



Rangers

BUILDING CUSTOM
PARTNERSHIPS

Street & Smith's

SBJ SPORTS
BUSINESS
JOURNAL

BEST FACILITY DEBUT:

 **Globe Life Field**

"Taking Major League Baseball to another level, to steer away from retro-looking ballparks and cater to the diverse nature of the Rangers' fan base and how the ballpark is evolving."

"Globe Life Field looks toward the future while remembering the past."

[READ MORE HERE.](#)



THE LANDSCAPE:

- Globe Life Field
- Texas Live!
- Live! by Loews Hotel
- Choctaw Stadium (XFL/ML Rugby/USL)
- Loews Arlington & Convention Center - 2024
- One Rangers Way (Apartments) - 2024
- E-Sports Arena Arlington
- National Medal of Honor Museum - 2024
- Phase two (2) of Texas Live - 2025/2026
- AT&T Stadium



DELIVERING YOUR BRAND TO
14 Million Visitors Annually



MORE THAN A BALLPARK

OUR BRAND ISN'T BUILT ON BASEBALL ALONE.

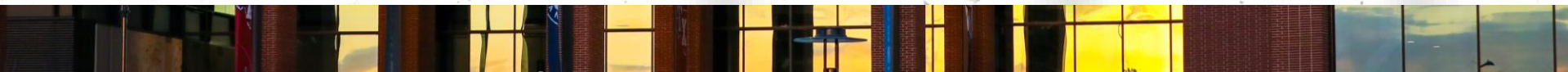
LIKE THE STATE WE CALL HOME, EVERYTHING IS BIGGER & BETTER WHEN DOING BUSINESS WITH THE TEXAS RANGERS BASEBALL CLUB.

- ✓ **BEST FACILITY DEBUT 2020**
(SOURCE: SPORTS BUSINESS JOURNAL)
- ✓ **#18 TOP SELLING STADIUM GLOBALLY (2021)**
(SOURCE: POLLSTAR)
- ✓ **4th HIGHEST ATTENDANCE IN MLB (2021)**
- ✓ **2.6+ MILLION ATTENDEES (2021 & 2022)**
- ✓ **40,300 ATTENDANCE CAPACITY**
- ✓ **120+ EVENTS PER YEAR**
- ✓ **14+ MILLION ANNUAL VISITORS TO ARLINGTON ANNUALLY**

THE TEXAS RANGERS BASEBALL CLUB & ENTERTAINMENT CO. IS AT THE CENTER OF STYLE, BUSINESS AND DIVERSITY.



FOUNDATION
A Heart for Kids



A TEAM ON THE RISE

MLB farm system rankings

According to The Athletic's Keith Law

							
1	2	3	4	5	6	7	8
							
9	10	11	12	13	14	15	16
							
17	18	19	20	21	22	23	24
							
25	26	27	28	29	30		

THE OFFSEASON'S MOST IMPROVED TEAMS

WAR VIA FANGRAPHIS

1	Texas RANGERS	+9.9 WAR
2	New York YANKEES	+8.4 WAR
3	New York METS	+7.7 WAR
4	San Francisco GIANTS	+7.2 WAR
T-5	Boston RED SOX	+6.1 WAR
T-5	Los Angeles ANGELS	+6.1 WAR
7	Los Angeles DODGERS	+4.5 WAR
8	Minnesota TWINS	+3.5 WAR
9	San Diego PADRES	+3.3 WAR
10	Philadelphia PHILLIES	+3.2 WAR

MLB offseason grades for all 30 teams

According to The Athletic's MLB staff

							
A-	A-	A-	B+	B+	B+	B+	B+
							
B+	B+	B+	B	B	B	B	B
							
B-	B-	C+	C+	C+	C+	C+	C+
							
C-	C-	C-	C-	D	F		



STARS ABOUND, DEEP IN THE HEART OF TEXAS



Semien

Gray

deGrom

Garcia

Seager

RANGERS FANS IN TEXAS

(SOURCE: YOUNG GOV PROFILES)

