

2025 CORPORATE HOSPITALITY & SPONSORSHIP

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LETTER FROM THE OWNER



It is hard to believe that this year will be our tenth season of baseball for the United Shore Professional Baseball League powered by UWM (USPBL) at Jimmy John's Field. When we opened Jimmy John's Field in Utica, MI on May 30, 2016 with our first game of the USPBL, our goals were to create the best independent professional baseball league where great players who didn't get drafted could come to continue to develop and still have a chance to be signed by a Major League team, while also creating the best affordable family entertainment experience in Metro Detroit at the cleanest, safest, friendliest ballpark in America! We were fortunate to achieve those goals over our first nine seasons!

Since 2016, the USPBL's four professional baseball teams - the Utica Unicorns, the Eastside Diamond Hoppers, the Birmingham Bloomfield Beavers, and the Westside Woolly Mammoths have been successful in having 52 players signed by Major League Baseball organizations. Six of those former USPBL players have made it all the way up to a Major League roster - Randy Dobnak (Minnesota Twins), Logan Gillaspie (Baltimore Orioles / San Diego Padres), Jared Koenig (Oakland A's / Milwaukee Brewers), Joey Wiemer (Milwaukee Brewers / Cincinnati Reds), Randy

Wynne (Cincinnati Reds), and Luis Contreras (Houston Astros). The USPBL is now established as a premier independent league where scouts can find players who are continuing to develop and who can make a positive impact on a Major League organization.

While the success of our baseball operations department has been tremendous, the ballpark remains a beautiful, timeless classic, providing a premium experience at an affordable price with 1,900 Box Seats, 26 Suites, 24 premium Diamond Tables, and 3 Party Pavilions for group outings. 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!"

The experience at the ballpark starts with having great players and a beautiful ballpark, but it is so much more than that. We train our staff to create a Disney-like experience for our guests, and each game is a multi-million dollar entertainment experience that can be enjoyed at a very affordable price. We have Fireworks Spectaculars after every Friday game, as well as our USPBL Dance Crew comprised of local teens and tweens, live bands and DJ's that play from our Sound Stage, four team mascots (Lancelot, Ribbi, Buzz, and Woolly), and regular appearances by Magician Anthony Grupido and characters from Fairytale Entertainment. The ballpark features a Wiffle Ball Field and Playground in the Kids Zone, a fantastic Craft Beer Garden, a concert quality sound system, a 50'x80' HD LED Scoreboard, and the high-class Cure Clubhouse restaurant inside the ballpark. We also have our very own Bat Dog – JJ The Field General (a golden retriever who fetches the bat), and our new puppy Scout who will be at every game this season learning the ropes as JJ's apprentice! Every game at Jimmy John's Field is FUN, filled with great entertainment, amazing promotions, and delicious food and drink.

In our tenth season of USPBL baseball, we have set a new goal of increasing the interaction of our players with the fans, and having our players be active participants in a ramped up entertainment experience at the ballpark while still remaining true to the traditional rules of baseball. We call it - "Real Baseball. Real Fun." We invite you to join the fun at the ballpark this summer by reserving a group outing, suite, or ticket plan for personal or corporate entertainment now. Our 2025 season starts with Opening Day on Friday, May 16, and we play almost every Thursday through Sunday all summer long through our Championship game on Saturday, September 6.

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





JIMMY JOHN'S FIELD

Real Baseball, Real Fun.

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

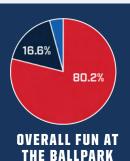
- Year Established: 2016
- · Location: Utica, Michigan
- Season Length: May to September
- Number of Teams: 4
- Bat Dog: JJ the Field General
- Bat Dog Apprentice: Scout
- Players Signed by MLB: 52
- USPBL Players to Majors: 6 (Luis Contreras, Randy Dobnak, Logan Gillaspie, Jared Koenig, Randy Wynne, Joey Wiemer)
- USPBL Fastball Record: 102 mph (Chris Dula, Unicorns)
- ESPN Top 10 Plays: 10
- Single Game Attendance Record: 4,926

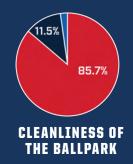
- All-Time Attendance: 1,885,418
- Summer Picnics Per Season: Over 1,000
- Corporate Partners: Over 200
- USPBL Reading Program: Over 65,000 students in Metro Detroit
- Charities and Non-Profits Benefiting from the Ballpark: Over 1,100

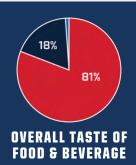














USPBL PLAYERS IN THE MAJORS

52 USPBL PLAYERS 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 2024, 52 players have signed contracts with 19 different MLB teams. Many USPBL alumni are currently playing in the high ranks of the Minor League system, and six 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 2024, another former USPBL player made his MLB debut - Luis Contreras, with the Houston Astros, and former Beavers pitcher Jared Koenig was a key bullpen piece for the Milwaukee Brewers.



