The OLD NORTH STATE LEAGUE

LAKE NORMAN HARBORHIPPOS

‘27 SPONSORSHIP GUIDE



WELCOME TO THE LAKE NORMAN HARBORHIPPOS!

Founded by Kris and Mike Viruso, the Lake Norman HarborHippos are committed to being more than just a baseball team. We're here to bring families together, strengthen connections, and serve our community with purpose. As we enter the 2027 season, we invite you to partner with us in creating an atmosphere of joy, fellowship, and lasting impact that extends well beyond the ballpark. Together, we can make Lake Norman a place where faith, fun, and community thrive side by side.



The Hippos are part of the Old North State League, representing the best of summer collegiate baseball, where college athletes from across the state and beyond come to showcase their skills. The ONSL is 24 teams strong across North Carolina, and the HarborHippos play in the Mountain Division.

SEEKING HIPPO HEROES! WHY PARTNER WITH US

Local Visibility: 250 to 400 fans at each of our 22+ home games and 1,500 pocket schedules in circulation across Lake Norman. Online, our social reach grew to more than 73,000 people last season (up 421.7%), with over 827,000 views across our channels. Instagram followers grew 297% and Facebook followers grew 129%.

Community Support: Becoming a Hippos sponsor shows your commitment to community spirit and to local sports and families.

A Fit for Every Business: From a $150 Neighborhood Night to a season-long Grand Slam partnership, there's a place in the Pod for every Lake Norman business, and every package can be tailored to your goals.

WWW.HARBORHIPPOS.COM

PREMIER PARTNERSHIPS

Our signature partnerships, built for businesses that want to own the summer at the ballpark. Limited to a select few partners each season.

GRAND SLAM HARBOR PARTNERS: $10,000

“The highest level of partnership. The deepest level of impact.”

Grand Slam Partners are the cornerstone of our team's success. They help us deliver an unforgettable game-day experience and a lasting impact in the Lake Norman community. Reserved for a select few organizations, this level offers our best opportunities for recognition, fan engagement, hospitality, and lead generation.

Grand Slam Partners receive the equivalent value of the following*:

- Naming rights to the VIP Deck: "The [Your Company] Deck" (available to our first Grand Slam Partner)
- 5x20 outfield banner
- Your banner on the VIP Deck rail
- Opening Day presence: sponsor booth, shoutouts throughout the game, and a between-inning activity presented by your company, plus shoutouts all season
- Premier logo placement at the top of the Hippos website and on Hippos staff T-shirts
- Press release announcing the partnership
- One private VIP Deck Night for up to 20 guests at the game of your choice, with concessions and a visit from Normie
- 2 reserved seats at every home game
- Hippo swag

*Every Grand Slam package is customized to meet your marketing and branding goals.



PREMIER PARTNERSHIPS

TRIPLE PARTNERS $5,000

Triple Partners step up to the plate with high-impact opportunities to connect directly with fans. This level is designed to drive real lead generation through interactive promotions while building brand visibility and strengthening your presence in the Lake Norman community.

Sponsor package includes:

- 5x20 outfield banner
- Your banner on the VIP Deck rail
- Social media promotion
- Logo on Hippos staff T-shirts
- Logo and link on the Hippos website
- 2 season tickets and 16 general admission tickets
- Option to host a tent at up to 3 games
- Option to sponsor a fan game at 3 games







Built around your goals.

Every Premier Partnership can be customized. Mix and match from anything in this guide (signage, featured moments, jersey placement, VIP Deck hospitality, and theme nights) and we'll design a partnership that fits your business. Naming rights, multi-year partnerships, and custom packages start at $5,000. Let's talk.

FEATURED SPONSORSHIPS

Own a signature moment of every Hippos game. Each of these is limited to one partner.