AGE

18-34	28%
35-49	28%
50-64	29%
65+	16%

46% OF RANGERS FANS IN TEXAS ARE FEMALE

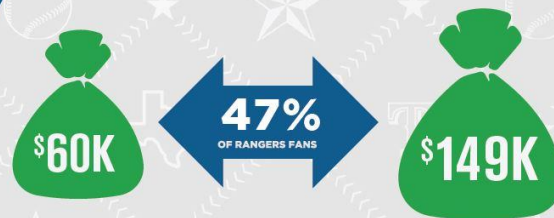
ETHNICITY

CAUCASIAN	58%
HISPANIC	23%
AFRICAN AMERICAN	12%
OTHER	7%

EDUCATION

HIGH SCHOOL GRAD	54%
COLLEGE GRAD	29%
POST GRAD	12%
OTHER	5%

INCOME



ANNUAL INCOME



RANGERS FAN BASE OVERVIEW

SOURCE: YOUNG & RUBICAM

TEXAS

4.2
MILLION FANS

40% OF RANGERS FANS RESIDE IN DALLAS DMA

NATIONWIDE

9.9
MILLION FANS

11TH LARGEST BASE IN MLB

OVERLAP ACROSS OTHER DALLAS SPORTS TEAMS

59%

OF COWBOYS FANS IN TEXAS
ARE ALSO RANGERS FANS

62%

OF MAVERICKS FANS IN TEXAS
ARE ALSO RANGERS FANS

69%

OF STARS FANS IN TEXAS
ARE ALSO RANGERS FANS

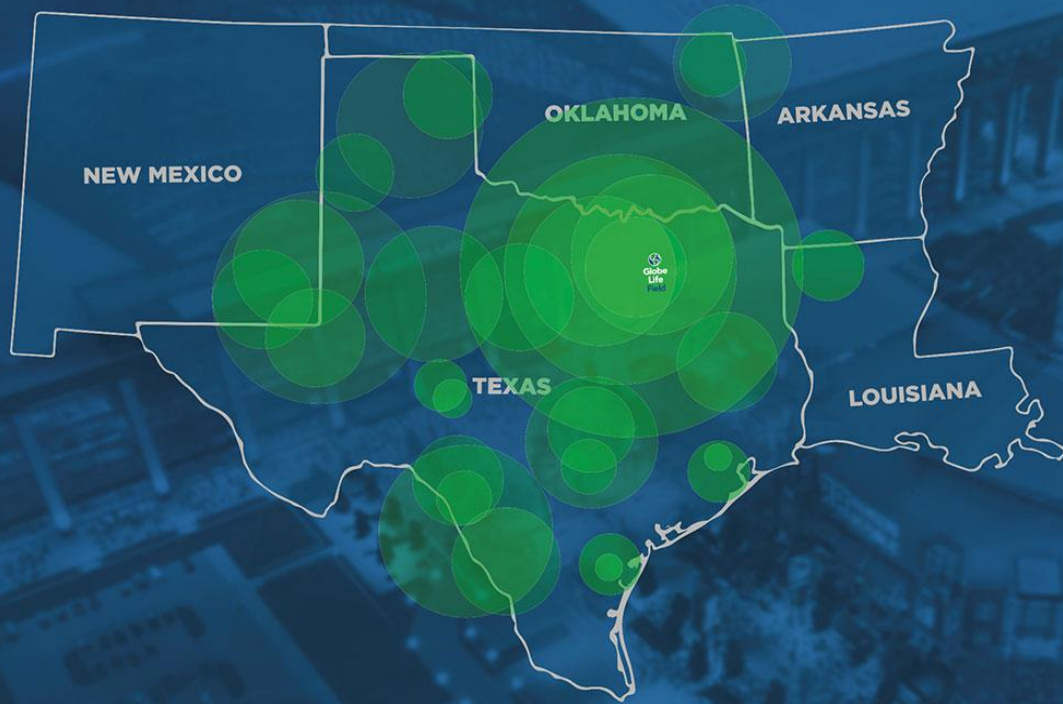
59%

OF FC DALLAS FANS IN TEXAS
ARE ALSO RANGERS FANS

TOP 5 DMAs FOR FANS IN TEXAS (EXCLUDING DALLAS)



