

CORPORATE ENTERTAINMENT, HOSPITALITY & SPONSORSHIP

USPBL.COM | 248.601.2400 | 7171 AUBURN ROAD, UTICA, MI

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"It was really an awesome time, people haven't stopped talking about it! Thanks again for making it special for everyone. It was the best baseball experience that most people have ever had by far." – **David F.**

LETTER FROM THE OWNER



When we opened Jimmy John's Field in Utica, MI on May 30, 2016 with our first game of the United Shore Professional Baseball League, our goals were to have the cleanest, safest, friendliest ballpark in America; the best, most affordable family entertainment experience in Metro Detroit; the best independent, professional baseball league; and a happy place where memories are made. As we approach our eighth season of baseball at Jimmy John's Field, I can honestly say that we have achieved all of those goals, and so much more!

We have built the USPBL into a fantastic professional baseball league where players who just barely missed getting drafted can come to continue to develop their skills and achieve their dream of getting signed by a Major League Baseball team. Our league is comprised of four professional baseball teams – the Utica Unicorns, the Eastside Diamond Hoppers, the Birmingham Bloomfield Beavers, and the Westside Woolly Mammoths – that all play each other at Jimmy John's Field. To date, we have been successful in helping 46 of our players to get signed by Major League organizations, and three former USPBL players have made it all the way up to a Major League roster -Randy Dobnak (Minnesota Twins), Logan Gillaspie (Baltimore Orioles), and Jared Koenig (Oakland A's).

The ballpark itself is a beautiful, timeless classic, and provides a premium level experience in terms of finishes and amenities. The ballpark is maintained to the highest standards, and our staff follows the mantra of "no napkin on the ground for more than five seconds!" Everyone who comes to the ballpark for the first time always has the same reaction - "It's so much nicer than I thought it was going to be."

While the ballpark is beautiful, we are dedicated to making sure it is an affordable place for families to come to enjoy a game and for local businesses to entertain their employees and clients. Because the ballpark is so affordable, our fans are always surprised by the multimillion dollar entertainment experience they enjoy at our games. From Fireworks Spectaculars after every Friday game, to our very own Bat Dog – JJ The Field General (a golden retriever who fetches the bat), to our USPBL Dance Crew comprised of local teens and tweens, live bands that play from our Sound Stage, four team mascots (Lancelot, Ribbi, Buzz, and Woolly Maze), as well as regular appearances by Magician Anthony Grupido and characters from Fairytale Entertainment. The ballpark also features a Wiffle Ball Field and Playground in the Kids Zone, a top-notch Craft Beer Garden, a concert quality sound system, a 50'x80' HD LED Scoreboard, and a high-class VIP Club/restaurant inside the ballpark. Every game at Jimmy John's Field is filled with great entertainment, food and drink, and there is always a fun theme or promotion for every game.

The experience we have created at Jimmy John's Field has not gone unnoticed. We are constantly amazed that we receive hundreds of unsolicited emails and letters from people who have attended games commenting on the wonderful experience they had, how friendly and helpful our staff is, how clean the ballpark is, and how much FUN they had at the ballpark! Make Jimmy John's Field part of your corporate entertainment plans for 2023 by reserving a group outing, suite, or ticket plan now. Our 2023 season starts with Opening Day on Friday, May 19, and we play almost every Thursday through Sunday all summer long through our Championship game on Saturday, September 9. Jimmy John's Field is the place to be in 2023!

Andy Appleby, Chairman, Founder, Commissioner & Director of Fun USPBL powered by UWM





JIMMY JOHN'S FIELD The Best Family Entertainment

Experience in Metro Detroit

The USPBL produces a family entertainment experience that is second to none in the metropolitan Detroit area. Our mission to create a "Disney-like" experience, with "no napkin on the ground for more than 5 seconds," offers the cleanest, safest, most family-friendly entertainment experience for every guest in attendance.

