

2024 PARTNERSHIP GUIDE

NEW YORK BOULDERS



BECOME A BOULDERS PARTNER & EXPAND YOUR VISIBILITY





The New York Boulders and Clover Stadium provide classic American Baseball in an affordable, family setting - fun for the whole family!

ABOUT THE BOULDERS:

FOUNDED: 2011

WEBSITE: www.NYBoulders.com

BALLPARK: Clover Stadium

PHONE: (845)-364-0009

SEASON LENGTH: 96 games (50+ home games)

LEAGUE: Frontier League

LEVEL OF PLAY: Professional Independent

MASCOT: BoulderBird

COLORS: Red, White & Blue

 23,353

 8,727

 8,209

 1,246

 58,800

 214,128

of fans since 2011 - 1.35M +
Largest Crowd - 7,737
300,000 guests for 150+ events (2021)

clover stadium

A 6,000-SEAT BALLPARK THAT OPENED IN JUNE 2011, CLOVER STADIUM IS THE CLASS OF THE 16 - TEAM FRONTIER LEAGUE AND IS ON-PAR WITH MANY AA FACILITIES; PROVIDING AFFORDABLE ENTERTAINMENT FOR ROCKLAND, BERGEN, WESTCHESTER & ORANGE COUNTY FAMILIES.

- 16 LUXURY SUITES
- 11 LOGE BOXES
- SHORT PORCH
- BRIDGE BAR
- SUNSET DECK
- BOULDERBERG KIDS ZONE
- MINI-GOLF
- B-TRAIN
- CRAFT BEER ROOM
- BATTING CAGE

2023 CORPORATE SPONSORS

Logos include: Action Plumbing & Heating Inc., Boston Children's Health Physicians, Wegmans, KonIce, Berard & Associates, Clarkstown, Dana Distributors, Curtis Landscaping, Golfzon, Social, Carpenter & Smith, Highland Medical, P.C., IHOP, Little Smiles, Teplitz, Nelson Metals, RCC, Stop DWI, Pete's Chimney & More, Leonard J. Birbrower, Esq., Deloitte, Duke of Oil & Time, Mercedes-Benz of Nanuet, Veolia, Humdingers, FIDELIS CARE, Polariz Healthcare, Sonesta Select, SportClips, UDIG-NY, O'Toole's, Vein Center, and Sohn Real Estate Corp.



BUILD YOUR BRAND WITH THE BOULDERS

300,000 ANNUAL GUESTS • 150+ ANNUAL EVENTS



AS A PARTNER WITH THE
NY BOULDERS, THERE ARE
COUNTLESS OPPORTUNITIES
TO EXPAND YOUR AUDIENCE
AND REACH A NEW LEVEL
OF ENGAGEMENT WITH
THE COMMUNITY.

■ PRINT ■

YOUR MESSAGE IS DIRECTLY IN THE HANDS OF YOUR AUDIENCE THROUGH OUR PRINT PUBLICATIONS.

AS A WAY TO KEEP OUR FANS INFORMED AND ENTERTAINED, WE PROVIDE VARIOUS SOURCES OF READING MATERIAL THAT ARE PRIME LOCATIONS FOR YOUR COMPANY'S EXPOSURE.

GAMEDAY PROGRAM: OUR OFFICIAL GAME DAY PROGRAM WILL PLACE YOUR AD IN THE HANDS OF THOUSANDS OF LOYAL BOULDERS FANS AS THEY READ ABOUT THE TEAM AND BALLPARK.

POCKET SCHEDULE: OVER 100,000 PRINTED POCKET SCHEDULES ARE DISTRIBUTED ALL OVER THE COUNTY AND SURROUNDING AREAS. MULTIPLE PANEL SIZE OPTIONS.

TICKET BACKS: EVERY BOULDERS FAN HAS A TICKET, MEANING EVERY BOULDERS FAN WILL SEE YOUR COMPANY! (BOX OFFICE, SEASON TICKETS, ETICKETS, & ENVELOPE OPTIONS)

■ SIGNAGE ■

THE BOULDERS TAKE PRIDE IN PROVIDING FANS WITH THE ULTIMATE GAME EXPERIENCE AND CREATING A STATE-OF-THE-ART BALLPARK IS ONE OF THE MANY WAYS WE ACHIEVE THIS.

AS AN ADVERTISER, YOU WILL HAVE THE ABILITY TO REACH AN ENGAGED AUDIENCE IN ANY NUMBER OF OUR SIGN LOCATIONS AT THE BALLPARK.

