



# 2024 SPRING TRAINING OPPORTUNITIES

*Spring Training Baseball's Best Ticket!*



[SpringTraining.com](http://SpringTraining.com)



Every March, more than 200,000 fans attend games at Scottsdale Stadium, making it one of the top destinations for Spring Training Baseball and an economic engine for Old Town Scottsdale.

Formed in 1961, the Scottsdale Charros are an all-volunteer group of business and civic leaders dedicated to providing support and funding for youth programs, educational scholarships, and grants to local charities. With a history of innovative fundraising, the Charros have leveraged Spring Training Baseball as a chief fundraiser for their charitable programs.



For more than 60 years, the Scottsdale Charros have hosted Spring Training Baseball in historic Scottsdale Stadium. Funds raised through the sale of Charro Lodge passes and stadium and magazine advertising are donated back to the community, making the Charros one of Scottsdale's largest philanthropic contributors. Our partnership with the City of Scottsdale and Major League Baseball has resulted in donations of over \$20 million to hundreds of deserving local charities and Scottsdale public education.



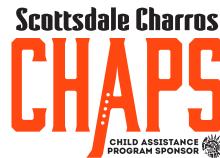
Promoting education, youth activities, sports, and cultural enrichment. The Charro Foundation's mission is supported through partnerships and collaboration with Scottsdale area community organizations.



Entertain clients or host a group during Spring Training Baseball. The Charro Lodge at Scottsdale Stadium is a private facility within the stadium offering complimentary food and beverages, patio-style seating by the San Francisco Giants' bullpen, and an outstanding view of the game.



The Charro 50/50 raffle runs each year during Spring Training Baseball to raise money for education initiatives. One lucky fan walks away with a bundle of cash, splitting the pot with deserving schools and charities.



Impacting the lives of children in our community. Donors can give up to \$2,292 directly to CHAPS selected charities and/or the Scottsdale public school of their choice. Every dollar donated qualifies for an Arizona State tax credit.



A rich history of supporting education programs within the Scottsdale Unified School District. The Charros invest not only dollars, but their time as well, through the Charro Liaison Program.



60-year-old tradition of bands, equestrians, western heritage, and more. Each year, more than 30,000 spectators cheer on 200 western-themed parade entries as they march through Old Town Scottsdale. Attendees can also enjoy the Trail's End Festival "block party."



Dubbed "The West's Most Western Golf Tournament." At the annual Charro Invitational golf tournament, more than 200 golfers fill Grayhawk's Raptor and Talon courses to experience world-class golf with an abundance of food and beverage stations.

**For more information about our programs and charitable efforts, visit [Charros.com](http://Charros.com) or call (480) 990-2977.**

# DEMOGRAPHICS

## SPRING TRAINING BASEBALL AT SCOTTSDALE STADIUM



*Scottsdale Stadium attracts the most affluent fans in the Cactus League.*



**10,369**

AVERAGE ATTENDANCE PER GAME



**42**

MEDIAN AGE



**64%/36%**

MALE

FEMALE



**\$115,551**

MEDIAN HOUSEHOLD INCOME



**\$200  
PER NIGHT**

AVERAGE HOTEL EXPENSE



**5.5  
NIGHTS**

AVERAGE VISITOR STAY



**\$446 PER DAY**

AVERAGE STADIUM PARTY EXPENDITURE

*Cactus League Spring Training Baseball has an annual economic impact of \$800M for the State of Arizona.*



