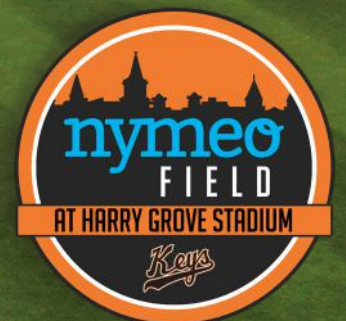


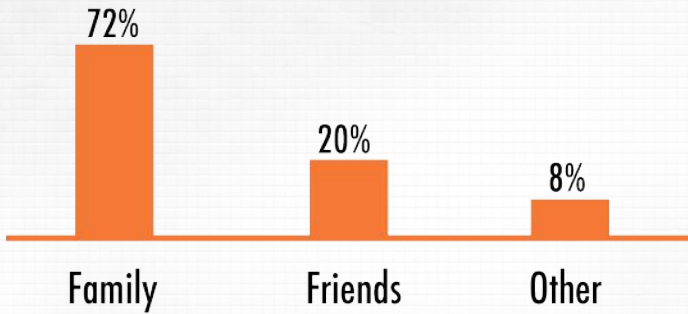


PARTNERSHIP OPPORTUNITIES 2025

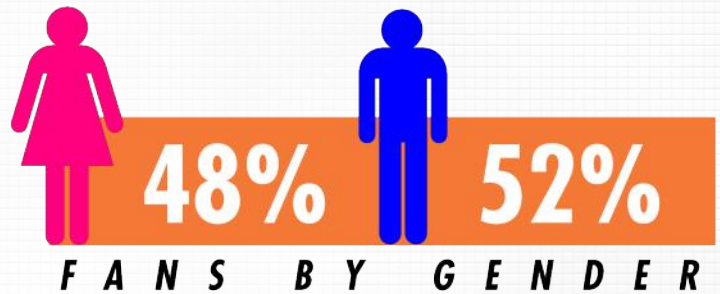


OUR 2024 KEYS FANS

Who are fans attending games with?



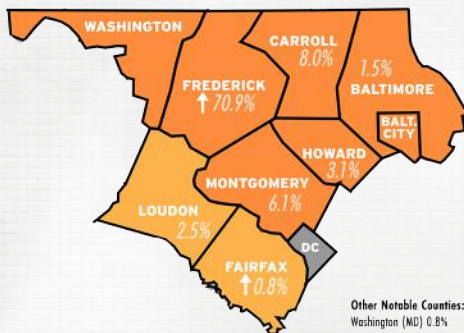
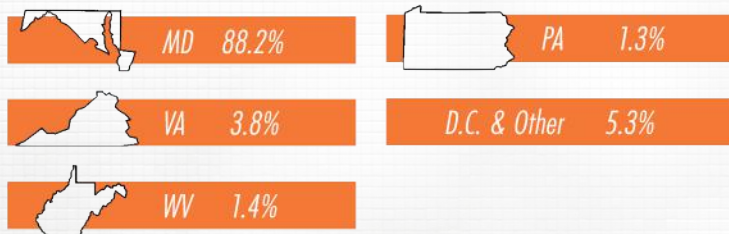
Total Attendance:
104,830



Fans by Age	<13	13-17	18-24	25-34	35-44	45-54	55-64	65+
	18%	7%	13%	14%	10%	20%	12%	6%

Avg. Household Income	>30K	30-50K	50-70K	70-90K	90-110K	110K<
	5%	10%	14%	20%	18%	35%

FANS BY STATE



OVER
71K
TOTAL FOLLOWERS

ALMOST
1.9M
IMPRESSIONS

FREDERICKKEYS.COM

89K
UNIQUE VISITORS



EMAIL PKOOGLE@FREDERICKKEYS.COM

FUN, AFFORDABLE, FAMILY ENTERTAINMENT

The Frederick Keys are committed to being your fun, affordable, family-friendly, hometown baseball team. We take pride in offering a wide range of activities for fans of all ages! From shaking your keys to on-field games and summer weekends full of awe-inspiring and exhilarating fireworks, Nymeo Field at Harry Grove Stadium offers a variety of experiences that will last a lifetime.