- Year Established: 2016
- Location: Utica, Michigan
- Season Length: May to September
- Number of Teams: 4
- Bat Dog: JJ the Field General
- Players Signed by MLB: 46
- USPBL Players to Majors: Randy Dobnak, Logan Gillaspie, Jared Koenig
- USPBL Fastball Record: 102 mph (Chris Dula, Unicorns)

- ESPN Top 10 Plays: 10
- Single Game Attendance Record: 4,926 (2019 Championship Game)
- All-Time Attendance: 1,385,926
- Summer Picnics Per Season: Over 1,000
- Corporate Partners: Over 200
- USPBL Reading Program: Over 66,000
 students in Metro Detroit
- Charities and Non-Profits Benefiting from the Ballpark: Over 1,000



JJ, THE FIELD GENERAL



USPBL DANCE CREW



READING PROGRAM

Jak lan

USPBL PLAYERS IN THE MAJORS

46 USPBL PLAYER HAVE BEEN SIGNED TO CONTRACTS BY MAJOR LEAGUE ORGANIZATIONS!

When the USPBL powered by UWM opened the gates for its inaugural season in 2016, it immediately found success with both fans and Major League organizations. Through 2022, 46 players have signed contracts with 18 different MLB teams. Many USPBL alumni are currently playing in the high ranks of the Minor League system, and three have cracked MLB rosters so far. The USPBL's first Major Leaguer was former Utica Unicorn Randy Dobnak, who made his debut with the Minnesota Twins in 2019. In 2022, two more former USPBL players made their MLB debuts - Logan Gillaspie, with the Baltimore Orioles, and Jared Koenig, with the Oakland A's.

"Former Hopper Logan Gillaspie got his opportunity here at the USPBL. It's what it's all about. That's why we're here, to be able to tell these stories." - Paul Noce, USPBL Field Coordinator

Pictured: (Top) Logan Gillaspie, former Eastside Diamond Hopper, pitching for the Baltimore Orioles, (Bottom) Jared Koenig, former Birmingham-Bloomfield Beaver, pitching for the Oakland A's.

UTICA UNICORN DRUE GALASSI MAKES #8 ON ESPN TOP 10 PLAYS



SUMMER PICNICS

Perfect for Corporate Entertainment & Employee Engagement



THE SUMMER PICNIC EXPERIENCE

- Group photo on the field
- Welcome message on the scoreboard
- Meet and greet with team mascot
- Kids run the bases after every game
- Free parking

ALL-AMERICAN BBQ PICNIC SERVICE

All-you-can-eat picnic service begins when gates open and lasts for 90 minutes. Beverages available throughout the game.

Premium Hot Dogs, Slow Roasted BBQ Pulled Chicken, Fresh Pasta Salad, Baked Beans, Coleslaw, Potato Chips, Cookies, Unlimited Pepsi Products and Water



TRION SOLUTIONS LEFT FIELD PAVILION & METRO DETROIT CHEVY DEALERS RIGHT FIELD FAMILY PATIO

Our Trion Solutions Left Field Pavilion and Metro Detroit Chevy Dealers Right Field Family Patio offer a fantastic social setting for your summer picnic. Groups will enjoy table seating at field level and All-American BBQ Picnic Service in the patio area.

"What you have created at the ballpark is awesome. The world needs more family-friendly, corporate venues like Jimmy John's Field!"– Kurt

"The hospitality was outstanding, as usual! You should be very proud of your facility and operations. Exceptional!" – Jeff, Trion Solutions



CHEVROLET PAVILION

The Chevrolet Pavilion features picnic table seating on an elevated patio beyond the left field wall. The space includes an 82' x 32' tent and large fire pit, along with all-inclusive picnic service and a private bar.

SUMMER PICNIC PRICING

INCLUDES GAME SEATING IN PICNIC AREA AND ALL-AMERICAN BBQ PICNIC SERVICE

20 Guest Minimum \$38 per person 100+ Guests \$34 per person

Open Bar options available upon request. Reserved Grandstand seating available as an upgrade.

EXCLUSIVE PAVILION BUYOUT

Chevrolet Pavilion: \$13,000 (up to 400 people)

Trion Solutions Left Field Pavilion: \$10,000 (up to 300 people)

Metro Detroit Chevy Dealers Right Field Family Patio: **\$20,000** (up to 600 people)

The all-inclusive pichic service and a private bar.

