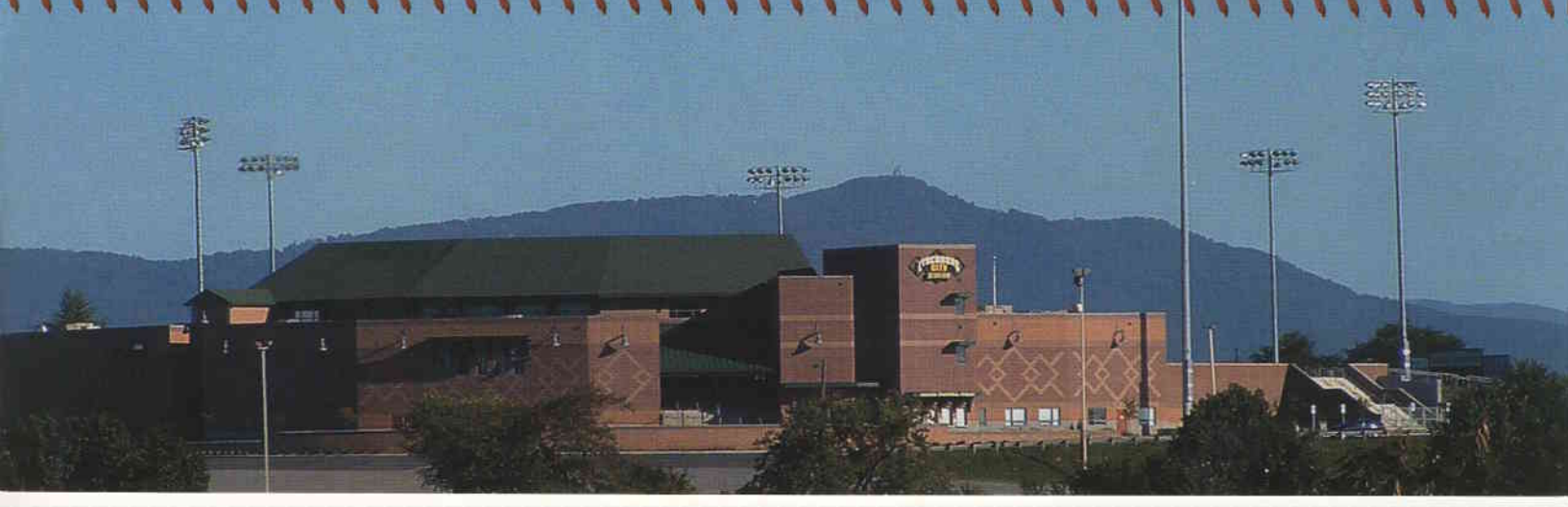




LYNCHBURG HILLCATS

CORPORATE PARTNERSHIP OPPORTUNITIES





"THIS IS NOW ONE OF THE BEST SINGLE-A FACILITIES I'VE SEEN. IT IS A FIRST-CLASS STADIUM WITH CLEAN AND COMFORTABLE SURROUNDINGS. THE CITY OF LYNCHBURG SHOULD BE PROUD!"

- JOHN HOPKINS
Carolina League President

Professional baseball has been a part of the greater Lynchburg region for more than a century. A massive renovations project to Lynchburg City Stadium was completed by Opening Day 2004, marking the dawn of a new era of baseball in Central Virginia. This grand, state-of-the-art baseball facility now places itself among the very elite venues in the Carolina League and in all of Class A minor league baseball.

On the field, Lynchburg has been crowned Carolina League Champions on five separate occasions. Current and former big league stars such as Dwight Gooden, Lenny Dykstra and Aramis Ramirez all won titles in the Hill City before advancing to the Major Leagues.

The Lynchburg Hillcats, an affiliate of the Pittsburgh Pirates since 1995, offer area businesses, groups and families a festive atmosphere in which to be entertained. The new stadium attracts fans from throughout the City of Lynchburg and surrounding counties. In all, nearly 150,000 fans stormed through the turnstiles in 2004 to show support for the magnificent stadium and their hometown team -- breaking the all-time Lynchburg baseball attendance record!

"BRAND AWARENESS IS CRITICAL TO OUR BUSINESS, AND WE FOUND OUR PRESENCE AT CITY STADIUM A HUGE SUCCESS. WE WERE NEVER FORGOTTEN AND OUR EXPERIENCE OPENED DOORS TO OTHER CONTACTS. DOING BUSINESS WITH THE HILLCATS WAS IMPRESSIVE."

