

2 0 2 5

# Explorers

## PARTNERSHIP GUIDE



[XSBASEBALL.COM](http://XSBASEBALL.COM)

# OUR STORY

- Sioux City Explorers established in 1993 as an original member of the Northern League and Sioux City's only professional sports franchise
- First game at Lewis & Clark Park – June 22nd 1993, in front of nearly 4,500 fans – highlighted by Buzz Aldrin throwing out the first Ceremonial Pitch in team history
- Since 1993, nearly 2.7 million fans have attended Explorers games
- In 2006, the team joined the American Association – the premier Independent Baseball League – spanning the US and Canada
- Since joining the American Association, seven former Explorers players have played in the Major Leagues
- As a member of the American Association the Explorers have an overall record of 910-847, with 8 total playoff appearances
- Today, the Explorers remain the top summer entertainment option in Siouxland – playing a 100 game schedule each year from May-September

# COMMUNITY COMMITMENT

**OUR MISSION: TO IMPROVE THE QUALITY OF LIFE FOR EVERYONE IN THE SIOUXLAND AREA.  
WE STRIVE TO MAKE SIOUX CITY THE BEST PLACE TO LIVE IN THE WORLD**

The Sioux City Explorers take this mission very seriously. So serious in fact that we've decided to put our money where our mouth is. This commitment takes many forms including, but not limited to, donations to local charities and/or community events, fan amenities, hosting events at Lewis & Clark Park, and much more.

The more partners we collaborate with on sponsorship & ticketing campaigns will directly affect how many community organizations we impact on an annual basis.



# LEWIS & CLARK PARK

- Located at 3400 Line Drive, Sioux City, Iowa
- Capacity: 3,800
- Lewis and Clark Park opened in 1993, and is owned by the City of Sioux City. It played host to the NAIA Baseball World Series from 1995-1997, marking the second time Sioux City hosted the event. The park is named after Meriwether Lewis and William Clark, explorers who passed through the area with the Corps of Discovery in 1804. The pair were sent to explore the Louisiana Purchase by President Thomas Jefferson.

## 2024 ATTENDANCE

- 60,449 (48 Openings)
- Average Game Attendance - 1,259 fans
- 10% Attendance growth over the last year; 16% growth over the last 2 years
- Highest total attendance since 2018