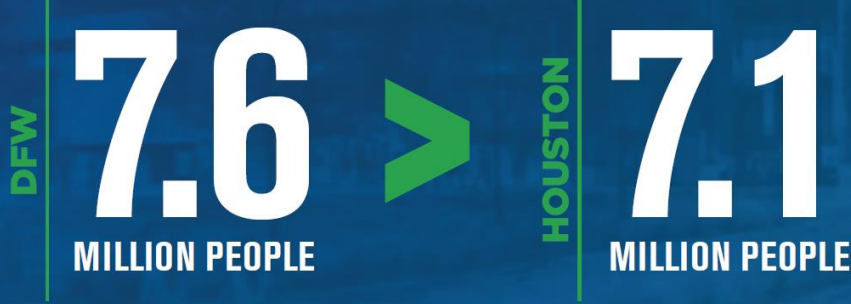
RANGERS FANS HEAT MAP



DFW BUSINESS MARKET

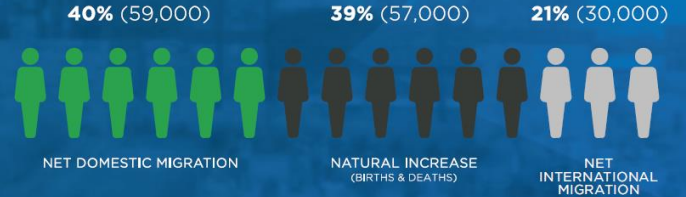
(SOURCE: 2020 U.S. CENSUS BUREAU)

LARGEST METRO IN TEXAS



DFW IS #1 IN POPULATION GROWTH

146,000 PEOPLE PER YEAR | 400 PER DAY



DFW IS A HEADQUARTERS MAGNET



200

HEADQUARTERS LOCATED IN DFW SINCE 2010

24

FORTUNE 500 HEADQUARTERS

NATIONAL BRAND AWARENESS



2023 VISITING TV MARKETS:

- Atlanta Braves (3x)
- Arizona Diamondbacks (2x)
- Baltimore Orioles (3x)
- Boston Red Sox (3x)
- Chicago White Sox (3x)
- Cleveland Guardians (3x)
- Colorado Rockies (3x)
- Detroit Tigers (4x)
- Houston Astros (7x)
- Kansas City Royals (3x)
- Los Angeles Angels (7x)
- Los Angeles Dodgers (3x)
- Miami Marlins (3x)
- Milwaukee Brewers (3x)
- Minnesota Twins (3x)
- New York Yankees (4x)
- Oakland Athletics (6x)
- Philadelphia Phillies (3x)
- St. Louis Cardinals (3x)
- Seattle Mariners (6x)
- Tampa Bay Rays (3x)
- Toronto Blue Jays (3x)

BRAND AMPLIFICATION STUDY

(Source: Partnership Impact Survey 2022)

