


# 2011 Sponsorship Programs

**The Rock Sports Park / Frozen Ropes National  
Baseball and Softball Training Center**





The Rock Sports Park is a 10 acre complex built in 2010 and is the worldwide headquarters for Frozen Ropes National Baseball and Softball Training Centers.

- Entering our **18th** year of business, Frozen Ropes is the leading provider for professional baseball and softball instruction with **20** franchise locations across the U.S.
- In addition to providing professional baseball and softball instruction on a local level, the Frozen Ropes client list includes Major League Baseball teams such as the **NY Yankees, Colorado Rockies, Boston Red Sox, Los Angeles Dodgers** and **NY Mets**.
- The Rock Sports Park is open throughout the year. Attendance will exceed **100,000** for 2011. The 15,000 sq. ft. indoor facility is continually over-active with group lessons, private lessons, and league nights, attracting thousands of visitors per month.
- The Rock Sports Park hosts baseball and softball tournaments each weekend usually attracting between 1,000-2,000 people each weekend day for each tournament.

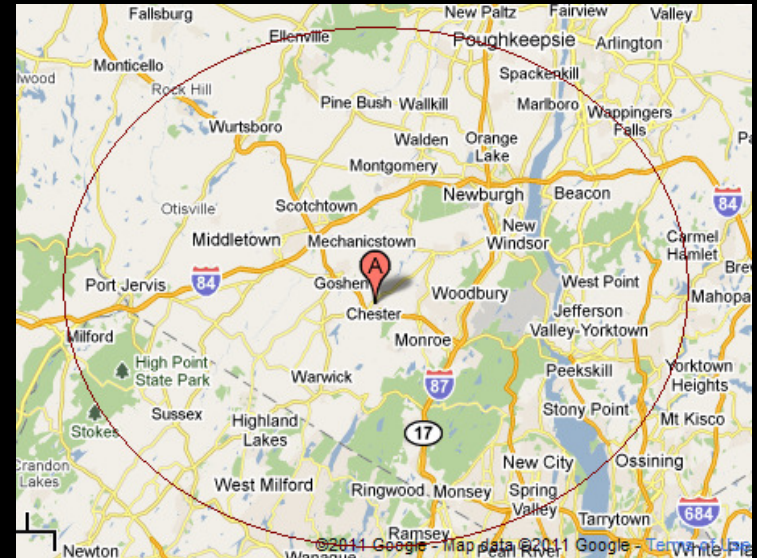
# The Rock Sports Park attendees:

**Come from 30 miles in all directions from Chester, NY. Mostly Orange County and surrounding areas, especially Monroe, Warwick, Goshen, Chester, Florida, Washingtonville, Montgomery, Middletown, New Windsor, Newburgh**

**100,000+ overall attendees for 2011**

**Our typical customer profile:**

- Families of four
  - 2 Parents
  - 2 children (75% under age 13)
- Homeowners
- Live within 30 miles of Chester
- College Planning



# **Out of town visitors come to The Rock Sports Park and stay overnight.**

**Can your business benefit from marketing to out of town families? These teams and their family members, attend our facility for College, High School, Travel and weekend tournament games. They stay in our local hotels and enjoy our concierge services to plan their itinerary for their meals.**

**Our Business Partners with a focus on dining have performed these services;**

- Dining in for a group of 45 people**
- Take our orders for groups of 20 to 50 people**
- Small groups of families looking for dining at all levels of restaurants (Casual, Fast Food, Dining Room, Dine in or take out).**

**Usually from outside of a one hour drive time.**

**Examples for origin of location include these areas: Albany, Western Connecticut, New Jersey, Long Island, Eastern Pennsylvania.**

**Our out of town attendees Each travel team averages about 12 players per team and come with 2.3 family members**

**Stay at one of four hotels (Holiday Inn Chester and Middletown, Hampton Inn and Courtyard by Marriott.**

# Business Partnership Directory

Now is the time to join our Business Partner Directory!

Through a combination of online and offline marketing channels, we can get your message in front of the right people at the right time!



