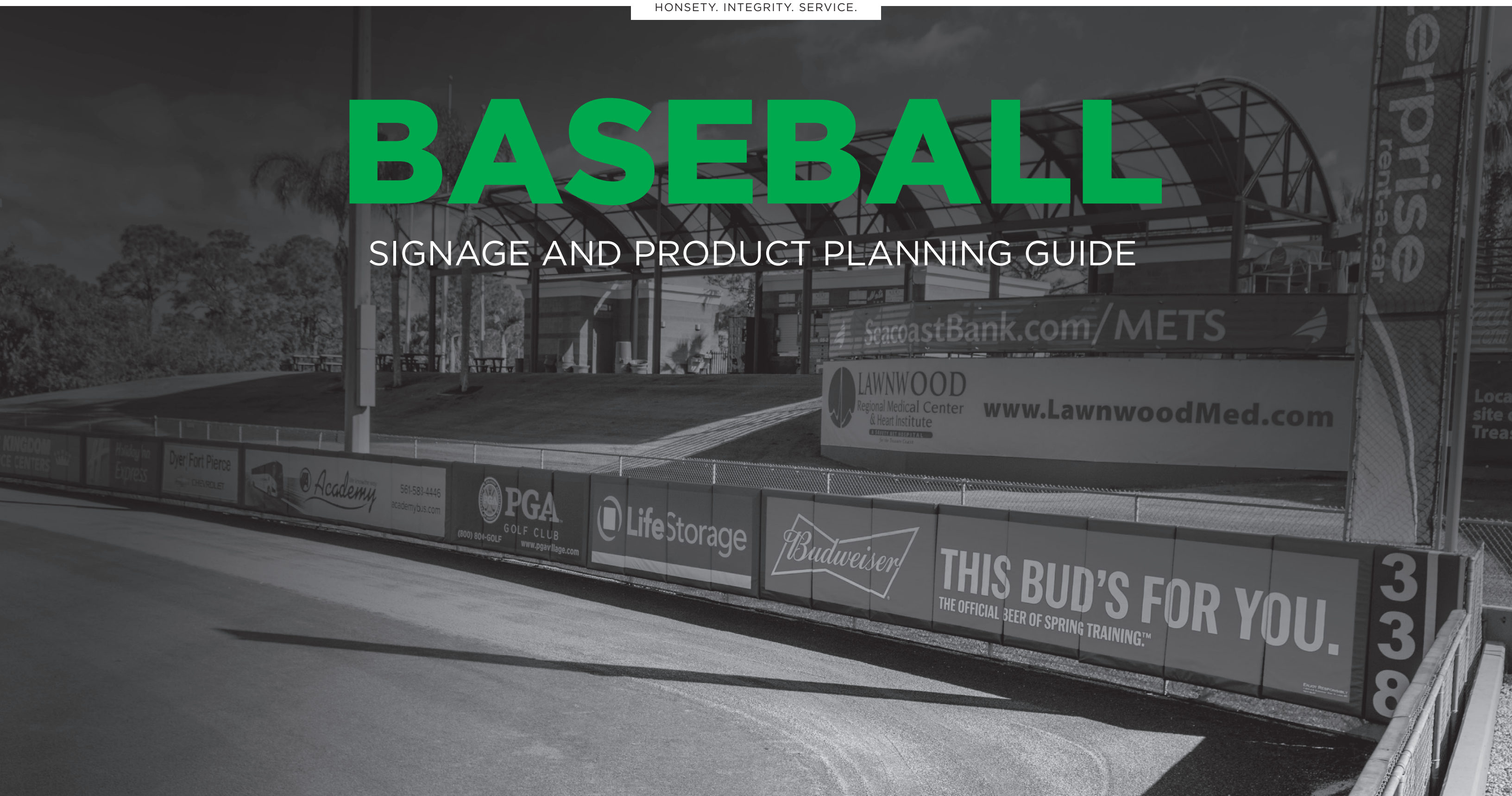


BASEBALL

SIGNAGE AND PRODUCT PLANNING GUIDE



ABOUT US

AMI Graphics is the country’s leading full service, large format digital print manufacturer. AMI specializes in the design, print and production of sports and event signage. Professional and collegiate sports properties, events and venues put their trust in AMI Graphics for the delivery of quality products in time for home openers and major events. Our talented team has decades of sports and event signage experience, consistently delivering innovative solutions and living up to our motto: “Honesty. Integrity. Service.”

OUR SERVICES



STRATEGY & PLANNING



FABRICATION



CREATIVE DESIGN



MANAGEMENT & EXECUTION



PRINT PRODUCTION



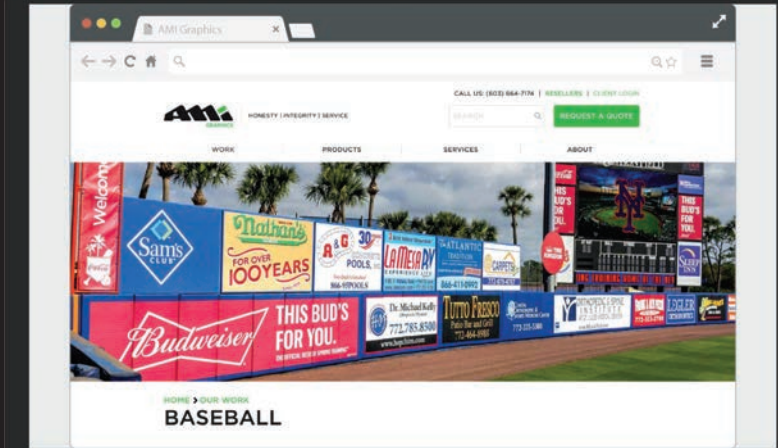
INSTALLATION & FULFILLMENT



INTERACTIVE GUIDE

Our signage guide is designed to help baseball stadium facilities and operations managers discover new and innovative ways for brightening tired areas of your facilities, enhance fan experiences and take advantage of unused space for additional sponsor inventory.