For more information on Group Outings call 248-601-2400 ext. 4 or email groups@uspbl.com

"Your hospitality is top notch and brings a smile to so many faces. Your willingness to make the experience memorable is what sets your team and ballpark apart from the rest." – Kevin, Macomb Community College





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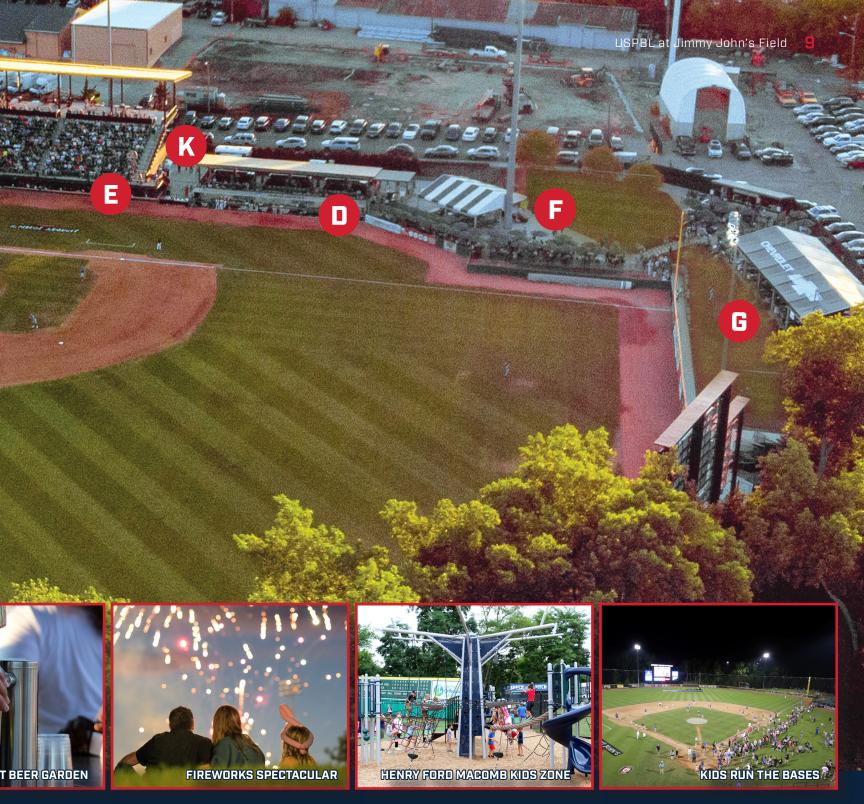


CRAF

ANATOMY OF JIMMY JOHN'S

- 12 Private Cabana Suites
- 7 Founder's Level Suites
- **C** 5 Premium Dugout Suites
- 2 Manager's Suites
- E 24 Diamond Tables
- Trion Solutions Left Field Pavilion

- G Chevrolet Pavilion
- Metro Detroit Chevy Dealers Right Field Family Patio
- Elevated Grass Berm Seating Area
- Henry Ford Macomb Kids Playground, Michigan Orthopaedic Surgeons Wiffle Ball[®] Field, and Extra Credit Union Speed Pitch Machine
- K Craft Beer Garden



FIELD

ACCESSIBILITY

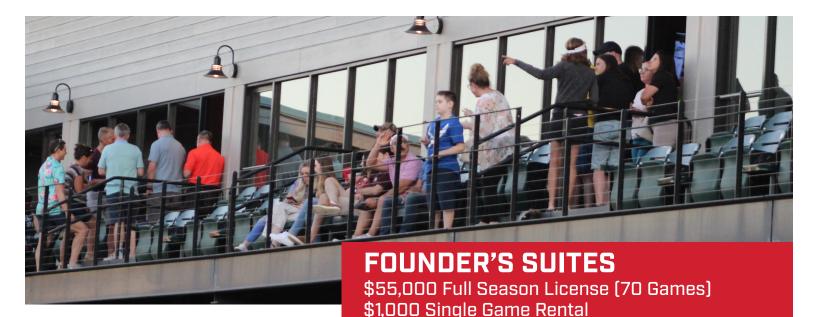
- Located in Historic Downtown Utica adjacent to M-59
- VIP Parking for Suite and Premium Ticket Holders
- Ample parking within a short walk and easy exit after games

UNIQUE CHARACTERISTICS

- Concert Quality Sound System
- State-of-the-Art HD LED Scoreboard
- Home Plate 37 feet from Backstop one of the closest in America

LUXURY SUITES

Entertain in Style at Jimmy John's Field!



