

SIOUX CITY EXPLORERS

2027

YOUR BRAND.
OUR BALLPARK.



PARTNERSHIP GUIDE

XSBBASEBALL.COM

OUR STORY

For over 30 years, the Sioux City Explorers have been uniting Siouxland at the ballpark. Founded in 1993 as an original member of the Northern League, the Explorers became Sioux City's only professional sports franchise. Lewis & Clark Park opened its gates on June 22nd, 1993, welcoming nearly 4,500 fans, including former astronaut Buzz Aldrin, who threw the first ceremonial pitch.

Since that historic opening, nearly 2.8 million fans have experienced baseball Sioux City style. In 2006, the team joined the American Association, the premier independent baseball league spanning the United States and Canada. Since joining the league, the Explorers have accomplished an overall record of 974-881, including nine playoff appearances.

Today, the Explorers remain the top summer entertainment option in Siouxland, playing a 100-game schedule from May through September and providing affordable entertainment and memorable experiences for every fan.

COMMUNITY COMMITMENT

- At the Sioux City Explorers, giving back to our community is more than a mission—it's a promise. We live out that promise by donating to local charities, supporting community events, and creating memorable fan experiences at Lewis & Clark Park.
- Every partnership we build creates more opportunities to give back, support local organizations, engage area youth, and bring people together. When you partner with the Explorers, you help us strengthen the community we proudly call home.



FOR PARTNERSHIP OPPORTUNITIES CALL (712) 277-9467

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LEWIS & CLARK PARK

- Stadium Capacity: 3,800
- Stadium Location: 3400 Line Drive, Sioux City, Iowa 51106
- Owned by the City of Sioux City, Lewis & Clark Park first opened its gates in 1993 and has since hosted thousands of events welcoming millions of fans from across the region
- In 2025, Lewis & Clark Park proudly hosted the Iowa High School State Baseball Tournament – a showcase event that drew 9,513 fans to the ballpark over 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.

2026 NUMBERS

- 76,701 (50 Openings)
- Average game attendance – 1,534 fans
- 39.7% attendance growth since 2023

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 the 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



3,374 INSTAGRAM FOLLOWERS **↗ 21.98%** FROM 2026



67%
MALE



33%
FEMALE



18-34
KEY DEMOGRAPHIC



10,412 FACEBOOK FOLLOWERS **↗ 7.11%** FROM 2026



43%
MALE



57%
FEMALE



35-54
KEY DEMOGRAPHIC



5,851 X FOLLOWERS **↗ 2.06%** FROM 2026



STADIUM SIGNAGE

Put your brand in a highly visible location inside Lewis & Clark Park. With stadium signage, your brand will reach Explorers fans during home games while also gaining exposure to visitors attending youth, college, and community events at the ballpark. With year-round visibility, your brand stays in front of fans, visitors, and passersby beyond game day.

2027 BALLPARK SIGNAGE OPPORTUNITIES



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 innings and during breaks in play, the fun continues 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
- Balloon Pop Challenge
- Beer Run
- Dress Like an Explorer
- Trivia
- Tic-Tac-Toe Race
- Dizzy Bat Race
- Race the Mascot
- Strike Zone Challenge

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 among our most highly attended games, and the giveaway items extend your brand exposure far beyond the ballpark.

By sponsoring a giveaway night, your company will receive:

- Inclusion in all print, radio, and PA announcements leading up to and during the event
- Air-conditioned luxury suite to enjoy your night
- Ceremonial first pitch opportunity
- Opportunity to distribute on-site company information during the game
- Kiosk, display banners, and exit sampling or couponing opportunities
- 15 giveaway items to keep
- 50 reserved seats for that evening's game





RADIO



Radio advertising with the Sioux City Explorers is a 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 part of every X's game all season long with :30 or :60 spots, or even better, include your company in our specialty, game-specific spots.

SPECIALTY SPOT POSSIBILITIES INCLUDE:

- Pregame 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 PROGRAM

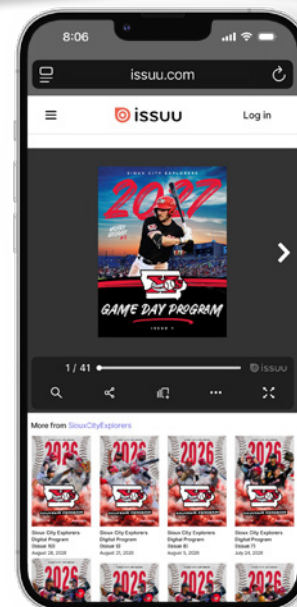
Include your company in our Digital Program. With feature articles and team information, our Digital Program is a popular resource to keep fans connected to the Explorers.

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

TELEVISION COMMERCIALS

Your business can now be part of all 100 X's games—both home and away—through our online stream.

Every X's game is FREE to stream live on AABaseball.tv. In 2025, AABaseball.tv amassed nearly 10 million views across all teams in the league. Put your brand in front of fans wherever they are watching and extend your reach nationwide.





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 our Digital 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 our Digital 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 our Digital 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