

# □ CORPORATE ENTERTAINMENT, □ HOSPITALITY & SPONSORSHIP



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"You have truly created a unique experience that captures the spirit of going to the ballpark, but so much more.

Congratulations on your success!" – **Jeff** 

# 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 ninth 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 51 of our players to get signed by Major League organizations, and five former USPBL players have made it all the way up to a Major League

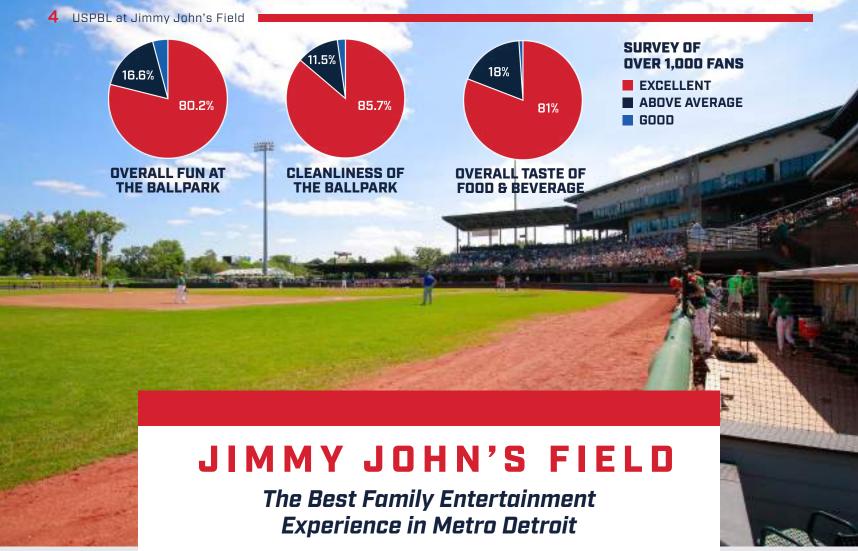
roster - Randy Dobnak (Minnesota Twins), Logan Gillaspie (Baltimore Orioles), Jared Koenig (Oakland A's), Joey Wiemer (Milwaukee Brewers), and Randy Wynne (Cincinnati Reds). The ballpark itself is a beautiful, timeless classic, and provides a premium level experience in terms of finishes and amenities. 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 multi-million dollar entertainment experience they enjoy at our games. We have Fireworks Spectaculars after every Friday game, our very own Bat Dog – JJ The Field General (a golden retriever who fetches the bat), 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), 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 2024 by reserving a group outing, suite, or ticket plan now. Our 2024 season starts with Opening Day on Friday, May 17, and we play almost every Thursday through Sunday all summer long through our Championship game on Saturday, September 7.

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





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: 51
- USPBL Players to Majors: Randy Dobnak, Logan Gillaspie, Jared Koenig, Randy Wynne, Joey Wiemer
- 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: 1,612,236
- Summer Picnics Per Season: Over 1,000
- Corporate Partners: Over 200
- USPBL Reading Program: Over 68,000 students in Metro Detroit
- Charities and Non-Profits Benefiting from the Ballpark: Over 1,000







# USPBL PLAYERS IN THE MAJORS

#### 51 USPBL PLAYERS HAVE BEEN SIGNED TO CONTRACTS BY MAJOR LEAGUE ORGANIZATIONS!



# 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.

"I cannot thank you enough for coordinating my group outing. I received so many compliments, especially from my guests who brought children. The event was flawless and all of your staff that day were kind and knowledgeable. My employer had recommended that I plan this event with you and I'm so glad that I did. I will definitely recommend group events at Jimmy John's Field to others." – Allison V.

"Your organization once again provided our group with a perfect summer evening and experience. We were provided seamless ticket sales, a terrific viewing area and immediate communications. The game was well produced, the food service efficient, the park clean, the fireworks impressive, and your staff was exceptional." - Randall Reher, St. Elizabeth Ann Seton Church Men's Fellowship



