



Goldeyes



- The Winnipeg Goldeyes captured the 2012 American Association Championship in its second season in the league
- For the second consecutive year the Goldeyes were named American Association Organization of the Year
- The Goldeyes overall attendance for the 2012 season was 306,375
- 13th consecutive year the club led its league in attendance
- The Goldeyes organization is looking forward to an eventful 2013 season as we celebrate our 20th Anniversary as reigning Champions of the American Association of Professional Baseball.

Overlooking the Red River and the historic Forks, Shaw Park, home of the Winnipeg Goldeyes, is considered one of the finest ballparks in North America! Featuring 28 concessions, 30 luxurious Skysuites, a Supersuite and Patio Deck for private functions, Shaw Park is also home to Hu's Asian Bistro, a full-service restaurant overlooking right field. Exciting Goldeyes baseball is combined with fireworks, contests, prizes and the zany antics of loveable mascots Goldie and Goldette.

Affordable family fun – Goldeyes baseball is the best entertainment value in Winnipeg!

According to a recent fan survey, Goldeyes fans are comprised of 50% females and 50% males. The average fan's household income exceeds \$66,000 a year, 75% are between the ages of 18 and 54, with the vast majority having a college degree or some form of post-secondary education and most describe their work as being "professional" in nature.

GOLDEYES 2012 SEASON HIGHLIGHTS

The Goldeyes won their first American Association championship in fine fashion by sweeping both series. Winnipeg won the first two games in Fargo against the RedHawks in the opening round and then finished Fargo off with a 4-1 win at Shaw Park. In the final against the Wichita Wingnuts, Winnipeg won Game 1 thanks to a walk-off home run from Barbaro Canizares, took Game 2 after Amos Ramon hit a three-run home run in the sixth inning and capped off the series with a 8-3 win in Game 3 in Wichita.

Goldeyes third baseman Amos Ramon had a monster playoff run for the Goldeyes and was named the American Association's Playoff MVP for his efforts. In six games, he hit .476 with two home runs and nine RBI.

Brian Beuning, who took a leave from his job as a Minnesota State Trooper to join the Goldeyes in the second half of the season, was nearly unhittable during the playoffs, as he posted four saves and a win in the six games. His ERA was a miniscule 0.77.

Centre fielder Chris Roberson was named to the American Association's All-Star team. He posted a solid campaign by hitting .317 with 11 home runs and 59 RBI.

Matt Rusch went 10-4 in 21 starts and was the only Goldeyes pitcher to reach the 10-win plateau this season. It marked the fourth consecutive season the Goldeyes have had a 10-game winner after not having one in 2007 and 2008.



Hit Your Mark with *Goldeyes* BASEBALL

BALLPARK SIGNAGE

Record-breaking attendance at Shaw Park is the standard for the Goldeyes. New fans are consistently developed and with 70% of our fan base having attended 10 games or less, your business has access to fresh consumers every game! Businesses are lining up to promote themselves through the marketing prowess of the Winnipeg Goldeyes!



In addition to the traditional outfield billboard signs and 'Superboards', the Goldeyes offer a wide range of unique signage options at beautiful Shaw Park that will make lasting impressions on your target consumers.

Concessions at Shaw Park were designed with a clear view of the field, allowing fans to enjoy both an amazing array of food and beverage options as well as the game itself. Backlit Concourse signs are an effective and economical means to project your company's message to fans as they stroll the ballpark.

SCOREBOARD SIGNAGE

According to statistics compiled by Major League Baseball, fans look at the scoreboard an average of 130 times during a baseball game. The Goldeyes 56' x 40' LED electronic scoreboard offers several different types and sizes of backlit or graphic display signs. Additional advertising includes the opportunity to display your message on the scoreboard's enormous 14' x 38' full-colour video screen capable of projecting live or recorded video, sponsorship advertisements, animation or replays.

