

SIoux CITY EXPLORERS

2026



PARTNERSHIP GUIDE

XSBASEBALL.COM

OUR STORY

- The Sioux City Explorers were 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 2.8 million fans have attended Explorers games
- In 2006, the team joined the American Association – the premier Independent Baseball League, spanning the United States and Canada
- As a member of the American Association the Explorers have an overall record of 974-881 including 9 playoff appearances
- Today, the Explorers remain the top summer entertainment option in Siouxland – playing a 100 game schedule each year running from May – September

COMMUNITY COMMITMENT

- At the Sioux City Explorers, giving back to our community is more than a mission—it's a promise. We demonstrate that promise in many ways, from donating to local charities and supporting community events to enhancing fan experiences and hosting memorable gatherings at Lewis & Clark Park.
- Every new partnership we build through sponsorships and ticketing directly increases the impact we can make. Together, we can reach more organizations, create more opportunities, and strengthen the community we proudly call home.



LEWIS & CLARK PARK

- Stadium Capacity: 3,800
- Stadium Location: 3400 Line Drive, Sioux City Iowa
- Owned by the City of Sioux City, Lewis & Clark Park first opened its gates in 1993 and since that time has played host to thousands of events welcoming millions of fans from across the region
- In 2025, Lewis & Clark Park was proud to host the Iowa High School State Baseball Tournament – a showcase event that drew 9,513 fans to the ballpark over the 5-days. This event, which brought considerable economic benefit to Siouxland also marked the first high school state tournament of any sport to ever be hosted in Sioux City.

2025 NUMBERS

- 57,534 (46 Openings)
- Average Game Attendance – 1,251 fans
- 13% Attendance growth over the last 3 seasons
- X's finished with a League best record of 64-36 in 2025

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)

DIGITAL GROWTH



2,766 INSTAGRAM FOLLOWERS **↗ 21.05%** FROM 2024-2025



67%
MALE



33%
FEMALE



18-34
KEY DEMOGRAPHIC



9,721 FACEBOOK FOLLOWERS **↗ 7.70%** FROM 2024-2025



43%
MALE



57%
FEMALE



35-54
KEY DEMOGRAPHIC



5,733 X FOLLOWERS **↗ 2.67%** FROM 2024-2025



FOR PARTNERSHIP OPPORTUNITIES CALL (712) 277-9467

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STADIUM SIGNAGE

Stadium signage is a very sought after and prestigious commodity inside 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



Outfield Billboards
8' high x 20' wide



Foul Line Signs
3' high x 40' wide



Bleacher Signs
3' high x 40' wide x



Suite Signs
2' high x 5' wide



Section Signs
2' high x 5' wide



Concourse Signs
3' high x 5' wide



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:

- T-Shirt Toss
- Uniform Race
- Dizzy Bat Race
- Balloon Pop Challenge
- Trivia
- Race the Mascot

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
- 50 reserved seats for that evening's game





RADIO



Radio advertising with the Sioux City Explorers is a very low-cost, high reach advertising option that delivers your message in association with your hometown X's during all home and away games live on KSCJ 1360 AM as well as on our stream via AABaseball.tv!

Be a part of every X's game all season long via :30 or :60 spots or even better, your company can be included as part of our specialty, game specific spots.

SPECIALTY SPOT POSSIBILITIES INCLUDE:

- Pre Game Show
- This Date in History
- Strikeouts
- Out of Town Scoreboard
- Pitching Changes
- Starting Lineups
- Stolen Bases
- Home Run

Let us design a custom radio package that hits all of your advertising needs!

PRINT

POCKET SCHEDULE

Get your advertisement in front of thousands of fans by advertising on our pocket schedule. We distribute over 50,000 pocket schedules throughout Siouxland in gas stations, banks, grocery stores and other business offices throughout the area.

DIGITAL SOUVENIR PROGRAM

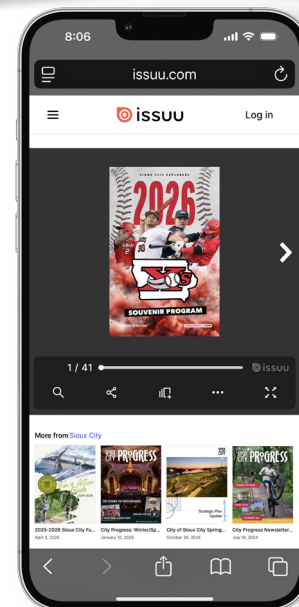
NEW FOR 2026! Include your company in our Digital Souvenir Game Program. With feature articles and team information our Souvenir Program is one of the most popular sources that fans use to keep up to date with the Explorers.

This digital option is FREE to fans, expanding the reach of your advertisement while also providing you the opportunity to change your advertisement throughout the season!

TELEVISION COMMERCIALS

NEW FOR 2026! You can now be a part of all 100 X's Games home and away via our online stream.

Each and every X's game is streamed live on AABaseball.tv and provides you a great way to spread your message to fans watching from all over the country! AABaseball.tv is completely FREE and amassed nearly 10 million views in 2025 (across all teams in the league).





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 - \$3,000

- 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
- 2 Reserved Seats Season Tickets
- 1 Half-page full-color print advertisement in Digital 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 Digital Souvenir Program
- 1 Title sponsorship of a premium giveaway item
- 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 Digital 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

S I O U X C I T Y

EXPLORERS

2026 SCHEDULE

SUN MON TUE WED THU FRI SAT

MAY

					15 CHI	16 CHI
17 CHI	18	19 LIN	20 LIN	21 LIN	22 LIN	23 LIN
24 LIN	25 MKE	26 MKE	27 MKE	28 MKE	29 KC	30 KC
31 KC						

JUNE

	1	2 GAR	3 GAR	4 GAR	5 WPG	6 WPG
7 WPG	8	9 SF	10 SF	11 SF	12 CLE	13 CLE
14 CLE	15 SF	16 SF	17 SF	18	19 KCO	20 KCO
21 KCO	22	23 WPG	24 WPG	25 WPG	26 KC	27 KC
28 KC	29	30 SF				

■ HOME
 ■ ALL STAR GAME
 ■ AWAY
 ★ POSTGAME FIREWORKS

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
 WPG - Winnipeg Goldeyes

SUN MON TUE WED THU FRI SAT

JULY

			1 SF	2 SF	★ 3 SF	★ 4 SF
5 SF	6	7 FM	8 FM	9 FM	10 LIN	11 LIN
12 LIN	ALL-STAR GAME @ LINCOLN 13-16				17 CLE	18 CLE
19 CLE	20	21 LIN	22 LIN	23 LIN	24 KC	25 KC
26 KC	27	28 GAR	29 GAR	30 GAR	31 FM	

AUGUST/SEPTEMBER

						1 FM
2 FM	3 LC	4 LC	5 LC	6 LC	7 CHI	8 CHI
9 CHI	10	11 FM	12 FM	13 FM	14 WPG	15 WPG
16 WPG	17	18 FM	19 FM	20 FM	21 WPG	22 WPG
23 WPG	24	25 GAR	26 GAR	27 GAR	28 KCO	29 KCO
30 KCO	31	1 KC	2 KC	3 KC	4 LC	5 LC

Gates open 1 hour prior to game time.
 Game times and promotions are
 subject to change.

SCAN FOR
TICKETS



XSBASEBALL.COM

TICKETS: (712) 277-9467

SIOUXCITYEXPLORERS

 SIOUXCITYXS

GET VALUE & FLEXIBILITY
WITH A 2026 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