Keys



CALL 301.815.9940

FIXED SIGNAGE

Static signage connects your brand with our fans over the course of the entire year, not just during our season. You can also tap into an engaged digital audience via social media highlights, local newspaper photos and special, non-game day events.

OUTFIELD BILLBOARDS

- LOWER LEVEL
- MID LEVEL
- TOP LEVEL

BOARD PANELS

- VIDEOBOARD SIDE PANEL
- VIDEOBOARD TOP PANEL
- SCOREBOARD SIDE PANEL
- SCOREBOARD TOP PANEL

CONCOURSE SIGNAGE

- FRONT ENTRANCE
- PREMIUM CONCOURSE
- STARTING LINEUP BOARD
- STANDINGS BOARD

ON-FIELD SIGNAGE

- BATTER CIRCLES
- FOUL POLES
- DUGOUT RAILINGS
- TARP COVER
- INSIDE OF DUGOUT

OTHER FIXED SIGNAGE OPTIONS

- DUGOUT TOPS
- TRASH CANS
- CUP HOLDERS



SPECIALTY NAMING AREAS

Specialty areas are one of our premiere options at Nymeo Field and receive high foot traffic and prime visibility. Sought after options include: Box Office naming complete with logo and will call envelopes, Fun Zone presenting sponsor with signs and staff shirts, and first base Courtyard with public facing logos and name on event space promotional materials.

PICNIC PAVILION

COURTYARD

FUN ZONE

FAMILY SECTION

KEYS CAFE

WINE PORTABLE

BEER PORTABLE

TACO STAND

GUEST SERVICES

SUITES

BOX OFFICE

CAR WRAP



COMMUNITY PROGRAMMING

Your brand can be a part of community programming alongside the Frederick Keys. Support the things our fans and community love and earn their love back!

SCOUT SLEEPOVER

SUMMER READING PROGRAM

FAMILY FITNESS PROGRAM

BASEBALL CAMP

ANTHEM BUDDIES

JUNIOR KEYS CLUB

KIDS COURTESY ADMISSION

REPORT CARD PROGRAM

MAKE A DIFFERENCE MONDAY

MILITARY APPRECIATION NIGHT

AND MORE!



EMAIL PKOOGLE@FREDERICKKEYS.COM

PROMOTIONS

Engage directly with our fans and your target market by being involved in the excitement of baseball. We offer a wide variety of promotions from game sponsorship to season long packages

GAME SPONSORSHIP

- FIREWORKS
- FIREWORKS SUPER SHOW
- THEME NIGHTS

GIVEAWAYS

- PREMIUM
- REGULAR

KIDS RUN THE BASES

NATIONAL ANTHEM

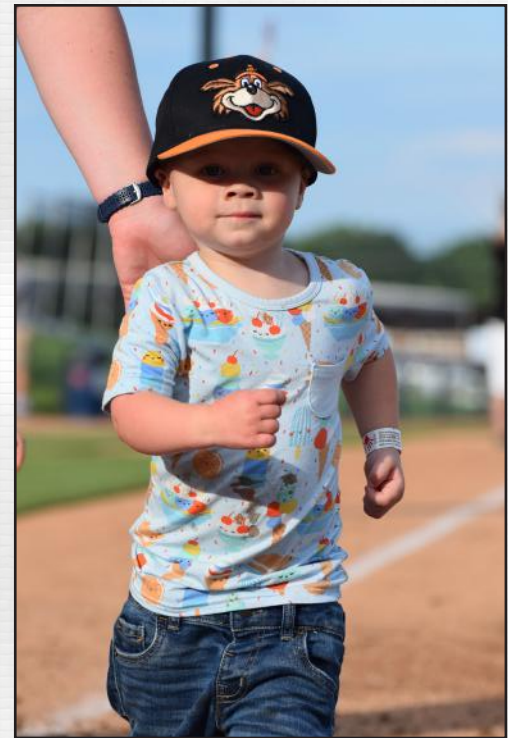
SUNDAY FUNDAY

WAG WEDNESDAY

CANDY DROP

KIDS ANNOUNCER

AND MORE!