As you read our Baseball Signage Planning Guide, the sub-headings and pictures link to corresponding products on our website, which contains more information and photos for your reference.



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ON-FIELD SIGNAGE

INTRODUCTION

It's never too early to start the conversation about signage for each area outside and inside the stadium, including your on-field signage. Add color and life to fences or other blank areas visible on the field.

Sponsor signage is a big part of your stadium's look and feel. Clean design and neat installation means signage will be noticed without being an eyesore.

Review your current inventory annually to determine whether you need new or revised signage for new or ongoing sponsors. Your sponsors may have changed their logos, or updated campaigns between seasons, necessitating updated imagery. AMI can help you replace portions of your on-field signage while maintaining a consistent visual experience.

Remember, millions of eyeballs are on the field every game of the Season, including the spectators in the stands, streaming audiences and those who watch on TV. You can also take advantage of on-field areas by showcasing champion seasons or highlighting players with high-resolution banners. Your fans want to celebrate the accomplishments of their favorite team. Signage on the field is a great way to maintain the vibe during breaks in the action. AMI will partner with you to create eye-popping graphics that seem to jump off the wall.

Speaking of breaks in the game, AMI creates fun and portable signage to keep the action on the field consistent. Let us work with you on some promo signage such as cutout standees that your team can use to keep the spectators excited between innings.

Fans in the stands and watching from home like to keep an eye on what's happening in the dugouts. Make sure your home team's dugout display is fresh and clean in, out and around. The visiting team's dugout is the perfect opportunity to showcase a top sponsor, providing them maximum media exposure.

No one likes a weather delay, but a branded tarp cover is a literally enormous space for sharing messaging related to your team or your supporters.

Remember, on-field signage is some of your most-valuable real estate.

DUGOUT SIGNAGE

1

TOP

Vinyl dugout top banners, custom sized to your requirements, are the ideal way to increase your sponsor inventory or promote your own brand.



DUGOUT TOP

2

BACK

This is prime real estate for showcasing your team or sponsors at the stadium and on TV. We offer a variety of solutions including vinyl banners or adhesives for grabbing the attention of fans.



DUGOUT BACK

3

RAILS

Dress up the front of your dugouts with vinyl railing wraps. This is the perfect solution for providing additional sponsor inventory and cleaning up worn-out vinyl.



DUGOUT RAILS

4

LIP

Add a unique finishing touch to your dugout with an adhesive that really pops with eye-catching color and print quality.



DUGOUT LIP

FIELD-OF-PLAY

1

TARP COVER

This is a necessity in professional baseball. Get a tarp doing some of the branding work with custom printing that holds up in rainy weather.

2

MOUND COVERS

Take advantage of one of the most visible areas of your field with a custom mound cover, printed on high-quality vinyl.

3

ON-FIELD PROMOTION OPTIONS

Custom signage takes your brand to the next level. AMI offers several print solutions, including: custom standees, A-frames made of coroplast and retractable signage.

ON-FIELD PROMOTION



TARP COVER



OUTFIELD SIGNAGE

INTRODUCTION

AMI's all-star team can help balance your sponsor signage in the outfield with symmetry in its placement. Taking a balanced approach to signage results in a better overall appearance to the park without appearing desperate to brand every square inch of blank space.

Keep in mind that assigning the same piece of signage inventory to multiple sponsors can make future design or sponsor updates more difficult. This is especially true for outfield wall graphics, specifically pad wraps, where sponsors sharing the same placement would require the whole graphic to be replaced to update any part of it. AMI can help you develop a flexible signage plan to save you money. And, when it is time to replace a portion of outfield signage, we'll make sure the new print matches perfectly with the existing signs.

We know every stadium is different, which is why we consider every baseball signage project a custom job. For example, your stadium may have party decks. We'll partner with you on fun and functional signage attendees can interact with. Fans love a fun "selfie spot" where they can share photos on social media - tagging your team and stadium in the process.

From concept to completion, AMI partners with you through every step for your branded vision realization.

1

OUTFIELD WALL BANNERS

Your outfield wall is one of the highest impact areas in your ballpark for sponsor signage so be sure to take advantage of it. Custom vinyl or mesh banners are finished specifically for your unique outfield walls.

2

PAD WRAPS

Bring your outfield wall pads to life with pad wraps with a variety of options including vinyl banners and adhesives. Pad wraps are cost effective and simple to install.

3

DIMENSIONAL ADDITIONS

Create a sponsorship upgrade with dimensional additions to your outfield wall banners and pad wraps. We can create a one-of-a-kind design to capture your fans' attention.

4

BATTER'S EYE BANNER

A solid color mesh banner finished with reinforced edges is the optimal backdrop for the batter while also blocking any unsightly scenery beyond your ballpark. Add an additional mesh banner to the top of your batter's eye banner to provide a prime sponsorship viewing spot.



OUTFIELD WALL BANNERS



DIMENSIONAL ADDITIONS



PAD WRAPS



BATTER'S EYE BANNER

5

FOUL POLE

Dress up this visible area with banners or adhesives and highlight your top sponsors. This is a great space for important branding messaging.

6

SCOREBOARD

This may be the most frequently looked at structure in your stadium. Take full advantage of space near the scoreboard. We have a lot of options depending on the layout of your scoreboard/videoboard, ranging from backlits to banners or rigid substrates.

