

THE ORIGINAL

CHARRO LODGE

SCOTTSDALE, AZ



SPRING TRAINING 2025

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ABOUT US

Each March, over 200,000 fans flock to Scottsdale Stadium, solidifying it as a premier destination for Spring Training Baseball and a significant economic driver for Old Town Scottsdale. Since their formation in 1961, the Scottsdale Charros, an all-volunteer group of business and civic leaders, have been dedicated to supporting youth programs, educational scholarships, and local charities through innovative fundraising efforts. For more than 60 years, the Charros have hosted Spring Training Baseball at historic Scottsdale Stadium, using the funds generated from Charro Lodge passes, stadium advertising, and magazine promotions to give back to the community. This partnership with the City of Scottsdale and Major League Baseball has resulted in over \$20 million donated to local charities and Scottsdale public education, establishing the Charros as one of Scottsdale's largest philanthropic contributors.



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DEMOGRAPHICS

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



9,300

Average Stadium Attendance Per Game



6 out of 10

Fans Come From Out of State



5.5 Nights

Average Visitor Stay



\$430 Per Day

Average Stadium Party Expenditure

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VIP EXPERIENCE

**“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. There are a variety of ways to host groups big and small, including 60 season tables, four suites, and reserved areas for large groups. In addition, there are more than 100 sponsorship opportunities.

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 at each game

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SEASON TABLES

Season Tables include a custom tabletop decal featuring your logo and/or name, a generous Half-Page Ad in the Spring Training Program for Season Tables of six, and a Quarter-Page Ad in the Spring Training Program for Season Tables of four.

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
Season Tables of 4 - Bar Row.....	\$14,400

CHARRO LODGE LOWER CORRAL

Season Tables of 4 - Bar Row.....	\$14,400
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UPPER CORRAL