SUITE EXPERIENCE INCLUDES:

- Suite Tickets for 16 Guests
- Three (3) VIP Parking Passes
- Use of TLC Clubhouse for entertaining
- Concierge Service to assist with any requests
- Personal Ticket Liaison to maximize ticket usage
- Premium Suite Catering Menu
- Exceptional Suite Servers
- Group Photo in your Suite
- Visit from Team Mascot and JJ the Field General

FULL SEASON LICENSE ONLY:

- 25% Discount on Merchandise
- Autographed Team Memorabilia upon request
- One Exclusive Batting Practice Session per season
- Invitations to USPBL Partner Appreciation Events
- 25 Invitations to Youth Baseball Clinics

Suite Features: With indoor and outdoor seating, these seven suites located atop the third level of the ballpark behind home plate offer the most breathtaking views of the field. Highest grade interior finishes, with large harvest table, interior sectional sofa, and drink rail seating. Largest air-conditioned interior space with large flat screen TV.



DUGOUT SUITES \$45,000 Full Season License (70 Games) \$1,000 Single Game Rental

Suite Features: Closest seats to home plate of any ballpark in America. Indoor and outdoor seating. High-grade, large interior space with harvest table and drink rail seating. Air conditioned interior space with large flat screen TV. Direct access to the VIP TLC Clubhouse (directly adjacent to the suite).

"I just wanted to thank you all for a terrific season of tickets! The suite is definitely my favorite way to go and we had a wonderful experience in every way!" – Jennifer, Culligan Romeo



\$35,000 Full Season License (70 Games) \$800 Single Game Rental

Twelve suites (six on either side of the grandstand) located on top of the team dugouts, our Private Cabana Suites are covered, open-air suites modeled on cabanas at high-end resorts, and offer the perfect environment for entertaining. **Suite Features:** Beautiful sectional sofa pillows, high-back bar stools & drink rails, large ceiling fan, and a top-of-the-line fire pit in each suite.



MANAGER'S SUITES \$35,000 Full Season License (70 Games) \$800 Single Game Rental

Two suites located at field level next to the team dugouts, our Manager's Suites provide your guests a behind-the-scenes experience and the same sight lines as our players! **Suite Features:** High-back bar stools & drink rails with dugout bench seating. Access to warning track between innings.





For more information on Suites call 248-601-2400 ext. 3 or email suites@uspbl.com

DIAMOND TABLES



\$20,000 Full Season License (70 Games)

DIAMOND TABLE FEATURES:

- Tickets for four swivel, mesh chairs per game with premium, uninterrupted views located under cover
- Inclusive concession food menu with table-side service (ballpark fare, soft drinks, water, popcorn & ice cream)
- One (1) VIP parking pass per game
- Table Naming Rights (Company name on table)
- Exclusive locker per table to store baseball gloves and personal items
- Concierge service to assist with any request
- Mixed Drinks, Wine & Beer available
- Use of the VIP Club Lounge for entertaining
- Visit from Team Mascot
- Visit from JJ The Field General
- Group photo
- Exclusive batting practice for 20 people per season
- One (1) first pitch per season
- Four (4) Invitations to a Meet the Teams practice, autograph session and cookout

Our 24 premium Diamond Tables offer the perfect setting for entertaining employees and customers. Each half-moon table consists of four premium swivel chairs, inclusive ballpark fare, soft drinks, water, and your own in-seat wait staff, allowing you and your guests to eat, drink, and socialize while enjoying the game from your own table.



PARK VIEW DIAMOND TABLES \$20,000 Full Season License (70 Games)

"I've been getting rave reviews from our employees after every game they attend. We really appreciate all the work you do to allow our team to enjoy these baseball games!" – Tina, L&L Products

FIRST STATE BANK FRONT ROW CLUB



FRONT ROW CLUB - ROW 1 \$3,000 Per Seat - Full Season (70 Games) \$1,600 Per Seat (40 Games)

Our Full Season and 40-Game Front Row Club Memberships provide the best benefits, the best seats, and all the best dates to enjoy top-notch baseball and entertainment all summer long!