WHAT THEY'RE SAYING

About the Jimmy John's Field Experience



"Thank you again for tonight, my kids will not stop talking about it, how cool the game was, how amazing the fireworks were, we had a great time and really appreciate it, looking forward to the next time." – Henri



"Thanks for a great night. Congrats on the continuation of your amazing dream brought to life. Great to see the joy you have brought to so many."

- Brian and Annie

"Everyone had an amazing time, especially young Noa. The fireworks were absolutely spectacular! Just an all-around fun experience." - Bob S.

"I wanted to let you know what a wonderful experience me and my family had at Jimmy John's Field. I work in a cancer clinic and I had an extremely difficult week. My husband decided to get last minute tickets to the Jimmy John's Field game. As I was coming up the stairs, I had the wonderful experience to meet JJ, the bat dog, and as we left, you shook our hands and told us thank you and drive safe. We may have been one of the hundreds of people you met that night, but my husband said this was the biggest smile he had seen me have in months. Thank you and JJ for a wonderful night!" - Nicole









"Bill and I had a wonderful time today. What a concept you have developed. It was really fun seeing all the kids, all the families, having so much fun together in beautiful downtown Utica, a community made so much better by your creativity and grit." – Richard Cole

"That was really amazing! That was the best show we've seen ever! Can't tell you how much we love having the ballpark in our community. We also love that you allow us to be part of it. Thank you!"

— Thom Dionne





"Julie and I would like to thank you for such a wonderful time last night. Spending the night at Jimmy John's Field was an amazing experience and something we won't forget. You have built an amazing experience." - Aaron

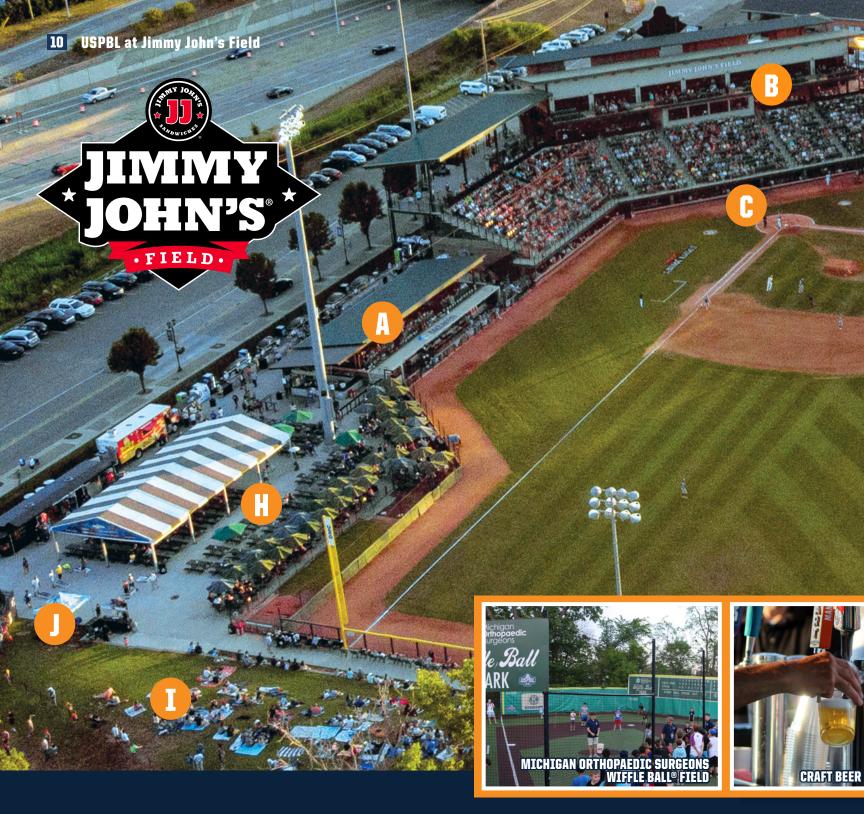
> "The most kids friendly and fan friendly experience I have had at a game." - Richard Darbyshire