Final Score Sponsor - $2,500

• Logo on the final score graphic for approx. 40 games (all home and away games, plus playoffs)
• Logo and link on the Hippos website
• Shoutout during the game
• 5x10 outfield banner
• 16 general admission tickets



Player of the Week - $1,500

- Logo on all social posts (approx. 10 weeks)
- Logo and link on the Hippos website
- Shoutout during game
- Logo on Community Sponsors banner
- 8 general admission tickets



Strikeout Sponsor - $1,000
Home Run Sponsor - $1,000

- Brand announcement any time there is a strikeout or home run by the Hippos players
- Logo and link on the Hippos website
- Logo on Community Sponsors banner
- 8 general admission tickets



Pocket Schedule Presenting Sponsor: $750 (1 available)

• Your logo on the front of all 1,500 Hippos pocket schedules, distributed across Lake Norman all season
• Logo and link on the Hippos website
• Shoutout during the game
• 8 general admission tickets

Theme Night Title Sponsor: Custom pricing

Put your name on one of our biggest nights of the summer: Ladies Night, Dudes at the Dock, Bark in the Park, or Normie's Birthday Bash. Includes naming of the night, an on-site booth, and promotion in the lead-up to the game.

JERSEY SPONSORSHIP OPPORTUNITIES

Put your brand front and center as an official HarborHippos Jersey Sponsor! Your logo will appear on player uniforms, creating strong visibility at games and community events while aligning your brand with the excitement, energy, and family-friendly spirit of HarborHippos baseball.



Home and Away Jersey Sponsors - $2,500 (3 Available)
Step into the spotlight with the Lake Norman HarborHippos as the official Home or Away Jersey Sponsor. Your company's logo will be featured prominently on either the home or away uniforms, giving your brand prime visibility during games.

- Logo and Link on Hippos website
- Logo on Community Sponsors Banner



City Connect Jersey Sponsor - $2,500 (1 Available)
Our City Connect Jersey is always a huge hit with players and fans. In 2027, your brand can be front and center on the all-new design, and you'll have a seat at the table creating it. Work alongside our design team to bring a piece of Lake Norman to life on the field, then celebrate the big reveal with us.

- Logo and link on the Hippos website
- Logo on the Community Sponsors banner
- Collaborate with our design team on the 2027 City Connect jersey
- Featured in the jersey reveal on Hippos social media



Player Warm-Up Gear Sponsor - $2,500 (2 Available)
Your logo goes on the warm-up gear every Hippo wears before every game. From batting practice to pregame stretch, fans arriving early see your brand on the field before the first pitch, and in the pregame photos and videos we share on social media all summer.

- Logo and link on the Hippos website
- Logo on the Community Sponsors banner

HOMETOWN PARTNERSHIPS

You don't need a corporate budget to be part of the Pod. Hometown Partnerships are built for Lake Norman's local and family-owned businesses, from a single game night to a season-long outfield banner, all designed to put your name in front of local families all summer long.

DOUBLE SPONSORS $2,500

The Double package gives your business a season-long presence with the HarborHippos and real chances to meet fans face to face. It's the right level for businesses ready to make Hippos baseball part of their summer marketing.

Sponsor package includes:

- 5x10 outfield banner
- Social media promotion
- Logo on Hippos staff T-shirts
- Logo and link on the Hippos website
- 16 general admission tickets
- Option to host a tent at 2 games

ALL-STAR SPONSORS $1,500

The All-Star package is an easy, affordable way to get your brand in front of local fans while showing your support for Lake Norman sports and entertainment. It's a great entry point to boost visibility, build goodwill, and help build a new tradition for local families.

Sponsor package includes:

- 5x10 outfield banner
- Social media promotion
- Logo and link on the Hippos website
- 8 general admission tickets

Hometown Bundle: $750 (10 available) BEST VALUE

The easiest way to join the Pod for the whole season.

