double plays, pitching change, etc. / 48 total)
- •Three (3):30 second commercials per game (144 total)
- •Company mention during opening and closing sponsors billboards

Silver Package

- •One (1) 10: second live read promo per game (48 total)
- •One (1):30 second commercial per game (48 total)
- •Company mention during opening and closing sponsor billboards

Bronze Package

•One (1):30 second commercial per game (48 total)









OILMEN OFFICIAL WEBSITE

The Oilmen official website generates 1.6 million hits per year. The website features real-time scoring, recaps of every game, player and coach bios, rosters and stats, an online merchandise store, ticket information and much more. Advertising is available as a logo in the banner on the bottom of the www.nwioilmen.com homepage and includes an ad that rotates on the inside pages of the website. Ads can be placed on a yearly or seasonal basis.

Banner Ad for One Month or Year Home Page Splash Page Sponsor







PUBLIC ADDRESS ANNOUNCEMENTS:

The Oilmen public address announcer, is the center of between inning entertainment at Oil City Stadium, and you can get our recognizable personality to bring your message to life at all Oilmen home games.





SOCIAL MEDIA ADVERTISING



OILMEN SOCIAL MEDIA

The Oilmen are very active on social media platforms of Facebook, Twitter, You Tube, Instagram and Linkedin each day. We present a captive audience of interactive fans that want up to date information on the club. By aligning your business with our brand you can capitalize on reaching a highly engage audience.



The Oilmen Social Media Package includes:

- •Your company logo prominently displayed on our social platforms
- •A featured company under the Oilmen Likes on Facebook
- Posts about your company 's special events or offers
- •Limited packages are offered on a monthly, quarterly, yearly basis

OILMEN PIPELINE E-NEWSLETTER

Oilmen Fans keep up with the latest news and information of the club through the official club's e-newsletter "The Pipeline", distributed every other week during the off-season and weekly during May through August. Advertising in the "Pipeline" delivers your message to fans' inboxes everywhere. The "Pipeline" features promotional, ticket and merchandise information in addition to the latest breaking Oilmen news.

Presenting Sponsorship





OILMAN STAN MASCOT SPONSORSHIP





Oilman Stan is one of the hardest working members of the Oilmen team. The fan favorite is on the road entertaining year round so here's your chance to brand your company with Northwest Indiana's premier professional sports franchise.

Become the presenting sponsor for our mascots and let Oilman Stan spread your message throughout the community. Oilman Stan has been making baseball fans smile since 2012, bringing his own brand of feline fun to every game at Oil City Stadium and at appearances throughout the Region.

Your investment will include:

- Branding of the Oilman Stan page at www.nwioilmen.com
- Scoreboard graphic at each home game
- PA Announcement at each home game when mascots are introduced
- Ability to distribute information/coupons at mascot appearances
- Mentioned as presenting sponsor in all related Oilmen news releases
- Presence on social media involving Oilman Stan



RON KITTLE'S KIDS CLUB SPONSORSHIP



OILMEN KIDS CLUB PRESENTING SPONSORSHIP

Looking to reach the next generation of Oilmen fans?

The Ron Kittle's Kids' Club is the perfect way to build strong brand recognition with some of our youngest fans. Each Kids Club Member receives everything listed below thanks in large part to your investment.

The Kids Club Membership includes:

- •FREE Admission to all Wednesday and Sunday regular season home games
- •Email Newsletter each week highlighting Kids Club events
- •One spin of the prize wheel
- •Coupon Book for special offers at Oil City Stadium
- •Pre-Game run out with players on select nights
- •Kids Club t-shirt
- Drawstring bag
- Pencil & Sticker pack
- Temporary Tattoo
- •Membership Card & Lanyard
- •Birthday card from Oilman Stan
- •Invite to kids' party for Oilman Stan's Birthday Celebration
- •10% discount on any purchase of Oilmen merchandise
- •Invitation to special events & much more!

Your investment will include:

- •Naming rights as presenting sponsor of Ron Kittle's Kids Club
- •Logo placed on materials given to Club members
- •Logo on Kids Club page at www.nwioilmen.com
- •Logo and mention in all Kids Club Marketing efforts







ON FIELD PROMOTIONS

On Field Fun Contest

Between innings promotional events is "Fun" at the ballpark with zany, interactive and crazy promotional events to keep fans engaged and laughing throughout a baseball game and beyond.

