



# INTRODUCING THE 3&2 BASEBALL CLUB OF JOHNSON COUNTY, INC. CORPORATE SPONSORSHIP PROGRAM

## DEMOGRAPHICS

3&2 Youth League Teams: In 2007, 548 3&2 youth teams (pre-kindergarten through 8<sup>th</sup> grade) registered for 3&2's spring/summer leagues. Each team carries an average of 12.7 players/households per team...approx. 6,960 3&2 players/households.

3&2 League Game Attendance:

Each 3&2 team plays an average of 18 games per spring / summer schedule. That's 4,496 games per spring/summer season. The total 3&2 audience attendance is **342,595** during the spring/summer league games...12,689 per field average.

High School Game Attendance:

Approximately 610 high school games are played at 3&2 complexes during the spring/summer months. This includes games played during the spring high school season, summer league games, and summer tournament games. Each high school team averages 16 players per team. Total audience attendance for high school baseball is **58,560** during the spring/summer months.

3&2 Tournament Attendance:

Each year, 3&2 will host an average of 130 teams per baseball tournament. In 2006, 1,302 teams total competed in ten different 3&2 tournaments. Total audience attendance during 2006 tournaments was **78,120** during the spring/summer months...7,812 per event.

Fall Baseball Attendance:

In 2006, 162 teams participated in the 3&2 Fall Ball program. Fall Ball teams average 12 players per team (1,944 players). Total attendance during 3&2 Fall Ball is 4,860 patrons per weekend for seven (7) weekends...**34,020** total people for Fall Ball attendance.

Client Profile:

The majority of 3&2's clients (families) are under the age of 45, with a significant portion of the households in the 24 to 44 year-old age group. The median age of 3&2 families is 32 years old. Ninety percent of 3&2's clients live within the greater Kansas City, Missouri area. The remaining ten percent are families that travel in from the Midwestern states to participate in State and National Tournament qualifiers.

- TOTAL GAME ATTENDANCE (2006).....513,295
- PROJECTED GAME ATTENDANCE (2007) ..... 525,000 +

➤ From 3&2's Platinum level to their Bronze level Sponsorship, the opportunities available through the 3&2 Corporate Sponsorship Program are designed to help deliver your attention-getting marketing message to throngs of excited families as well as influence brand perception.

➤ Naming rights, baseball tournament sponsorships, scoreboard advertising, sponsor promotion nights, trade-out sponsorships – **THEY'RE ALL OPEN TO DISCUSSION.**

**CALL TODAY TO ASK ABOUT 3&2 SPONSORSHIPS**

### 3&2 Sponsorship Group

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