# Business Partnership Directory *continued*

**Newsletter Sponsorship-**  
Professional, local newsletter sent on monthly to more than 6,000 local area subscribers. These are our customers.



**300x250 Banner; 8 lines of copy ; smaller banner**

# Business Partnership Directory *continued*

## Outdoor Display-

High quality field signs for unmatched visibility to the tens of thousands of attendees!



# Business Partnership Directory *continued*

**Parent's Guide to The Rock Sports Park / "Concierge" Services -**  
Sent by email to coaches & parents with detailed information for the tournament agenda and directory of local businesses.



Please ask any of our Event Staff personnel on site for any special requests or last minute items you might have forgotten. We have a fully stocked Pro Shop that carries equipment, practice balls, team accessories, scorecards, etc for you tournament needs.

We look forward to seeing you soon and appreciate your participation in what has become the best tournament venue in the Tri-State area!

Sincerely,  
Tom Bordanaro and Staff  
Tournament Director  
The Rock Sports Park  
845-469-9507  
[info@therocksportspark.com](mailto:info@therocksportspark.com)



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**Hotel Accommodations**  
Your guide to The Rock Sports Park lodging partners!  
The Rock Sports Park works with a variety of lodging partners to secure preferred lodging rates for all participants and to ensure sufficient rooms for all attending teams. Through our lodging program, all out-of-town teams are asked to book their rooms directly with the hotel, by calling any of these lodging partners. **Be sure to indicate to the hotel you are with the Rock Sports Park baseball/softball tournament.**



**The Rock Sports Park is the "Concierge" for the team. We set up where to stay, dine and have fun!**

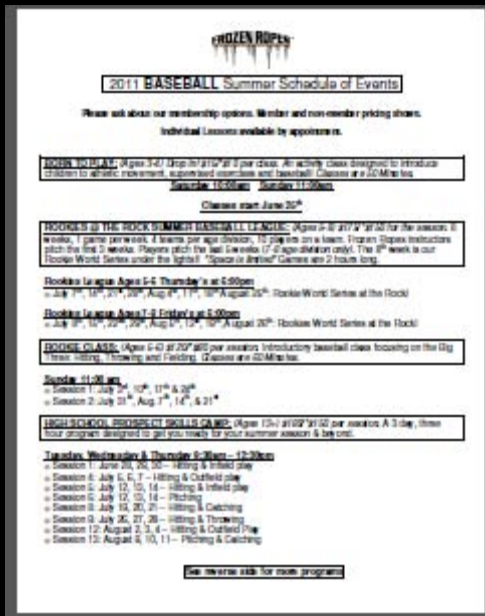
*Rock Sports Park Itinerary prepared for*  
**Albany Rockies**

Arrive Friday:	Holiday Inn Chester
Dinner Friday:	Team Dinner for 45 people delivered to the hotel from Federico's Olympic Pizza for 45 people
Saturday:	Game at 8 am and 12 pm.
Saturday:	4 pm Visit the Castle Fun Center. Moms visit Woodbury Commons with Free Gift Coupon Booklet
Dinner Saturday:	Table for 45 at Cheeseburger in Paradise
Sunday:	Game at 11 am
Sunday:	After the game, enjoy a team lunch at TGI Friday's

# Business Partnership Directory *continued*

Get listed on the **thousands** of schedule of events and flyers our clients and visitors take home!