#### 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)

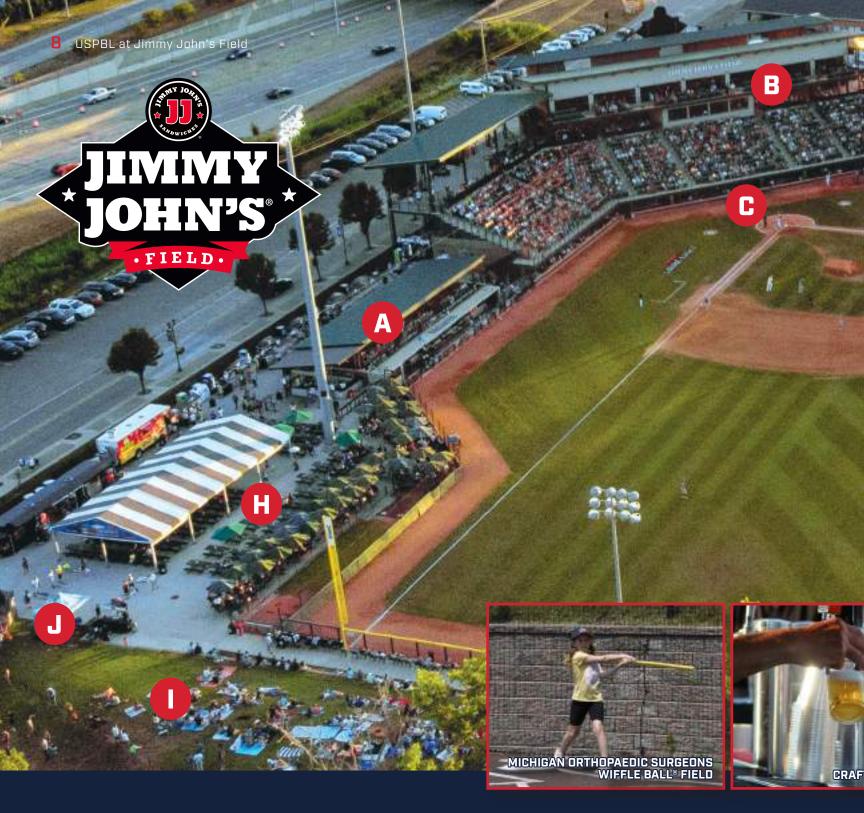
Metro Detroit Chevy Dealers Right Field Family Patio:

**\$20,000** (up to 600 people)



"Just want to thank you for spending time with me at our company outing at Jimmy John's Field. We were very impressed with the detail that went into the venue. Congratulations on the results of your hard work and creativity. I know my employees really enjoyed the evening. I received many "thank you's" from our employees the next day." - Fritz, Acme Manufacturing





# ANATOMY OF JIMMY JOHN'S

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

- Chevrolet Pavilion
- H Metro Detroit Chevy Dealers Right Field Family Pation
- MI Windows and Doors Elevated Grass Berm Seating Area
- Henry Ford Macomb Kids Playground, Michigan Orthopaedic Surgeons Wiffle Ball® Field, and Extra Credit Union Speed Pitch Machine
- 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.

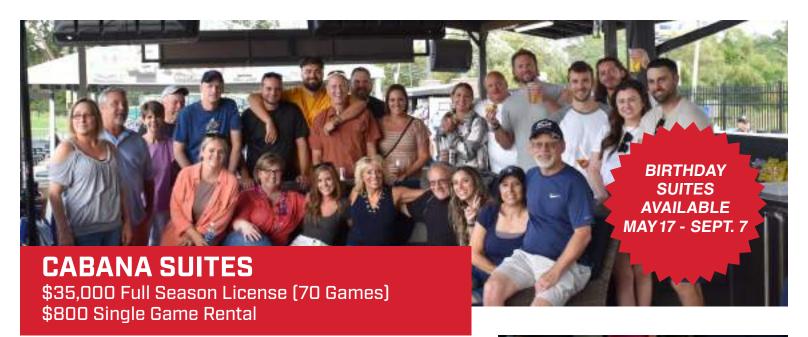


#### **DUGOUT SUITES**

\$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 (adjacent to the suite).

"Kudos to your entire staff for making my wife's surprise birthday party a true success. Our Cabana Suite exceeded expectations, from the concierge staff, the magician, the mascot and the team dog! You presented a first class experience!" - Jack



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



#### 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 quests to eat, drink, and socialize while enjoying the game from your own table.