7

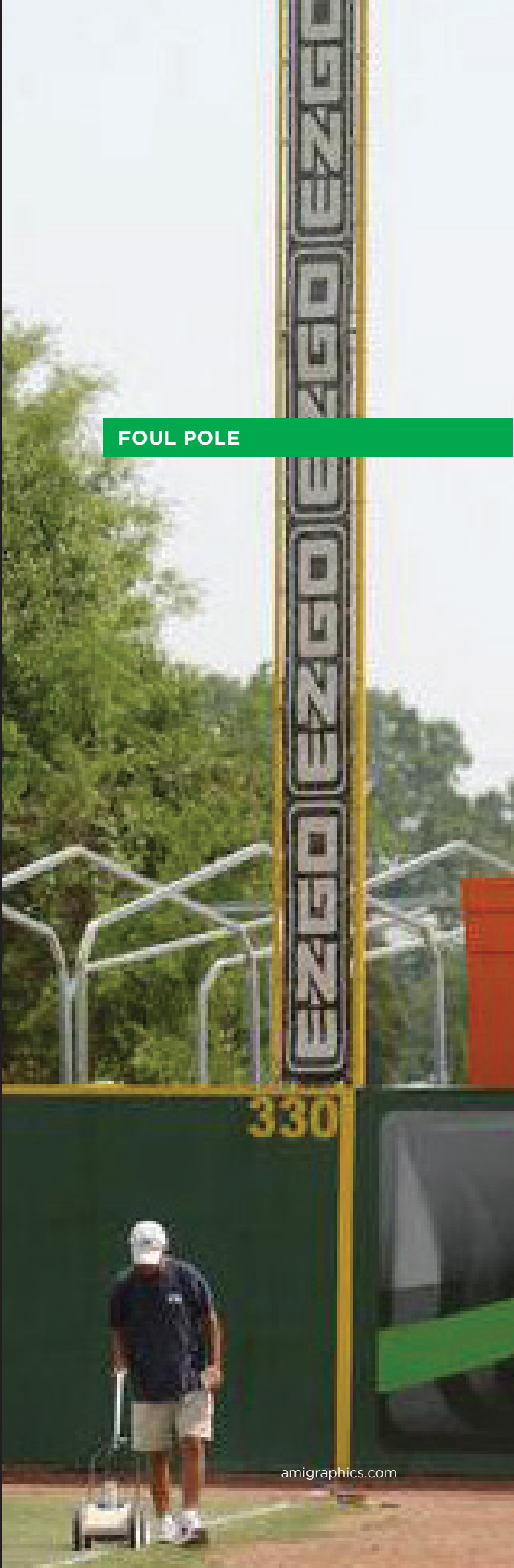
BACK OF SCOREBOARD

Depending on the location of your scoreboard on your outfield wall and the location of your ballpark, you may be able to utilize valuable branding real estate on the back of your scoreboard. We have options for custom signage, vinyl banners and adhesives.

8

DISTANCE MARKERS

Easy to apply adhesive numbers or vinyl banners save you the time and hassle of having to paint on your distance markers.



SEATING AREA

INTRODUCTION

Different areas of a stadium require different material choices. For example, a higher wind area would require a mesh banner that allows air to flow through it versus a solid vinyl banner that would act like a sail in a high wind area. A covered section of bleachers would be printed on mesh to ensure longevity and safety. Our signage experts can assist you in determining the proper material for your stadium signage no matter the section.

Directional signage is critically important in the seating area of your stadium. Fans want to get to their seats - or the nearest restroom or concession area - without confusion. Stair riser decals are one way to provide both directional information and team/sponsor branding.

Wayfinding signage inside your stadium makes it easier for fans to get where they want to go quickly. We'll work with you to make sure this signage complements your existing signage and branding, while providing valuable information to fans without impacting the visual appeal of the stadium.



1

SECTION SIGNS

Help your fans find their clearly marked section and seats with highly visible section signs. Here's an opportunity to highlight one of your top sponsors.

2

SAFETY SIGNS

Ensure your ballpark meets insurance and liability requirements with safety signs informing fans about foul balls and other hazards.

3

STAIR RISER DECALS

Add additional sponsor space with stair riser graphics in your main seating areas or auxiliary staircases throughout your ballpark. Stair risers adhere to the face of the stair and can be a repeated image or logo.

4

BLEACHER COVERS

Cover empty seats and transform unused seating space with bleacher covers. Durable reinforced mesh banners are a prime sponsorship opportunity.

5

SEAT BACK STICKERS

Recognize your season ticket holders with seat back stickers customized with their name.

STAIR RISER DECALS



SECTION SIGNS



SAFETY SIGNS



BLEACHER COVERS



6

SUITE SIGNS

Add to the suite experience with signs that can range from a simple branded sign to a multi-dimensional custom sign with changeable panels.



8

CUSTOM MIRAGE BUNTING

Decorate with your team colors and branding or promote upcoming special events, like an All-Star Game, with our popular custom mirage bunting.



10

PLEATED FAN BUNTING

Not limited to just the outfield, pleated fan bunting is a simple, classic way for decorating your ballpark with patriotic décor.

7

SUITE LEVEL BRANDING

Ensure your ballpark meets insurance and liability requirements with safety signs informing fans about foul balls and other hazards.

9

CUP HOLDER ADHESIVES

Use empty space on your cup holders to increase your sponsor inventory with custom-sized and cut adhesives.



CONCOURSE SIGNAGE

INTRODUCTION

While every stadium has its own quirks, standardizing signage in each area of your ballpark will inherently make things easier. Developing a signage plan that specifies standard signage sizes will make planning and organizing sponsor signage for each spot much easier. Sponsor signage can now be placed in multiple locations, instead of being limited to the one spot that is a particular size.

Don't forget, the action doesn't have to be confined to the ballfield. You can make each game an unforgettable experience for spectators by using the space within the concourse wisely.

