



2008 Sponsorship Opportunities

Baseball - Our National Pastime



- BE A PART OF Columbia's Baseball History
- Summer Collegiate/Coastal Plain League
- Root for Tomorrow's Major League Prospects
- Support your favorite college players and teams like the University of South Carolina Gamecocks, The Clemson Tigers, The Citadel, Coastal Carolina and other South Carolina State Colleges and Universities.

The Coastal Plain League



- The Coastal Plain League is entering its 12th season of summer collegiate baseball. Teams are in Virginia, North Carolina, and South Carolina. The cities include Asheboro, NC, Edenton NC, Fayetteville NC, Florence, SC, Gastonia NC, Martinsville VA, New Bern NC, Outer Banks NC, (Peninsula)-Hampton VA, Petersburg VA, Forest City NC, Thomasville NC, Wilmington NC, Wilson NC.. Fans can thank the Coastal Plain League for reviving a number of historic ballparks.

The Team

- Former Bombers G.M. Bill Shanahan has returned to Columbia returning baseball to Capital City Stadium and the Midlands. Shanahan is co-owner of the Summer Collegiate Columbia Blowfish - Member of the Coastal Plain League.



The Players

- The Blowfish include players from all over the state including the USC Gamecocks. Head Baseball Coach Ray Tanner made the first player commitments to the Blowfish. The maximum! Four Gamecocks play for the Blowfish at "The Cap".
- In addition to the Gamecocks, the Blowfish players have included Clemson, The Citadel, College of Charleston and other state colleges and universities.



The Demographics

- **Young Families:** The average fan is 25-34 years old and over half of all fans have children under 18 living in their homes.
- **Affluent Fans:** An average household income of just over \$60,000 compared with the national average of just over \$33,000
- **Affordability:** Synonymous with good value. The average ticket is just over \$5.00
- **FUN!!** Whether its racing mascots, chasing kangaroos, shooting t-shirts to the crowd, everyone gets in on the fun.

Demographics

- Household Income Levels:
 - Less than \$25,000-21%
 - \$25,39,999-25%
 - \$40-84,999-42%
 - Over \$85,000-12%

Highest Level of Education:
Attended High School-9%
Graduated High School-24%
Attended College-19%
College Graduate-48%



Family Fun at the Old Ballpark



Voted the #1 Mascot
in the Coastal Plain League
“Blowie” the Blowfish entertains
All at Capital City Stadium

Special Events

- Team USA
- Japanese Collegiate All-Stars
- USC Gamecocks Baseball Alumni
- CPL All-Star Game



Outdoor Advertising



What do fans notice first when they take their seats at Capital City Stadium- the outfield signage. The Blowfish have strategically placed signage on the outfield wall and throughout the main concourse offering three investment levels, tailored to fit almost any advertising budget.

Promotions-Giveaways-Fireworks



©2001, Joshua Lurios

- A big reason fans enjoy coming out to the ballpark is the variety of promotional events staged at the games.
- Blowfish promotions combine giveaways and entertainment to create a total fan extravaganza.. Your company gains valuable exposure by sponsoring a promotion and the fans associate your company with the good fun and entertainment.

Group Outings to Capital City Stadium



- Re-discovering "The Cap" and Blowfish Baseball is even more fun when you experience it with a group. Whether your group has 25 or 100 we can make your night special and memorable. We have special group outing packages for you in the Pepsi Stadium Club and the Third Base College Corner.