# CHARRO LODGE

## VIP CHARRO LODGE EXPERIENCE



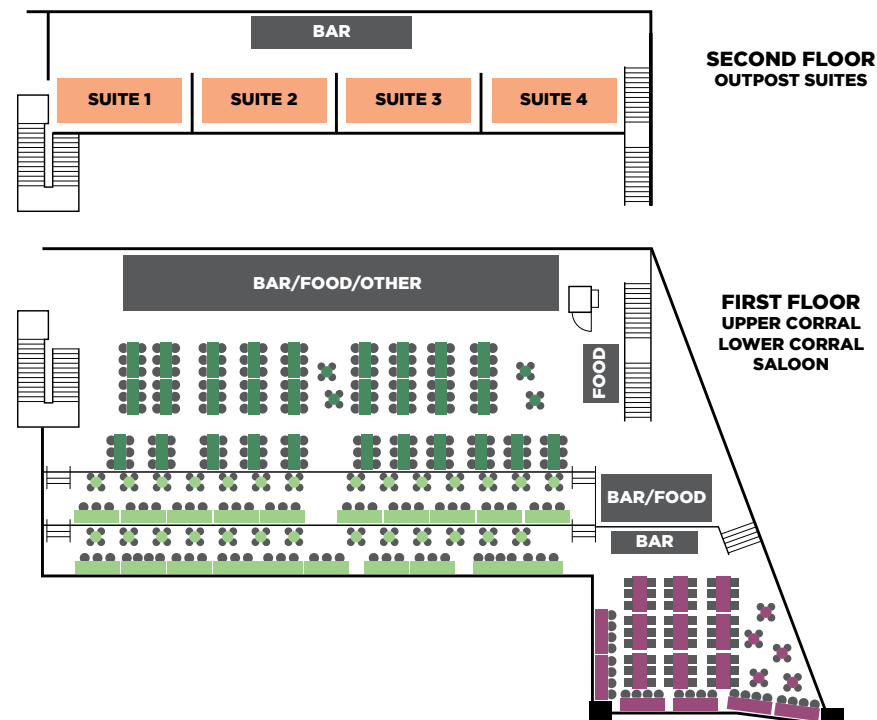
***“The Charro Lodge is one of the hottest tickets in all of Spring Training.” —Kevin Reichard, MLB News***

***“The ultimate VIP experience for both dedicated fans and leisure visitors alike.”  
—Arizona Foothills Magazine***

The Charro Lodge is a private facility within Scottsdale Stadium perfectly designed for entertaining clients or hosting a group of fans. Capacity is 650 fans per game, including 60 season tables, and more than 100 sponsorship opportunities.

### THIS VIP CHARRO LODGE EXPERIENCE INCLUDES

- General admission into Scottsdale Stadium and Charro Lodge
- Complimentary drinks, including a wide variety of beers, wines, select spirits, sodas, and water
- Complimentary food, including a variety of snacks, premium ballpark fare, and a featured local restaurant







LOWER CORRAL SEATING



UPPER CORRAL SEATING

A Spring Training Baseball game in shaded comfort of the Scottsdale Charro Lodge, a VIP experience within Scottsdale Stadium. Your Charro Lodge access includes general admission to the game, an outstanding view from patio-style seating adjacent to the San Francisco Giants' bullpen, and complimentary food and beverages. Reserve your season table today.

## CHARRO LODGE UPPER CORRAL

- Season Tables of 6 - Front Row .....\$21,200
- Season Tables of 6 - Middle Row .....\$18,800
- Season Tables of 6 - Bar Row.....\$16,800
- Single Game Tables of 6..... See SpringTraining.com

## CHARRO LODGE LOWER CORRAL

- Season Tables of 4.....\$14,400
- Single Game Tables of 4..... See SpringTraining.com

## SEASON TABLE INCLUDES

- Custom tabletop decal with logo and/or name
- One 1/2 page Spring Training Magazine ad for Season Tables of 6
- One 1/4 page Spring Training Magazine ad for Season Tables of 4





Ideal for entertaining clients, company retreats, and sales reward trips, large groups, and more get the most out of Spring Training Baseball in the Charro Lodge. Be part of the bustling energy of the stadium while enjoying complimentary food, open bar, and a VIP experience inside the Charro Lodge.

## OUTPOST SUITES

For the 2024 Spring Training Baseball season, we have wholly reimagined the Outpost - the upper deck of the Charro Lodge - to offer guests an elevated experience in premium space with unparalleled views of the action on the field. Outpost Suites provide 20-25 guests with a gathering place, delicious menu offerings, and a private server delivering top shelf beverages throughout the game. Packages of one (1) suite for three (3) games are available through your Charro Representative.

- Outpost Suite (12 available)..... \$11,400 - \$14,250

## LARGE GROUP SALES

Choose from reserved seats in the Saloon above the Giants' bullpen or in the Upper Corral in the heart of the Charro Lodge.

Groups from 24 to 100+ can be accommodated, making the Charro Lodge "the place to be" every spring in Scottsdale.

## LARGE GROUP DISCOUNTS

- 24-48 guests..... up to 12% off single game ticket price
- 52-72 guests.....up to 15% off off single game ticket price
- 72+ guests .....up to 17% off off single game ticket price

**Reserve your Large Group Tickets by contacting your Charro Representative or Luke Livak at (602) 320-4327. Reservations and deposits are due by December 22, 2023.**

Specific game options will be offered the last week of December. The Charros strive to provide you with your desired game. Priority will be based on group size. If options do not work at time of selection, your deposit will be fully refunded.





