



ORGANIZATIONAL OVERVIEW

ABOUT THE VALLEYCATS

WHO WE ARE

The Tri-City ValleyCats are a professional baseball franchise and have been a summer staple in the Capital Region since 2002! They were happy to celebrate their 22nd season as the community's team during 2024. The team focuses on creating a family-friendly entertainment experience across the backdrop of high-quality, professional baseball. The ValleyCats were a member of the New York-Penn League where they competed as an affiliate of the Houston Astros for 18 seasons. In 2024, the ValleyCats completed a successful fourth season in the Frontier League, the largest and longest running Major League Baseball Partner League. This past season, the 'Cats clinched their first Frontier League playoff berth, and hosted the Wild Card Game at "The Joe", a one-game playoff against the Ottawa Titans. Since 2002, 115 former ValleyCats have graduated from their time at Joseph L. Bruno Stadium to play Major League Baseball! That growing list includes 4x batting champion Jose Altuve, World Series MVPs Ben Zobrist, George Springer, and Jeremy Pena, and Cy Young Award Winner Dallas Keuchel. Kumar Rocker made his professional debut with the 'Cats before being selected third overall in the 2022 MLB Draft by the Texas Rangers and was one of three former ValleyCats to make their MLB debuts in 2024. Since 2021, 15 'Cats have joined Major League organizations, including Carson McCusker, whose contract was purchased by the Minnesota Twins in 2023; McCusker is currently with Triple-A St. Paul, and could make his MLB debut as early as 2025. The ValleyCats' Frontier League rosters have also included former big leagues Aaron Altherr, Willy Garcia, Reymin Guduan, Ryan Hartman, and Denis Phipps. As the region's professional baseball team, the organization makes it a priority to be an active and supportive member of our community. We continued these efforts in 2024 and are committed to being part of the fabric of the Capital Region for many years to come! The ValleyCats make a positive economic impact annually with 200 in-season employees and 165,000+ fans visiting the ballpark for games and special events.

WHAT WE OFFER

When you attend a ValleyCats game, baseball is just one part of the appeal! With 48 unique theme nights, each visit to the ballpark is exciting and memorable. There is something for everyone, with fan-favorite promotions including their traditional 4th of July celebration, Star Wars Night, Military Appreciation/Veterans Night, Community Heroes, Bark in the Park, Heritage Nights, Wizard Night, Around the World in 9 Innings, 15 fireworks shows, jersey giveaways, and much more! Bobblehead giveaways have included the Capital Region Heritage Series featuring former 'Cats Kumar Rocker, Joe Musgrove, George Springer, and J.D. Martinez, as well as former Albany-Colonie Yankees Derek Jeter, Mariano Rivera, Andy Pettitte, Jorge Posada, and Bernie Williams. Other fun bobbleheads have included Uncle Sam, Jimi Hendrix, local news personalities, and Michelle Obama! In 2024, the Tri-City ValleyCats hosted several unique events such as the Dustin Lynch Concert at "The Joe". They expanded their youth baseball camp offerings with more dates, including a free clinic as part of MLB's Play Ball Weekend. The team's annual Fall Fest takes place at Joseph L. Bruno Stadium each October, which includes Trick or Treating, family movies, and a live band on the field.

WHEN

The season spans the months of early-to-mid May to the end of August, with 48 home games taking place at Joseph L. Bruno Stadium, 10 additional home games as compared to the team's past New York-Penn League schedule. Special events at "The Joe" help to fill out a team's calendar, beginning in April and extending through October. Some of these events have included concerts, professional wrestling, movie nights, 5K road races, weddings, fundraiser events, youth baseball tournaments, various charity walks, and more.

WHERE WE PLAY

The ValleyCats play their home games at Joseph L. Bruno Stadium, located on the campus of Hudson Valley Community College in Troy. Built in 2002, "The Joe" features 4,500 fixed seats, 10 luxury seats, four unique picnic areas, a wide open-air concourse, two grass berm seating areas, and a 36' x 17' LED video board.

PARTNERSHIP VALUE

With the ability to combine experiential marketing, traditional advertising elements, digital properties, entertainment, and hospitality, the ValleyCats offer business opportunities unlike conventional marketing channels. A partnership with the ValleyCats can connect your brand with a captive audience of over 165,000 fans per season to include a diverse lineup of special events. With a well-attended, family venue, it is clear why the ValleyCats remain an excellent advertising medium and entertainment option for organizations seeking to increase their presence in the Capital Region.

AWARDS & ACCOLADES

- Frontier League Playoff Berth ('24)
- Frontier League Field of the Year ('21)
- 3x New York-Penn League Champions ('18, '13, '10)
- 8x Stedler Division Champions ('18, '15, '14, '13, '12, '10, '06, '04)
- NYPL Nominee for John Henry Moss Community Service Award ('19, '18, '15)
- Esurance Home Field Advantage Award, Minor League Baseball ('17)
- New York-Penn League Vince McNamara Outstanding Club ('14, '08)
- Rensselaer County Regional Chamber of Commerce's Van Rensselaer Award ('12)
- New York-Penn League Robert F. Julian Community & Baseball Service Award ('11, '06)
- Business Review's Best Places to Work ('11)
- Baseball America's Bob Freitas Short Season Organization of the Year ('09)
- New York-Penn League Leo Pinckney Award for Promotional Excellence ('09, '07)

A MEMORABLE EXPERIENCE!