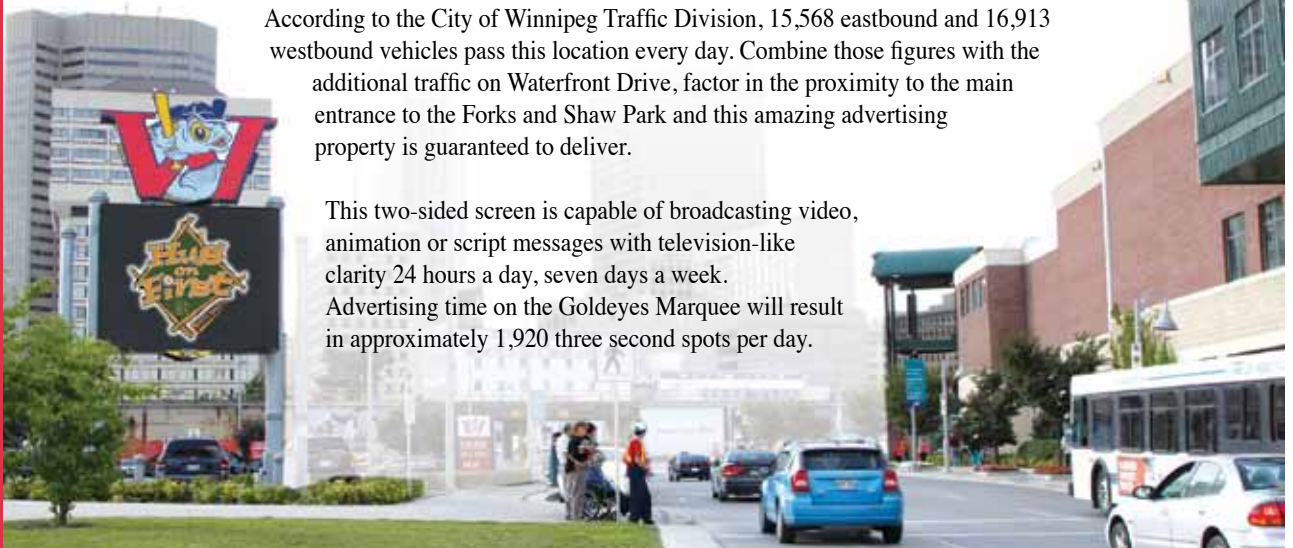


GOLDEYES MARQUEE

Rising more than three stories between Pioneer Avenue and William Stephenson Way, this two-sided full colour LED message and information centre is the most unique advertising opportunity available in downtown Winnipeg.

According to the City of Winnipeg Traffic Division, 15,568 eastbound and 16,913 westbound vehicles pass this location every day. Combine those figures with the additional traffic on Waterfront Drive, factor in the proximity to the main entrance to the Forks and Shaw Park and this amazing advertising property is guaranteed to deliver.

This two-sided screen is capable of broadcasting video, animation or script messages with television-like clarity 24 hours a day, seven days a week. Advertising time on the Goldeyes Marquee will result in approximately 1,920 three second spots per day.



Goldeyes BASEBALL *Reaching Higher!*

RADIO ADVERTISING

**TSN
RADIO
1290**

Goldeyes radio broadcasts feature the voice of the Goldeyes Paul Edmonds. On average more than 37,000 listeners tune into each Goldeyes broadcast resulting in more than 3.9 million impressions per season. With every home and away game broadcast on TSN Radio 1290, Goldeyes baseball is the most effective and valuable radio advertising investment available!



TELEVISION BROADCASTS **Shaw)**

Goldeyes television broadcasts will feature your company across the province and beyond including Brandon, Thompson, Portage la Prairie, The Pas, Flin Flon, Swan River, Steinbach, Stonewall and Kenora. On average, at the high point of each game, more than 56,000 viewers tune into each Goldeyes broadcast on SHAW TV. Each televised game is re-broadcast the same day and is hugely popular with fans and players.



PRINT ADVERTISING

The Goldeyes Souvenir Game Program is a popular source for fans to learn more about the team and, as a collector's item, the program becomes a piece of nostalgia that reminds fans of enjoyable ballpark experiences for years to come. Goldeyes Pocket Schedules, Scorecards, Ticket Backs, Team Photos and Media Guides will provide your company with unique opportunities to reach Goldeyes fans.



