



CORPORATE PARTNERSHIP **OPPORTUNITIES**



3-TIME WORLD SERIES CHAMPIONS



(1906, 1917, 2005)

6-TIME

AMERICAN LEAGUE CHAMPIONS

FOUNDING MEMBER



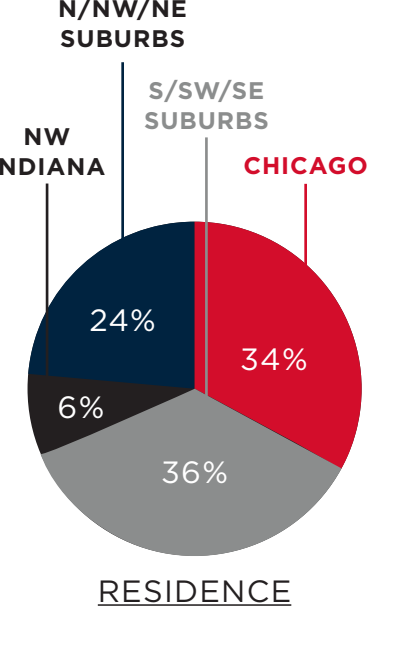
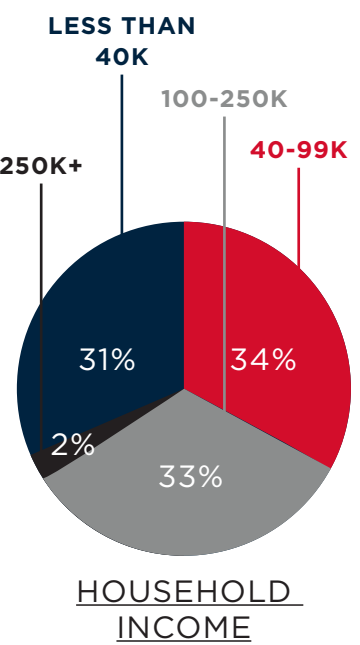
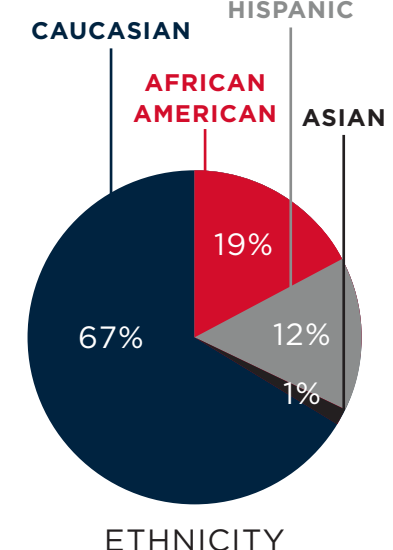
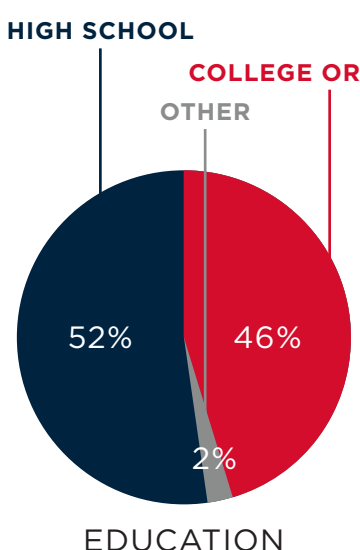
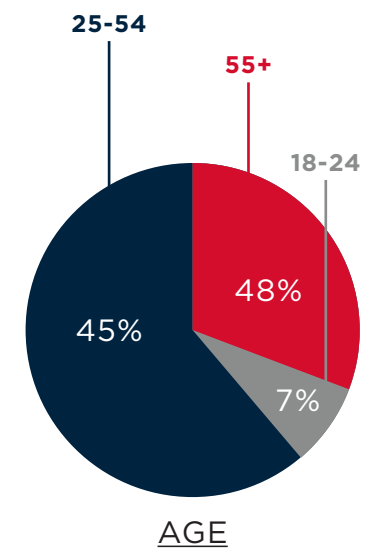
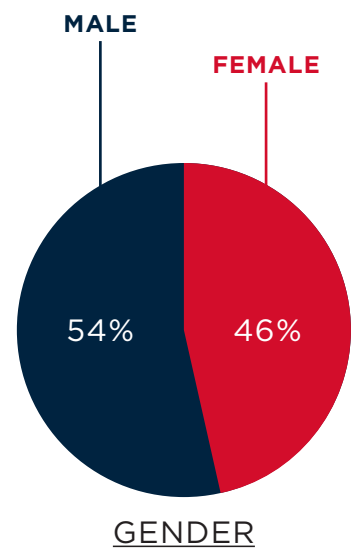
OF THE AMERICAN LEAGUE
1900