LOCATIONS:

- BOULDERS DUGOUT
- DUGOUT OF DREAMS
- VISITORS DUGOUT
- SCOREBOARD PANELS (6)
- FOUL POLES (MIN. 2 YEARS)
 - B-TRAIN
- OF BILLBOARD MONSTER- (SINGLE/DOUBLE)
 - CF DOUBLE DOORS
 - CF WALL
- BOULDERBERG KID ZONE
- CUP HOLDERS (MIN. 2 YEARS)
 - ON DECK CIRCLES
 - LF/RF BULLPEN
 - CONCOURSE
 - BATHROOMS
 - DUGOUT WALLS
 - DUGOUT LIPS
- HOME PLATE GATE BANNERS
 - BATTING CAGE
 - BOX OFFICE
 - PARKING LOT

■ CONCOURSE TABLES ■



THE CONCOURSE OF CLOVER STADIUM IS ALWAYS LIVELY BEFORE, DURING & AFTER GAMES, MAKING IT THE PERFECT LOCATION FOR YOU TO DISTRIBUTE YOUR PRODUCT AND PROMOTE YOUR SERVICE TO FANS!

■ MEDIA ■

BOULDERS FAN ENGAGEMENT DOESN'T END AT THE GATES OF CLOVER STADIUM! WE EXTEND COMMUNICATION WITH OUR DEDICATED FAN BASE VIA ELECTRONIC MEDIA OUTLETS.



RADIO BROADCAST: WITH ALL 50+ HOME GAMES BROADCASTED LIVE, YOUR COMPANY CAN REACH THE EARS OF OUR LOYAL LISTENERS IN NY & NJ ON WRCR 1700-AM AND FRONTIERLEAGUE.COM.

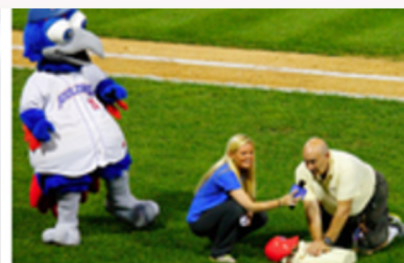
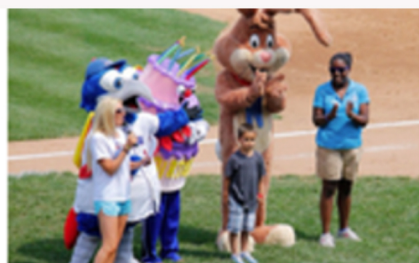
VIDEO BROADCAST: BOULDERS FANS ARE ABLE TO VIEW ALL HOME GAMES WITH AN AFFORDABLE SUBSCRIPTION FOR FRONTIERLEAGUETV.COM FROM THE COMFORT OF THEIR OWN HOMES IF THEY CAN'T MAKE IT TO THE BALLPARK! OPTIONS INCLUDE SEASON SPONSORSHIPS, 10 COMMERCIAL PACKAGES & 5 COMMERCIAL PACKAGES.

TEAM WEBSITE: NYBOULDERS.COM IS YOUR PATHWAY TO NEW CUSTOMERS WHO ARE CHECKING FOR THE LATEST BOULDERS NEWS. OUR WEBSITE WAS VISITED MORE THAN 500,000X IN 2021 AND AVERAGED UPWARDS OF 30,000 UNIQUE VISITORS A MONTH.

E-NEWSLETTER: E-NEWSLETTER IS SENT OUT WEEKLY TO OVER 50,000 FANS (MORE THAN 1.5 MILLION IMPRESSIONS). AVAILABLE OPTIONS INCLUDE FULL SEASON, 10-SEND, AND 5-SEND PARTNERSHIPS.



■ PROMOTIONS ■



BESIDES THE EXCITING BASEBALL, THE BOULDERS PROVIDE OUR FANS WITH PRE-GAME, ON-FIELD & POST-GAME ENTERTAINMENT THROUGH PROMOTIONS AND THEME NIGHTS. OUR GAME DAY ENTERTAINMENT STARTS AND ENDS WITH YOUR BRAND. OPTIONS INCLUDE INDIVIDUAL GAMES, HALF SEASON & FULL SEASON.

■ GIVEAWAYS ■



THE BOULDERS OFFER PREMIUM GIVEAWAYS IN VARIOUS QUANTITIES THROUGHOUT THE SEASON THAT OUR FANS ENJOY COLLECTING AS PRIZED MEMORABILIA! WHETHER IT BE A T-SHIRT OR NOVELTY ITEM, SPONSORING ONE OF OUR GIVEAWAYS WILL ENSURE THAT YOUR BRAND IS FOREVER ASSOCIATED WITH POSITIVE, FUN MEMORIES!



■ TICKETS ■

WE MEAN **B**USINESS SEASON TICKETS

WANT TO GIVE YOUR COMPANY
QUALITY EXPOSURE WHILE
ENJOYING SOME BASEBALL?!

**4 TICKETS FOR
\$2,000**

BENEFITS INCLUDE:

\$500 FOOD & BEVERAGE CREDIT

2 E-BLAST COMPANY LOGO FEATURES

FULL SEASON PREFERRED PARKING PASS

10% TEAM STORE DISCOUNT

4 MARKETING TABLES DURING THE SEASON

NO TICKET GOES UNUSED PROGRAM - NEW!

1/4 PAGE AD IN DAILY GAME PROGRAM

VIP ENTRANCE

10 ROTATING SCOREBOARD LOGO SHOUTOUTS

COMPANY NAME ON SEAT - NEW!

PARTY SUITES, LOGE BOXES AND PARTY ZONES ALSO AVAILABLE!