- Backstop banner behind home plate at all 22+ home games
- Logo on the back of our pocket schedule
- 6 general admission tickets
- Business name and link on the Hippos sponsor page
- Welcome post on Hippos social media



MORE WAYS TO JOIN THE POD

Backstop Banner: $500 per season (10 available)



- Your banner on the fence behind home plate at all 22+ home games, seen on every pitch
- Banner printing included
- Business name and link on the Hippos sponsor page

Pocket Schedule Month Sponsor: $400 (3 Available)



- Your logo featured on the May, June, or July calendar panel of all 1,500 Hippos pocket schedules, right next to the games fans are planning around
- A stack of schedules for your counter, so customers take a piece of your business home

Game Night Partner: $250 per game



- "Tonight's game is presented by [Your Business]" over the PA and on social media
- 2 PA announcements during the game
- 10 general admission tickets
- Ceremonial first pitch

Available for regular home games. Theme nights are offered separately as Theme Night Title Sponsorships.

VIP Deck Night: $500 per game

Host your team, clients, or customers in the best seats at the ballpark.



- Reserved VIP Deck for up to 20 guests
- General admission for all 20 guests
- PA welcome for your group
- Your banner on the deck rail for the night
- Food packages available

Opening Night Not Available

Neighborhood Night Pickup Spot: $150

Be the place your neighbors go for free Hippos tickets.



- 50 complimentary general admission tickets for one of our Neighborhood Nights, handed out at your business
- Promoted on Hippos social media and email as an official ticket pickup spot
- More foot traffic in your door, and more families in our stands

Ticket Sponsor: $750 (1 available)

Put your brand in every fan's hand.



- Your logo on every Hippos game ticket, digital and printed
- "Tickets presented by [Your Business]" on the Hippos ticketing page and ticket confirmation emails
- 10 general admission tickets

Build your own. Combine any Hometown options to create a package that fits your business.
Flexible payment plans are available on packages of $1,500 or more.
Ready to step up? See Triple Partners on page 4.

IN-KIND & FOOD PARTNERSHIPS

In-Kind Partners

We love partnering with local businesses and being able to support them throughout the season. In return for goods and services to help us be game-day ready, our All-Star Partners will receive customized branding and ticket packages based on the value of services provided.

Needs for '27 Season:

- Media Partners
- Decking Partner(s)
- Storage Container Partner(s)
- Field Enhancements (Landscaping, Restrooms, etc.)
- Fitness Facilities
- Player meals: restaurants and caterers to feed our players and coaches after games (80 people)







Food Partners

We're looking for local food trucks, restaurants, and culinary partners to be part of the Lake Norman HarborHippos 2027 season! It's a great way to feed hungry fans, showcase your brand, and support local baseball in front of hundreds of families throughout the summer. The Hippos average 250+ fans a game, and they come hungry!

• Food vendors (trucks, tents, carts, and pop-ups): $50 per game
• Special food pop-ups for theme nights (Ladies Night, Bark in the Park, and more)
• Vendor fees waived for Hometown Bundle partners and above
• A limited number of food vendors each night, so every vendor has room to succeed

Please contact Kris Viruso (kviruso@HarborHippos.com) if you are interested in being a Food Partner for the '27 season.

OTHER WAYS TO GET INVOLVED

PLAYER INTERNSHIPS

Succeeding off the field is just as important as performing on the field. Many of the players have hopes of making it to the big leagues, and we hope that happens for all Hippos! It is also important to ensure the kids are able to balance ball with non-baseball work experience. Thus we're looking to partner with local businesses for player internships, 15-20 hrs a week.

Seeking opportunities in an array of areas including Project Management, Business Analysts and Operations, Engineering, Health fields and more. If your company is interested in participating in the program, please email Robert Weber (RWeber@HarborHippos.com) or visit the website and fill out a form under Community Involvement.

GROUP TICKETS

Planning a summer outing for your team, business, church, or group of friends? What better way to rally together than a HarborHippos outing! Reserved seating, and we can work with your group on tailored food packages and pre-game gathering space. Get ready for a fun-filled day of laughter, excitement and baseball! For groups of 10+, visit 'Group Outings' under the Ticket section of the website or email info@harborhippos.com.







LAKE NORMAN
HARBORHIPPOS

Ready to join us as a HarborHippos Sponsor?

Email:
Partnerships@HarborHippos.com

We look forward to partnering on a great season.

Let’s Go Hippos!