★★ **13** ★★
HALL OF FAMERS



HOSTED FOUR ALL-STAR GAMES
INCLUDING THE FIRST AND THE 50TH

WHITE SOX ATTENDEE DEMOGRAPHICS



SPONSORSHIP IMPACT

THE WHITE SOX RANK WITHIN THE **TOP-TEN** OF ALL MLB TEAMS NATIONALLY WITH **8 MILLION FANS**

THE CHICAGO DMA IS THE **THIRD LARGEST** IN THE NATION WITH OVER **8.9 MILLION PEOPLE**

APPROXIMATELY **12% OF OUR FAN BASE** ARE GEN Z (1.1M)

37%

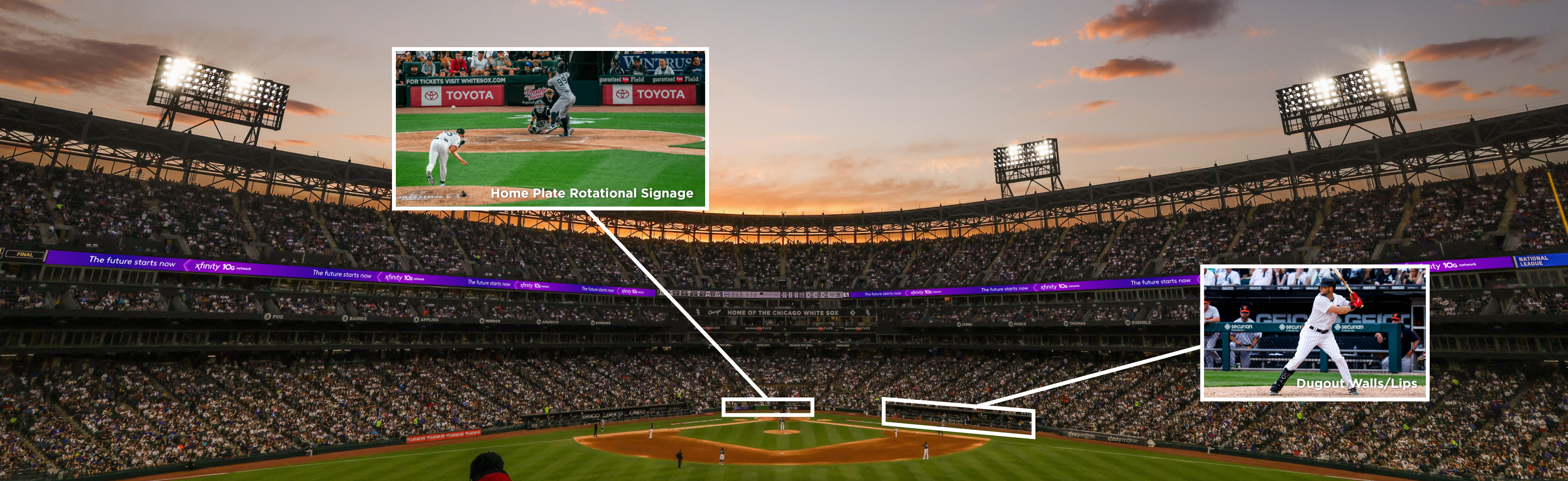
of Chicago White Sox Fans **choose a sponsor's brand over non-sponsor** competitor.