**FRONT**  
The Rock Sports Park  
Schedule of Events



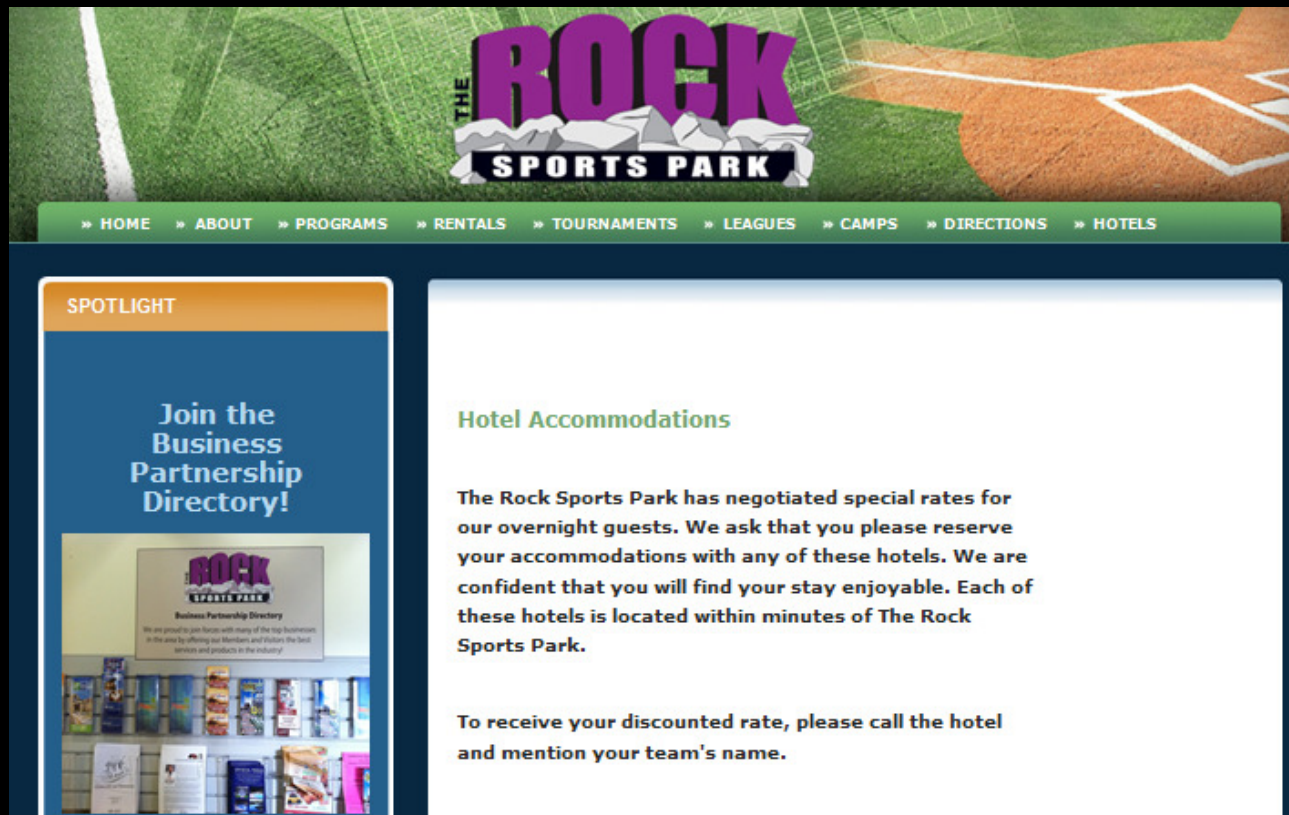
**BACK**  
Your business listing!



- Program Sponsorship naming rights include**
- 12 Brainday Workshops
  - 2012 Tournaments
  - 6 College bound info nights
  - Show camps
  - Pre-season High School tune-up camps
  - Turn and Burn class
  - Rock Fit class
  - League nights
  - Born to play
  - Rookie league
  - Scope and rope hitting class

# Business Partnership Directory *continued*

Get listed on our website: [www.therocksportspark.com](http://www.therocksportspark.com)  
Page views have been increasing each month.



The screenshot displays the website's header with the logo for 'THE ROCK SPORTS PARK' set against a background of a baseball field. Below the logo is a green navigation bar with the following menu items: » HOME » ABOUT » PROGRAMS » RENTALS » TOURNAMENTS » LEAGUES » CAMPS » DIRECTIONS » HOTELS.

The main content area is divided into two columns. The left column features a 'SPOTLIGHT' section with a blue background and an orange header. The text reads: 'Join the Business Partnership Directory!' Below this text is a photograph of a display rack filled with various brochures and informational materials, including one prominently featuring the Rock Sports Park logo and the text: 'Business Partnership Directory We are proud to join forces with many of the top businesses in the area by offering our Members and Visitors the best services and products in the industry.'