All this and more is what makes an Oilmen game fun for everyone and your company will enjoy the affiliation and benefits from partnering up with the team to create an event that will engage fans with your company's message. Capitalize on your sponsorship by offering a prize to the contestants, to a row of fans, a section of fans, or EVERYBODY in attendance. The Oilmen will work with you to make sure your Between Innings Promotional Event is a Big Hit! Potential in-game promotional ideas include, but are not limited to, the following:

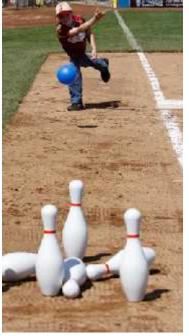
- •Best Seats In The House
- Base Change Buddies
- Mascot Base Race
- Chicken Run
- •Head-to-Head Eating Challenge •Dizzy Bat Race
- Sing For Your Supper
- •Home Run Inning

- Post-Game Ball Toss
- Musical Chairs
- Three-Legged Race
- Oversized Shirt Contest
- •T-Shirt Toss
- Trivia Contests











FACE TO FACE MARKETING OPPORTUNITIES



Face To Face Marketing

Oilmen games provide a unique and personal opportunity to market your business directly to fans attending games through "Face to Face" Marketing. Make a direct connection with potential customers when you engage Oilmen fans at an instadium concourse marketing exhibit. Choose one game, a series of games, weekends or a whole season and let you or your staff interact with fans and interest them in your products or services. If your marketing footprint requires a larger footprint, the Oilmen also offer opportunities to set up marketing displays outside the main stadium gates or in our expansive parking lot. Trailers, large promotional vehicles, cars and more, the Oilmen can accommodate any size promotional set up.









ADDITIONAL SPONSORSHIP OPPORTUNITIES



Birthday Party and Kid's Zone

Looking to make an impact with families with kids? Take ownership of one or both of the biggest attractions for that demographic in the ballpark! Each season, the Oilmen host thousands of children between the ages of 2-15 as they celebrate in the **Birthday Party Deck.**

Located on the stadium concourse, your company's message will be branded around the structure of the deck as well as in all Birthday Party related marketing materials, event announcements, online and in e-blasts as well as in game mentions when the kids celebrating birthdays are presented at each home game. Give each child attending a birthday party a branded item or special offer, and your marketing machine is off and running.

The **Kids Zone** is one of the top destinations at the stadium at every Oilmen game. Kids and parents flock to enjoy the games and bounce houses! Your company's message will be prominently displayed throughout the Kids Park and in all related promotional and marketing materials that focus on the Kids Park as a destination.







PLAYER AUTOGRAPH TABLE SPONSORSHIP



The Northwest Indiana Oilmen Autograph Table is a daily destination for all of our fans, young and old alike! Each game we have one or more Oilmen players at the autograph table for 20 minutes an hour prior to game time. Oilmen fans will line up for their chance to get a FREE autograph from their players. As the presenting sponsor your company will receive the following wonderful benefits:

- Naming Rights for Autograph Table
- A full size banner with logo
- •Fan photos post on our website
- •PA announcements game day







FIREWORKS SPONSORSHIP

7

The Oilmen have the best fireworks shows in the region and your company can "MAKE A GRAND SLAM IMPRESSION" with Oilmen fans as a presenting sponsor of these spectacular shows that take place on five of the biggest nights at the ballpark!

The Oilmen light up the sky over Oil City Stadium at every Saturday night home games. Fans will cheer for the show and your company's involvement with it as they go home with great memories of the game and your sponsorship of it. A Fireworks event sponsorship will promote your company to Oilmen fans.

Your company will be highlighted season long pre-event marketing:

- Print media,
- Online and Social Media
- •Oilmen Pocket Schedule
- •Oilmen Game Program
- •PA announcements
- •Oilmen Pipeline newsletter
- Radio advertising
- •50 Reserve Tickets to the events
- •CEO throws out the ceremonial first pitch







US MILITARY ALL-STAR GAME SPONSORSHIP



Presenting Sponsor for the July 1, 2014 US Military All-Stars versus Northwest Indiana Oilmen

Established in 1990 The historic "Red, White and Blue Tour" delivers unique patriotic events designed to honor America. A choreographed pre-game that includes "Passing the Flag" and "Walk of Honor" ceremonies to celebrate American history in a moving tribute to those lost in the 9:11 tragedy.

Their MISSION: "To Promote the Awareness of all Americans in Support of the Honorable Sacrifices our Armed Forces make at the Tip of the Spear" is based on the prominent yellow ribbon in the shape of an "S" located "front and center" in their distinctive "USA" logo symbolizes "Support" for our Troops and Veterans.