- JACK HAGER
Regional Manager, JRN Operations

Lynchburg Hillcats baseball provides an arena of unique, affordable opportunities to highlight your business through signage, promotions and print or radio endeavors. The overall success of Hillcats baseball along with the stadium overhaul could never have been accomplished without the support of area businesses.

We look forward to working with your organization to tailor a partnership package that meets both your needs and your budget.



PRINT

THE HILLCATS OFFER NUMEROUS OPPORTUNITIES TO GET YOUR MESSAGE DIRECTLY INTO THE HANDS OF OUR FANS.

A) SOUVENIR PROGRAM:

Your company will have its own personalized message in every Hillcats Souvenir Program. The collectible item, which is available at all 70 home games, features articles, player bios, stats and a plethora of contests that our fans can enter. Ad spots are available on color or black-and-white pages.

B) SCORECARD INSERT:

Included inside every program, the insert includes both a scorecard and rosters with player statistics that are updated daily.

C) POCKET SCHEDULE:

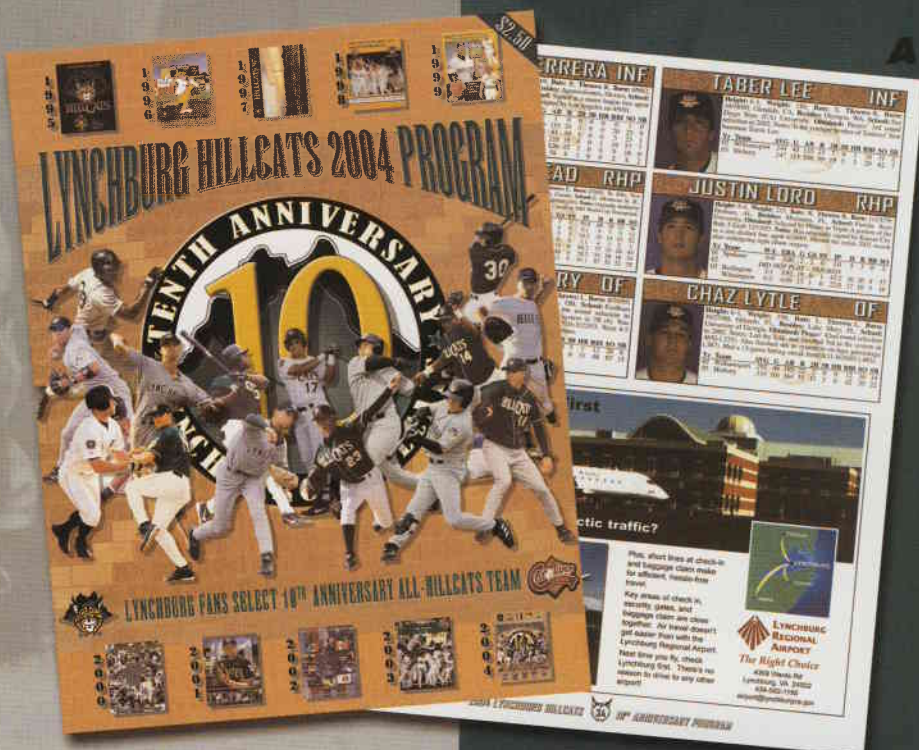
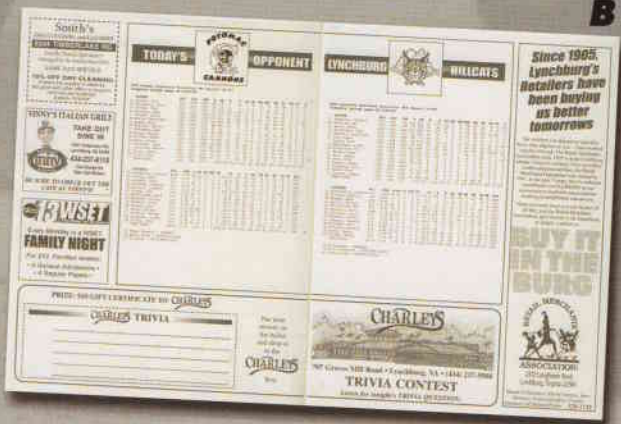
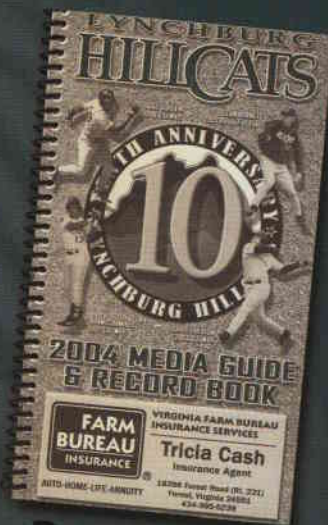
The pocket schedule is our biggest ambassador for Hillcats baseball, as more than 125,000 are distributed throughout the entire Central Virginia region. According to our most recent survey, this is the #1 source for our fans to learn about upcoming games and promotions. A full-color advertisement on one of the panels offers your business maximum exposure.