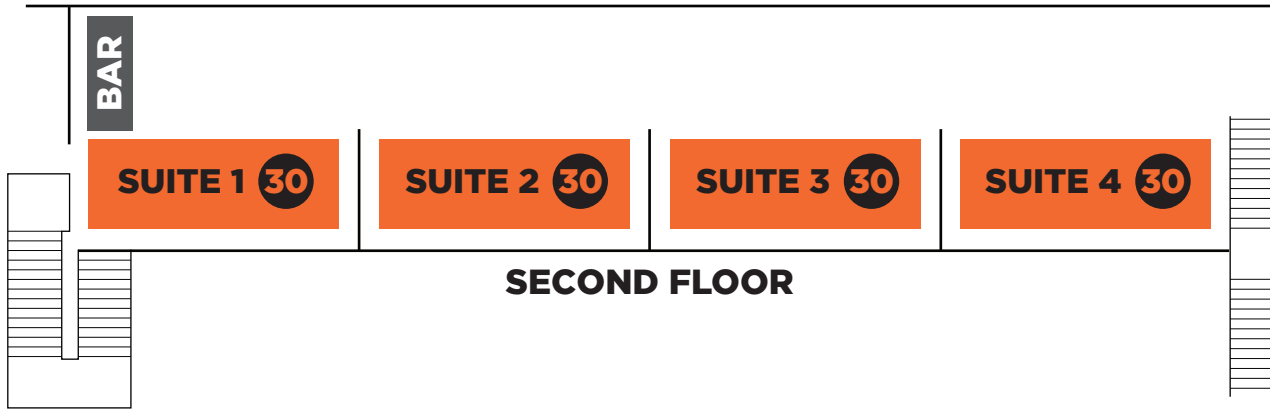
LOWER CORRAL

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OUTPOST SUITES



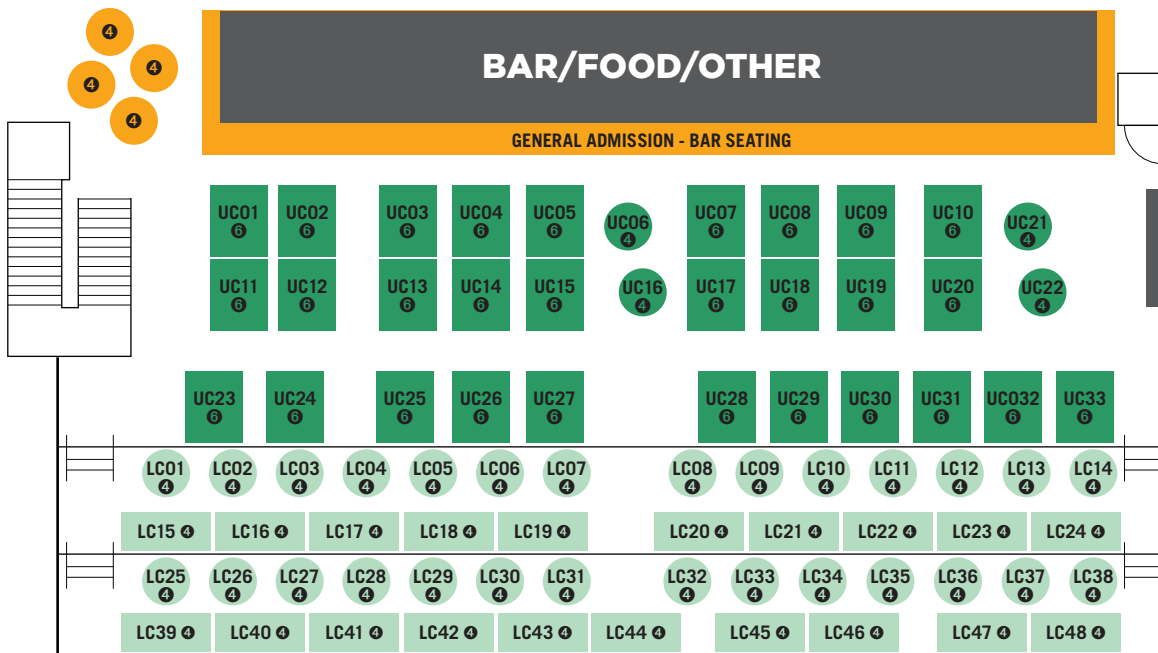
SECOND FLOOR

FIRST FLOOR

MAIN ENTRY

UPPER CORRAL

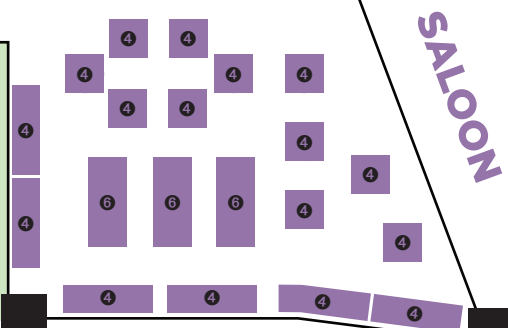
LOWER CORRAL



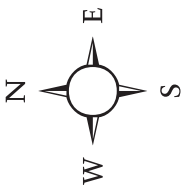
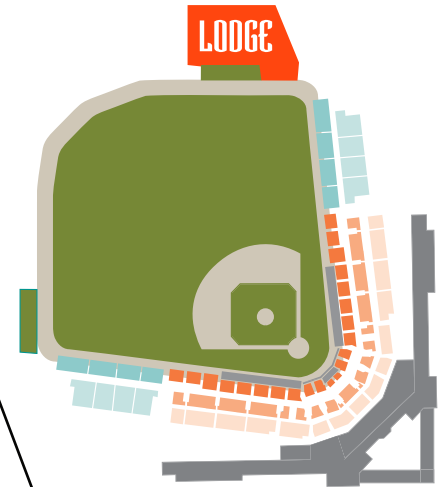
FOOD



BAR



Saloon has 86 seats available or standing room for up to 100



LARGE GROUPS & SUITES

Ideal for entertaining clients, company retreats, and sales reward trips, large groups. 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.

LARGE GROUPS

A minimum of 30 reserved seats in the Saloon above the Giants' bullpen or in the Upper Corral in the heart of the Charro Lodge.

Monday Games.....	\$180/ticket
Tuesday Games.....	\$200/ticket
Wednesday Games.....	\$215/ticket
Thursday Games.....	\$225/ticket
Friday Games.....	\$225/ticket
Saturday Games.....	\$185/ticket
Sunday Games.....	\$180/ticket

*** Gametimes not available yet

OUTPOST SUITES

Offers guests an elevated experience in a premium space with unparalleled views of the action on the field. Outpost Suites provide 30-120 guests with a private lounge area, custom game day branding, in-suite beverage service, and access to the entire lodge. Packages range between one to four suites with 30 tickets in each suite.

Monday Games.....	\$5,500/Suite
Tuesday Games.....	\$6,250/Suite
Wednesday Games.....	\$6,500/Suite
Thursday Games.....	\$7,250/Suite
Friday Games.....	\$7,250/Suite
Saturday Games.....	\$5,750/Suite
Sunday Games.....	\$5,500/Suite



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BACK COVER PACKAGE

Back Cover Package.....\$7,500

Outside Back Cover Ad, two Social Media Posts, one Stadium PA Announcement at two games.

INSIDE COVER PACKAGE

Inside Cover Package.....\$6,000

Inside Front Cover or Inside Back Cover Ad two Social Media Posts, one Stadium PA Announcement at one game.

FULL PAGE AD PACKAGE

Full Page Ad Package.....\$2,000

Full-Page Ad, two Social Media Posts, one Stadium PA Announcement at two games.

HALF PAGE AD PACKAGE

Half Page Ad Package.....\$1,500

Half-Page Ad, two Social Media Posts, one Stadium PA Announcement at two games.

QUARTER PAGE AD PACKAGE

Quarter-Page Ad Package.....\$750

Quarter-Page Ad, one Social Media Post, one Stadium PA Announcement at one game.