## AVERAGE GAME ATTENDANCE



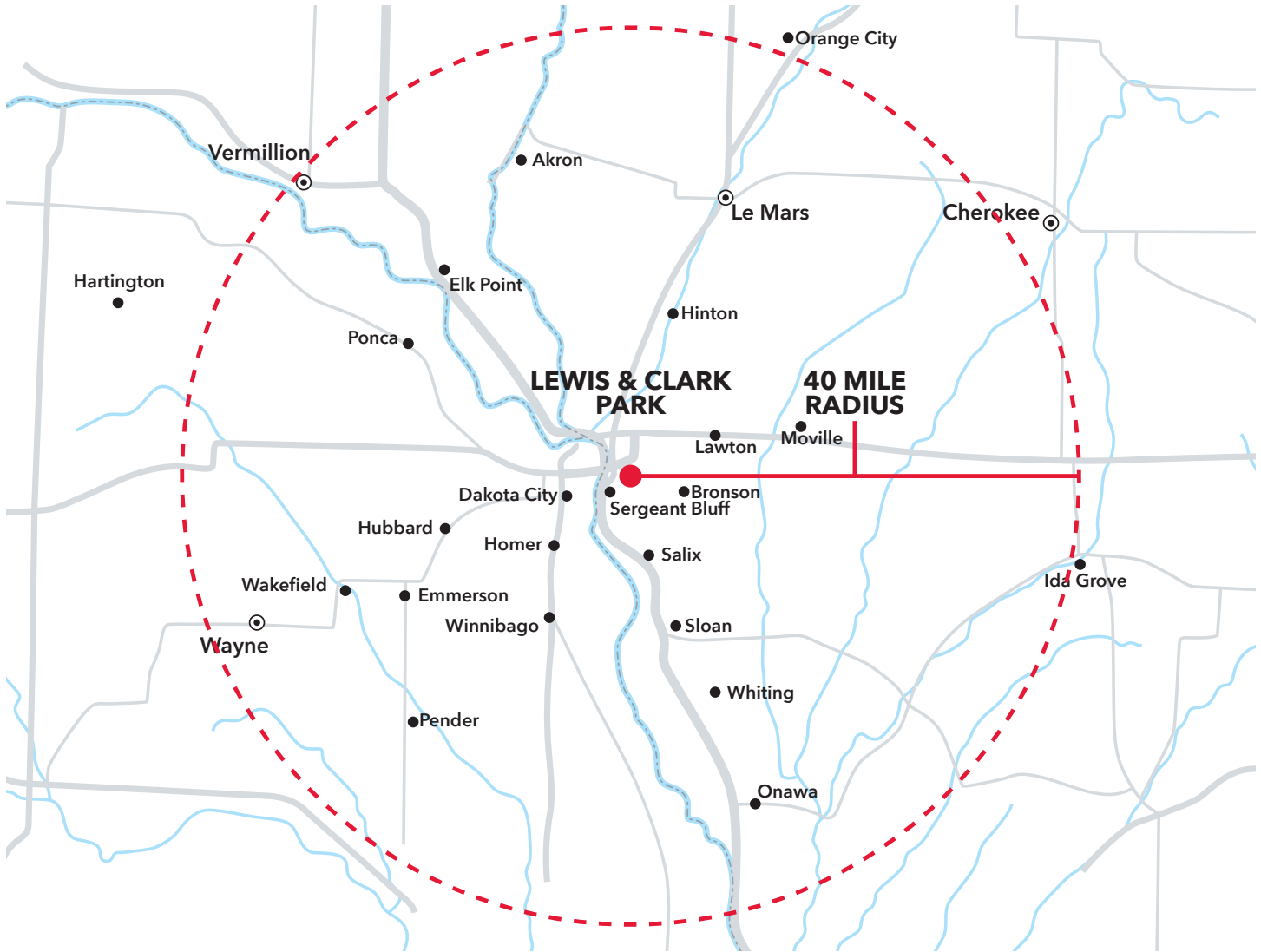
## TOTAL ATTENDANCE



# MARKETING AREA

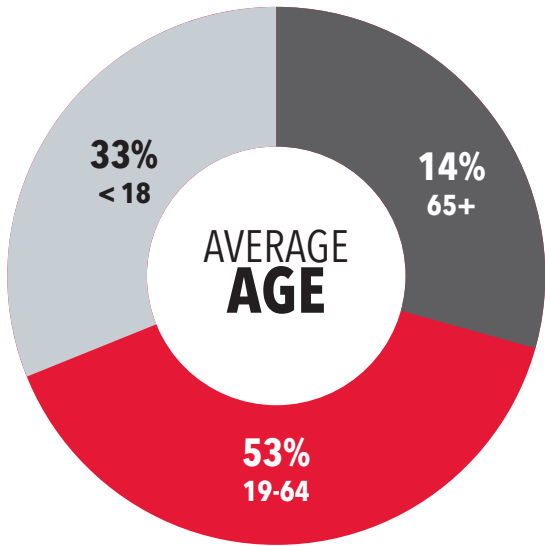
Studies show that the median distance fans are willing to drive to see a sporting event is 40 miles\*.

Within that 40 mile radius of Lewis & Clark Park (situated within the Sioux City-Vermillion, IA-NE-SD Combined Statistical Area), over 175,000 people reside.



\*GMR Marketing Research (Jan '21)