The right column has a white background and contains the following text:

### Hotel Accommodations

The Rock Sports Park has negotiated special rates for our overnight guests. We ask that you please reserve your accommodations with any of these hotels. We are confident that you will find your stay enjoyable. Each of these hotels is located within minutes of The Rock Sports Park.

To receive your discounted rate, please call the hotel and mention your team's name.

# Business Partnership Directory *continued*

**Onsite TV  
Commercial (or text  
copy) - With 4 large  
screen HDTV's within  
our 15,000 Sq. Ft.  
indoor facility.**

**Run your commercial  
or information 24 times  
per day!**



# Business Partnership Directory *continued*

## Hand outs at Celebrity Events

Every 3 or 4 months a new celebrity attends the Rock Sports Park for an event. This particular past event was with former Major League player Howard Johnson.



**THE ULTIMATE NIGHT FOR DADS & THEIR SONS**

**BOYS NIGHT OUT!**

Join New York Mets legend Howard Johnson and Frozen Ropes for an unforgettable evening.



Olympic Gold Medalist Jessica Mendoza was in attendance in March.



# Business Partnership Directory *continued*

## Tournament Title Sponsorship

The *<your company name>*  
Baseball Classic



**Client Hospitality** - next to the tournament registration booth for your Title Tournament. Optimum area for displaying products and interacting with attendees.

The screenshot shows the website for 'The Rock Sports Park'. The header features the park's logo and a navigation menu with links: HOME, ABOUT, PROGRAMS, RENTALS, TOURNAMENTS, LEAGUES, CAMPS, DIRECTIONS, and PARTNERS. Below the header, the page is titled 'Tournament Title Events' in purple. A table lists various events, including 'Akadema Independence Day TURF WARS' and 'FRANKLIN SPORTS Rumble @ The Rock', with columns for the sport, event name, and date.

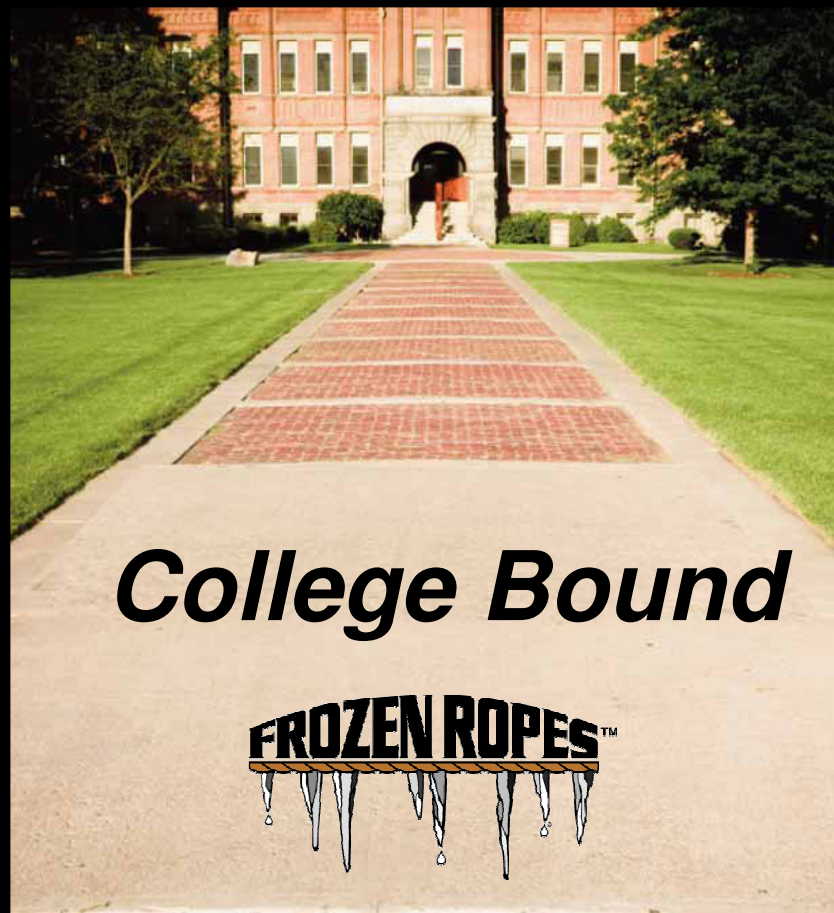
Baseball	<a href="#">Akadema Independence Day TURF WARS - 10U</a>	Friday, July 01, 2011
Baseball	<a href="#">Akadema Independence Day TURF WARS - 11U 50' 70'</a>	Friday, July 01, 2011
Baseball	<a href="#">Akadema Independence Day TURF WARS - 12U 50' 70'</a>	Friday, July 01, 2011
Baseball	<a href="#">Akadema Independence Day TURF WARS - 9U</a>	Friday, July 01, 2011
Baseball	<a href="#">FRANKLIN SPORTS Rumble @ The Rock - 11U</a>	Friday, July 22, 2011
Baseball	<a href="#">FRANKLIN SPORTS Rumble @ The Rock - 14U</a>	Friday, July 22, 2011
Baseball	<a href="#">FRANKLIN SPORTS Rumble @ The Rock - 9U</a>	Friday, July 22, 2011
Softball	<a href="#">Rock Fest Showcase - 16U</a>	Friday, July 08, 2011
Softball	<a href="#">Rock Fest Showcase - 18U</a>	Friday, July 08, 2011
Baseball	<a href="#">BOAR'S HEAD Summer Showdown - 10U</a>	Friday, August 12, 2011
Baseball	<a href="#">BOAR'S HEAD Summer Showdown - 9U</a>	Friday, August 12, 2011
Baseball	<a href="#">BOAR'S HEAD Summer Sizzler - 11U Wood Bat 50' 70'</a>	Friday, August 05, 2011