Adhesive wall murals in your concourse can increase fan engagement and create a more fan-friendly environment. The concourse is a great place to advertise, but also a great place to include interesting information that motivates fans to interact with wall graphics and even share photos of that signage on social media. These graphics increase fan engagement, strengthen branding and increase visibility for sponsors.

Level up your wayfinding with floor graphics that draw fans through the space. We can help you create directional signage to make your space fun, informative and profitable.

1

DIRECTIONAL SIGNAGE

Ensure your fans can easily navigate your ball-park and find the amenities they are looking for with directional signs throughout your concourse.



2

SPONSOR SIGNAGE

Use empty wall space throughout your concourse as areas for sponsor signage. Hardware options are available for easy change out of graphics. We can help you determine the best material and hardware solutions.



3

TEAM STORE SIGNAGE

Draw fans into your team store with branded signage both inside and out. Carry the theme throughout with custom POP signage.



4

CONCESSIONS SIGNAGE

Visually enhance your concession stands to add to the overall ballpark experience and help your fans find the options they want. Bring basic concessions menus to the next level with branded custom cut menu boards with quick change menu panels or erasable surfaces. Draw attention to your food carts with an eye-catching cart wrap.

CONCESSIONS



LINEUP & STANDING BOARDS

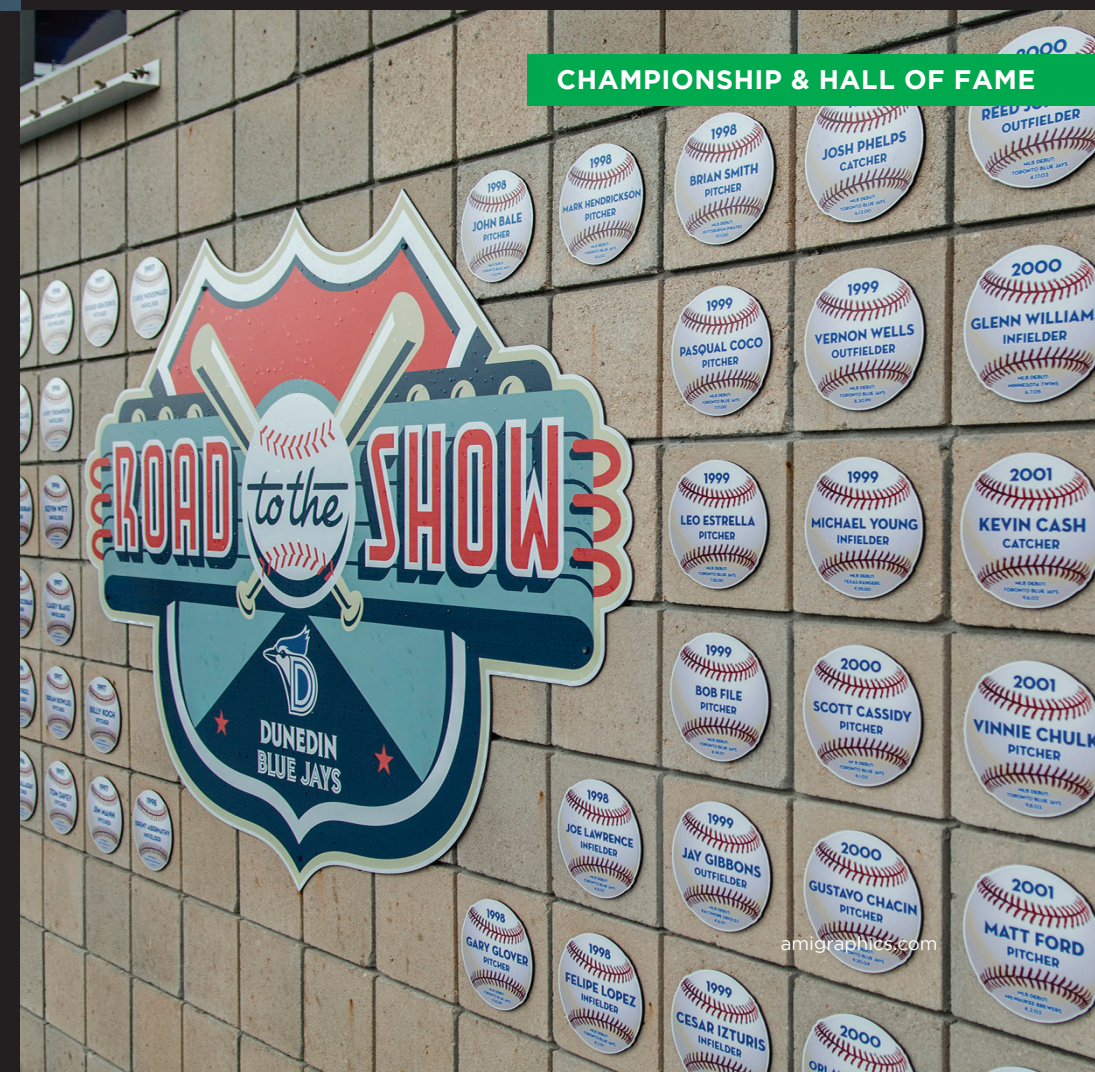


6

CHAMPIONSHIP & HALL OF FAME

Celebrate your team's and individual player's accomplishments with championship and Hall of Fame options from pole banners to custom cut rigid substrates. AMI's design team has the ideal solution for you.

CHAMPIONSHIP & HALL OF FAME



5

LINEUP & STANDING BOARDS

Keep your fans in the loop by displaying each game's lineup and current league standings on your concourse. Customize with team logos and names. We make it easy to update with a dry erase surface or magnets.