Take Me Out To The Ballgame

Capital City Stadium

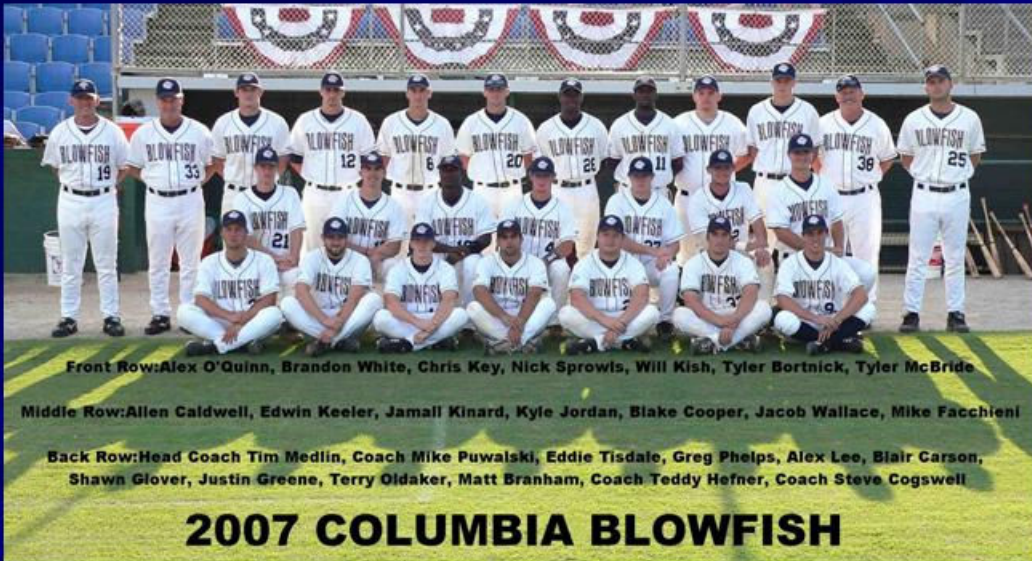


- Blowfish season tickets are a great way to treat yourself, your family, friends, employees or clients to a whole summer of fun at "The Cap". They ensure you a great seat for all the exciting promotions throughout the season including Independence Day Fireworks July 3rd and July 4th- Always a Sellout!

Official Team Partners Include

- Pepsi Bottling
- Palmetto Health
- Time-Warner Cable
- Blue Cross/Blue Shield of South Carolina
- Dominos Pizza
- USC Sports Medicine
- NBSC-National Bank Of South Carolina
- Budweiser of Columbia

Our Town — Our Team



Front Row: Alex O'Quinn, Brandon White, Chris Key, Nick Sprowls, Will Kish, Tyler Bortnick, Tyler McBride

Middle Row: Allen Caldwell, Edwin Keeler, Jamall Kinard, Kyle Jordan, Blake Cooper, Jacob Wallace, Mike Facchioni

Back Row: Head Coach Tim Medlin, Coach Mike Puwalski, Eddie Tisdale, Greg Phelps, Alex Leo, Blair Carson, Shawn Glover, Justin Greene, Terry Oldaker, Matt Branham, Coach Teddy Hefner, Coach Steve Cogswell

2007 COLUMBIA BLOWFISH

Cost Affordable

TICKETS

FIELD LEVEL BOX
ROWS (1-4) **\$5.00**

GENERAL ADMISSION
ADULTS **\$5.00**

GENERAL ADMISSION
KIDS, SENIORS,
MILITARY WITH I.D. **\$4.00**



The Staff

■ Bill Shanahan	President/COO
■ Skip Anderson	Executive Director/Operations
■ Jimmy James	General Sales Manager
■ Scott Eddins	Director/Baseball Operations
■ Tim Medlin	Head Coach
■ Jessica Watson	Office Manager/USC Intern
■ Stadium	803-254-3474
■ Fax Number	803-254-4482
■ Website	www.blowfishbaseball.com
■ Address	Capital City Stadium 301 South Assembly St Columbia, SC 29201

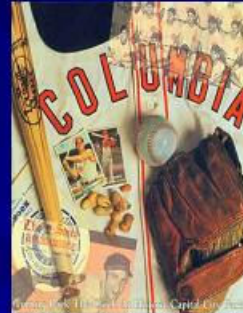
Be A Part of Blowfish Baseball



Historic Capital City Stadium-Columbia South Carolina

Print Advertising-Souvenir Program

Ad Size	4 Color Rate	B&W Rate
Back Cover	Sold Out	N/A
Inside Front	Sold Out	N/A
Inside Back	\$2,000	N/A
Full Page	\$1,500	\$1,000
1/2 Page	\$1,000	\$ 600
1/4 Page	\$ 600	\$ 350



- This Souvenir Program is a major-league quality publication that is sold to the fans at Capital City Stadium. It's designed to enhance fans' enjoyment of the game and become a valued souvenir of their outing at the ballpark. Its filled with pages of information about the Blowfish players, Capital City Stadium, and Columbia Baseball history.

