



PEORIA CHIEFS

O'Brien Field Naming Rights Sponsorship





THE OPPORTUNITY

A Premier Naming Rights Opportunity...

O'Brien Field is a world-class ballpark in downtown Peoria, Illinois home to the Class A minor league baseball team Peoria Chiefs and the Bradley University baseball team. Fans visit O'Brien Field from a 60-mile radius to experience family-friendly fun and entertainment. The following highlights the naming rights opportunity for O'Brien Field.

Why Naming Rights ?

Naming Rights help you stand out from the crowd...

Through naming rights sponsorships, sponsors are able to immediately elevate their brand above the competition to create a powerful, multi-faceted marketing platform through dynamic on-site marketing and exposure opportunities.

Naming Rights deliver value...

A naming rights sponsorship with O'Brien Field will augment your corporate image, provide powerful brand impact and offer more dollar-for-dollar value than any other advertising or marketing medium available in our industry today.

Naming Rights fit your needs...

This comprehensive naming rights sponsorship offers an extensive benefits package that includes exterior and on-site exposure, media coverage and a host of other opportunities that help your company stand out in a cluttered marketing environment.

O'BRIEN FIELD

The state-of-the-art facility located in downtown Peoria, Illinois opened in 2002 with a capacity of over 6,500 fans.

From 2002 to 2008, the Chiefs have played 468 games at O'Brien Field with an average attendance of 3,765 fans.

Fans come to O'Brien Field from a 60-mile radius of Peoria.

Local media coverage of the Chiefs and Bradley Braves season is far-reaching – on television, radio and two major Peoria-area newspapers.

Features an open concourse that runs almost all the way around the park and palm trees that line the outfield concourse.

Churches, corporations, small business, schools and organizations bring thousands of fans to enjoy customized group outings.

The Chiefs anticipate welcoming the five-millionth fan in franchise history through the gates of O'Brien Field early in the 2009 season.





PEORIA CHIEFS

The Peoria Chiefs are a Class A minor league baseball team affiliated with the Chicago Cubs.

The Chiefs draw more fans than any other downstate Illinois event – nearly 250,000 people each season.

Current and former MLB players have graced the Chiefs roster including Albert Pujols, Joe Girardi, Greg Maddux, Mark Grace, Danny Haren, Yadier Molina, among others. 2007-2008 saw Hall-of-Famer Ryne Sandberg in the Chiefs' management position.

Due to its proximity to Chicago, the Chiefs have seen rehab performances from Cubs stars Kerry Wood, Mark Prior and Nomar Garciapara

The Chiefs won their first Midwest League Championship in franchise history in 2002 winning 85 games.

BRADLEY BRAVES

O'Brien Field is home to the Bradley University baseball team who plays in the Missouri Valley Conference.

The Bradley Braves have 22 games scheduled at O'Brien field and receive significant media coverage throughout the season.

NAMING RIGHTS BENEFITS

The Naming Rights Partner to O'Brien Field will receive a comprehensive package of benefits geared to boost its business and build its brand. These include the following:

Exterior Exposure

Collateral Materials

Internet

On-Site Exposure

Radio Advertising

Advertising

Television

Promotions

Category Exclusivity

Media Coverage

Hospitality

Image Association

With the marketing clout of O'Brien Field, premier exposure at a state-of-the-art facility, and the ability to customize the sponsorship benefits to suit your needs, this naming rights opportunity will help you maximize brand awareness and boost your bottom-line locally, regionally and on a national level.

For more information on the Naming Rights to O'Brien Field, please contact:



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