Your company will be highlighted in all pre-event marketing:

- Print media
- Online and Social Media
- Oilmen Pocket Schedule
- **•Oilmen Game Program**
- •PA announcements
- •Oilmen Pipeline newsletter
- Radio advertising
- •50 Reserve Tickets to the events
- Ceremonial first pitch by CEO





NATIONAL ENTERTAINMENT ACTS SPONSORSHIP



Be the presenting sponsor of one of the many great entertainment baseball acts that perform each season. These acts always attract great crowds as fans of all ages. Potential acts include the Jake the Diamond Dog, Bird Zerk, the Amazing Christopher, Skyy Dog USA, The ZOOperstars, Team Ghost Rider, Dave the Bullet Smith and others. Not only is this a great way to get your name out to the Oilmen fan base, but it is also a great way to host an employee or client night at Oil City Stadium.

Your sponsorship includes the following:

- •Pre-Game party with complimentary food package
- •100 Reserved seat tickets
- Honorary First Pitch

Inclusion in all event marketing the Oilmen use to promote event including:

•print, radio, web, social media

Dates book quickly so inquire about how to get your company's name attached to these great crowd-drawing

acts!









PREMIUM GIVEAWAYS

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Premium Giveaways

The goal of the Oilmen is to create the #1 family entertainment venue in Northwest Indiana. A big way to do this is by offering incredible promotional nights and premium giveaways.

Create a lasting impression with Oilmen fans long after they attended the game by partnering with the Oilmen to sponsor a promotional giveaway event! Why no put between 500 - 1,000 quality promotional items directly into the hands of eager fans as they enter the stadium gates. Many of these fans line up hours before the stadium gates open, just to be sure to get one of these great items.

Place your company logo on the giveaway item and receive several other perks, like newspaper, radio, television and in-stadium advertising, a group outing with 20 reserve tickets, 10 box seat tickets on the night of their giveaway, and the chance to throw out a ceremonial first pitch.









CORPORATE PRE GAME HOSPITALITY



Gather your family, friends, colleagues, clients and/or customers for an ALL YOU CAN EAT TIGERS BBQ in the Oil City Stadium Picnic Plaza. Great for every occasion from corporate functions to family celebrations to organization reunions! Here's the pitch...

Details & Benefits:

- Begins 1½ hours before the scheduled start of the game.
- Price includes a reserved seat
- Group recognition over the P.A. system
- A block of seats together

Menu (subject to change):

- Hamburgers
- Cheeseburgers
- Hot dogs
- BBQ chicken
- Corn on the cob
- Baked beans
- Cold salads
- · Brownies & cookies
- · Assorted soft drinks

Price:

Adults: \$23 (Minimum of 25 adults)

Children 12 & under: \$13







FUNDRAISER OPPORTUNITIES



Fundraising with the Northwest Indiana Oilmen is a fun way to grow support for your organization in our community. Last season, the little leagues, churches, elementary schools, awareness groups and non-profits in our community teamed up with the Oilmen to raise money for their organizations. Our fundraising program is easy and proven, and most importantly: *it's FREE to get started!*

How It Works (Consignment Fundraisers):

- Look at the schedule and select a game date
- Receive tickets free of charge for your group.
- Sell reserve tickets for \$8.00 for that game.
- You keep \$4.00 per sold ticket
- Returned unsold tickets & \$4.00 per sold ticket a week before
- Enjoy a fun night at the ballpark

As an example, if your organization has 15 people, and each person were to sell 10 tickets for the game, then your organization will make a \$600 profit. It's really that easy! For more information, email info@nwioilmen.com or call (219) 659-1000.





Season Tickets and Mini-Plans



Season tickets are the perfect way to reward your family, friends, employees and co-workers this summer! Enjoy all 28 games at Oil City Stadium, including the exhibition game against the U.S. Military All-Stars on July 1st, and the Midwest Collegiate League All-Star Game on July 9th. Plus, you'll receive the first opportunity to purchase tickets for any additional stadium events.



Box Seat/\$249 - Locate directly behind home plate, this premium seating area includes private waiter/waitress service.

Preferred Seat/\$199 - Get on top of the action with our bleacher seating area overlooking home plate.

Lawn Seat/\$149 - Bring a blanket or chair and relax on our grass area located down the third baseline.

Kids/Seniors/\$99 - Choose between our Preferred or Lawn seating areas.

New Mini Plan for the season, get 5 games in the Preferred seating section, plus all-you-can-eat hot dogs, hamburgers, popcorn, soda pop and water through the 5th inning - **All for just \$55**.





GROUP OPTIONS



Looking for a fun and affordable way to bring a group together? We offer value pricing for groups of 20 or more. The more you buy, the more you save. Bring along your family, friends, co-workers, clients, little-league teams, church groups or any other groups to enjoy a night at the park.

Groups of 20 or more for one game qualify for the following rates and benefits:

- Discounted ticket
- Block seating as a group
- Recognition on the P.A. system