AMPLIFICATION

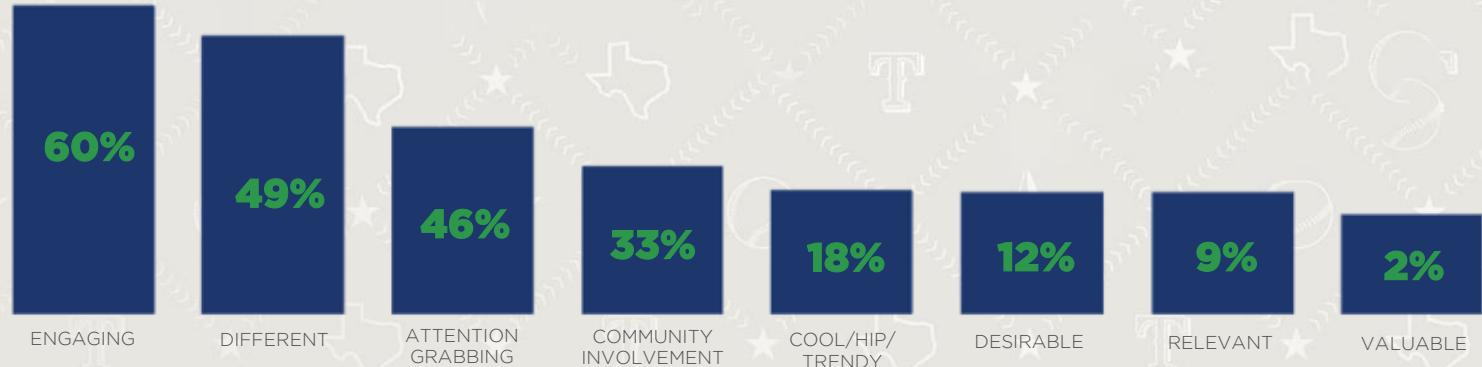
A measure of how sponsorship or third-party logo changes the perceptions and attitudes consumers hold about your brand and how inclusion of these logos improves the effectiveness of your existing marketing.

- Consumers are **three times (3x) as likely to purchase** when Rangers marks and logos are included (**149% lift**).
- Partnership with the Rangers significantly increases the likelihood **your product will stand out and be noticed** (**60% lift**).
- Ads/products featuring Rangers marks and logos are considered **more engaging, attention grabbing, and cool/hip/trendy** (**41% lift**).
- Rangers sponsorship **significantly increases brand relevance** (**9% lift**).
- Brands are **perceived as significantly more involved in the community** when Rangers (**33% lift**).
- Rangers IP offers partners a point of **differentiation over competitors**.
- Sponsorship with the Rangers has a **significant impact on consumers' likelihood to recommend and consider** a partner's products and services.

149%

Inclusion of Rangers marks and logos improves the effectiveness of a partner's advertising spend by

9%





INNOVATIVE PARTNERSHIPS

Our organization is committed to working alongside you to design unique & innovative programs that highlight your brand, drive revenue & retention, increase customer loyalty, and achieve your overall business objectives. Every single partnership is customized to each individual partner.