## STANDARD ADS

- Full Page Color Ad ..... \$1,500
- Half Page Color Ad ..... \$1,000
- Quarter Page Color Ad ..... \$500

## PREMIUM FULL PAGE AD LOCATIONS

- Opposite Inside Front Cover ..... \$5,000
- Opposite Inside Back Cover ..... \$5,000
- Scorecard Sponsorship ..... \$4,500
- Opposite Advertisers Index ..... \$2,500
- Opposite Cactus League Letter ..... \$2,500
- Opposite Experience Scottsdale Letter ..... \$2,500
- Opposite Mayor's Letter ..... \$2,500
- Opposite Scorecard ..... \$2,500
- Opposite Stadium Diagrams ..... \$2,500
- Opposite Table of Contents ..... \$2,500
- Opposite Youth Lunch ..... \$2,500

## COVER FULL PAGE ADS

- Outside Back Cover ..... \$7,500
- Inside Front Cover ..... \$6,000
- Inside Back Cover ..... \$6,000

Reserve Program Advertising space today by contacting your Charro Representative or Tim Kerrigan at (602) 740-7098.



# SCOTTSDALE STADIUM

## BANNER ADVERTISING



### OUTFIELD BANNERS

- 9' x 24' Lower Lodge Banners .....\$15,000
- 7' x 35' Left Field Banner .....\$14,000
- 7' x 15' Outfield Banners .....\$12,000
- 4' x 20' Outfield Wall Decal..... \$8,000
- 3' x 20' Field Line Banners ..... \$5,000

### OTHER STADIUM BANNERS

- 12' x 15' Premium Concourse Banner ..... \$15,000
- 6' x 8' Concourse Wall Decal ..... \$3,500
- 3' x 20' Concourse Banners..... \$3,000
- 3' x 17' Stadium Seating Railing..... \$3,000
- 3' x 6' Portal Banners.....\$2,500
- 3' x 20' Center Field Banners..... \$2,000

All banner and tarp dimensions are approximate. Precise specifications will be provided upon purchase.

**Reserve Banner Advertising by contacting your Charro Representative or Joe Conner at (602) 628-9214.**







## CHARRO LODGE FOOD SERVICE

The Charro Lodge hosts up to 650 hungry fans per game. We invite your restaurant to provide 500 bites for a designated game.

### INCLUDES:

- Half page ad in Spring Training Magazine\*
- Digital Scoreboard Still Ad will be displayed between innings at the game food service is provided.
- Signage in the food service area of the Charro Lodge
- Promo material distribution within the Charro Lodge

Update Note: Charro Lodge game days are limited. Food vendor date selection is first-come, first-served. All food service sponsors must provide proper certification to Sports Service.

\* Commitment deadline is December 1, 2023.

**Reserve Food Service Advertising by contacting your Charro Representative or Todd Burgess at (602) 330-6373.**







## SCOREBOARD VIDEO ADVERTISING

- Scoreboard Video Commercial (season) – 15 sec. .... \$5,000
- Public Address Announcement (season)..... \$5,000
- Digital Still Ad (season) ..... \$2,500

## CONCOURSE BOOTHS

- Concourse Booth (season) ..... \$7,500
- Concourse Booth (per game)..... \$750

## ADDITIONAL OPPORTUNITIES

- Charro Lodge Wristband Sponsor ..... \$10,000
- Charro Lodge Beverage Cup Sponsor..... \$7,500
- Daily Lineup Sponsorship ..... \$5,000
- Napkin Sponsor ..... \$5,000
- Sunscreen Sponsor ..... \$5,000
- Lip Balm Sponsor ..... \$5,000
- Charro Lodge Exit Coupon Distribution (season) ..... \$2,500
- Charro Lodge Exit Coupon Distribution (per game)..... \$500

**Reserve Game Day Advertising by contacting your Charro Representative or Sean Carroll at (480) 252-5010.**



SUN

MON

TUES

WED

THURS

FRI

SAT

# FEBRUARY | MARCH

						24 1:05 CHC
25 1:05 TEX	26 1:05 LAA	27 1:05 SEA	28 1:05 OAK	29 1:10 ARI	1 1:05 TEX	2 1:05 SD
3 1:05 CLE	4 1:10 COL	5 1:05 MIL	6 1:05 OAK	7 7:05 LAD	8 6:40 SD	9 1:05 OAK
10 1:05 CWS	11 1:05 KC	12 1:05 LAD	13 1:05 CIN	14 1:05 OAK	15 1:05 OAK	16 1:05 CLE
SEA 1:10						CWS 1:05
17 1:05 COL	18 6:05 CIN	19 7:05 KC	20 1:10 LAA	21 1:10 MIL	22 1:05 CHC	23 1:05 ARI
					CHC 1:05	



HOME



AWAY



# GIANTS Cactus 24 League

