

# FOUNDING PARTNER SPONSOR GUIDE



*Join us for the  
Inaugural Season!*



[WWW.HARBORHIPPOS.COM](http://WWW.HARBORHIPPOS.COM)

## WELCOME THE LAKE NORMAN HARBORHIPPOS!

The Lake Norman community is lucky to be selected as the home field location for the HarborHippos, the Old North State League's (ONSL) newest team! Founded by father and son, the ONSL represent the best of summer collegiate baseball, where college athletes from across the state and beyond come to showcase their skills. Similarly, the Hippos came about through the vision & passion of the Viruso family, long-time residents of the LKN region.



*"Our mission is to foster a dynamic environment where collegiate athletes can enhance their skills, while engaging the community through an exciting brand of baseball. We aim to create a vibrant summer tradition that promotes community involvement, player development, and memorable experiences for fans of all ages, while giving back to local charities and supporting impactful causes," -Mike Viruso, Owner*

## SEEKING HIPPO HEROES! BECOME A FOUNDING PARTNER TODAY



**Local Visibility:** Your brand will reach thousands of fans at our games, community events, and through our extensive marketing efforts. 350-500 attendees expected at every game and 20 home games this season!



**Community Support:** Becoming a Hippos sponsor demonstrates your commitment to fostering community spirit and supporting local sports initiatives.



**Customized Opportunities:** From field signage to game day promotions, we offer tailored sponsorship packages to meet your business goals.

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# THE HARBOR



## @ HUNTERSVILLE ATHLETIC PARK



We're teaming with the Town of Huntersville to create 'The Harbor', the Hippos home field and community gathering space. The Hippos need your help - our **Founding Partners** - to bring the Harbor to life!

**Founding Partners** helping with ballpark improvements will receive customized branding packages based on level of sponsorship and will be recognized throughout season in marketing & social media. See the following pages for opportunities.

### All-Star (In-Kind) Partners

We love forming relationships with local businesses and being able to support them throughout the season. In return for goods/ services to help us be game-day ready, our All-Star Partners will receive customized branding and ticket packages. Examples include:

- Decking
- Fencing
- Field Beautification
- PA/Sound System
- Food Trucks/ Team Meals
- Merchandise



## FOUNDING PARTNER PACKAGES

Sponsor packages are designed to fit any budget while providing broad brand visibility. Be a part of HarborHippos history by becoming a founding partner, helping build a vibrant new tradition for the LKN community!

### **GRAND SLAM HARBOR PARTNERS \$15,000+**

#### **Help the Hippos hit it out of the park!**

Grand Slam Partners will enable the Hippos to truly create a one-of-a-kind experience. Partnership donations will be used for the most vital park improvements to ensure players and fans have a safe, best-in-class experience. From the Bull Pen to the Backstop and Dugouts, Grand Slam Partners will bring The Harbor to life. Custom branding packages will ensure your brand is prominently displayed, ensuring fan recognition — and more importantly your commitment — to supporting the local community through Lake Norman HarborHippos Baseball.

#### Grand Slam Partner to receive equivalent value of the following\*:

- Branding rights on high visibility area of choice (Dugout, VIP zone)
- XXXL Banner prominently displayed in location of choice
- Uniforms: Logo featured on Player Jerseys (*3 Grand Slam Partners Only*)
- Opening Day Visibility: Set up a sponsor booth, company shoutouts through the game, in between inning activities presented by your company, shoutouts for rest of season
- Premier Logo placement at top of Hippo Website
- Premier Logo placement on Hippo Staff T-shirts
- Press release highlighting partnership
- 1 Group Ticket Outing (up to 25 seats) of game of choice, complimentary hot dog & soda, drink vouchers + player & mascot interactions (\$300+ value)
- 2 reserved seats at every game + concession tickets
- Hippo swag and more!

\*Packages can be customized to ensure we're meeting all of your marketing/ branding goals.





## FOUNDING PARTNER PACKAGES

### **TRIPLE PARTNERS \$5,000+**

Our TRIPLE Partners will be the cornerstones of The Harbor. Your partnership will ensure a safe, comfortable and accomodating ball park for attendees.

- Bull Pen Improvements
- Upgraded Seating
- Enhanced Dugouts
- Protective Netting

Sponsor packages to include:

- Logo featured in selected, specialized high-visibility area (First come, first serve!)
- XXL Banner in location of choice
- Social promotion
- Logo on Hippos Staff T-shirts
- Logo featured on Hippos Website
- 2 VIP Reserved Season tickets + complimentary concessions
- 8 Reserved Seats to game of choice
- Hippo swag!



### **THE DOUBLE SPONSORS \$2,500+**

Our DOUBLE Partners will be essential in creating a clean, fun facility for fans of all ages, including:

- Kid Zone Area
- Food / Drink Concession Areas
- Field Beautification
- Facilities Upgrades
- Stadium Perimeter Fencing

Sponsor packages to include:

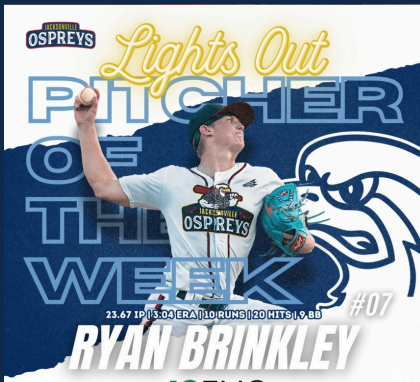
- XL Banner in location of choice
- Social promotion
- Logo on Hippos Staff T-shirts
- Logo featured on Hippos Website
- 8 complimentary reserved tickets to game of choice + concession tickets
- Hippos swag!



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## THE SANDBAR: \$5,000

Help building a unique experience for fans to enjoy the game at "The Harbor". Your name will be front and center as the primary sponsor of our beer garden and seating area. Open to creative ideas for branding!



## Digital & Print: \$750 Each

- Magnet Schedules
- Final Score Social Post
- Player of the Week
- Pitcher of the Week
- Pregame Social Post

**SOLD**



## Stadium and Player Visibility \$750 -\$2500

- Outfield Banner (multiple sizes)
- Concessions Tent
- Merchandise Tent
- Dugout Banner
- Concourse Banner
- Picnic Tables and Umbrellas



## Novelties: \$500-1000Each

- Replica Jersey
- Giveaway T-Shirt
- Replica Ball
- Mini Bat
- Mini Helmet
- Koozies





## 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](mailto:info@harborhippos.com).





**Ready to join us as a  
HarborHippos Founding Partner?**

**Email:  
[Partnerships@HarborHippos.com](mailto:Partnerships@HarborHippos.com)**



**We look forward to partnering on a great season.  
Let's Go Hippos!**