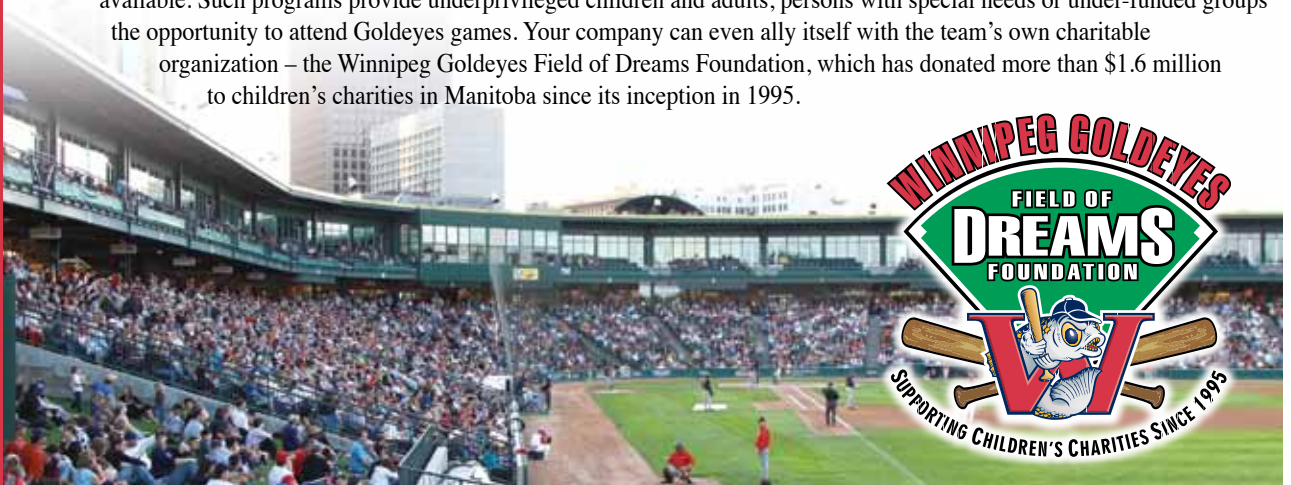
WEBSITE ADVERTISING

More than 400,000 visitors annually visit www.goldeyes.com to find the most up-to-date information about the team. Visitors are directed to contests, promotions, ticket information, rosters, statistics and what's happening with the Goldeyes and Shaw Park. A variety of advertising and promotions are available. Additionally, Goldeyes partners receive the opportunity to place their logo and link within the "Our Partners" section of the website.



GOLDEYES FIELD OF DREAMS FOUNDATION

For those companies able to support others less fortunate, the Goldeyes have several community enhancement programs available. Such programs provide underprivileged children and adults, persons with special needs or under-funded groups the opportunity to attend Goldeyes games. Your company can even ally itself with the team's own charitable organization – the Winnipeg Goldeyes Field of Dreams Foundation, which has donated more than \$1.6 million to children's charities in Manitoba since its inception in 1995.



FUN & AFFORDABLE *Family Entertainment!*

Goldeyes Baseball - For a Good Time...

BETWEEN INNING PROMOTIONS

Between every inning and during breaks in play, the Goldeyes add on-field or in-stand promotions to our entertainment package. Place your company front-and-centre with Goldeyes fans and have the Goldeyes custom design a memorable promotion for your company!



THEME GAMES

Theme Games provide sponsors with the chance to partner with the Goldeyes at our most popular games. Fans are treated to value-added entertainment, prizes, unique games, colourful theme décor and costumes.



GIVEAWAYS

Join the Goldeyes and become part of the excitement by sponsoring an imaginative giveaway item. Fans take a special souvenir home with them that includes your company's logo and message.



FIREWORKS

Award-winning Archangel Fireworks and the Goldeyes present amazing fireworks shows throughout each baseball season.



GAME SPONSORSHIPS

Your company or organization will reap significant benefits from the exposure and prestige that comes with sponsorship of a Goldeyes game. Goldeyes Game Sponsorships include big time perks such as use of a luxurious Skysuite, "Prime" tickets to your game plus a variety of season-long advertising properties including radio commercials, public address announcements and colourful program ads.



