

Lake Norman HarborHippos: Sponsorship Recap Inaugural Season

August 2025



Sponsorship Recap:

Season 1 – Summer 2025

- *Player Feedback
- *Fan Feedback
- *Stats
- *Attendance
- *Social Engagement
- *Looking Forward



Our Mission

The Lake Norman HarborHippos were founded to bring the most dynamic, family-friendly, and community-focused baseball experience to the Old North State League.

Founded by Mike and Kris Viruso, our mission is to deliver competitive play with high-energy entertainment, nonprofit partnerships, and strong local pride. Every game is a celebration of connection, purpose, and play. As a sponsor, you're not just supporting a team—you're joining a movement that's making waves in the Lake Norman community.



Player /Parent Feedback

Thank you so much for this opportunity, I found a new love for the game that I have not had in a long time!

I can not thank you enough for what you have done for my son. He has had the most amazing time playing for the Hippos!

You guys are amazing and the best owners in the world. It did not feel like a first year team. With the opportunities you provided on and off the field, you would have thought you were doing this for years. I can't wait to be back next year.

My son hasn't had this much fun playing since he was 10!

I have been playing at HAP since I was 8. It was so cool to play on the field I grew up on and seeing it turned into something amazing. I have never seen so many fans at a game out here. Thank you!

The package you put together for us made me feel like I was playing for a professional team. The training facilities were amazing, the environment at the ballpark was better than anyone else in the league, and the kids made us feel like pros. I hope you let me play again next summer.



Hippos Fan Feedback*

85% of survey respondents rated experience at games Very Good to Excellent


55% of respondents attended 3 or more games

89% of respondents plan to attend games next season

*22 survey respondents



What was your favorite part of attending a Hippos game this season?

The feel of baseball!!! 

They did a call out for my nephew visiting from colorado.

The people and the players!

The players informal interactions and family friendly atmosphere.

Community focus and nonprofit highlights.

Community feel / supporting local teens/college kids / close to home.

Engaging for the kids.

Great atmosphere. Low key fun.

Nice field and plenty of parking. Foul ball reward was definitely my kiddos favorite part!

Watching my Grandson play for the first time in 8 years 100

Everything! You guys did a fantastic job.

The family atmosphere.

Cost was reasonable and the game was exciting.

Enjoying a hotdog!

Knowing these guys are local.

Quality of play.



Community Feedback

Keep it up! Thank you for bringing great Americana to Huntersville! 🏈 🧡

Thanks for bringing the team to the Lake Norman area!



Frank Porter
Mike & Kris.

You and staff really pulled it off. An amazing accomplishment and great first season. It was an incredible effort of love to make the "dream" come true. We all; family, fans, non-profits, sponsors and especially players, benefited from your Dream. We are so proud of you!



Chris Flowers 🇺🇸 recommends Lake Norman HarborHippos.

8w · 🌐

Tons of fun. The games are relaxed, and our kids had a ball interacting with the players and just soaking up some early evening baseball.

1 comment

Most relevant ▾



Alec Allred

Congrats on a great first year! You guys are awesome

3w Like Reply Hide



Tracy Lindley Thompson

Nic had a blast!! Thank you coaches and sponsors for a great first season!

3w Like Reply Hide



Angela Tucker-Johnson

Thank you for the wonderful experience, networking and building new relationships! It was awesome 🍌 Job well done!

3w Like Reply Hide



Linda Mellette Morris

Great guys, great team!

...



Lake Norman HarborHippos

'25 Stats



**35 Players; 8 with Host Families; Two players made All-Stars.
Ranked 3rd in Division!**



Hosted 17 Home Games (3 rainouts); 15 Theme Nights



**Despite storms and heat, averaged over 260 ppl in attendance at games
with more than 500 for opening night!**



**Partnered with more than a dozen local nonprofits to raise awareness
and donations**



Sold 525 Hot Dogs (& the players ate about 500 more!!)



Lake Norman HarborHippos

'25 Stats



4 visits by Normie/ Players to local schools; 20+ public appearances by Normie in 3 months (community relations/brand building)



60 kids joined for our Youth Baseball Night (free admission)



Hosted two schools, an art school, multiple baseball/softball teams for group outings at the park



Partnered with more than a dozen local nonprofits to raise awareness and funds of over \$5,000 to support their missions



Donated more than 50 birthday gifts during Normie's Birthday Party



Lake Norman HarborHippos Attendance Statistics



Total Tickets Sold - 4,538 (17 games)

Average Attendance per game: 267

Top Ticket Sales @ Gate - 6/1 (Super Hero /First Responder Night) & Playoff Game on 7/23

24 Season Ticket Holder Families

89% of Survey Respondents rated Ticket Prices a Great or Good Value



Social Following



Instagram:

340% Growth in 4 months*

***1770+**
followers

+1400 in
4 months

577k
views

12k+
Interactions

15k+
Profile
Visits

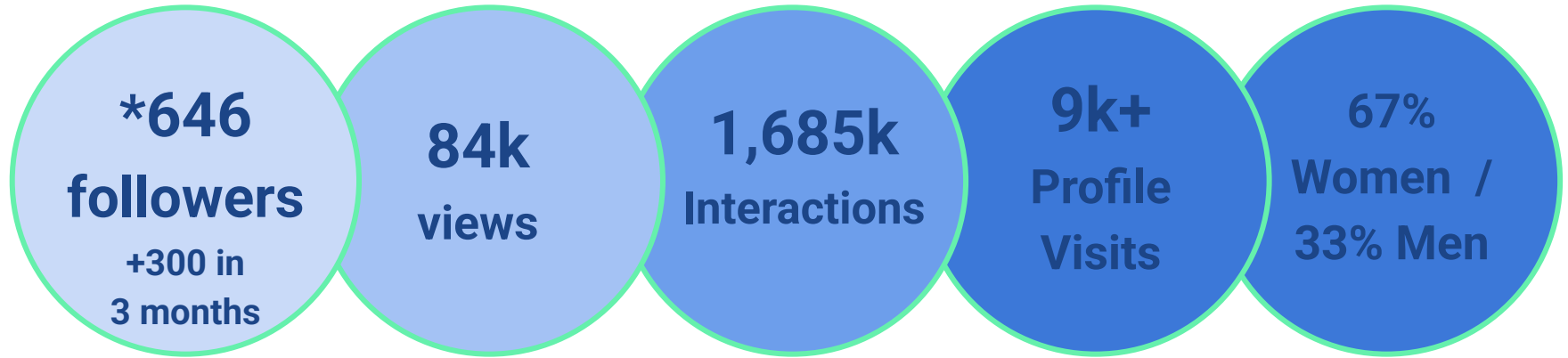
58.6%
Women /
41.4%
Men

Greatly outperformed competitor benchmarks



Facebook:

86% Growth in 3 months*



Outperformed competitor benchmarks



Sponsor Spotlight



Looking Forward: Sponsor Improvements



Sponsor Onboarding Packet: Digital welcome kit with key dates, assets (logos, social media handles), how/where your brand will be featured, and additional ways to get involved.

Longer lead time for banner, social promotion, etc. Will help ensure no missed /rushed deadlines & extra run time for social promotion.

Distribution of complimentary tickets in advance to allow sharing with clients, customers, etc.

Co-Promotion:

Sponsorships are most successful when there is a shared investment from both the sponsor & the team.





*THANK YOU FOR AN
INCREDIBLE SEASON!*



Mike & Kris Viruso, Owners
mviruso@harborhippos.com

Meagan Brady
Director of Marketing
mbrady@harborhippos.com