7

WALL MURALS

Dress up boring, bare walls throughout your concourse and ballpark. Add eye-catching color and imagery to empty areas. Murals also are a cheaper and easier option without the hassle and higher price tag of a remodel project.



WALL MURALS

8

WINDOW GRAPHICS

Use adhesive graphics for visually enhancing windows, creating privacy for areas and for shading sunny areas throughout your concourse and ballpark. AMI offers options for full blackout or one way viewable window film.



WINDOW GRAPHICS

9

BRANDED TENT

Tents are another fine branding opportunity for use in your concourse for team promotions, or you can send it out with your street team.



BRANDED TENT

10

FLOOR GRAPHICS

Take advantage of the highly-traveled concourse floor by using floor graphics to get eyeballs on sponsor logos or event promotions.



FLOOR GRAPHICS

11

PLASTIC A-FRAMES

These are constructed from durable and easy-to-place plastic that folds for easy storage. Utilize A-frames for changing promotions and choose from a variety of colors.



PLASTIC A-FRAMES

12

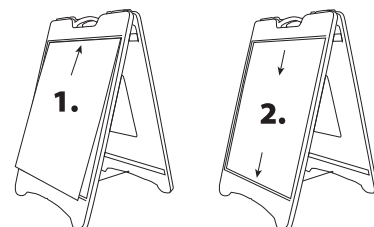
TABLE COVERS

Draw attention to multiple areas with custom printed table covers. Great for use on your concourse or to promote your team at off-site events with self-standing hardware and banner options for an eye-catching display.



TABLE COVERS

Simple Display Face Installation:



1. Insert the display face into the top slot.
2. Seat the bottom of display face into the lower slot.



OUTSIDE THE PARK SIGNAGE

INTRODUCTION

The connection between the spectators and the stadium begins as soon as fans arrive. Stadiums are a landmark where memories are made. The AMI team has more than 30 years experience designing signage for out-of-the-box areas.

For example, if your stadium has windows, we can print full window wraps that act as enormous murals displaying images of your team. Utilizing large adhesive window graphics creates a powerful visual and is an effective method to bolster branding.

Mesh windscreens that hold up in heavy wind can be used to strengthen branding outside, too.

Greet your fans before they enter the park with branded or sponsored box office signage and barricade covers to dress up metal crowd control barriers with logos or messaging.

Informational signage is key for fans before and after a game. They want to easily locate the ticket booth, their seats and their car after the game. We can help you create informational signage that fits your brand, is easy to spot and harmonizes with your stadium's look and feel.

1

MAIN ENTRANCE

Here's your best opportunity for grabbing the attention of your fans. AMI will work with your team on custom signs, eye-popping dimensional signage or adhesives.

2

BOX OFFICE

Clearly mark your ticket and will call windows with branding, while carrying the look to your ticket pricing signage. While fans are in line, they can also check out sponsor branding signage in this area.

