BUILDING CUSTOM PARTNERSHIPS
“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.”
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.
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.
MLB farm system rankings
According to The Athletic’s Keith Law

<table>
<thead>
<tr>
<th>Rank</th>
<th>Team</th>
<th>Grade</th>
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<tbody>
<tr>
<td>1</td>
<td>Texas</td>
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<td>2</td>
<td>New York</td>
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<td>3</td>
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<tr>
<td>4</td>
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<td>6</td>
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<td>8</td>
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<tr>
<td>9</td>
<td>Philadelphia</td>
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</tbody>
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MLB offseason grades for all 30 teams
According to The Athletic’s MLB staff

<table>
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<td>Philadelphia</td>
<td>A-</td>
</tr>
</tbody>
</table>

A TEAM ON THE RISE
STARS ABOUND, DEEP IN THE HEART OF TEXAS

Garcia
Seager
Semien
Gray
deGrom
Garcia
Seager
RANGERS FANS IN TEXAS
(SOURCE: YOUGOV 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
  - $60K
  - $149K

47% OF RANGERS FANS
RANGERS FAN BASE OVERVIEW

SOURCE: YOUGOV PROFILES

TEXAS
4.2 MILLION FANS
40% OF RANGERS FANS RESIDE IN DALLAS DMA

NATIONWIDE
9.9 MILLION FANS
11th LARGEST BASE IN MLB

TOP 5 DMAs FOR FANS IN TEXAS
(EXCLUDING DALLAS)

1. SAN ANTONIO
2. AUSTIN
3. HOUSTON
4. CORPUS CHRISTI
5. EL PASO

OVERLAP ACROSS OTHER DALLAS SPORTS TEAMS

OF COWBOYS FANS IN TEXAS ARE ALSO RANGERS FANS: 59%
OF MAVERICKS FANS IN TEXAS ARE ALSO RANGERS FANS: 62%
OF STARS FANS IN TEXAS ARE ALSO RANGERS FANS: 69%
OF FC DALLAS FANS IN TEXAS ARE ALSO RANGERS FANS: 59%
RANGERS FANS HEAT MAP
DFW BUSINESS MARKET
(SOURCE: 2020 U.S. CENSUS BUREAU)

LARGEST METRO IN TEXAS

DFW 7.6 MILLION PEOPLE

> 

HOU 7.1 MILLION PEOPLE

DFW IS #1 IN POPULATION GROWTH
146,000 PEOPLE PER YEAR | 400 PER DAY

40% (59,000) NET DOMESTIC MIGRATION
39% (57,000) NATURAL INCREASE (BIRTHS & DEATHS)
21% (30,000) NET INTERNATIONAL MIGRATION

DFW IS A HEADQUARTERS MAGNET
200 HEADQUARTERS LOCATED IN DFW SINCE 2010

24 FORTUNE 500 HEADQUARTERS
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

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.

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.

Home Plate Rotational
Full season Media Value - $4,657,113.78

Camera Well
Full season Media Value - $6,145,456

Mound
PER GAME Media Value - $717,427.11

Static Home Plate
PER GAME Media Value - $707,001.01
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
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.
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.

- **Suites**
- **Balcones Speakeasy**
- **Lexus Home Plate Club**
- **StubHub Club**
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.
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.