# Business Partnership Directory *continued*

Targeting College Bound Students?

Since 1988, Frozen Ropes has assisted over 2,300 families with the college selection process.

We invite businesses to learn more to be a part of this process.



# Summary

With over 40 years of online and offline marketing experience, we believe that effective experiences engage and connect people with information, services and products.

We believe that strengthening the relationship a business shares with its customers, employees and community is the key to building great opportunities and value for your business.

Our sponsorships will achieve the results you seek through a combination of display, video, online and sourced direct response marketing.

## ***What our partners are saying:***

**We love getting tables of forty-five guests for dining. THANK YOU!**

*-Orange County casual dining restaurant*

**Thanks for sending a group of 20 (mostly Moms) to our shop at our stores!**

*-Orange County shopping district*

**You (The Rock Sports Park) have the right mix of online and offline marketing components.**

*-Local Advertising Agency*

**Seems like you (The Rock Sports Park) have a lot of people who are small business owners or own a business. Great leads!**

*-Local business provider*

**We did a take out order for \$900 dollars!**

*-Orange County Fine Dining Restaurant*

# The Rock Sports Park Sponsorships

**Packages starting at just \$495 !**

## *Silver Community*

Business Partnership  
Directory brochure listing  
for one weekend event.

Newsletter Listing 2x Per  
Month.

Schedule of Events Listing  
Website

6 Month Partnership

## *Gold Community*

Business Partnership  
Directory brochure listing

Newsletter

Outdoor Field Sign

Parent's Guide to The Rock  
Sports Park

Schedule of Events Listing

Website

Onsite TV Commercial /  
Bulletin Board Message

Celebrity Handouts

6 Month Partnership

## *Platinum Community*

Business Partnership Directory  
brochure listing

Newsletter

Outdoor Field Sign

Schedule of Events Listing

Website

Onsite TV Commercial / Bulletin  
Board Message

Celebrity Handouts

Title Tournament

Outdoor booths

Celebrate handouts

12 Month Partnership



# For additional information

To arrange a tour or for more information contact:

**Matt Zepf**

**National Director of Business Development**

**The Rock Sports Park / Frozen Ropes**

**Chester, NY**

**[matt.zepf@therocksportspark.com](mailto:matt.zepf@therocksportspark.com)**

**W: 845-469-7331**

**[www.therocksportspark.com](http://www.therocksportspark.com)**

**[www.frozenropes.com](http://www.frozenropes.com)**