# SIoux CITY AT A GLANCE

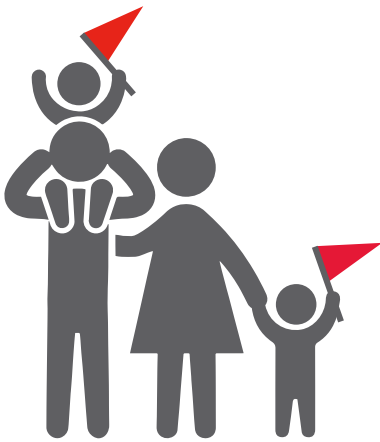


THE AVERAGE AGE OF  
SIoux CITY RESIDENTS IS  
**34.8**



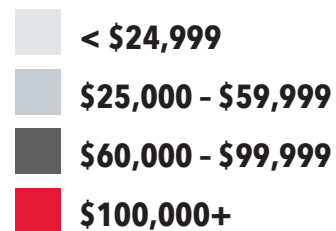
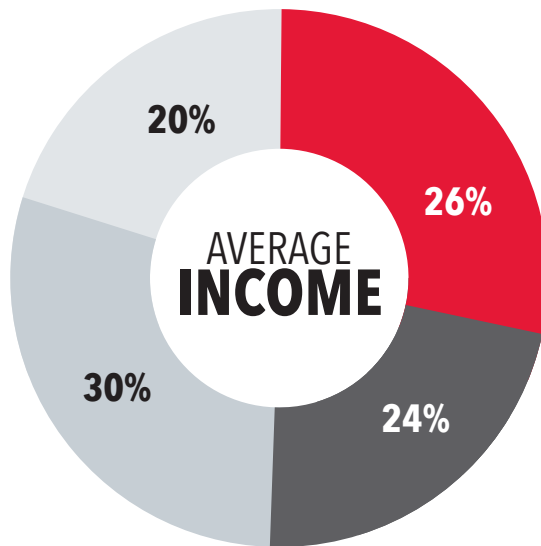
**50%**  
MALE

**50%**  
FEMALE



**2.55**

PERSONS PER  
HOUSEHOLD



**22.5%** HAVE BACHELOR'S DEGREE  
OR HIGHER



**8,200** FACEBOOK  
FOLLOWERS



**42,636** ARE  
EMPLOYED



**1,878** INSTAGRAM  
FOLLOWERS



**65.4%** OWN THEIR  
HOME



**5,200** X  
FOLLOWERS

Source: US Census and DataUSA



# STADIUM SIGNAGE

Stadium signage is a very sought after and prestigious commodity inside Mercy Field at Lewis & Clark Park.

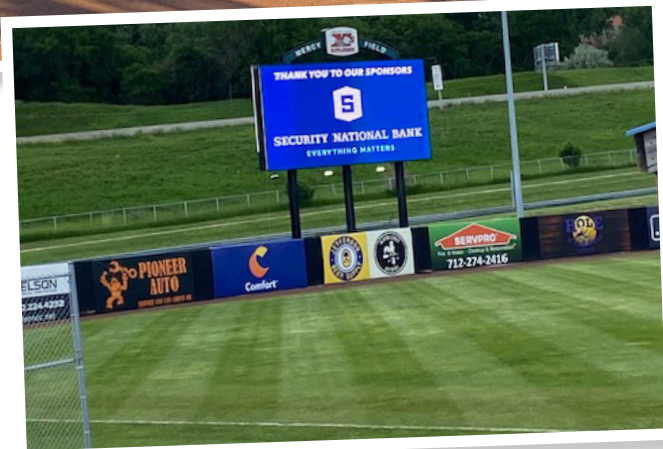
Not only are these opportunities visible to those attending Sioux City Explorers home games, but ALL youth, high school, college and community events at the stadium.

Your signage will be prominently displayed all year long to fans, visitors and passersby of the facility.

## 2025 SIGNAGE OPPORTUNITIES SIZE YEARLY INVESTMENT

	Size	
Outfield Billboards	8' x 20'	\$6,000
Foul Poles	15' x 4'	\$6,000 (LF & RF)
Press Box Sign	4' x 8'	\$4,000
Foul Line Signs	3' x 40'	\$2,500
Bleacher Boards	3' x 40'	\$2,500
Concessions Pillars	2' X 15'	\$2,500
Suite Signs	2' X 5'	\$2,000
Concourse Signs	3' X 5'	\$1,500
Section Signs	2' X 5'	\$1,500

\*All investments above include sign production and installation





# PROMOTIONS AND GIVEAWAYS

## GAME DAY PROMOTIONS

There is more to the Explorers than just great baseball. Between every inning and during breaks in play, there is always room for some fun when we add on-field or in-stand promotions to our entertainment line-up. Choose from one of our proven fan favorites, or let us custom design a promotion to meet your specific marketing objectives.

### On-Field Promotion Examples:

- Dice Roll
- Uniform Race
- Dizzy Bat Race
- Big Foot Race
- Balloon Pop Challenge
- Sack Race
- Inflatable Race
- Race the Mascot
- What's in the Box?

