



EASTERN LEAGUE

OF PROFESSIONAL BASEBALL CLUBS, INC.

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President

2017 DIAMOND PRO-EASTERN LEAGUE PARTNERSHIP RECAP

Eastern League Profile

The Eastern League has been serving the Northeast with exciting Class Double-A Minor League Baseball since 1923. Affiliated with Major League Baseball, the Eastern League is home to tomorrow's big-league stars. Eastern League alumni include current MLB stars like **Justin Verlander, Bryce Harper, Aaron Judge, Corey Kluber** and **Mookie Betts** and the stars of tomorrow such as **Stephen Strasburg, Jose Ramirez** and **Gary Sanchez**. The league has also produced 38 Hall of Fame players, including 2017 inductees **Jeff Bagwell, Tim Lincecum, and Ivan Rodriguez**.

Attendance figures in the Eastern League continue to be among the highest in all of Minor League Baseball. The Eastern League averaged 4,773 fans per game in 2017, and drew a total of 3,723,010 fans. Listed below are the final 2017 attendance figures for the 12 Eastern League teams.

Akron RubberDucks:	343,351
Altoona Curve:	294,486
Binghamton Rumble Ponies:	190,765
Bowie Baysox:	234,789
Erie SeaWolves:	214,394
Harrisburg Senators:	262,872
Hartford Yard Goats:	395,196
New Hampshire Fisher Cats:	284,108
Portland Sea Dogs:	356,153
Reading Fightin Phils:	411,698
Richmond Flying Squirrels:	386,185
Trenton Thunder:	349,013



Partnership Overview

The 2017 season marked the tenth consecutive season of the partnership between the Eastern League of Professional Baseball and Diamond Pro. The partnership centered on Diamond Pro being the official sponsor of the 2017 Eastern League Diamond Pro Sports Field Manager of the Year Award, which was presented to the top field manager in the Eastern League during the 2017 season as voted on by the managers and umpires in the Eastern League.

The partnership between the Eastern League and Diamond Pro was supported by the Eastern League in a variety of different forms, including internet advertising, print advertising and in-stadium recognition. Below is a recap of the ways the partnership with Diamond Pro was supported by the Eastern League during the 2017 season.

Online Support:

Diamond Pro received extensive exposure on the Eastern League website as part of the partnership during the 2017 season. On the front page of the Eastern League website there is a Diamond Pro advertisement that links to the Diamond Pro website. A link to the Diamond Pro website was also featured on the website as part of the press release that was sent on April 20, 2017 to announce the continuation of the partnership between Diamond Pro and the Eastern League and the press release that was sent on August 20, 2017 that announced Hartford's Kyle Calhoon as the winner of the 2017 Eastern League Diamond Pro Sports Field Manager of the Year Award. Diamond Pro was also highlighted in a press release that was sent electronically by the Hartford Yard Goats to their email distribution list announcing Kyle as the winner of the award.

Diamond Pro was also promoted at times during the season through the Eastern League Facebook and Twitter pages, which have a combination of over 4,500 followers.

Print Support:

Print advertising was another component of the partnership between the Eastern League and Diamond Pro. The 2017 Eastern League Media Guide and Record Book featured a full page, full color advertisement for Diamond Pro. This Diamond Pro advertisement appeared on the outside back cover of the 2017 Eastern League Media Guide and Record Book, which was distributed to baseball executives, members of the media and fans of the league throughout the 2017 season.



In-Stadium Support:

Diamond Pro received in-stadium exposure during the on-field presentation at Dunkin' Donuts Park in Hartford, Connecticut when Kyle Calhoon received the Eastern League Diamond Pro Sports Field Manager of the Year Award during a pregame ceremony on August 20, 2017. Dan Jennings represented Diamond Pro and Bill Rosario represented the Eastern League during the presentation. Kyle Calhoon was presented with the award as an on-field announcement was made at the ballpark which highlighted Kyle as the winner and Diamond Pro as the sponsor of the award.

Radio Support:

As part of the festivities highlighting Kyle Calhoon as the winner of the 2017 Eastern League Diamond Pro Sports Field Manager of the Year Award, Diamond Pro representative Dan Jennings was able to spend one half inning on the radio broadcast for the Hartford Yard Goats. This provided another opportunity to highlight Diamond Pro as the sponsor of the Eastern League Diamond Pro Sports Field Manager of the Year Award and to talk about the products offered by Diamond Pro. Audio of this portion of the radio broadcast will be provided with these materials.

Commitments by Diamond Pro to the Eastern League in 2017:

As part of the partnership agreement between Diamond Pro and the Eastern League, Diamond Pro provided the Eastern League with a \$2,000 sponsorship fee. In addition, Diamond Pro was responsible for providing copies of their logo for use on the Eastern League website and for providing artwork for their advertisement in the 2017 Eastern League Media Guide and Record Book. Diamond Pro was also responsible for providing the award that was presented to the winner of the Eastern League Diamond Pro Sports Field Manager of the Year Award.



Summary

In its nine years of existence the partnership between the Eastern League and Diamond Pro has been a great success. The awareness and recognition of the partnership continues to increase with each season. As the partnership continues each season it will continue to gain recognition with fans and executives throughout Minor League Baseball and continue to become synonymous with the excellence for which the Eastern League and Diamond Pro are both known. The Eastern League is very enthusiastic about the continuation of this partnership and is open to any ideas or suggestions Diamond Pro might have in order to continue improve the partnership and make it a success for both the Eastern League and Diamond Pro for the 2018 season and beyond.

Diamond Pro Sports Field Manager of the Year Award Presentation

