



**Harry Stevens Promotion / Avenue & Main**



**C**CLASS A AFFILIATE OF THE **C**CLEVELAND INDIANS







# HARRY STEVENS SPECIALTY JERSEY NIGHT & AUCTION

- The Scrappers will have a Harry Stevens specialty themed jersey night in conjunction with a Scrappers game in June. The Scrappers players will wear specialty Harry Stevens themed jerseys, designed by local artist Rick Muccio, during the game.
- The Harry Stevens specialty jerseys will be auctioned off during the game with proceeds benefiting Avenue & Main.
- Avenue & Main will be tied into all applicable advertising and promotions for the event and days leading up to the event. Examples include: press release, social media mentions, website feature, promotional calendar, pocket schedule, game roster, PA spots, radio mentions, newspaper advertisements, etc.
- On the day of the game, Avenue & Main will have the opportunity to create a display in the concourse, have a ceremonial first pitch and receive PA Spots with your logo displayed on the stadium video board.
- Game Promotions will be tied into Harry Stevens' contribution to the game of baseball and to promote Harry Stevens Hot Dog Day in Niles.





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As the sponsor of the Harry Stevens specialty jersey promotion, Avenue & Main will also enjoy the following benefits on the sponsored game day:

- Pre-game recognition, including a ceremonial first pitch and the ability to hold a brief on-field ceremony.
- The opportunity for Avenue & Main to create a significant presence at the ballpark, including display space in the stadium concourse and/or outside the main gates, the ability to distribute marketing and promotional information to fans before and during the game and the opportunity to display banners throughout the stadium.
- Recognition on the Public Address system throughout the game including logo placement on the stadium video board.







# HARRY STEVENS SPECIALTY JERSEY NIGHT & AUCTION

- Local artist, Rick Muccio, will also design a specialty print giveaway to accompany Harry Stevens Night at Eastwood Field.
- The first 1,000 fans through the main gate will receive a specialty Harry Stevens print designed by Rick Muccio

