CORPORATE PARTNERSHIP OPPORTUNITIES
GENDER

- Male: 59%
- Female: 41%

AGE

- 25–54: 58%
- 55+: 12%
- 18–24: 30%

EDUCATION

- College or Higher: 67%
- High School or Higher: 54%
- Other: 5%

ETHNICITY

- Caucasian: 67%
- Hispanic: 18%
- African American: 11%
- Asian: 4%

HOUSEHOLD INCOME

- $100K–$250K: 33%
- $250K+: 43%
- $40K–$99K: 19%

**RESIDENCE

- Chicago: 42%
- South/SW Suburbs: 24%
- North/NW Suburbs: 10%
- Northwest Indiana: 13%
- Other: 19%

SPONSORSHIP IMPACT

WHITE SOX FANS ARE
76% MORE LIKELY

**Guaranteed Rate Field**

WELcomed approximately

10 MILLION ATTENDEES
FROM 2012-2017

WHITE SOX FANS ARE
40% MORE LIKELY

to attend a Chicago White Sox game during a
CORPORATE SPONSORED EVENT
like a fireworks show or giveaway item**

THE CHICAGO DMA IS THE
THIRD LARGEST
IN THE NATION WITH OVER
9.5 MILLION PEOPLE

JD POWER AWARD
"HIGHEST RATED FAN EXPERIENCE IN CHICAGO"

Highest numerical score among six major
pro sports teams in Chicago in the J.D.
Power 2017 Fan Experience Study, based
on 9,543 total responses, measuring the
opinions of customers who attended a
sporting event in the past 12 months in
Chicago, surveyed February – June 2017.
Visit jdpower.com for more information.

A fan is defined as an individual who has watched, attended
or listened to a White Sox game in the past 12 months.
**Source: Nielsen Scarborough 2017; Release 2
**Source: FanTrak, 2017
TITLE SPONSORSHIP
• Generate tremendous exposure by aligning your brand with a specific area of the ballpark. Options include the ChiSox Bar & Grill, the Patio and the Club Level.

HOSPITALITY
• Treat and incentivize employees, customers, suppliers and others with tickets to a White Sox game.
• Season Tickets, Suite Nights, Patio Parties, special on-field experiences and more can be incorporated into all partnerships.

FIELD-LEVEL ROTATIONAL SIGNS
• Your brand will be featured on three (3) signs for a half-inning during regular season regionally televised Chicago White Sox home games. Select dates will be televised nationally.

GAME CARDS
• Advertise to the first 25,000 fans attending every regular season home game with sweepstakes entry, coupon or other drive to retail offers.

IN THE COMMUNITY
• The Chicago White Sox Charities (CWSC) Partner Program provides your company an opportunity to support the mission of CWSC by sponsoring signature CWSC events.
• All of the Partner Program grant funds benefit non-profit organizations aimed to improve the quality of life for Chicagoans of all ages, race and gender in the greater Chicagoland area.
• Partner with the Bulls/Sox Academy, which offers hundreds of year-round camps and clinics throughout Chicagoland communities, offering your company unique grassroots and experiential sponsorship opportunities to directly engage families and children.

IN-PARK TV NETWORK
• Share your message via Guaranteed Rate Field’s television network consisting of approximately 500 TVs throughout the ballpark.
• In-Park TVs showcase live game action, White Sox branded content and sponsor messaging throughout the concourse and club levels.

VIDEOBOARD FEATURES
• Incorporate your brand into an interactive in-game or between inning videoboard feature.

ON-SITE ACTIVATION
• Bring your product or service directly to the fans with booth/kiosk space, both inside and outside of Guaranteed Rate Field.
SPONSOR A UNIQUE EVENT OR EXPERIENCE

The White Sox are always looking for new ways to highlight partners as well as enhance the fan experience. Ford is the sponsor of a unique fan experience, the “Opening Day Ford Drive Around.” The partnership includes a pre-game parade where current players ride around the field in various Ford vehicles to be introduced to fans.

PROMOTIONAL GIVEAWAYS, POSTGAME FIREWORKS AND THEME NIGHTS

Be a part of a fun-filled game with a high-end premium item giveaway, postgame fireworks display or theme night. Sponsorship includes media support during TV and radio broadcasts as well as a Ceremonial First Pitch opportunity and hospitality.

FIRST GAME CERTIFICATE

At each White Sox home game, fans visit Guest Services to receive a personalized “First Game Certificate.” This opportunity allows for the distribution of mutually agreed upon promotional offers or items, with the certificate reaching approximately 18,250 fans each season.

For more information, call 312.674.5394 or visit whitesox.com/sponsorship
CORPORATE PARTNERSHIPS