- SOURCE "WHITE SOX ANALYTICS, YOUNG & RUBICAM, 2023"



AMERICAN LEAGUE				NATIONAL LEAGUE				
T MIN	1	6	P	VARLAND	7 PH	2	P	WALKER
N NY	3	0	AB	TORRES	C CIN	0	AB	SENZEL
ATL	4	3	AB	MELENDEZ	CHC	6-5	FIRST PITCH	9:10 PM
KC	0	0	P	MORTON	LAD	7-6		

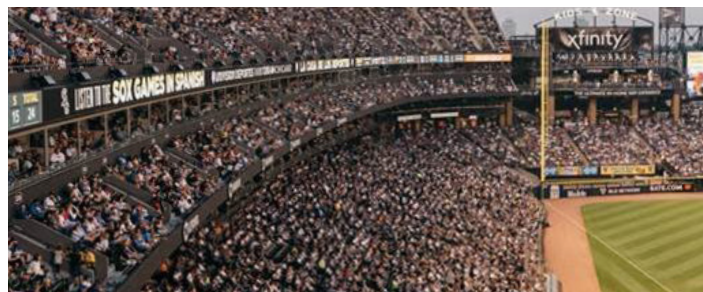
State Farm
Outfield Wall Sign



Home Plate Rotational Signage



Dugout Walls/Lips



NAMING RIGHTS - CLUB LEVEL

- Have permanent exposure inside Guaranteed Rate Field with naming rights to key areas, including our Club Level. Receive internal and external branding to the level that hosts up to 1,800 seats a game or other areas around the ballpark.



VIDEOBOARD FEATURES

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



TICKET PROMOTIONS

- Throughout the season, the White Sox have special ticket promotions that run during specific games or season long. Tie your brand to a ticket promotion to receive maximum media promotion and association. Ticket promotions can include custom integrations like community initiatives or sweepstakes.



FIELD-LEVEL ROTATIONAL SIGNS

- Your brand will be featured on rotational signs behind home plate for a half-inning during regular season regionally televised Chicago White Sox home games. Select dates will be televised nationally. These signs provide dominant TV signage throughout the season.



IN THE COMMUNITY

- CWSC focuses on promoting youth education and advancement, sharing the love of the game through youth baseball initiatives, assisting children and families in crisis and championing those battling cancer.
- Established in 2007, Amateur City Elite (ACE) is CWSC's signature program. ACE was created to reverse the declining interest and participation in baseball among African American youth, while offering resources and mentorship to pull kids away from the dangers of some of Chicago's most violent neighborhoods. ACE, a winner of the MLB Commissioner's award, provides the financial means and educational tools for more than 150 youth annually and helps prepare each participant to succeed in life beyond the diamond.



ON-SITE ACTIVATION

- Bring your product or service directly to the fans with booth/kiosk space, both inside and outside of Guaranteed Rate Field.



DIGITAL CONTENT SERIES

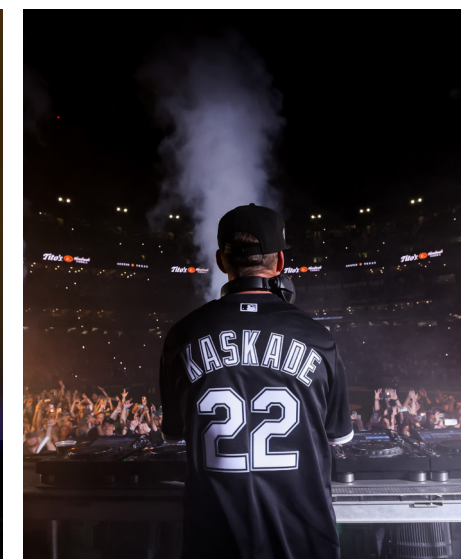
- The Chicago White Sox boast a social media following that is top 10 in engagement across MLB. Increase your brand exposure by sponsoring custom co-branded or branded content that keeps our fans engaged all year long.

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.

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.



HOME OF THE
CHICAGO WHITE SOX



CORPORATE  **PARTNERSHIPS**

Passion. Pride. Tradition.