*** * BONUS SUITE BENEFIT * ***

- FULL SEASON PLANS: Opportunity to exchange two games of Front Row Club tickets for one game in a Founder's Suite (3rd Level) and for one game in a Cabana Suite.
- **40 GAME PLANS:** Opportunity to exchange one game of Front Row Club tickets for one game in a Cabana Suite.

FIRST STATE BANK FRONT ROW CLUB BENEFITS:

- Seats in Row 1 of the Grandstand with best views in the ballpark, and seats right on top of the field action
- Premium Padded Seats with Table Arm for In-Seat Dining
- In-Seat Food & Beverage Service (the only seats in the Grandstand with this special service)
- \$5 Food & Beverage Credit (per seat, per game)
- Personalized Plaque on seat
- One Lot B VIP Parking Pass (per game, per account)
- \$100 Off Single Game Suite Rentals
- One Personalized USPBL Season Ticket Member Lanyard per seat
- One USPBL T-Shirt per seat
- One Stadium Blanket per account
- One Team-Autographed Baseball
- One First Pitch Opportunity (per account, per season)
- One Honorary Bat Boy/Girl opportunity (per account, per season)
- One Scoreboard Welcome, Company or Individual (per account, per season)
- TLC Clubhouse Access
- Private Member Entrance
- Guaranteed Promotional Giveaways
- Ten Invitations to Private On-Field Batting Practice
- Four Invitations to USPBL Invite-Only Events
- 15% Off USPBL Merchandise
- Personal Account Representative to handle special requests

SPONSORSHIP & ADVERTISING



Ballpark signage offers your company the perfect way to reach several hundred thousand potential customers each year. From the massive, LED HD Main Scoreboard to unique placements, such as foul poles, there are countless opportunities to increase your company's top-of-mind awareness. These image-building forms of marketing are always in high demand and provide value and prestige for your business.



OUTFIELD WALL SIGNAGE

Outfield wall signs are prime real estate, providing direct viewing during the games and broadcast.

- Left Field Wall Sign 6'x12'
- Center Field Wall Sign 5'x7'
- 1st and 3rd Base Wall Sign 3'x20'





CONCOURSE TV SIGNAGE

These eight prominent television monitors are showcased right inside the main gates to the ballpark, where they have been strategically placed for high traffic exposure every game.

SCOREBOARD SIGNAGE

The focal point for fans during USPBL games at Jimmy John's Field is the 50'x80', state-of-the-art, high definition scoreboard, which is one of the largest in all of minor league sports.

PRINT, MEDIA & PROMOTION





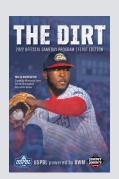
NAMING RIGHTS

Your company's name becomes a reference point of the ballpark and is featured on signage, the seating chart, and in marketing collateral pieces. Potential opportunities:

- Right Field Lawn
- Parking Lot

PROGRAM ADS

The USPBL and its media partners produce over 100,000 programs, scorecards, and pocket schedules every season that are distributed to all fans for free as they enter the ballpark. This material can provide your company with an outlet to convey your desired message while producing several hundred thousand impressions over a season.



SOCIAL MEDIA ADS

Reach fans of the USPBL through social media ads on Facebook, Instagram, and Twitter. Provides a reach of over 500,000.

E-NEWSLETTER

Be part of our e-Newsletter, "The Dirt," sent weekly throughout the season. Material can be used as a branding ad, bounce-back coupon, or to drive traffic to your business.



EVENT SPONSORSHIP

Event sponsorships provide your company with a platform for exposure in creative ways through giveaway items, entertainment acts, theme nights, and special events.

ON-SITE ACTIVATION

Showcase your business with a high-profile concourse location to reach new customers, promote products, or collect leads and other information. Available options include concourse tables, displays near the front entrance, and exit marketing.

GAME PRESENTATION

Sponsor an in-game promotion and have all eyes focused on your company name and logo at every game. In-game promotions have endless possibilities and can be perfectly tailored to fit your company's marketing needs.