### In-Stand Promotion Examples:

- T-Shirt Toss
- Trivia
- Finish the Line

Full Season Promotion (50 Games - \$3,000) Half Season Promotion (25 Games - \$2,500)

## GAME DAY GIVEAWAYS

By sponsoring a giveaway night, your company will be recognized as the title sponsor for that night's game and your logo will be prominently displayed on the items given away to fans in attendance that night!

Giveaway nights are typically among the more highly attended games and the giveaway items will be a perpetual billboard for years to come.

By sponsoring a give away night, your company will receive:

- Inclusion in all print, radio, PA announcements leading up to and during the event
- Opportunity to enjoy your night in the comfort of one of our air-conditioned Luxury Suites
- Opportunity to throw out a ceremonial first pitch
- Opportunity to distribute company information during the game
- Opportunity to set up a kiosk, display banners, and provide exit sampling or couponing
- 100 reserved seats for that evening's game

*\*Investment starts at \$2,500 (depending on item)*





# RADIO



**Radio advertising with the Sioux City Explorers is a very low-cost, high-reach advertising vehicle that delivers your message in association with your hometown X's during all home and away games on KSCJ 1360 AM.**

In addition to live play-by-play of every pitch throughout the season, there will be the Explorers Pre-Game Show that starts thirty minutes prior to the start of every game. Featured in the Pre-Game Show will be Sioux City Explorers players, coaches and special guests throughout the season!

There are many opportunities to get fans who listen to the game to remember your message. In addition to thirty-second and sixty-second commercials, there are other feature options! From quirky sponsorships to old favorites, the Sioux City Explorers have it all!

### SPECIALTY SPOT POSSIBILITIES INCLUDE:

- Pre-Game Show
- Home Run
- Walk/Base on Balls
- Out of Town Scoreboard
- Post-Game Show
- Run
- Stolen Base
- This Date in Baseball History
- Starting Line-Up's
- Double
- Strike Out
- Pitching Change/Call to the Bullpen

**:30 Spot (Full Season Only) \$1,500 investment**  
*(only \$15/spot)*

**Specialty Spots (including :30 spot) \$2,000 investment**  
*(only \$20/spot)*

**:60 Spot (Full Season Only) \$2,500 investment**  
*(only \$25/spot)*

**Specialty Spots (including :60 spot) \$3,000 investment**  
*(only \$30/spot)*

# PRINT

## SOUVENIR PROGRAM

**Souvenir programs are back! With feature articles and team information, the annual souvenir game program is one of the most popular sources that fans use to learn about the Explorers.**

Sponsor messages and ads are nicely mixed into this publication to create an attractive piece for fans to enjoy. With an average pass along rate of 5: your ad is seen by even more people outside of the ballpark. Plus, because of the nature of its contents, the souvenir program becomes a collector's item which means that your ad stays in circulation for years to come.



## POCKET SCHEDULE

Get your advertisement in front of thousands of fans by advertising on our pocket schedule. We distribute over 100,000 pocket schedules throughout Siouxland in gas stations, banks, grocery stores and other business offices throughout the area.







## **SPONSORSHIP PACKAGES**

**Below are our most popular marketing opportunities at one great price! Or let us customize a package that fits your businesses needs.**

### **HOME RUN PACKAGE - \$2,500**

- 1 Stadium Concourse Sign
- 2 Reserved Seats Season Tickets
- 30-Second Radio Spot during all 100 Sioux City Explorers play-by-play radio broadcasts
- 25 Flex Vouchers

### **GRAND SLAM PACKAGE - \$4,500**

- 1 Stadium Section Sign
- 1 Stadium Concourse Sign
- 4 Reserved Seats Season Tickets
- 1 Half-page full-color print advertisement in Souvenir Program
- 30-Second Radio Spot during all 100 Sioux City Explorers play-by-play radio broadcasts
- 25 Flex Vouchers

### **MVP PACKAGE - \$7,500**

- 1 Stadium Section Sign
- 1 Stadium Concourse Sign
- 4 Box Seats Season Tickets
- 1 Full-page full-color print advertisement in Souvenir Program
- 1 Title sponsorship of a premium giveaway item
- 1 Title sponsorship of a mid-inning promotion (25 Games)
- 30-Second Radio Spot during all 100 Sioux City Explorers play-by-play radio broadcasts
- 50 Flex Vouchers