"I had the greatest time at the game. We were treated like royalty and the fireworks after the game were awesome. The owner came over and asked us about our experience. What a great, kind and caring person. Thank you. We will return to watch a game and have pure enjoyment!" - Michael Abalos

#### 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!



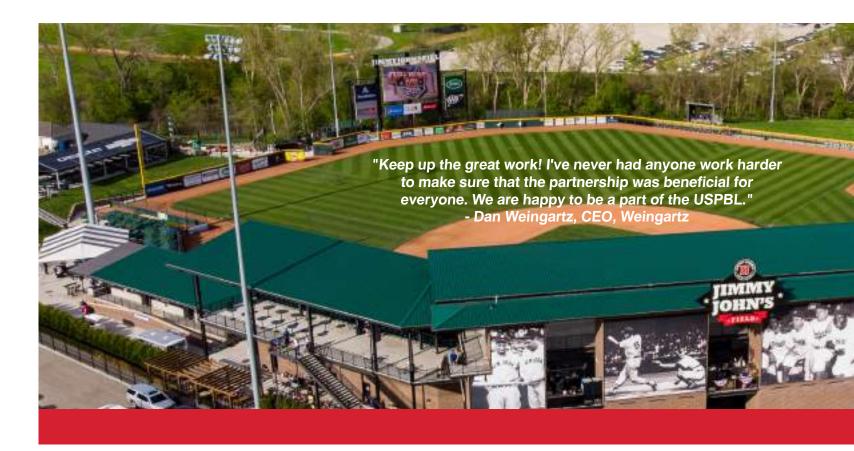
# **NEW VIP SEASON TICKET PLAN BENEFITS FOR 2024**

- Early Access to the Ballpark 30 Minutes Before Gates Open to the General Public.
- VIP Hour Exclusive Access to the Clubhouse for 1 hour with \$5 Clubhouse Credit per person usable during VIP Hour:
  - Wednesday Saturday Night Games 5:30 pm 6:30 pm
  - Saturday Doubleheaders 4:00 pm 5:00 pm
  - Sunday Afternoon Games 11:30 am 12:30 pm
  - Limited Quantity Food Specials
  - Sunday Brunch Specials
  - Appearances by USPBL Players, Coaches, JJ the Field General, Magician Anthony Grupido, and other entertainers.

#### 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
- In-Seat Food & Beverage Service (the only seats in the Grandstand with this special service)
- \$5 Concessions Credit, Per Ticket, Per Game
- Personalized Seat Plaque
- Season Ticket Exchange Program
- Early Access to Ballpark 30 Min. Before General Public
- 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
- 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 Season Ticket 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 USPBL Account Representative
- New Benefit: VIP Hour Exclusive Access to the Clubhouse for 1 Hour w/ \$5 Clubhouse Credit Per Person Usable During VIP Hour

# 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.

#### 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.

#### 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.



#### 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.

#### 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

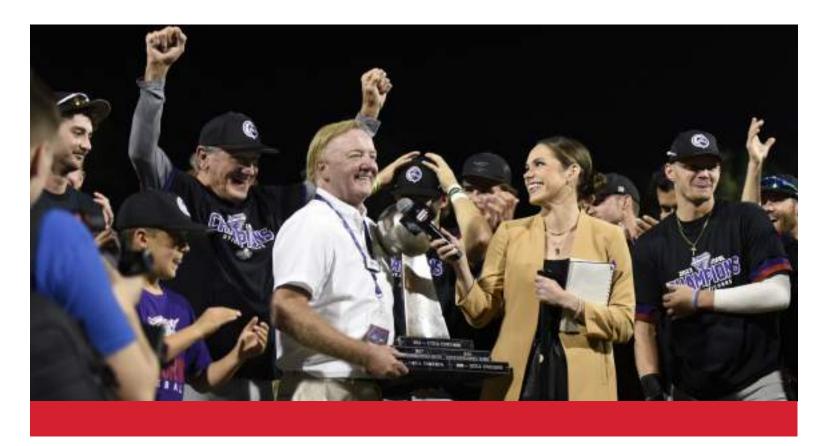
Sponsor an in-game promotion and have all eyes focused on your company name and logo at every game. In-game promotions have endless possibilities and can be perfectly tailored to fit your company's marketing needs.



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 four seasons on Facebook and YouTube. The broadcast has surpassed more than 4 million views with an average of 25,756 viewers reached per game. The USPBL Network has been featured on ESPN's Top-10 plays ten times.