GAME ELEMENTS

Keys baseball is more than just a baseball. It's summer evenings, tradition starting, memory making, fan engaging baseball. Be a part of every moment this season and make a lasting impact with your brand.

FAN ENGAGEMENT

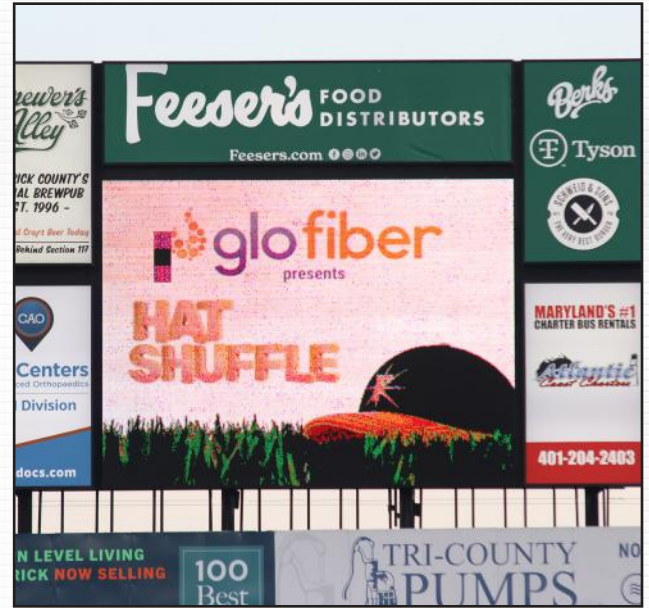
- FULL SEASON SOUVENIR TOSS
- VICTORY TOSS
- MARKETING BOOTH

PRE-GAME

- FIRST PITCH
- STARTING LINE UP
- PLAY BALL KID
- UMPIRE INTRO
- GAME TIME TEMPERATURE

IN-GAME

- PA READS
- INNING SPONSOR
- PLAYER SLATES
- SPECIALTY DROPS
- VIDEOBOARD INTERACTIONS
- BIRTHDAYS
- ON-FIELD INNING PROMOTIONS
- CALL TO THE BULLPEN
- RBI GUY
- FAN CAMS
- COMMERCIALS
- AND MORE!



DIGITAL ADVERTISING

Continue your connection with our fans outside of the stadium with digital advertising options. With 92k combined social media followers and newsletter subscribers, our digital options get your brand in front of the right fan base.

WEBSITE

- BANNER ADS
- KEYS PARTNER PAGE

E-NEWSLETTER

- E-NEWSLETTER HEADER
- DIGITAL AD (PACK OF 5)
- DIGITAL AD WITH COPY (PACK OF 5)

SOCIAL MEDIA

- WEATHER REPORT
- RAIN DELAY
- STARTING LINEUP
- PITCHING MATCH UP
- FINAL SCORE
- PLAYER OF THE GAME

RADIO

- PREGAME SHOW
- POST GAME SHOW
- HOME RUN
- PLAYER OF THE GAME
- FULL SEASON 30 SECOND AD
- AND MORE!

Comfort INN FREDERICK KEYS NEWSLETTER
PRESENTED BY COMFORT INN

Save Money with Package Deals!

DAY GAME SPECIAL! \$15

WEDNESDAY, AUGUST 21ST
GATES @ 10 AM GAME @ 11 AM

1 GA ticket
1 voucher for hot dog, chips, and a drink

PLAYER OF THE GAME

JOJO JACKSON

PRESSBOX

PressBoxOnline.com

Keys WIN!