**HOST PREMIER CLIENTS IN A PRIVATE, SANCTIONED OFF AREA WITH AN EXCELLENT VIEW
AND VIP ATMOSPHERE!**



Grow Your Business with the Boulders!

Great ways to use your Boulders Season Tickets!

Client Entertainment:

- INVITE A CUSTOMER WHO HASN'T DONE BUSINESS WITH YOU LATELY
- TAKE A LOYAL CUSTOMER FOR HIS OR HER BIRTHDAY
- CLOSE A SALE WITH A POTENTIAL CUSTOMER
- TAKE A LONG TERM CUSTOMER TO SAY "THANKS!"
- TAKE ONE OF YOUR SMALLER ACCOUNTS TO DEVELOP THE AMOUNT OF BUSINESS THEY GIVE YOU
- REWARD A CUSTOMER
- THANK A CUSTOMER WHO PRAISED YOUR COMPANY
- WIN BACK A CUSTOMER WHO HAD A COMPLAINT OR PROBLEM
- TAKE SOMEONE WHO DOES BUSINESS WITH A COMPETITOR
- OFFER TO A CUSTOMER FOR A HOLIDAY
- GIVE TO A CUSTOMER WHO MAKES TIMELY OR IN FULL PAYMENTS
- GIVE TO A CUSTOMER WHO HAS BEEN SICK AS A "GET WELL SOON!"

Employee Rewards:

- IMPROVE COMMUNICATIONS WITH KEY COWORKERS
- HELP PART TIME WORKERS FEEL LIKE A PART OF THE ORGANIZATION
- GIVE TO THE PERSON THAT CAME IN THE EARLIEST
- HAVE A DRAWING AT WORK TO GIVE TO A LUCKY EMPLOYEE
- REWARD AN EMPLOYEE WHO COMES WITH A SAVINGS SUGGESTION
- GIVE TO THE PERSON WHO VOLUNTEERS
- REWARD 100% ATTENDANCE
- SAY "THANKS!" TO A RETIRING EMPLOYEE
- WELCOME A NEW EMPLOYEE
- GIVE THEM TO AN ASSISTANT
- GIVE THEM TO A MANAGER WHO IS EXCEEDING GOALS
- SHOW APPRECIATION TO A COMPANY INTERN
- SEND A GROUP TO PROMOTE TEAM BONDING
- GIVE TO YOUR PAYROLL DEPARTMENT
- REWARD DEPARTMENT THAT EXCEEDS ITS QUOTA
- GIVE THEM TO A PROSPECTIVE EMPLOYEE WHO MAY BE IN TOWN
- CONGRATULATE AN EMPLOYEE WHO EXCEEDS DUTIES
- APPLAUD AN EMPLOYEE FOR HITTING HIS OR HER YEARLY GOALS!



Grow Your Business with the Boulders!

Great ways to use your Boulders Season Tickets!

Sales Incentives:

- GIVE TO AN EMPLOYEE WHO SCHEDULES THE MOST APPOINTMENTS IN HOUSE
- GIVE TO AN EMPLOYEE WHO SCHEDULES THE MOST APPOINTMENTS OUT OF THE OFFICE
- RUN A SALES CONTEST AND REWARD THE WINNER
- PACK THEM INTO A PRODUCT TO PROMOTE SALES
- GIVE TO AN EMPLOYEE GENERATING NEW BUSINESS
- GIVE TO AN EMPLOYEE WHO HAS MADE THE MOST SALES CALLS DURING A DAY
- GIVE TO AN EMPLOYEE WHO RENEWS THE MOST ACCOUNTS!

Networking:

- BOOST CAREER POTENTIAL BY NETWORKING ("IT'S WHO YOU KNOW!")
- OFFER THEM TO SOMEONE WHO HAS OFFERED ADVICE
- ENHANCE RELATIONSHIPS
- GIVE TO SOMEONE YOU OWE A FAVOR
- GIVE TO MEMBERS OF A CLUB YOU MIGHT JOIN OR BE IN!

Vendor Relations:

- REWARD SUPPLIERS AND VENDORS WHO MEET DEADLINES
- OFFER TICKETS FOR ON TIME DELIVERY
- OFFER TO ACCOUNTANT OF LAWYER WHO HAS DONE A GREAT JOB
- OFFER TO A SERVICE PERSON WHO HAS TAKEN CARE OF YOU
- GIVE TO OFFICE CREW AS A THANK YOU
- GIVE THEM TO COMPANY SECURITY
- GIVE THEM TO OUTSIDE TRAINING SERVICE!

Personal:

- THANK YOUR NEIGHBOR
- GIVE TO YOUR KID'S TEACHER
- DONATE THEM TO YOUR FAVORITE CHARITY
- GIVE TO MECHANIC, DOCTOR, ETC.
- TAKE SOMEONE YOU MENTOR TO A BALLGAME
- REWARD CHILD FOR GOOD REPORT CARD

NEW YORK BOULDERS



JOIN A CHAMPIONSHIP TEAM

WWW.NYBOULDERS.COM

(845)-364-0009