D) MEDIA GUIDE:

The definitive source for Lynchburg baseball, the Hillcats Media Guide features player bios, team and individual records, franchise history and information about the Carolina League. Advertising opportunities are available on the front and back covers.

E) TICKET BACKS:

Because this "coupon" finds the hands of anyone who passes through the front gates of Lynchburg City Stadium, ticket backs offer a great opportunity to drive business back to your company.



SIGNAGE

SIGNAGE PROVIDES AN EFFECTIVE MEANS OF EXPOSURE TO A DIVERSE AND CAPTIVE AUDIENCE OVER AN EXTENDED PERIOD OF TIME.



D

A) SCOREBOARD SIGNAGE:

Location, Location, Location. These back-lit signs offer the premier spot for your company throughout all of City Stadium. The state-of-the-art scoreboard provides all the necessary data to those following the game, as well as a scrolling message board and a time and temperature display.

B) MESSAGE CENTER SIGNAGE:

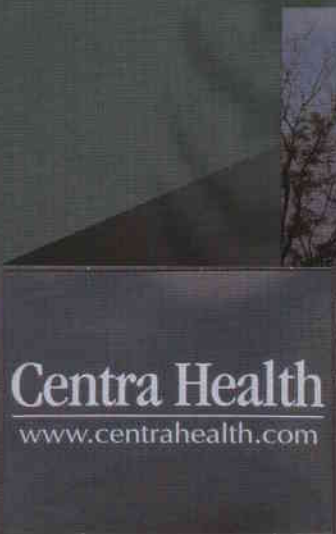
Location, Location, Location, Part II. Also back-lit, these signs surround the major source of information and entertainment during a Hillcats game. The message center features stats for all the players as well as mid-inning features and advertisements.

C) OUTFIELD BILLBOARDS:

This is our most popular form of displaying your company name at Lynchburg City Stadium. Fans view our billboards for at least three hours per game -- making this option a top source for brand awareness and logo recognition. Billboards are not only seen by our fans, but are also captured throughout local media outlets in both print and television. These signs are available in single (8' x 16') and double (8' x 32') sizes.



F



A



SIGNAGE

THE HILLCATS PROFESSIONALLY PAINTED SIGNS ARE VIEWED BY MORE THAN 150,000 VISITORS ANNUALLY TO LYNCHBURG CITY STADIUM.

D) CONCOURSE SIGNS:

Located in high-traffic areas throughout the new facility, concourse signs have the unique ability of catching eyes close up as fans loiter throughout the park and wait in concessions lines.

E) DUGOUT TOPS:

Along with the presence of the players and coaches, dugout tops offer a visual edge during the mid-inning promotions that occur there all throughout the game. These full-color spots measure 6' x 17'.

F) FIRST-BASE AND THIRD-BASE BILLBOARDS:

Catch the attention of the entire crowd with a pair of billboards along both baselines. Each sign measures 2.5' x 10'.

G) PROMOTIONAL BOARDS:

Receive notable attention nightly by sponsoring concourse boards that include starting lineups, standings, league leaders, etc.

Ask a Hillcats staff member about other forms of signage available at Lynchburg City Stadium.



E

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STARTING LINE UPS

HILLCATS		POS	POS
1		1	
2		2	
3		3	
4		4	
5		5	
6		6	
7		7	
8		8	
9		9	
10		10	

G



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B



PROMOTIONS

GIVEAWAY ITEMS AND ENTERTAINING IN-GAME CONTESTS ALLOW YOUR COMPANY TO MAKE A LASTING IMPRESSION ON POTENTIAL CUSTOMERS.

GIVEAWAY NIGHTS:

Whether you sponsor Caps, T-Shirts, Bobbleheads, Logo Baseballs, etc., Giveaway Nights allow your company name and logo to remain with our fans long after they leave City Stadium. Sponsorship includes mentions in the stadium and with our advertisements for your special night, as well as a Skybox Rental for that evening's Hillcats game.

IN-GAME PROMOTIONS:

Exciting, if not humorous, our zany mid-innings contests provide an effective way to build brand awareness to a captive audience. Not only will your company get its message across during the on-field antics, you will receive plenty of additional exposure with a Contest Ad in the Hillcats Souvenir Program as well as announcements at City Stadium.