Oatly - 18ft Oat Milk Carton & Kids Zone Build Out on Centerfield Terrace



Maytag - \$1 Million Home Run



PlayStation - Gaming Zone

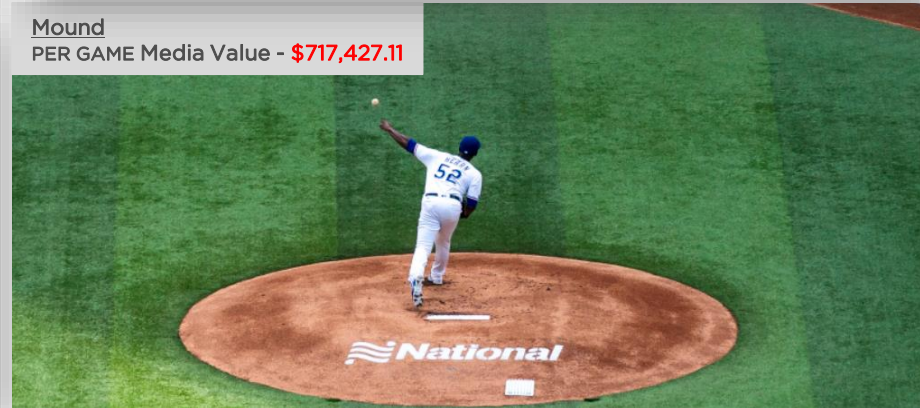
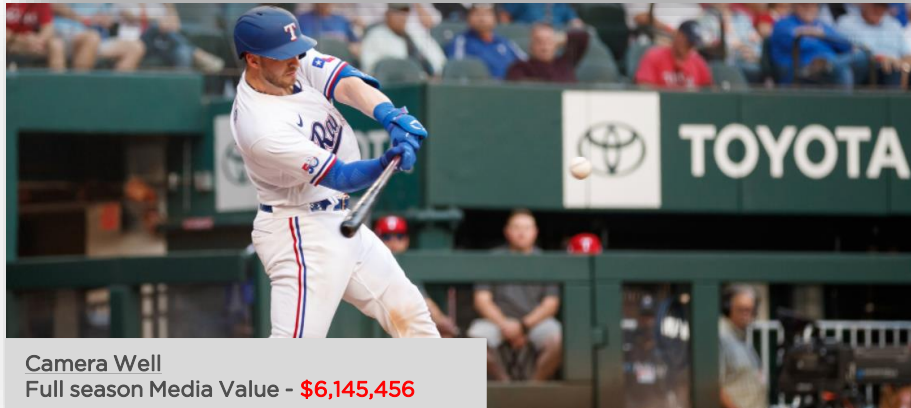
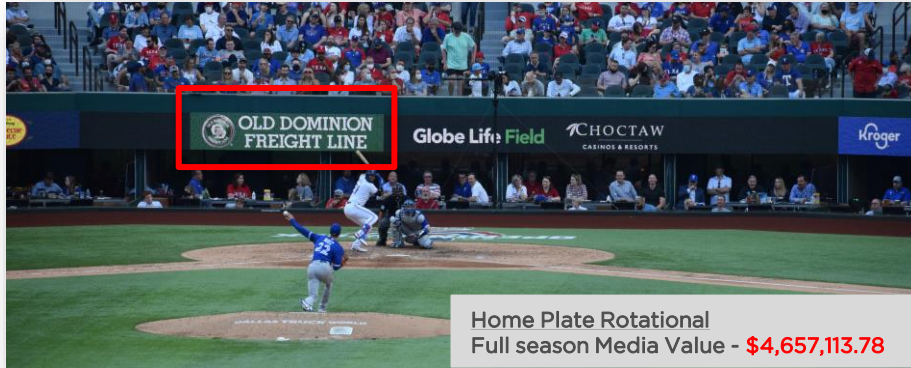


Big Green Egg - Celebrity Chef Event



HIGHLY TV VISIBLE SIGNAGE

Expose your brand to TV viewers throughout the Rangers home market (TX, OK, LA, NM, AR), in opposing teams' markets, on national sports highlight shows and global broadcasts around the world.





IN-STADIUM BRANDING

Place your brand within the fabric of Globe Life Field via an array of in-stadium opportunities that receive visibility to patrons of the ballpark. Many opportunities are highly TV visible as well.

Outfield Wall Sign

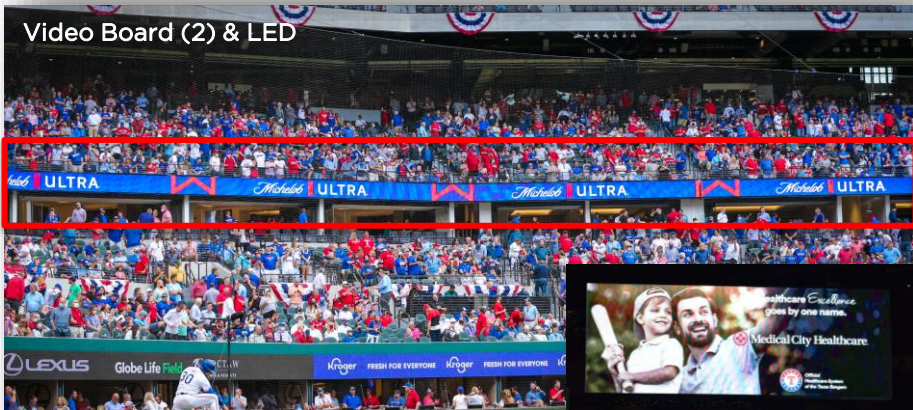
Full season Media Value - **\$5,634,796.18**



