



Washington Avenue Armory | 195 Washington Ave, Albany, NY 12210 | patroonsbasketball.com

A MESSAGE FROM DR. TIM MAGGS, TEAM OWNER

Welcome to the upcoming 2020 Albany Patroons season. I'd like to introduce myself and personally invite you to become more involved with our team this year, as the Albany Patroons are really OUR Team, not my team. I'd like everyone to feel some level of ownership as well.

Since becoming the owner of the Albany Patroons, I've realized the people who are working for our organization are incredible people. The love and energy they feel towards this team is palpable. My goal is to bring this excitement and emotion to the Albany Patroons Community. There are so many exciting things that will be happening in 2020.

We will continually be appearing at and supporting many of the fundraisers and local charities in our community. The mission of the Albany Patroons is to give back in any and every way possible. Not only will we be present at many events during the year, but we will also be introducing our Patroon Ready Program™ in an effort to mentor people of all ages on better discipline, health and success.

All games will be live streamed so they can be seen from anywhere in the world. We are also working towards a radio station partnership which will allow for our games to be broadcast live on local radio.

We're introducing our Patroon Partnership Program™ which will now allow anyone to both support the Patroons while also buying a piece of Albany Patroon history. This support will allow us to build and sustain a winning organization for many years to come.

We will have 3 different merchandise categories; the throwback series, the championship series, and the current series with our new logo. We intend to provide a much higher quality concession experience, and we have secured safe, off street parking for game attendees.

Finally, the Albany Patroons will be the only professional team being cared for under The Structural Management® Program, a sports biomechanics program I've developed during my lengthy career. It's a program that predicts, prevents, diagnoses and treats sports injuries far superior to the current sports medicine system that is available to all athletes today. We hope to display this program in a huge way so others will ultimately have the opportunity to use the advanced diagnostic and therapeutic technologies that are available today but not used by most doctors and therapists who care for athletes.

This will be a historic year for the Albany Patroons. We've created many ways for you to join us and be a part of this excitement. Look things over, pick the best option for you to get involved, and join us for a wild ride in 2020. As always, thank you for your never-ending continued support.

Respectfully,

Dr. Tim Maggs
Owner/Albany Patroons





YOUR CITY. YOUR TEAM.

THE ALBANY PATROONS have announced Dr. Timothy Maggs has purchased the franchise with plans to expand and enhance team operations in Albany. Maggs pledges to invest into the Patroons franchise, coming off their historic 2019 championship run, to raise the profile of the team in not only the City of Albany, but the entire Capital Region. “The Albany Patroons are the crown jewel of regional sports franchises in the Capital Region,” said Dr. Maggs. “Under Head Coach Derrick Rowland’s stewardship, the team has proven its readiness on the court and I look forward to working with the management team to enhance team operations. This is a team ready to explode and I’m proud to be part of this bright, next chapter for the Patroons.”



Shadell Millinghaus, Guard
2019 TBL MVP

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2020 SEASON PARTNERS

This year is going to be unlike any other for the Albany Patroons! We excitedly return to the court in early February as Champions! And trust us, we will return prepared to defend that championship!

We've created more opportunities for people and businesses in our community to get involved with the Patroons so come playoff time, the energy level and excitement should be historic.

We're introducing our new Patroon Partnership Program which will allow anyone to buy a piece of Albany Patroon history while helping to support their team. Very exciting! So if you're not interested in a traditional sponsorship or group sales, our new Partnership Program might be perfect for you.

As always, the entire Patroon family appreciates your continued support!

DIAMOND PARTNER - 25K

- 5 personalized courtside seats for 2020 season (transferrable)
- 20 GA tickets to every 2020 season home game
- 3 championship rings from the 2019 championship season
- 10 autographed, framed Jerseys from the 2019 championship season
- 2019 trophy replica
- Name and information placed in the 2020 official season guide
- Name and information placed in each home game program

PLATINUM PARTNER - 15K

- 3 personalized courtside seats for 2020 season (transferrable)
- 15 GA tickets to every 2020 season home game
- 2 championship rings from the 2019 championship season
- 5 autographed, framed Jerseys from the 2019 championship season
- Name and information placed in the 2020 official season guide
- Name and information placed in each home game program

Anthony Moe, Forward

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2020 SEASON PARTNERS *(CONTINUED)*

GOLD PARTNER - 10K

- 2 personalized courtside seats for 2020 season (transferrable)
- 10 GA tickets to every 2020 season home game
- 1 championship ring from the 2019 championship season
- 3 autographed, framed Jerseys from the 2019 championship season
- Name and information placed in the 2020 official season guide
- Name and information placed in each home game program