Sponsorship Opportunities

- **GAME NIGHT SPONSORSHIP**
- Play Catch with the Blowfish \$1,500
- Kids Run the Bases \$1,000 Giveaway \$5,500
- Independence Fireworks \$3,500
- Discount Beverage Night
- Louisville Slugger Bat \$2,500
- **TICKETS**
- Field Level Box \$125 for all 28 home games/4 for \$400
- Ticket Books \$100 for 20 vouchers /use for 1 game or 10
- Groups Of 20 or more receive a \$1 off \$5.00 ticket
- **CAPITAL CITY STADIUM SIGNAGE**
- Outfield Signage 14' x 20' \$2,500
- Outfield Signage 14' x 10' \$2,000
- Outfield Signage 6' x 20' \$1,750
- Concourse 4' x 4' \$ 500
- Assembly Street 8' x 20' \$4,500

ADAM CRISP - OF
Junior • University of South Carolina
6' • 170 lbs.
Bats right/Throws Right
Hometown: Green, SC

Drafted in the 36th round in June 2004 by the Baltimore Orioles

"WET" WEDNESDAY
JUNE 13TH • 7:05PM
vs Fayetteville Swampdogs
\$1.00 Bud/Bud Light Drafts 6-8pm

"THIRSTY THURSDAY"
JUNE 14TH • 7:05PM
vs Wilmington Sharks
\$1.00 Bud/Bud Light Drafts 6-8pm

FRIDAY, JUNE 15TH • 7:05PM
vs Edenton Steamers

"FOUR COLLEGE STUDENT NIGHT"
College Students with I.D. Buy One Student ticket/get second one free. Sponsored By Adams University Bookstore. Win a Base Sound System.

SATURDAY JUNE 16TH • 7:05PM
vs Outerbanks Doredevils
"EARLY GATHER WITH OUR BLOWFISH PLAYERS"
(Pre-game from 6pm-6:30pm)

Tickets \$5.00 • Children, Seniors, Students & Military \$3 off

CAPITAL CITY STADIUM
803-254-FISH
blowfishbaseball.com

Team Partnerships

FIELD OF DREAMS

Includes:



Full Color 14'x20' Outfield Billboard
 Independence Fireworks Sponsorship
 Nightly On Field Promotion
 Company Picnic/Stadium Club (100)
 Full Page Color Ad Souvenir Program
 Eight Season Box Seats/Parking Pass
 Your Investment: \$8,900

THE NATURAL

Includes:



Full Color 14'x10' Outfield Billboard
 Co-Sponsorship Bat Giveaway
 Nightly On Field Promotion
 Company Picnic/Stadium Club (100)
 Full Page Color Ad Souvenir Program
 Eight Season Box Seats/Parking Pass
 Your Investment: \$7,800

A LEAGUE OF THEIR OWN

Includes:



Full Color 6'x20' Outfield Billboard
 Autograph Baseball Giveaway
 Player of the Game Sponsorship
 Company Picnic/College Corner (100)
 1/2 Page Color Ad Souvenir Program
 Four Season Box Seats/Parking Pass
 Your Investment: \$5,600

BULL DURHAM

Includes:



Full Color 6'x20' Outfield Billboard
 Company Appreciation Night (100)
 1st Pitch Ceremony
 1/2 Page Color Ad Souvenir Program
 Four Season Box Seats/Parking Pass
 Five Box Seat Coupon Books (50)
 Your Investment: \$3,500