For information on Sponsorship & Advertising opportunities please call 248-601-2400 ext. 6 or email sponsorship@uspbl.com.





USPBL NETWORK

The USPBL Network launched during the 2020 season and has reached more than 8.4 million people during its first three seasons on Facebook and YouTube. The broadcast has surpassed more than 2 million views with an average of 23,450 viewers reached per game. The USPBL Network has been featured on ESPN's Top-10 plays ten times.



BY THE NUMBERS

- Total viewers reached: 2,413,975
- Viewers reached per broadcast: 23,520
- Total impressions: 8,437,726
- Impressions per broadcast: 47,670
- Watched in 45 of the 50 states
- Reached more than 14 other countries

Through the 2020, 2021, and 2022 seasons

For more information on Advertising opportunities please call 248-601-2400 ext. 6 or email sponsorship@uspbl.com.



USPBL NETWORK



The USPBL Network offers a variety of in-game segments available for sponsorship.



Bring your company's message to life with 15 and 30 second commercials that run during inning breaks and other natural breaks.



Your company logo can be seen throughout the broadcast with placement on the scorebug.



Sponsor a game on the USPBL Network for premium logo placement and brand recognition.



MY MICHIGAN TV

The USPBL Network is now shared on MyMichiganTV (MyMITV), an all new Michigan Streaming TV Network, adding value and increasing your reach on streaming devices like Apple TV, Roku, Android TV, and other mobile devices and websites. MyMITV sponsors the USPBL Pregame Show which airs on the Jimmy John's Field scoreboard before every game.

PARTY AT THE BALLPARK Youth Birthday Parties







Kids' Birthday Parties at Jimmy John's Field are a complete blast! All-inclusive birthday parties include:

PRE-GAME:

- Birthday Meal of Hot Dog, Bag of Chips, Soft Drink or Water
- One Team-Autographed Pennant for Birthday Kid

DURING GAME:

- Reserved Grandstand Seats
- Speed Pitch Game Passes
- Vouchers for Soft Serve Ice Cream
- Birthday Message on Scoreboard

PRICE:

- \$25 per person
- 10 person minimum

For more information on Birthday Parties, call 248-601-2400 ext. 4 or email groups@uspbl.com.

PRIVATE EVENTS Non-Game Day Entertaining



If you are looking for a unique venue to hold a private event, meeting, or party, Jimmy John's Field is a grand slam!

- Corporate Meetings and Luncheons
- Team-Building Events
- Employee Recognition & Awards
- Holiday Parties
- High School Reunions
- Graduations, Proms, Homecomings
- Weddings and Engagement Parties
- Bachelor and Bachelorette Parties

Unique on-field experiences can be added to any private event, (Batting Practice, Softball and Kickball Games, Yoga).

"Thank you and your team on behalf of Summit. Everyone had a blast! The event is the talk of the office today!" – Jennifer, Summit Oral & Maxillofacial Surgery





For more information on Private Events, call 248-601-2400 ext. 152 or email events@uspbl.com.

JIMMY JOHN'S FIELD

WHAT OTHERS HAVE TO SAY About the Jimmy John's Field Experience

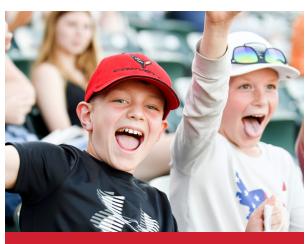
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"Our experience was second to none. The seats were great, the food was great, and everyone was beyond nice and accommodating. I've never had such a great experience at any ballpark! I honestly can't thank you and your staff enough for a great time and wonderful experience!" – Steve, Dynamic Machine









"We had 27 people attend our church outing and I wanted to express how much everyone enjoyed the night. It was a great game and your staff was most cordial and personable. People even commented that concessions were very reasonable. And the fireworks were an extra that everyone enjoyed! Thank you for providing an A+ venue at an affordable price. We will be planning another trip "out to the ballgame" for sure. Thank you for making this a "go-to" place in our area!" – Don, Christ Church Fraser