Static Field Level Signage

Full season Media Value - **\$845,946.33**

Video Board (2) & LED

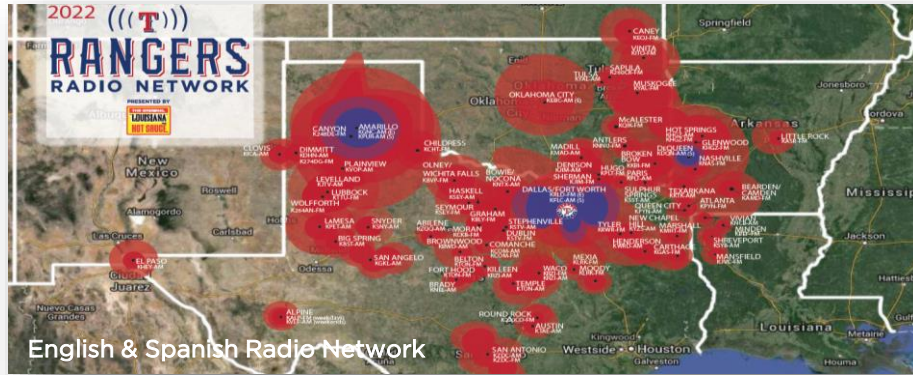


In-Park Television

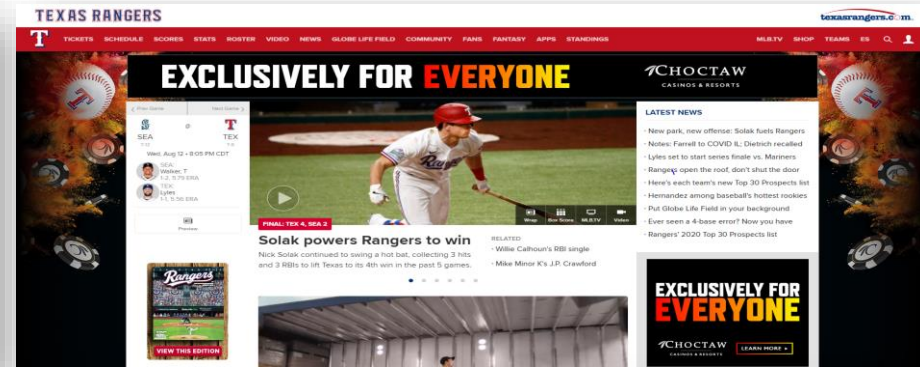


DIGITAL & RADIO

With the Rangers Radio Network spanning 5 states & 80+ affiliates, a social presence approaching 5 million followers, an active e-mail subscriber base of over 400,000, and over 500,000 monthly unique visitors to TexasRangers.com, partners have the opportunity to reach Rangers fans in mass.