FIREWORKS NIGHT:

Across all the Minor Leagues, nothing brings fans to the ballpark more than Fireworks Nights! Receive tremendous exposure by sponsoring a breath-taking display. In addition to numerous mentions at City Stadium, your company will also be entitled to a Skybox Rental for your night.

MASCOT APPEARANCES:

Loved by children of all ages, Southpaw entertains at every Hillcats home game during the season. Bringing Southpaw to your business establishment provides a great opportunity to drive traffic to your location for any special occasion.

OTHER:

Ask a Hillcats staff member about concourse tables, baseball camps and charity golf tournaments or to explore any additional promotional opportunities at Lynchburg City Stadium.



TICKETS

SEASON TICKETS:

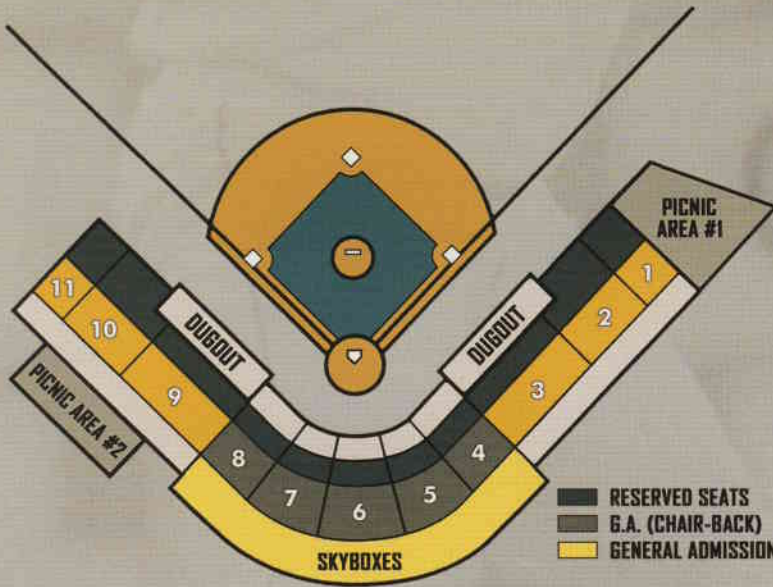
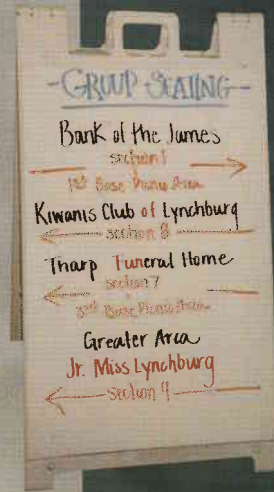
Reserved Season Tickets offer your company numerous opportunities to reward employees or entertain clients and potential customers. A parking pass allows for easy access to the stadium and waitress service provides additional convenience once settled into the "Best Seats in the House."

SKYBOX RENTAL:

There is no classier way to entertain in Central Virginia than a Hillcats Skybox. Available on both a yearly and nightly basis, each skybox is climate-controlled and furnished while providing the best view in the park. Wait service is included and catering is also offered at an additional charge.

GROUP OUTINGS/PICNICS:

The Hillcats offer a variety of packages to groups wishing to celebrate an evening at the park, including discounted ticket prices and the ability to sit together. The Hillcats can also provide your company an all-you-can-eat buffet in either of our two spacious picnic areas. Groups receive special recognition on the scoreboard and through P.A. announcements.



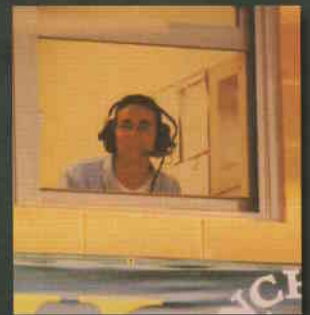
RADIO

NO OTHER MEDIUM CAN EFFECTIVELY TARGET CONSUMERS LIKE RADIO. FANS LISTEN AT THE GAME, IN THE CAR, AT HOME AND EVEN ONLINE. ALL 140 GAMES CAN BE HEARD ON THE HILLCATS RADIO NETWORK.

RADIO SPOTS:

(Professionally produced; notarized scripts and affidavits are available)

- :30 or :60-second commercials available during broadcast
- Live spots to be read on the air during the game
- Sponsorship of special features, such as the Starting Lineups, Carolina League Scoreboard, Hillcats' Home Runs, Trivia, etc.



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