SILVER PARTNER - 5K

- 2 personalized courtside seats for 2020 season (transferrable)
- 5 GA tickets to every 2020 season home game
- 2 autographed, framed Jerseys from the 2019 championship season
- Name and information placed in the 2020 official season guide
- Name and information placed in each home game program

BRONZE PARTNER - 1K

- 2 personalized premium seats for 2020 season (transferrable)
- 1 autographed, framed Jersey from the 2019 championship season
- Name and information placed in the 2020 official season guide
- Name and information placed in each home game program





2020 CORPORATE PARTNERSHIPS

HOME AND AWAY UNIFORMS - \$3,000

This is the ultimate in exclusive placement. Logo placement on official Patroons Home and Away Uniforms.

WARM UPS - \$2,000

Before games Patroons are on the court in warm ups with your name on it. Receive logo placement on warm up jackets and pants - Get on-court game day impressions as well as off the court events that warrant warm up attire.

TEAM JACKETS - \$2,000

Albany Patroons players and staff always rock the official Patroons gear when we're out and about. Get your logo on these official jackets, and let us know how many you need for your peeps.

BASKETBALL HOOP SIGNAGE - \$2,500

Logo/message placed on each basketball hoop. High visibility at all home games as well as live stream impressions. So when the Patroons are dunking on the other team and the photographers are trying to get the best shot, there's a good chance you'll be a part of that photo!

HOME COURT FLOOR SIGNAGE - \$5,000

Logo/message placed on the Patroons home basketball court. Get your message and business to thousands of fans at all 2019 Patroons home games and other events where the professional basketball floor is used at the Armory! Live stream impressions as well to those tuned in to watch the Patroons.

SECTION SIGNAGE - \$450

Sponsor a section! Who's section will scream the loudest by Patroons fans? Logo placement on section signage above and around the fixed seated bleachers that flank the court. Announcer mentions are included often during games to incorporate specific section involvement!

COURTSIDE FLOOR BUMPER - \$1,500

Get your logo/message courtside with our 3x4 foot courtside bumpers! Bumpers are placed in the corners of the court, 2 of which are by the shot clocks!

ARENA BANNER - \$750

Be seen at live games inside the Armory as well on the live stream (right side only). This 3x6 banner is placed on the top row of bleachers and is seen by all who enter the Armory! Buy 2 and get a custom double size to really stand out, at Patroons games, and other Armory events!

ARENA BANNER LARGE - \$2,000

Be seen at live games inside the Armory as well on the live stream. The banner size will be a custom agreed upon size based on placement. We have a few key spots in mind (upon entry, near concession, and viewable from the court). Your banner will be seen not only at all Patroons home games, but at every other Armory event

Alonzo Murphy, Center

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2020 CORPORATE PARTNERSHIPS (CONTINUED)

ARENA BANNER MASSIVE - \$6,500

If you've been inside the Armory, you can't miss the massive banners hanging from the rafters. The Patroons themselves have a few Championship banners hanging with hopes to add another one after the 2019 season. This is the ultimate in Armory Arena signage and can't be missed by fans and attendees to all Armory events! Your business and message will be seen in countless videos and pictures by pro and fan photographers!

KID ZONE SPONSOR - \$2,500

Sponsor the 2019 Patroons Kid Zone! Finally, a place for kids to shoot hoops, make signs and other crafts, as well as a preparation area for kids to become a part of halftime shows, timeout events and more!

T-SHIRT LAUNCH SPONSOR - \$1,000

One thing's for sure, we need to see our fans in gold and kelly green. That's why we'll be launching t-shirts at every game! Get your logo on the shirts we launch and our fans will return the favor by wearing it and getting you seen!

HYPE SQUAD SPONSOR - ALBANY PATROONS EMERALDS - \$3,000

Yes, you read right. We have a Hype Squad. Our new Dance Team, Cheerleaders.....Whatever you call them they are the Albany Patroons Emeralds supporting our guys and fans from the sidelines, on court and in the community! Your support will ensure they'll be cheering our team on all season long. The Emeralds will be making appearances locally throughout the season!

KISS/DANCE CAM SPONSOR (PER GAME BASIS) - \$200 (PER GAME)

Finally, dedicated cameras to show off our amazing fans and their skills from the seats! Be seen every game as a framed sponsor of the kiss/dance cam! Our fans love to be seen so they show us their moves and then wait for their moment on the big screens in the Armory, and on the live stream worldwide!