3

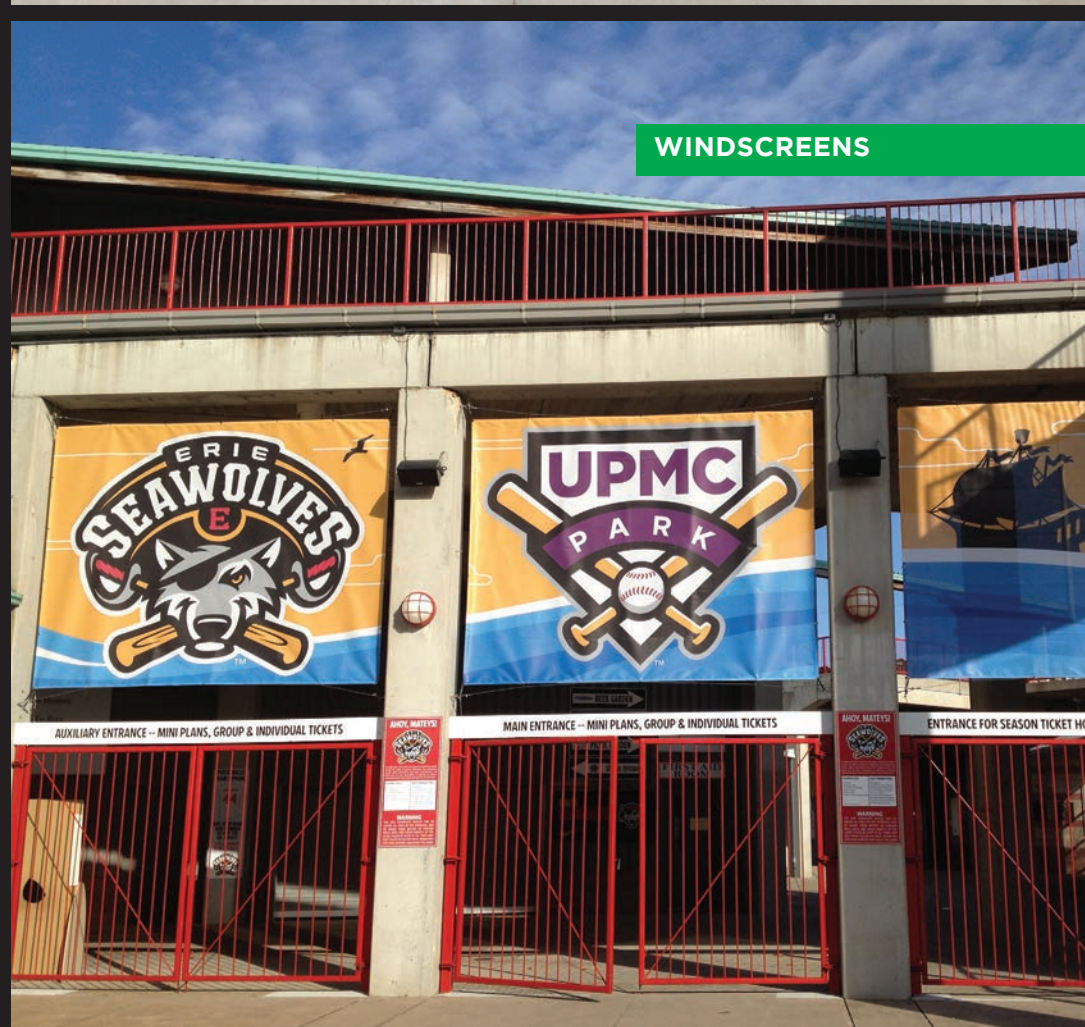
WINDSCREENS

Mesh banners are used for covering lengths of fencing or gates on the outside of your ballpark for a completed look. You can also use custom printed windscreens for blocking unsightly areas of your stadium.

BOX OFFICE



WINDSCREENS



Vinyl banners are an affordable and versatile signage solution suitable for baseball stadiums. Banners are digitally printed as high-quality fade-resistant on our Durst P5 500i, the pinnacle in grand format printing. Adhesives are an additional option for adding color and excitement to otherwise drab areas.

PROFESSIONAL FINISHING OPTIONS FOR VINYL & MESH BANNERS



POLE BANNERS



4

POLE BANNERS

Utilize the light poles in your parking lot or the outer walls of the stadium for highlighting the team or giving an important shout out for a sponsor.

MAIN ENTRANCE



5

MURALS

Visually enhance large entry spaces with adhesive murals on walls or windows. We produce top-quality graphics on our Durst P5 500i Grand Format printer.

6

BARRICADE COVERS

Dress up crowd control barricades/bike racks with custom printed vinyl covers. AMI can design custom messaging for further brand promotion or showcasing a sponsor.

7

CUSTOM FLAGS

Promote team spirit and pride for incoming fans or highlight a key sponsor with a classic, custom flag to fly outside of the ballpark or above your outfield walls.

8

SIGNAGE FRAMES

Consider permanently installed signage hardware allowing for the graphics inside to be easily changed as needed. Our frames are perfect for rotating signs featuring upcoming promotions or events on the exterior walls of your stadium.

MURALS

enterprise
rent-a-car

BARRICADE COVERS**CUSTOM FLAGS****SIGNAGE FRAMES**



AMERICAN FLAGS

9

AMERICAN FLAGS

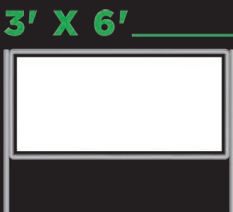
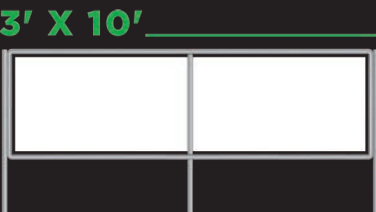
Show your pride with flags that are produced from materials sourced in the U.S. and printed at our Florida production facility. Available in multiple sizes: 3'x5", 4'x6', 5'x8' and 6'x10'.

10

SMART FRAME BANNER SYSTEM

Advertise your current promotions or upcoming home games in front of your ballpark with the Smart Frame Banner System, a self-standing signage frame designed to display banners securely and without wrinkles when a wall or fence is not available.