Spikes 3 KEYS 5

NEXT GAME:
TUESDAY, JULY 30 @ 7 PM VS STATE COLLEGE

PRINT ADVERTISING

Get your message in front of the right fans with print advertising. From our Game Day Magazine handed out for free to fans at every game to pocket schedules placed in Frederick and surrounding counties, print advertising puts your brand in the right hands.

WILL CALL ENVELOPE

PARKING PASSES

TICKET BACKS

MAGNET SCHEDULE

POCKET SCHEDULE BACK

GAME DAY MAGAZINE

- COVERS
- KEYS TO BUSINESS
- FULL PAGE AD
- HALF PAGE AD
- QUARTER PAGE AD

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- Relining & Restoration
- Dryer Vent Cleaning
- Chimney Cleaning
- Gas Fireplace Service

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BRUSTER'S

Bruster's of Frederick

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75¢ OFF any item EXPIRES 8/30/24

FREDERICKKEYS.COM

2024 FREDERICK KEYS SCHEDULE

JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT
		WV	WV	WV	MV	MV
MV	OFF	TRE	TRE	TRE	WSP	WSP
WSP	OFF	SC	SC	SC	SC	SC
WSP	OFF	SC	SC	SC	SC	SC
WSP	OFF	SC	SC	SC	SC	SC
WSP	OFF	SC	SC	SC	SC	SC

JULY						
SUN	MON	TUE	WED	THU	FRI	SAT
OFF	OFF	OFF	OFF	OFF	OFF	OFF
OFF	OFF	OFF	OFF	OFF	OFF	OFF
OFF	OFF	OFF	OFF	OFF	OFF	OFF
OFF	OFF	OFF	OFF	OFF	OFF	OFF
OFF	OFF	OFF	OFF	OFF	OFF	OFF
OFF	OFF	OFF	OFF	OFF	OFF	OFF
OFF	OFF	OFF	OFF	OFF	OFF	OFF

AUGUST						
SUN	MON	TUE	WED	THU	FRI	SAT
WV	OFF	SC	SC	SC	SC	WV
MV	WSP	WSP	WSP	WSP	WSP	MV
TRE	OFF	OFF	OFF	OFF	OFF	TRE
WV	OFF	WV	MV	MV	WV	WV
WV	OFF	MV	MV	MV	WV	WV
WV	OFF	MV	MV	MV	WV	WV

SEPTEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
WV	TRE	TRE	TRE	TRE	TRE	TRE
WV	TRE	TRE	TRE	TRE	TRE	TRE
WV	TRE	TRE	TRE	TRE	TRE	TRE
WV	TRE	TRE	TRE	TRE	TRE	TRE
WV	TRE	TRE	TRE	TRE	TRE	TRE
WV	TRE	TRE	TRE	TRE	TRE	TRE

Box Office: 301-815-9939 | 71 Stadium Drive, Frederick, MD 21703

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OUTINGS WITH YOUR TEAM

Treat your team or your clients to an unforgettable night at the ballpark with our ticket and group options! We offer a wide variety of packages from undated vouchers to season long suites leases to accommodate businesses of any size!

TICKET PLANS *

- SEASON TICKETS
- BUILD-A-PLAN
- FLEX PACK

CATERED SUITES

- SINGLE SUITE (14 PEOPLE)
- DOUBLE SUITE (28 PEOPLE)
- TRIPLE SUITE (42 PEOPLE)
- MATTRESS WAREHOUSE CLUB (78 PEOPLE)

CATERED PICNICS

- COORS LIGHT CHILL DECK
- FIRST BASE COURTYARD

GROUP TICKETS

- FIELD, RESERVED, OR GENERAL ADMISSION
- FANTASY DAY

* INTERESTED IN SEASON LONG LEASES? ASK US!



WE LOOK FORWARD TO PARTNERING WITH YOU!



Keys



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