

**BALLPARKS NATIONAL**

# Midwest Sponsorship Packages

Local, City & State partnership opportunities for businesses across the Midwest — built around 8 championship diamonds, an outdoor multi-sport complex, and the Phase 2 indoor complex hosting volleyball, basketball, and indoor club sports.

**425K+ ANNUAL VISITORS · 10+ SPORTS · MULTI-STATE MIDWEST FOOTPRINT**

## THE OPPORTUNITY

# Reach Midwest families where they gather all season.

Ballparks National draws more than 425,000 annual visitors from a multi-state footprint across the Midwest for baseball, softball, and — as the outdoor multi-sport complex and Phase 2 indoor complex come online — volleyball, basketball, and 10+ club sports. Tournament families arrive for multi-day stays, eating, shopping, and exploring the Lake of the Ozarks between games. Our sponsorship program turns that captive, high-intent audience into measurable exposure for businesses of every size.

Every sponsorship tier is amplified by our QR-powered social media program: branded, print-ready QR posters and hero movie-poster creative placed throughout the facility turn tournament crowds into a year-round, cross-platform social audience — extending your brand far beyond game day.

## LOCAL BUSINESS PACKAGES

### Local

Affordable, high-visibility entry points for neighborhood and small businesses.

#### Community Supporter

**\$500 / season**

**Ideal for:** Neighborhood shops, restaurants & family businesses

- Logo on the Ballparks National sponsor web page
- Name recognition in event-day PA announcements
- Social shout-out during a tournament weekend
- Window/entry decal identifying you as a proud BPN partner

#### Dugout Partner

**\$1,500 / season**

**Ideal for:** Local service businesses & franchises

- Everything in Community Supporter
- Branded dugout or bench signage at one diamond
- Logo inclusion on shared QR social posters
- Quarterly social feature across BPN platforms

#### Field Friend

**\$2,500 / season**

**Ideal for:** Established local businesses seeking on-site presence

- Everything in Dugout Partner
- Outfield banner at a diamond of your choice
- Dedicated QR landing tile linking to your offer
- Booth space at one marquee tournament weekend

## CITY & REGIONAL PACKAGES

# City & Regional

Scaled exposure for city-wide brands and regional chains across multiple diamonds and channels.

### City Partner

**\$5,000 / season**

**Ideal for:** City-wide brands & regional chains

- Everything in Field Friend
- Multi-diamond banner package (up to 3 fields)
- Featured placement on facility QR hero posters
- Named sponsor of a weekly highlight reel across social
- Logo on printed tournament programs & brackets

### Scoreboard Partner

**\$10,000 / season**

**Ideal for:** Auto, healthcare, banking & hospitality leaders

- Everything in City Partner
- Digital scoreboard branding at a premier diamond
- Co-branded QR movie-poster placement in high-traffic zones
- Presenting sponsor of one Ozark Invitational event
- Livestream lower-third brand exposure

## STATE & MIDWEST PACKAGES

# State & Midwest

Marquee, category-defining partnerships with complex-wide reach and QR social integration.

### Regional Champion

**\$25,000 / season**

**Ideal for:** Statewide brands & Midwest regional companies

- Everything in Scoreboard Partner
- Complex-wide banner & signage program
- Naming of a field zone or the outdoor multi-sport complex court
- Featured brand in the QR social campaign & hero poster series
- Presenting sponsor of a full tournament series
- Hospitality suite access on marquee weekends

### Midwest Presenting Partner

**\$50,000+ / season**

**Ideal for:** Category-leading Midwest & national brands

- Everything in Regional Champion
- Top-billing across all facility signage & digital assets
- Exclusive category rights across the Midwest footprint
- Co-branded QR strategy & custom hero movie poster
- Presenting rights to the Phase 2 indoor complex season
- Year-round integrated social & content partnership

**INCLUDED WITH EVERY TIER**

# QR-Powered Social Amplification

Every sponsorship — from Community Supporter to Midwest Presenting Partner — plugs into the Ballparks National QR social media program. Print-ready QR posters and cinematic hero movie posters are placed throughout the ballpark, turning tournament participants and their families into a year-round, cross-platform audience. Sponsors earn measurable, reshareable exposure that traditional static signage cannot match.

- Every scan drives followers, highlight views, and landing-page visits sponsors can be featured on.
- #PlayedAtBPN user-generated content multiplies impressions each tournament weekend.
- Co-branded QR tiles route directly to sponsor offers, coupons, and websites.
- Higher tiers receive dedicated QR landing tiles and custom hero-poster creative.

## Become a Ballparks National Sponsor

Custom and multi-year packages are available, and every tier can be tailored to your marketing goals. Contact our partnerships team to reserve your placement for the upcoming season.

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