A LA CARTE ADS

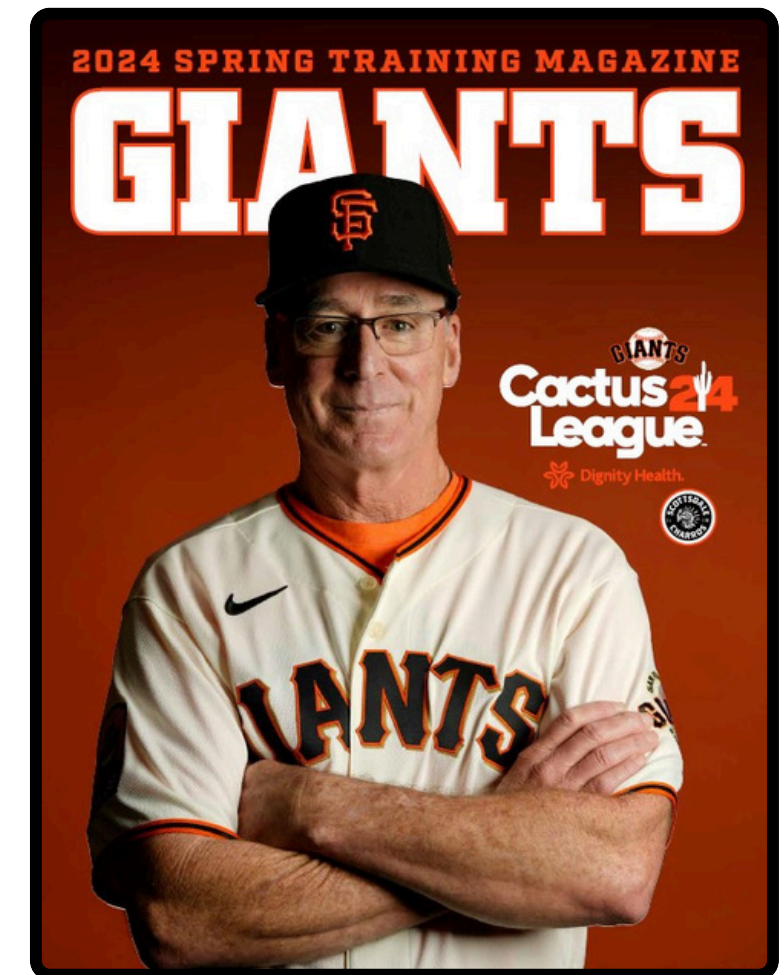
Full-Page Color Ad.....\$1,500

Half-Page Color Ad.....\$1,000

Quarter-Page Color Ad.....\$500

PROGRAM ADS

Advertising in the 2025 Spring Training Program provides your company an effective way to increase your brand recognition by reaching an audience of over 10,000 baseball fans per game! Programs are sold at each of our 15 games.



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BANNERS

Having a banner displayed in the Scottsdale Stadium will provide you or your company a unique and effective way to increase your brand recognition. The prominent visibility within the stadium ensures that your message will be seen and remembered by thousands.

OUTFIELD BANNERS

Left Field.....	\$12,000
Right Field.....	\$12,000
Bullpen Banners.....	\$12,000
1st Baseline.....	\$5,000
3rd Baseline.....	\$5,000

OTHER STADIUM BANNERS

Charro Lodge Rail Banner.....	\$15,000
Concourse Banners.....	\$3,000-\$12,000
Stairwell Gate C Graphic.....	\$10,000
Corral Wall Graphics.....	\$7,500



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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.

CHARRO LODGE FOOD SERVICE OPPORTUNITY INCLUDES:

- Half-Page Ad in Spring Training Program
- Digital Scoreboard Still Ad displayed between innings at the game that food service is provided
- Signage in the food service area of the Charro Lodge
- Promo material distribution within the Charro Lodge



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GAME DAY MARKETING

SCOREBOARD VIDEO ADS

Scoreboard Video Commercial Full Season.....	\$5,000
Public Address Announcement Full Season.....	\$5,000
Digital Still Ad.....	\$2,500

CONCOURSE BOOTHS

Concourse Booth Full 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



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SUN MON TUES WED THURS FRI SAT

FEBRUARY | MARCH 2025

22

TEX

23 CIN	24 COL LAA	25 ATH	26 CHC	27 SEA	28 MIL	1 LAD
2 LAA	3	4 SD	5 ARI	6 CWS	7 CIN	8 KC
9 SD	10	11 ATH	12	13 TEX	14 MIL	15 SEA
16 ATH	17 CWS	18 SD COL	19 KC	20	21 CLE	22 ARI
CHC	COL	ATH	CLE	TEX	MIL	TEX <small>*Prospect Game</small>

HOME
 AWAY
 HOME PROSPECT GAME

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JOIN US FOR THE 2025 SEASON!

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