BUILDING CUSTOM PARTNERSHIPS
DAWN OF A NEW ERA:
WELCOME TO Globe Life Field
GUIDE:
A. Texas Live!
B. E-Sports Gaming Arena
C. Live! by Loew's Hotel
D. Globe Life Field
E. XFL/USL/Arlington ISD Stadium
F. Phase two (2) of Texas Live - 2021
G. Loew's Hotel - 2022

A $4 BILLION VISION
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.

- 40,000 ATTENDANCE CAPACITY
- 120+ EVENTS PER YEAR
- 3+ MILLION PROJECTED ANNUAL ATTENDANCE
- 8+ MILLION ANNUAL VISITORS TO TEXAS LIVE! ENTERTAINMENT DISTRICT
- DFW IS #1 IN POPULATION GROWTH IN USA (SOURCE: 2017 U.S. CENSUS BUREAU)

THE TEXAS RANGERS BASEBALL CLUB IS AT THE CENTER OF STYLE, BUSINESS AND DIVERSITY.
# RANGERS FANS IN TEXAS

**Source:** YouGov Profiles

## Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>11%</td>
</tr>
<tr>
<td>25-34</td>
<td>15%</td>
</tr>
<tr>
<td>35-44</td>
<td>19%</td>
</tr>
<tr>
<td>45-54</td>
<td>17%</td>
</tr>
<tr>
<td>55-64</td>
<td>16%</td>
</tr>
<tr>
<td>65+</td>
<td>20%</td>
</tr>
</tbody>
</table>

## Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>52%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>38%</td>
</tr>
<tr>
<td>African American</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

## Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Grad</td>
<td>36%</td>
</tr>
<tr>
<td>College Grad</td>
<td>19%</td>
</tr>
<tr>
<td>Post Grad</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>37%</td>
</tr>
</tbody>
</table>

## Income

- **Annual Income**
  - $60K
  - 35% of Rangers Fans
  - $149K
RANGERS FAN BASE OVERVIEW

DALLAS DMA
2.3 MILLION FANS
36% of Rangers fans reside in Dallas DMA

NATIONWIDE
6.3 MILLION FANS

TOP 5 DMAs FOR FANS IN TEXAS
(EXCLUDING DALLAS)

- AUSTIN
- HOUSTON
- SAN ANTONIO
- CORPUS CHRISTI
- EL PASO

OVERLAP ACROSS OTHER DALLAS SPORTS TEAMS

- 41% of Cowboys fans in Texas are also Rangers fans
- 61% of Mavericks fans in Texas are also Rangers fans
- 61% of Stars fans in Texas are also Rangers fans

SOURCE: YOUGov Profiles
DFW BUSINESS MARKET

LARGEST METRO IN TEXAS

DFW 7.4 MILLION PEOPLE > HOUSTON 6.9 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
121 HEADQUARTERS LOCATED IN DFW SINCE 2010
24 FORTUNE 500 HEADQUARTERS

(SOURCE: 2017 U.S. CENSUS BUREAU)
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

Static Field Level & Fascia Signage

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 450,000, and over 900,000 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.

HOSPITALITY & LOYALTY

Suites
Balcones Speakeasy
Lexus Home Plate Club
StubHub Club
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 the same diamond the players use, complemented 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), Globe Life Park (XFL/USL/AISD), and Six Flags. The district welcomes 8+ million visitors annually.
THANK YOU

FOR MORE INFORMATION PLEASE CONTACT:
Partnerships@texasrangers.com