SMART FRAME

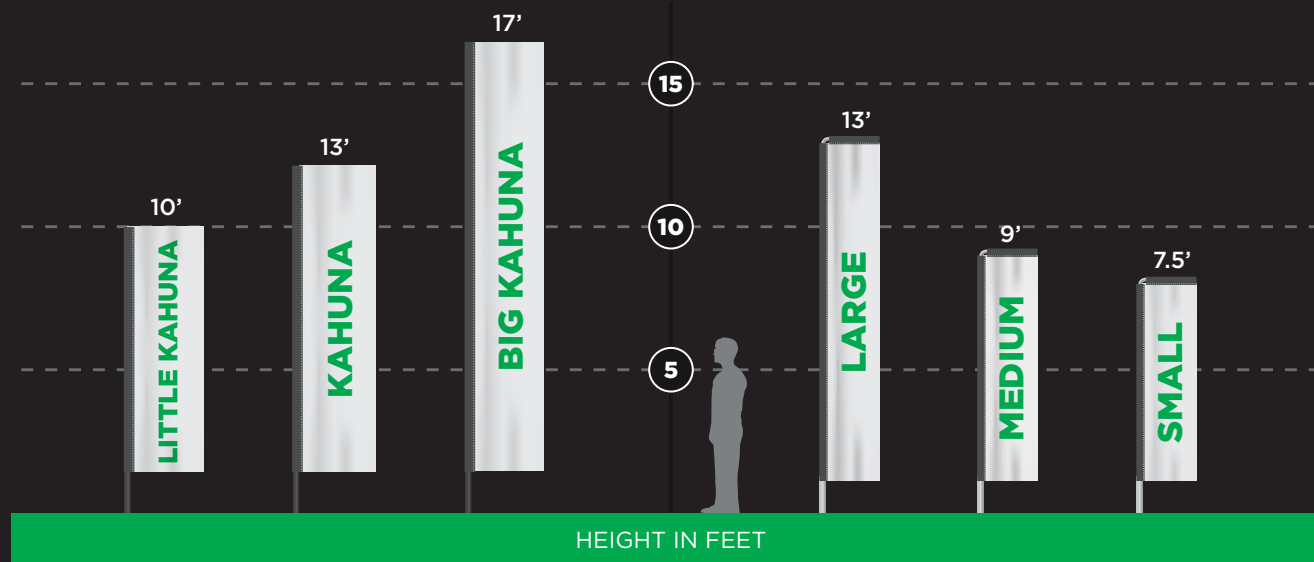
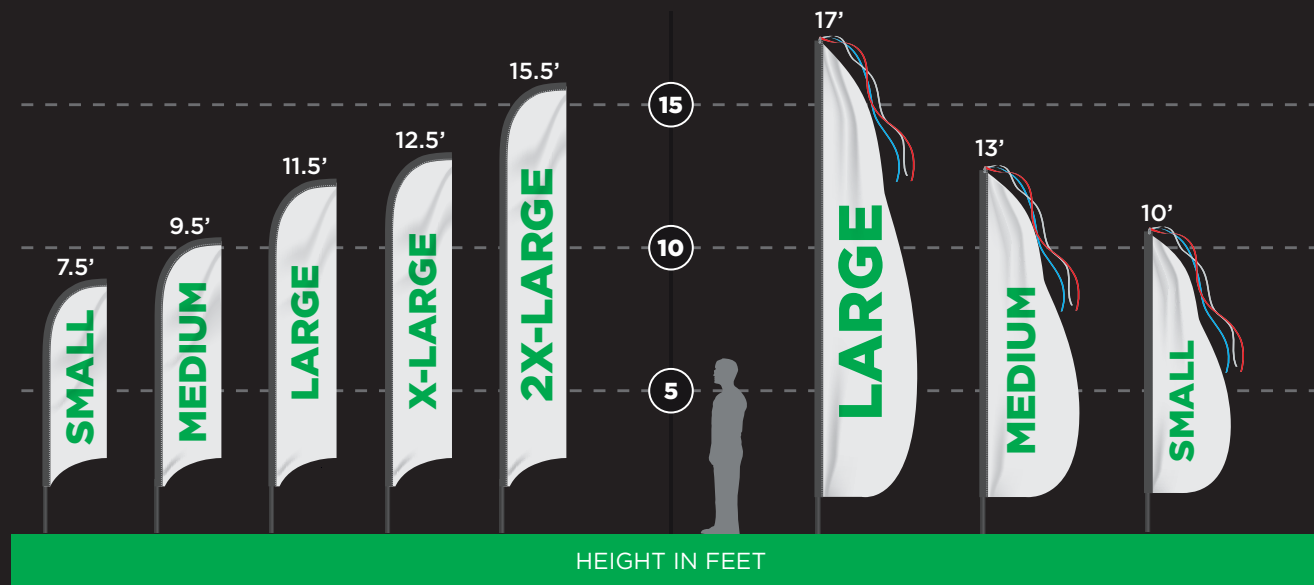