"What a wonderful venue you have there! We have 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 great! It was a wonderful family venue!" - Debra Esquivel

"Thank you. Super impressed with your operation. Incredible!" - Tony

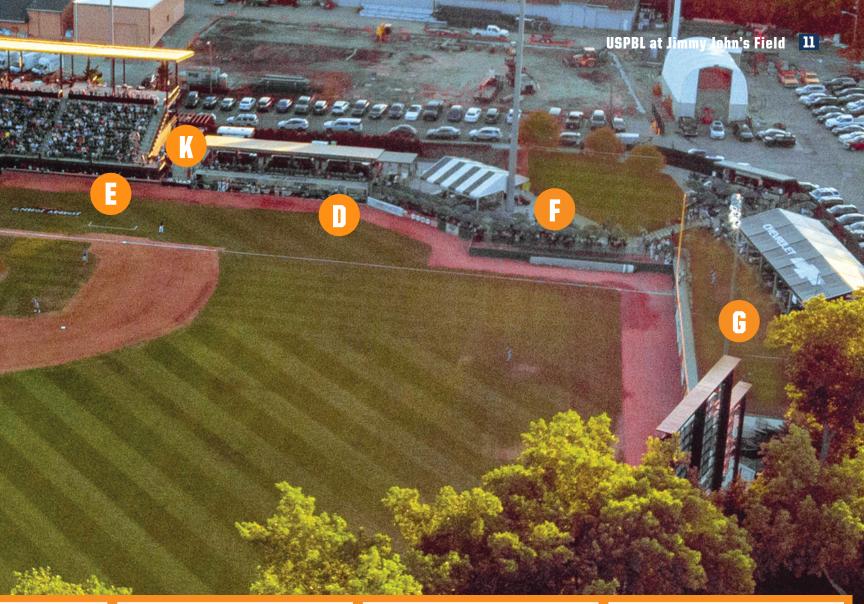




ANATOMY OF JIMMY JOHN'S

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

- Chevrolet Pavilion
- Right Field Family Patio
- 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

SUMMER PICNICS

Perfect for Corporate Entertainment & Employee Engagement



Holding your summer picnic at Jimmy John's Field is a stress free experience where you let us do all the work and supply all the fun!

CELEBRATE SUMMER AT A USPBL GAME WITH A PICNIC IN ONE OF OUR THREE PARTY AREAS:

- Chevrolet Pavilion
- Trion Solutions Left Field Pavilion
- Right Field Family Patio

Your group will enjoy the game and our All American BBQ Picnic Service while seated at tables in a terrific social setting in one of our party areas.





THE SUMMER PICNIC **EXPERIENCE**

- Game Tickets in one of our three party areas
- All American BBQ Picnic Service with unlimited soft drinks and water
- Private Bar for groups in each party area
- First Pitch Opportunity
- Group Photo on the Field
- Meet and Greet with USPBL players and mascots
- 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, Sliced Smoked Sausage with Peppers & Onions, Coleslaw, Potato Chips, Cookies, Unlimited Soft Drinks and Water

SUMMER PICNIC PRICING

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

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)

Right Field Family Patio: \$20,000

(up to 600 people)



"I just wanted to reach out and say thank you for everything yesterday! My staff and I had an amazing time and we couldn't thank you enough. It was a much needed night out for us as a team and everything was so amazing! I am so excited for this season, our growing partnership and more opportunities like last night!

Thank you so much."

– Leah Thelen



LUXURY SUITES

Entertain in Style at Jimmy John's Field

With 26 suites across the ballpark, we know how to provide a premium entertaining experience!



\$55.000 Full Season License (70 Games) \$1,000 Single Game Rental

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 Cure Clubhouse (adjacent to the suite).

SUITE EXPERIENCE INCLUDES:

- Suite Tickets for 16 Guests
- Three (3) VIP Parking Passes
- Use of Cure 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:

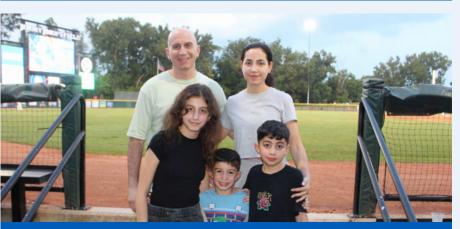
- 25% Discount on Merchandise
- Autographed Team Memorabilia upon request
- One Exclusive Batting Practice Session per season
- Invitations to USPBL Partner **Appreciation Events**
- 25 Invitations to Youth Baseball Clinics

\$800 Single Game Rental



MAY 16 - SEPT. 6

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



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.

