



# '27 SPONSORSHIP GUIDE



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



# WELCOME 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 - the HarborHippos are part of the Mountain Division.



## SEEKING HIPPO HEROES! BECOME A SPONSOR TODAY

### BENEFITS INCLUDE:



**Local Visibility:** Your brand will reach thousands of fans at our games, community events, and through our extensive marketing efforts. 250-400 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.



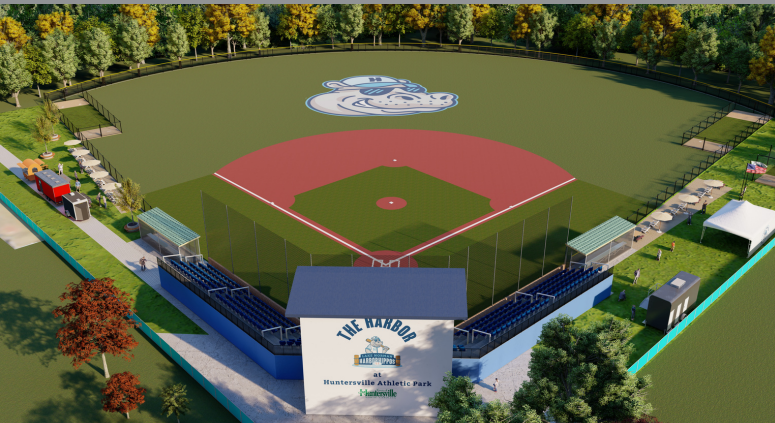
**Customized Opportunities:** From field signage to game day promotions, we offer tailored sponsorship packages to meet your business goals.

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# FIELD SPONSORSHIP OPPORTUNITY

After two incredible seasons, we're seeking a cornerstone partner to help shape the next chapter for our team and community. This premier opportunity places your brand at the heart of the HarborHippos experience—our home field—where families and fans gather all season long.



*The Field Sponsorship is a multi-year partnership with flexible terms and customized pricing designed to meet the unique needs of our strategic partner.*

## Field Sponsorship Benefits:

- **Naming Rights:** Company name prominently featured as the official name of the field.
  - E.g.: <Your Company> Field – Home of the HarborHippos.
- **Year-Round Visibility:** Branding showcased on stadium signage, digital platforms, and media mentions.
- **Community Impact:** Association with family-friendly, community-driven events that bring people together well beyond game days.
- **Longevity:** A multi-year commitment secures your brand as a cornerstone partner, building equity and recognition with every season.
- **VIP Engagement:** Priority access to hospitality opportunities, on-field events, and exclusive sponsor activations.



*This is more than a sponsorship — it's building a legacy. By becoming the HarborHippos Field Sponsor, your company will stand at the center of every cheer, every memory, and every moment we create together.*



# SPONSORSHIP PACKAGES

Be a part of HarborHippos history by continuing to help build a vibrant new tradition for the LKN community!

## **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—helping us deliver an unforgettable game-day experience and a lasting impact in the Lake Norman community. Reserved for only a select few organizations, this elite sponsorship level offers premium opportunities for recognition, fan engagement, hospitality, and lead generation, ensuring your brand is uniquely aligned with the excitement and energy of HarborHippos Baseball.

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

- Branding rights on high visibility area (first come, first serve)
- XXL (5x20) Banner prominently displayed
- 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 concessions & mascot interactions (\$300+ value)
- 2 reserved seats at every game
- Hippo swag

\*Customized package to ensure we’re meeting all of your marketing/branding goals.





## SPONSORSHIP PACKAGES CONT.

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

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

Sponsor package includes:

- 5x20 Banner in outfield
- Social promotion
- Logo on Hippos Staff T-shirts
- Logo/link featured on Hippos Website
- 2 Season tickets
- 16 General Admission Tickets
- Option to host tent at up to 3 games
- Option to sponsor a fan game at 3 games



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

A Doubles sponsorship offers a great way to test the waters with the HarborHippos fanbase. With light-touch fan engagement opportunities along with season-long brand exposure, this level is ideal for businesses looking to get involved in the action while exploring future partnership potential.

Sponsor package includes:

- 5x10 Banner
- Social promotion
- Logo on Hippos Staff T-shirts
- Logo/link featured on Hippos Website
- 16 General Admission Tickets
- Option to host tent at two (2) games



## SPONSORSHIP OPPORTUNITIES CONT.

### All-Star Sponsorships \$1,500

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

Sponsor packages to include:

- 5x10 banner
- Social promotion
- Logo/link featured on Hippos Website
- 8 General Admission Tickets



### **Final Score Sponsor \*- \$2,500**

- Logo featured in aprox. 40 games (all home & away games + playoffs)
- Logo/link on Hippos website
- Shoutout during game
- 5x10 banner in outfield
- 16 General Admission Tickets



### **Player of the Week\* - \$1,500**

- Logo on all social posts (aprox 10 weeks)
- Logo/link on website
- Shoutout during game
- Logo on Community Sponsors banner
- 8 General Admission Tickets



### **Strike Out Sponsor\* - \$1,000**

### **Homerun Sponsor\* - \$1,000**

- Brand announcement any time there is a strikeout or homerun by the Hippos players
- Logo / link on website
- Logo on Community Sponsors banner
- 8 General Admission Tickets

\*Only one sponsorship available



# 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

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.

\*Three available

Logo/link on Hippos website

Logo on Community Sponsors Banner



## City Connect Jersey Sponsor\* - \$2,500

Our City Connect Jersey was a huge hit with players and fans. In 2027, your brand can be front and center on the all-new design, showing your support for local baseball while connecting with fans in a bold, memorable way.

\*Only one sponsorship available

Logo/link on Hippos website

Logo on Community Sponsors Banner



## Replica Jersey Sponsor\* - \$2,500

As the Replica Jersey Sponsor, your logo will appear on the official jerseys sold to fans. This sponsorship supports the team and delivers lasting brand visibility every time a fan wears their HarborHippos gear — this season and beyond.

\*Only two sponsorships available

Logo/link on Hippos website

Logo on Community Sponsors Banner



# IN-KIND & FOOD PARTNERSHIPS

## All-Star (In-Kind) Partners

We love partnering 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 based on the value of services provided.

Needs for '27 Season:

- Media Partners
- Decking Partner(s)
- Field Enhancements (Landscaping, Restrooms, etc.)



## 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 Trucks (prefer trucks to commit to minimum of three (3) games)
- Special food pop-ups for theme nights (Ladies Night, Bark in the Park, etc.)
- Food Donations: Feed the players & coaches post-game

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](mailto:info@harborhippos.com).





**Ready to join us as a  
HarborHippos Sponsor?**

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



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