"I just wanted to say thank you. The outing was spectacular! I've always been a huge fan of Jimmy John's Field and I was excited to introduce it to my coworkers. We had a blast. Everyone was absolutely amazing. Can't wait to visit Jimmy John's Field again!" – Madeline, GCH Tool Group

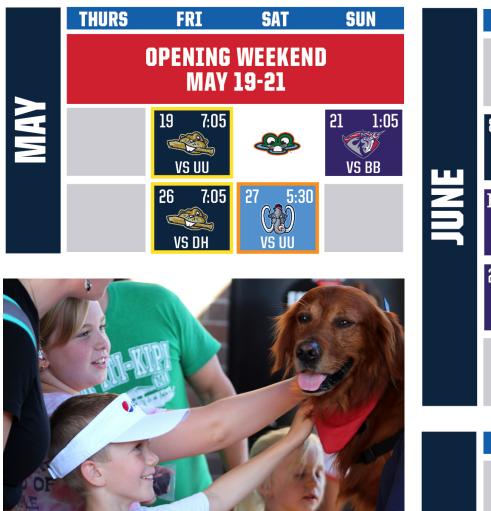
"We had an absolute blast at the ballpark and look forward to taking in many more games at Jimmy John's Field. Great atmosphere, great game, and great hospitality. Two thumbs up to you and your team for putting on a great show!" – Cam, Kroger

"We can't thank you enough for the fantastic event we had at the ballpark. The food, drinks, and the entire staff were outstanding! We look forward to enjoying another wonderful season of USPBL baseball at Jimmy John's." – Lisa, Dana Incorporated

"Thank you so much for the amazing partner event. We had a ball! Everyone at the Credit Union is so excited to attend games this year. We gave away a pair of tickets for Saturday's game and the seats are fantastic! Thanks again for all of your help with our sponsorship package this year. I truly appreciate it! – Ruthann, Extra Credit Union

"Every detail was built for an amazing guest experience, no matter the age of who walks through the gates. Your staff is always smiling and ready to serve. This is a "must enjoy" summer event you have created!" – Tim, Capital Grille

2023 USPBL GAME SCHEDULE

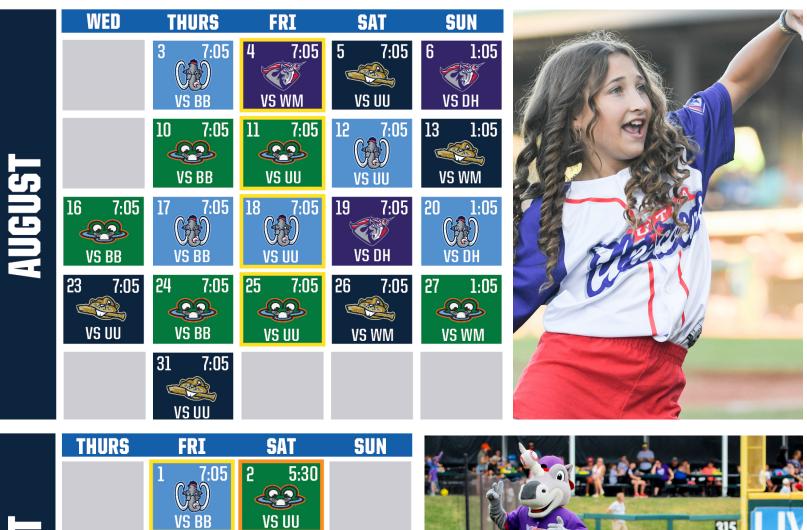








2023 USPBL GAME SCHEDULE



CHAMPIONSHIP WEEKEND SEPTEMBER 7-9 7:05 9 6:05 8 7:05 PLAYOFF Game PLAYOFF CHAMPIONSHIP

GAME

7,



GAME





BIRMINGHAM-BLOOMFIELD BEAVERS EASTSIDE DIAMOND HOPPERS WESTSIDE WOOLLY MAMMOTHS FIREWORKS SPECTACULAR



ANDY APPLEBY

USPBL Commissioner - Director of Fun 400 Water Street, Suite 250 Rochester, MI 48307 (248) 420-6573 aappleby@generalsports.com





Easy access to anywhere in Metro Detroit