AVAILABLE IN THREE SIZES

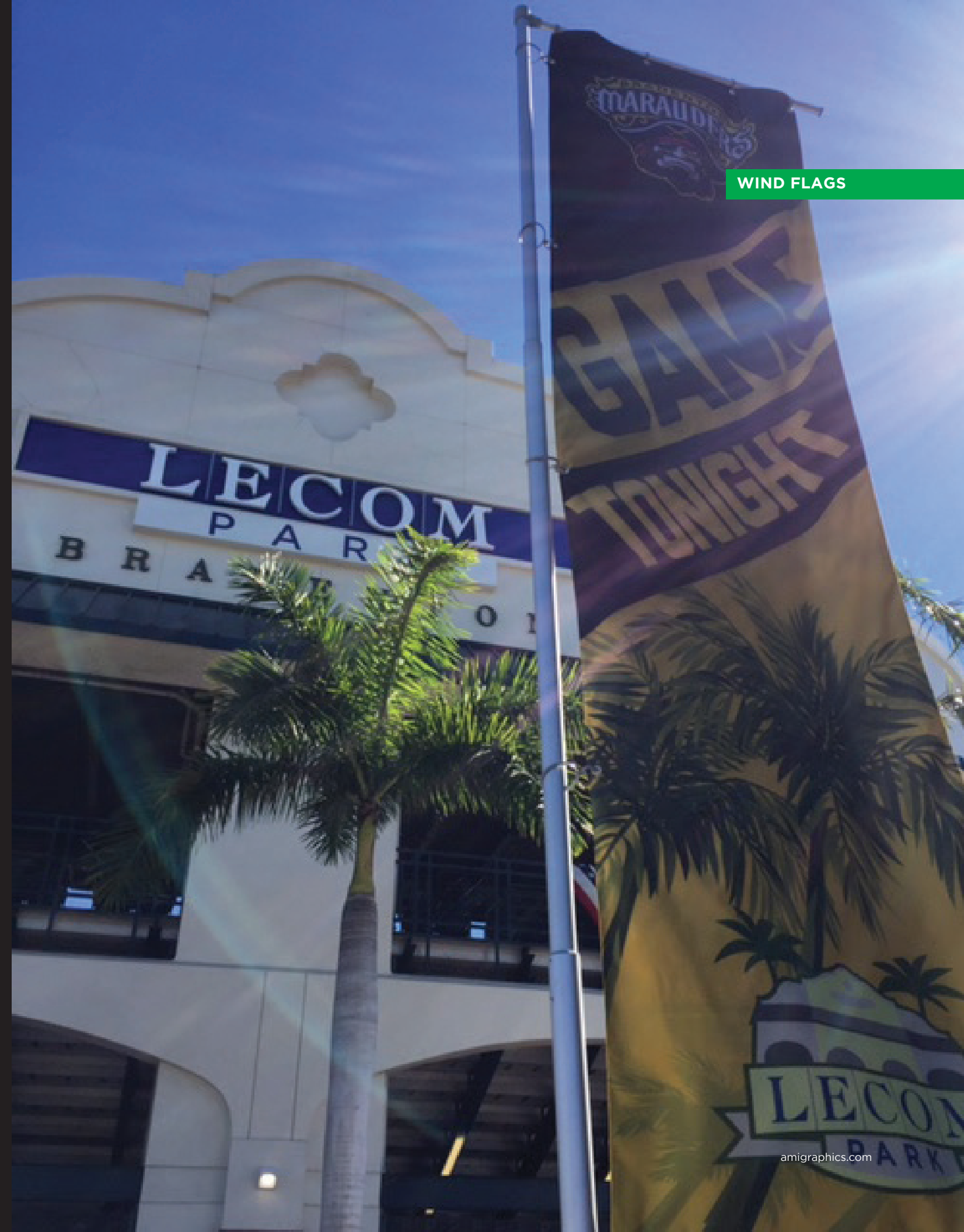
11

WIND FLAGS

Promote upcoming events in front of your ballpark with custom feather flags. Branded feather flags are also a lightweight and portable signage option that is perfect for your on-the-go street team. This is an impressive option for displaying sponsor messaging.



Eco-friendly production process - printed with water-based dye set.



WIND FLAGS

ADDITIONAL SIGNAGE

INTRODUCTION

The party doesn't stop! Keep fans engaged with creative signage in areas of the park that you might have forgotten about.

Group areas such as party decks and picnic spots in and outside the stadium are wonderful opportunities to showcase a temporary message or include some semi-permanent content.

Our team is super creative when looking at spots in and around your facility for some eye-catching branding.

Keep in mind, while attendees may not visit your offices, VIPs often do. Utilize AMI's high-performance and eye-catching wraps for those drab areas that don't often get enough attention.



PARTY DECK/PICNIC AREA



CLUBHOUSE/PLAYER AREA



PENNANT STRINGS

1

PARTY DECK/PICNIC AREA

Party deck and picnic areas provide a variety of signage opportunities for highlighting your sponsors and team accomplishments as well as groups or special guests.

2

PENNANT STRINGS

Promote your team around town with custom pennant strings. Alternate your team logo with a sponsor logo for valuable exposure in local establishments. Pennant strings are also a good option for promoting beverage sponsors throughout concessions and party areas.

3

CLUBHOUSE/PLAYER AREA

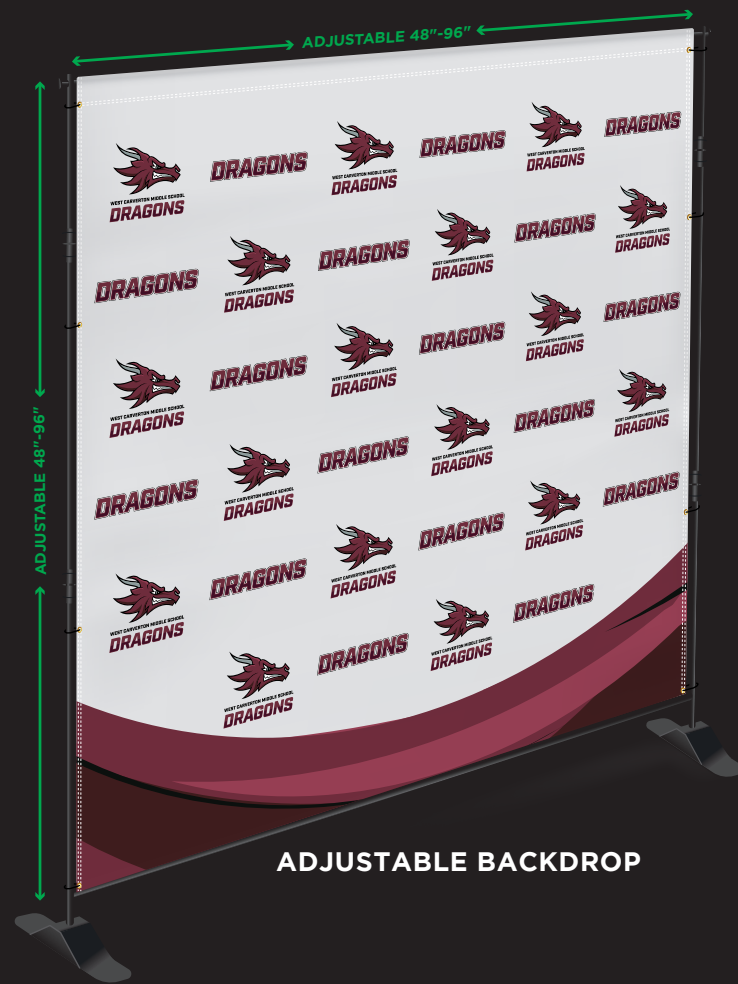
Dress up the clubhouse and other player areas with images and murals to warm up the tired and typical painted cinder-block wall.

4

MEDIA BACKDROP

Here's an opportunity to stand out during your press conferences, photo shoots and high-profile events. A high-quality backdrop hangs cleanly on a wall or you can use one of our hardware options for a free-standing backdrop.

WRINKLE FREE!



ADJUSTABLE BACKDROP



MEDIA BACKDROP



POP-UP FABRIC WALL SYSTEM - NO WRAP

POP-UP FABRICWALL SYSTEM-FULL WRAP

AUTHORIZED
PERSONNEL
ONLY



ELEVATOR WRAPS



FRONT OFFICE



5

ELEVATOR WRAPS

Use elevator doors as an additional opportunity to add team spirit to your stadium. Wraps on elevators going to your suite level make a big impression for your sponsors. We offer signage options for the interior of the elevator, too.

6

FRONT OFFICE

Elevate and transform your office spaces with custom wall murals, sign frames, unique displays and dimensional signage.



SEE SOMETHING YOU LIKE?

Contact us today for more information.

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