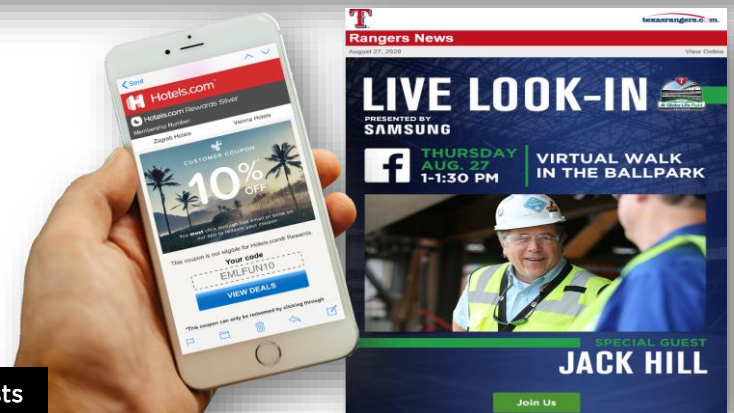
English & Spanish Radio Network



Social Media



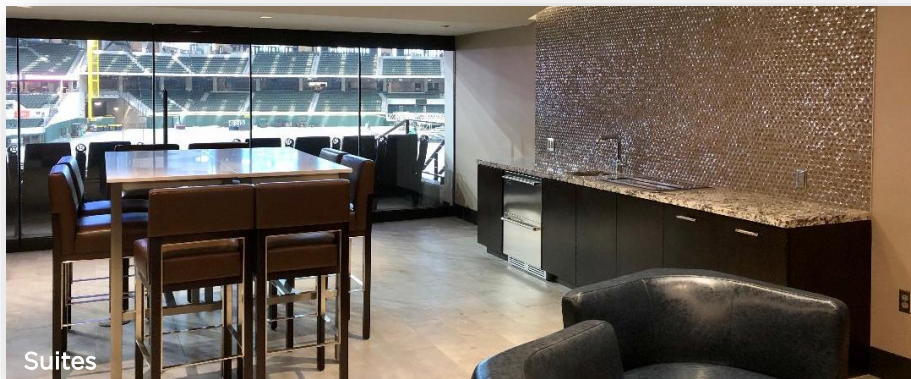
E-Blasts





HOSPITALITY & LOYALTY

For rewarding salespeople, service departments or impressing clients and vendors, tickets are a must-have for providing first-class entertainment at Globe Life Field. Premium hospitality is a signature element of Globe Life Field with a variety of options that do not disappoint.





UNIQUE EXPERIENCES

There's no better way to reward/treat a large group of employees and/or customers than through a custom curated event at Globe Life Field. Host your group on same diamond the players use complimented with branding on the digital signage inside the ballpark & access to club spaces.





TEXAS LIVE!

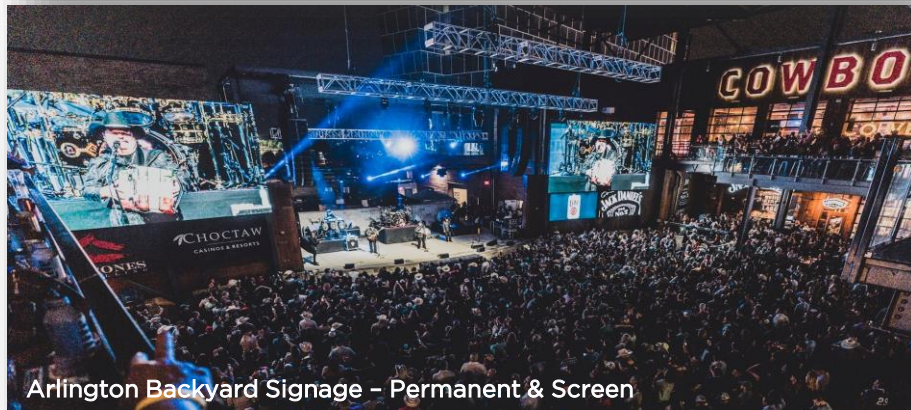
A home run. A touchdown. You can pick your sports metaphor when it comes Texas Live!. The entertainment district is conveniently located adjacent to Globe Life Field and between AT&T Stadium (Cowboys), Choctaw Stadium (XFL/USL/MLR/AISD), and Six Flags. The district welcomes 8+ million visitors annually.



Arena 360 LED Ring



Arena Signage - Permanent & Commercial Spots



Arlington Backyard Signage - Permanent & Screen



Exterior Digital Tower Signage