### **HALL OF FAME PACKAGE - \$10,000**

- 1 Stadium Outfield Fence Sign
- 4 Box Seats Season Tickets
- 1 Full-page full-color print advertisement in Souvenir Program
- 1 Title sponsorship of a mid-inning promotion (25 Games)
- 30-Second Radio Spot during all 100 Sioux City Explorers play-by-play radio broadcasts
- 75 Flex Vouchers

# 2025

SUN	MON	TUE	WED	THU	FRI	SAT
				8 KCO	9 KCO	10 KCO
<b>MAY</b>						
11	12 CHI	13 CHI	14 CHI	15 CHI	16 KC TBA	17 KC 6:05
18 KC 4:05	19	20 GAR TBA	21 GAR TBA	22 GAR TBA	23 FM TBA	24 FM 6:05
25 FM 4:05	26	27 KC	28 KC	29 KC	30 CLE TBA	31 CLE 6:05

## JUNE

1 CLE 4:05	2	3 SF	4 SF	5 SF	6 LC	7 LC
8 LC	9	10 LC TBA	11 LC TBA	12 LC TBA	13 LIN TBA	14 LIN 5:05 <small>DM</small>
15 LIN 4:05	16	17 FM	18 FM	19 FM	20 WIN	21 WIN
22 WIN	23	24 WIN TBA	25 WIN TBA	26 WIN TBA	27 SF	28 SF
29 SF	30	<input checked="" type="checkbox"/> HOME <input type="checkbox"/> AWAY		<input checked="" type="checkbox"/> POSTGAME FIREWORKS <input checked="" type="checkbox"/> <small>DM</small> DOUBLE HEADER		

### EAST DIVISION

CLE - Cleburne Railroaders  
 CHI - Chicago Dogs  
 GAR - Gary SouthShore RailCats  
 KCO - Kane County Cougars  
 LC - Lake Country DockHounds  
 MKE - Milwaukee Milkmen

### WEST DIVISION

SC - Sioux City Explorers  
 KC - Kansas City Monarchs  
 FM - Fargo-Moorhead Redhawks  
 LIN - Lincoln Saltdogs  
 SF - Sioux Falls Canaries  
 WIN - Winnipeg Goldeyes

SUN	MON	TUE	WED	THU	FRI	SAT
<b>JULY</b>						
		1 KCO TBA	2 KCO TBA	3 ★ KCO TBA	4 ★ GAR TBA	5 GAR 6:05
6 GAR 4:05	7	8 KC	9 KC	10 KC	11 CLE	12 CLE
13 CLE	14	15 LIN	16 LIN	17 LIN	18 SF TBA	19 SF 6:05
20 SF 4:05	21-23 ALL-STAR GAME AT FARGO-MOORHEAD			24 GAR	25 GAR	26 GAR
27 GAR	28	29 KC TBA	30 KC TBA	31 KC TBA		

## AUGUST/SEPTEMBER

								1 LIN	2 LIN
3 LIN	4	5 MKE TBA	6 MKE TBA	7 MKE TBA	8 FM TBA	9 FM 6:05			
10 FM 4:05	11	12 FM	13 FM	14 FM	15 WIN TBA	16 WIN 6:05			
17 WIN 4:05	18	19 LIN TBA	20 LIN TBA	21 LIN TBA	22	23 SF			
24 SF	25 SF TBA	26 SF TBA	27 SF TBA	28 SF TBA	29 WIN	30 WIN			
31 WIN	1 WIN	<i>Gates open 1 hour prior to game time.            Game times and promotions are subject to change.</i>							



**GET VALUE & FLEXIBILITY WITH A 2025 FLEX PACK!**

VOUCHERS THAT CAN BE REDEEMED IN ANY AMOUNT
 SAVINGS OF \$2.50 PER TICKET OFF THE DAY OF GAME PRICE
 NO BLACKOUT DATES! USE ON OPENING NIGHT OR JULY 4TH FIREWORKS

**FLEX PACKS START AT JUST \$105 FOR 10 VOUCHERS**