HALFTIME SHOW/EVENT SPONSOR - \$500 (PER GAME)

We certainly are working on enhancing the game day experience, especially during halftime! We are lining up musical entertainment, performers, fan challenges and of course on court dancing by the new, Albany Patroons Emeralds Dance Team. Sponsor a home game halftime show and we'll give you all the love making it happen for the fans! Of course, we will be promoting the halftime show through all channels to create excitement!

TIMEOUT CHALLENGE SPONSOR - \$200 (PER GAME)

During time outs the Patroons sideline team is always bringing fans onto the court for a challenge! This opportunity is great for all types of businesses because it gives you a chance to turn fans into customers by giving away gift cards or other items for your business! Not all fans will win, but the message is still heard loud and clear during these time out mini-events! This is a great chance to be creative with the Patroons!

DOOR GIVEAWAY SPONSOR (1 SPONSOR EACH HOME GAME) - \$2,000

Everyone loves free stuff. They line up for it! Get your logo on and sponsor the free stuff given away to the first (#TBD) through the door! Of course the Patroons will be promoting this through all channels so the value here is huge!! We're talking noise makers, t-shirts, hot dogs and more! Your sponsorship pays for the giveaways themselves and everything that comes with it!

PLAYER(S) APPEARANCES STARTING AT - \$250

For corporate or for profit event requests, Albany Patroons players certainly enhance any function! Specify in uniform, casual or formal and the player(s) will be on time and ready to be a part of your event. For appearance fees and for more details, schedule an appointment! For school, community and/or municipality events and for non-profit organizations, please visit patroonsbasketball.com for more information.

COACH'S CORNER WEEKLY RADIO SHOW (PRESENTING SPONSOR) - \$2,000

Head Coach Derrick Rowland will host a weekly radio show. Coach's Corner will focus on Patroons basketball updates, game recaps, future match-ups, league news and more. Coach will have frequent special guests including players, community and business leaders, and much more. Be the presenting sponsor of the weekly show and receive all kinds of on air love! The show will rebroadcast again later in the week, as well as be placed online and shared via social media as a podcast.

COACH'S CORNER WEEKLY RADIO SHOW (SEGMENT SPONSOR) - \$500

Be a segment sponsor on Coach's Corner weekly radio show. Sponsor the interviews, player of the week portion or game recap segment! The show will rebroadcast again later in the week, as well as be placed online and shared via social media as a podcast.

ALBANY PATROONS PRESS BACKDROP (1 AVAILABLE) - \$2,000

Sit your logo side-by-side with the iconic Albany Patroons logo and be seen as a partner during press conferences before and after games, during player and coaches interviews on TV and more. Also, fans will take and share countless photos and videos during and even after games with players - right in front of your logo!

IN GAME LIVE OR RECORDED READS / SCOREBOARD VIDEO/PHOTO PLACEMENT (OPEN) STARTING AT - \$50

While many of our sponsorship opportunities include in-game announcements and logo/video scoreboard placement, we realize business like to be creative so let's be creative together and get you some air time in the Armory. Whether it's a 15 second live spot, recorded audio or video promo, we can make it happen.

OUTDOOR LED SIGN ADVERTISEMENTS (NUMEROUS OPTIONS)-CREATE A PACKAGE! STARTING AT - \$75

Want to reach tens of thousands of people in downtown Albany on a daily basis? Of course you do. Get scene on the Armory's outdoor, can't miss it, 10 foot LED brilliant video wall situated in front of the historic Armory on the business corner in the city. Play a video, communicate a message, drive customers to your business 24 hours a day. Finally, affordable advertising is available. Many of our packages include minimal incorporation on the Armory's outdoor LED sign as it relates to promoting sponsorships.