Goldeyes BASEBALL Catch It LIVE!

SEASON TICKETS

\$900.00

\$700.00

\$600.00

\$400.00

Individual Sales Only

Goldeyes Season Ticket packages include all 50 regular season, two exhibition and six potential playoff games. Season Ticket holders are a part of the Goldeyes family and are entitled to a variety of benefits:

10 BIG REASONS YOU SHOULD OWN WINNIPEG GOLDEYES SEASON TICKETS

1. Package Savings
2. Same Great Seats for Every Game
3. Preferred Parking Opportunities
4. "Never a Wasted Ticket" Program
5. Exclusive Team/Season Ticket Holder Events
6. Discounts at The Dugout – Goldeyes Souvenir Store
7. Season Ticket Holder Commemorative Gift
8. "Catch & Release" Program
9. Attendance Rewards Program
10. First Chance to Buy Tickets to Ballpark or Outside Venue Events



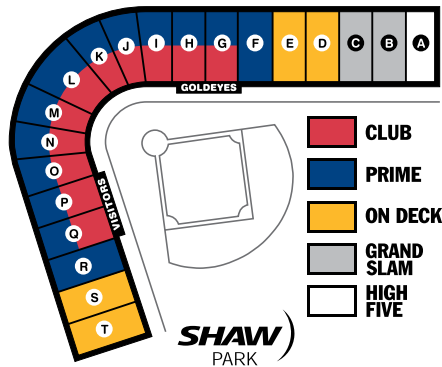
9-GAME MINI PACKS

\$153.00

\$117.00

\$99.00

\$54.00



The Goldeyes pack the fun into these games! Terrific giveaways, theme nights, fireworks and feature promotions are all part of our nine-game Mini Packs. Enjoy a snapshot of the many highlights from the best games of the season!

GROUP OUTINGS

\$18

\$14

\$12

\$7

\$5

Memorable group outings begin with the Winnipeg Goldeyes Group Department. Our event professionals will coordinate a social outing at a Goldeyes game including a pre-game barbecue in the Goldeyes Picnic Park. For groups of 25 and more, the Goldeyes offer a variety of ticket packages, food and beverage options and even souvenirs for the whole gang!

FLEX PACKS

With our Flex Packs you'll receive On-Deck ticket vouchers that can be redeemed for any number of seats, for any numbers of games, prior to the sale of individual game tickets, providing you with great seat selection!

GOLDEYES SUPERSUITE

The Goldeyes Supersuite is the best way to provide your group of up to 60 guests with the ultimate ballpark experience. The Goldeyes Supersuite provides a unique view of the field and includes dedicated food & beverage service, comfortable indoor seating and 40 fixed seats on its private outdoor patio.

SKYSUITES \$850 plus GST

For companies that understand the value of prestige, the Goldeyes provide your guests with the ultimate in luxury with our 21-person professionally decorated and furnished Skysuites. Each Skysuite features wall-to-wall carpeting, a wet bar, fully stocked refrigerator and television. Glass doors open your Skysuite onto a private, three-tiered balcony offering you and your guests a spectacular view of the field below. Skysuite patrons benefit from in-suite service. Hosting your guests in a Goldeyes Skysuite speaks volumes about you and your company to the special guests you choose to treat.

GOLDEYES PATIO DECK

Situated above right field, the spacious open-air Patio Deck at Shaw Park provides a great way for you to mingle with your guests and watch exciting Goldeyes action from one of the best views in the ballpark! This unique area accommodates up to 50 people with your guests seated around cruiser tables in comfortable swivel chairs - great for watching the game! To enhance your event, the Goldeyes provide dedicated service staff and all the other benefits of booking a group outing. Enjoy an all-you-can-eat ballpark-style buffet served right on the Patio Deck!

FOR MORE INFORMATION, PLEASE:

CALL 982-BASE (2273) CLICK WWW.GOLDEYES.COM VISIT SHAW PARK