"I want to let you know that your staff did a great job. We had guests who brought their kids and were able to throw out a pitch, get some autographs, take pics with the mascots, etc. The magician who came to our suite was also very impressive. So much so, he may have freaked a few people out! Not to mention a walk-off homerun to end the night. Our Mutual of America team will definitely host another event in the future and I will be recommending Jimmy John's Field to our other business contacts looking for a venue to host an event." - Brad Scott, Mutual of America

DIAMOND TABLES

Our premium Diamond Tables are the best seats in the ballpark and a perfect way to reward your hardworking employees or loval clients!



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

ON FIELD DIAMOND TABLES

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

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)

"We are looking forward to the upcoming baseball season. Our employees LOVE this venue!" - Sharon, BorgWarner

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!



VIP SEASON TICKET PLAN BENEFITS FOR 2025

- 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

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



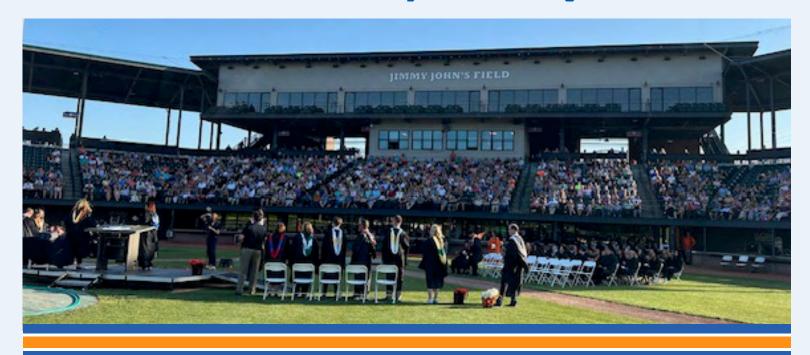


Upgrade your birthday party by adding characters from Fairytale Entertainment at special pricing available only at Jimmy John's Field.



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).

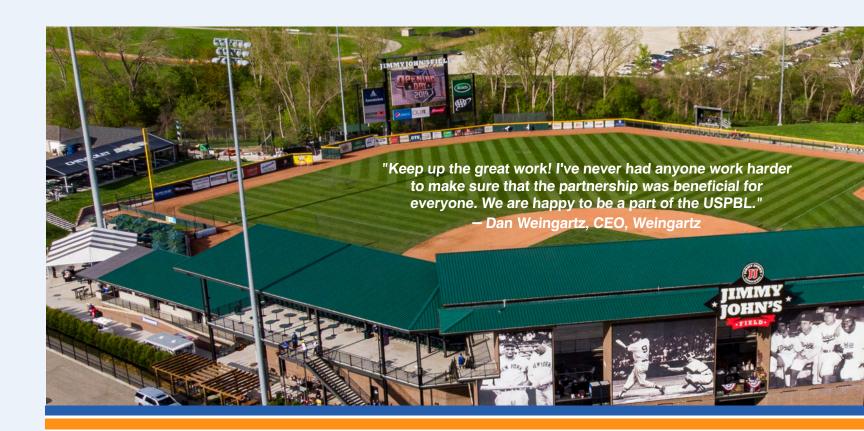


Year round events at the Cure Clubhouse inside the ballpark

"I just wanted to send a thank you to you and your team for a fantastic job, you knocked it out of the park! It was a great day for all our graduates. I appreciate how easy everyone on your team was to work with and everyone was so helpful and knowledgeable." — Karen Ponton, Office of Student Affairs, Academic Event and Student Life Coordinator, Walsh College

"Your venue was the perfect spot for the event. It remains beautiful and the service, food and drink were all first class. Fantastic event and congrats on all you have accomplished!" – Peter S.

SPONSORSHIP & ADVERTISING



Sponsorship and advertising with the USPBL 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.

2025 USPBL GAME SCHEDULE











2025 USPBL GAME SCHEDULE









CHAMPIONSHIP WEEKEND SEPTEMBER 4-6



BIRMINGHAM-BLOOMFIELD BEAVERS





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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