SPONSORS



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2020 GROUP SALES

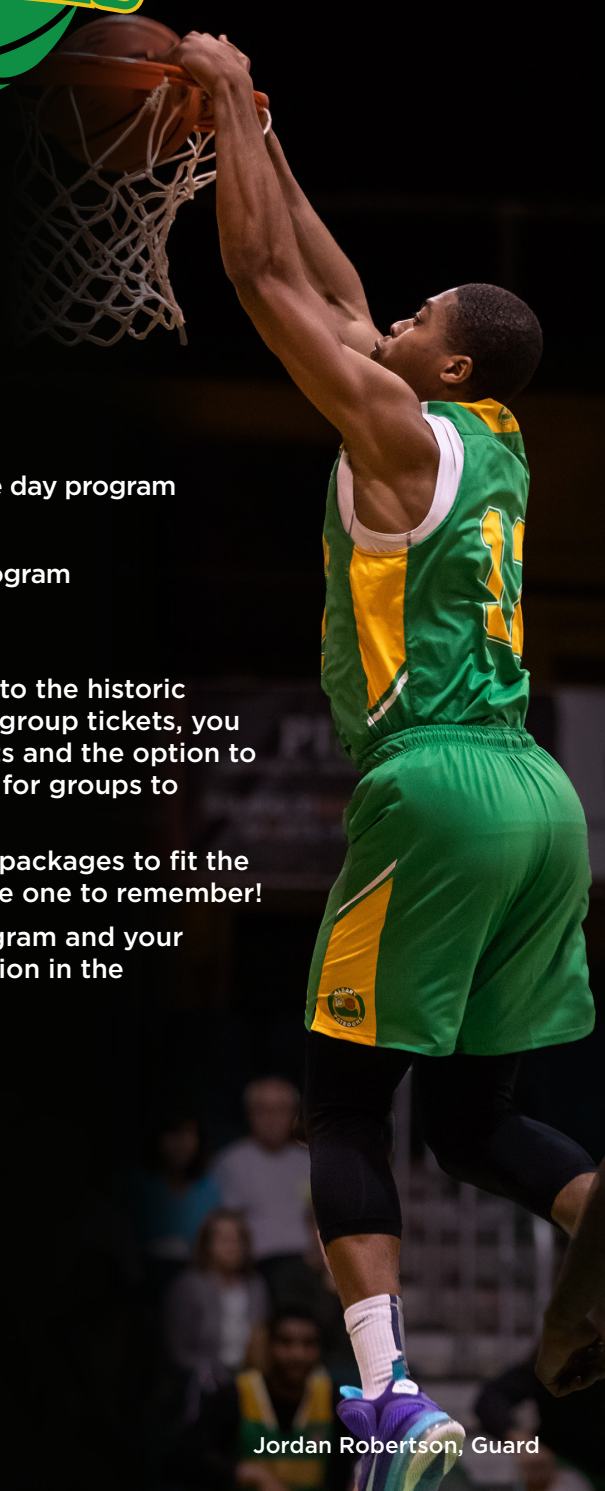
Groups

- Minimum of 10 in your group
- Group receives 25% off the face value of the tickets
- Food vouchers are available for 50% off
- Each person in the group receives an autographed game day program
- The group will be announced during the game
- The company logo will be displayed in our game day program

The Albany Patroons would like to welcome your group to the historic Washington Avenue Armory! With the purchase of your group tickets, you receive the benefit of 25% off the total price if the tickets and the option to add a food voucher. Our food vouchers will be available for groups to purchase for 50% off!

The Albany Patroons are happy to customize our group packages to fit the needs of all the group members to make your experience one to remember!

All members of your group receive an autographed program and your group will be announced at the game along with a mention in the game day program!



Jordan Robertson, Guard

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2020 SEASON TICKETS



Jordan Robertson, Guard

GENERAL ADMISSION \$149

Sit in any available seat except courtside

RESERVED SEATS \$249

Pick your seat and the Patroons will reserve it with a custom label for every home game

COURTSIDE RESERVED SEATS \$349

Sit courtside every home game with your custom labeled courtside seat

ALL SEASON TICKET HOLDERS WILL RECEIVE:

- Patroons Gear Package - \$50 merchandise gift card to spend online or at a game
- Autographed 2020 team photo (mid-season)
- Invitation to an invite-only kick-off party
- Periodic deals, invites to season ticket holder events, etc. throughout the season

**RESERVE YOUR SEASON TICKETS NOW AT
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2020 SCHEDULE

HOME

2/1 vs TRI STATE

2/14 vs RALEIGH

2/15 vs COLUMBUS

2/29 vs LEWISVILLE

3/13 vs COLUMBUS

3/14 vs RALEIGH

3/15 vs JAMESTOWN

4/3 vs TAMPA

4/4 vs GULF COAST

4/10 vs OWENSBORO

4/11 vs INDY

4/17 vs JAMESTOWN

AWAY

2/2 vs TRI STATE

2/8 vs GULF COAST

2/9 vs GULF COAST

2/22 vs TRI STATE

2/23 vs JAMESTOWN

3/7 vs DALLAS

3/8 vs LEWISVILLE

3/20 vs INDY

3/21 vs OWENSBORO

3/28 vs COLUMBUS

3/29 vs JAMESTOWN

4/19 vs INDY

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