#### **BY THE NUMBERS**

Total viewers reached: 4,018,041

Viewers reached per broadcast: 25,756

Total impressions: 10,041,773

Impressions per broadcast: 64,370

Watched in all 50 states

Reached more than 14 other countries

Through the first four seasons

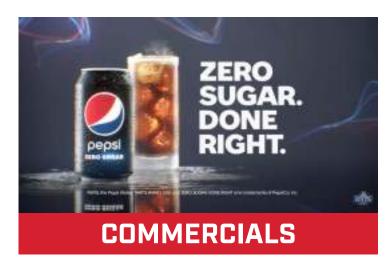
For more information on Advertising opportunities please call 248-601-2400 ext. 6 or email sponsorship@uspbl.com.



# **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.

"You all continue to amaze me with the wonderland that is the Jimmy John's experience. I can't rave enough about the people, the park, the teams, the game, and the overall experience. So again, my kudos to you, the rest of your team, Andy, and all the amazing people that make Jimmy John's great. I'm so proud to have you as part of our community." - Melissa Cervin, Vice President of Marketing, Lombardo Homes

# PARTY AT THE BALLPARK

#### Youth Birthday Parties





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

#### 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. You have just been so great to work with. I have shared my praises with anyone who will listen. You and the team are just world-class and I would recommend anyone wanting to host an event to host at Jimmy John's Field with you and your team." - Sarah Lalone, Volkswagen

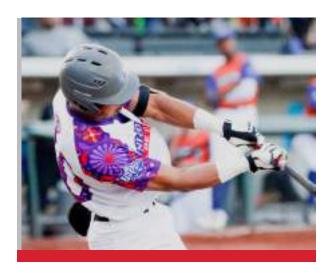
# WHAT OTHERS HAVE TO SAY About the Jimmy John's Field Experience



"What a wonderful venue you have there! We had never been to a game and let me say, it was a wonderful experience! From the meet and greet, to the dancers, even our usher was fun and friendly, and the fireworks were great! It was a wonderful family venue!" - Debra Esquivel









"Thank you again for your generosity and hospitality at today's game! My family had a wonderful time and couldn't stop talking about how cool it was and how special they felt. The players and staff went above and beyond as usual. My son was even handed a signed game ball." - Jessica B.

"I want to start by saying thank you for the incredible opportunity you extended to my family and me this past weekend. The experience was truly unforgettable, and we are so deeply thankful we were able to attend on Friday. The care and attention to detail put into Jimmy John's Field is evident in every aspect of the stadium. The beautiful suite, great food, outstanding fireworks and the overall well-organized event left a lasting impression on us. My girls were so excited to be able to run the bases as well. Like they were the pros. It is evident that you and your team are devoted to providing an exceptional baseball experience." - Kellie B.

"USPBL is best in class!" - Geoff Metzger, Pepsi

"Thank you so very much for hosting us. All of the kids had a great time. They are asking every day when we are going again. We will for sure be back for games this year. Thanks again so much!" - Saylor F.

"My son was hanging out by the Beaver dugout on Sunday waving at players to try and get a baseball when Coach Diesel singled him out and asked if he'd like to be a batboy for the upcoming game. Needless to say, my son Lane had the time of his life hanging with the pros and feeling like he was part of the team. What an experience and one that meant the world to Lane. He's been talking about it non-stop since Sunday. Sincere thanks to Coach Diesel for giving Lane an experience he'll never forget." - Nick

"Thanks for hosting me and my family at the baseball game on Saturday night. What a blast! I'm super impressed at both your vision and execution in making the stadium baseball-first yet family focused. I've been to a lot of stadiums in my time at MLB -and I can honestly say you have something special going in Utica. Congratulations." - Jordan Sherman

"We had another wonderful experience, looking forward to our next game and company outing. All the best to the USPBL Team(s)." - Michael Stechschulte, Managing Director, Endura Coatings

# 2024 USPBL GAME SCHEDULE











# 2024 USPBL GAME SCHEDULE





5 6:30 6 6:30 7 6:30 PLAYOFF CAME CHAMPIONSHIP CAME
GAME GAME GAME





BIRMINGHAM-BLOOMFIELD BEAVERS **EASTSIDE DIAMOND HOPPERS UTICA UNICORNS** WESTSIDE WOOLLY MAMMOTHS FIREWORKS SPECTACULAR DOUBLEHEADER



# **ANDY APPLEBY**

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















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