The ValleyCats are a summer staple in the Capital District, delivering entertainment to all ages. Each night provides a memorable experience for guests to share with friends, family, and co-workers. Whether you're a first-time visitor or season ticket holder, the ValleyCats staff will go above and beyond to make sure you enjoy your time at the ballpark!



JOSEPH L. BRUNO STADIUM

MORE ABOUT "THE JOE"

Joseph L. Bruno Stadium, located on the campus of Hudson Valley Community College in Troy, New York, is a 4,500 fixed-seat stadium that opened its gates in 2002. A ten-minute drive from Albany, the facility has an open-air concourse designed to give every seat a great view of the field with an intimate ballpark feel. All seats at "The Joe" are extra wide with seat backs that provide ample leg room, and cup holders located in select seating sections.

STADIUM AMENITIES

- 4,500 Fixed Seats
- 10 Luxury Suites
- Grass Berm Seating Areas
- 4 Unique Picnic Areas
- On-Field Promotions
- Giveaways and Souvenirs
- Kids Interactive Play Area
- 36' x 17' LED Video Board

2025 ALL-STAR GAME AT "THE JOE"

The ValleyCats are proud to host the 2025 Frontier League All-Star Game at Joseph L. Bruno Stadium on Wednesday, July 16th, 2025.

The Home Run Derby takes place immediately before the Frontier League's 32nd Midsummer Classic. After the All-Star Game, there will be postgame fireworks. Players, team representatives, and fans will visit New York's Capital Region and surrounding areas for this multi-day event from July 14th – 17th. Individual tickets go on sale on March 27th, 2025.

Secure your All-Star Game tickets early by booking a group outing at the All-Star Game, or by renewing or purchasing a season ticket, mini, or flex plan.



Tri-City ValleyCats | Joseph L. Bruno Stadium

80 Vandenberg Avenue, Troy, NY 12180
Phone: (518) 629-2287 • Fax: (518) 629-2299
www.tcvalleycats.com

Fan Profile



165,000+

**Fans attended
ValleyCats games
and special events
in 2024**

**The ValleyCats have welcomed more than
3 Million Fans
since the 2002 inaugural season!**

What are 'Cats Fans Saying?

**"LOVE the ValleyCats. Games are fun.
Everything is reasonably priced.
Looking into season passes for next
year. Keep up the good work."
- Nancy M.**

**"Was a great game and a great work
function. Would recommend to any
company." - Taylor N.**

**"SouthPaw adds so much entertainment
for everyone, especially the kids!"
- Linda V.**

Digital Properties



25.4K+



28K+

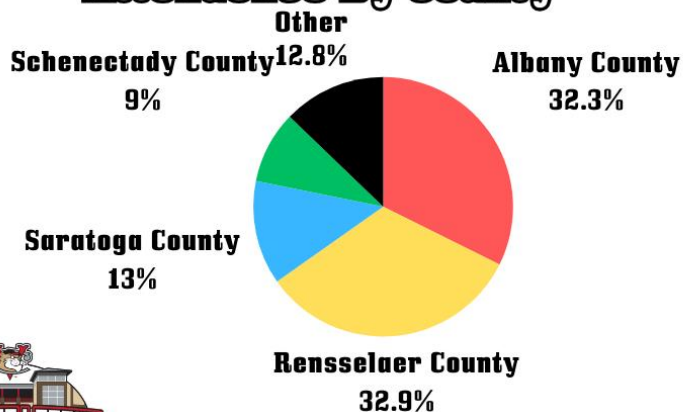


13.7K+

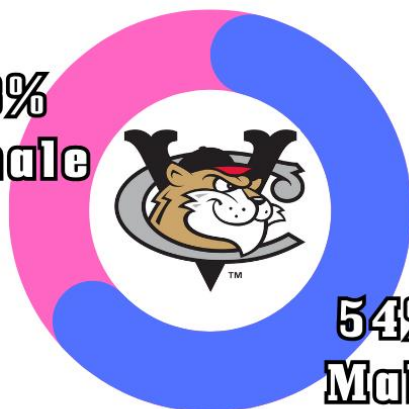


11.2K+

Attendance By County



**46%
Female**



**54%
Male**



Thank you for your support of the Tri-City ValleyCats



'CATS IN THE COMMUNITY



GIVING BACK TO OUR FANS FOR LIFE!



The ValleyCats involvement in the community is one of their highest priorities. Their dedication to the Capital Region is evident in all of their efforts, with a specific focus on supporting the community that has supported them for 20+ years! The 'Cats have been nominated three times ('19, '18, '15) for Minor League Baseball's John Henry Moss Community Service Award, presented to a club that demonstrates an outstanding, on-going commitment to charitable service, support, and leadership within their local community and within baseball history.

COMMUNITY OUTREACH

Annually, the ValleyCats make **175+ community and fundraiser appearances**, many including the most recognizable mascot in the Capital Region – SouthPaw! The ValleyCats donate goods, services and financial support to **over 460 events**, and visit or host **over 30 schools and libraries** with Highmark Blue Shield Northeastern New York's Summer Reading Program. Overall, the ValleyCats contributions, fundraising efforts and charitable partnerships total to **over \$500,000 in annual community support!** In 2020, the ValleyCats front office helped feed the front line at Albany Medical Center, Samaritan Hospital, & Ellis Hospital, as well as assisted with several food distribution programs in conjunction with the Capital District YMCA and Troy Salvation Army. Throughout the 2024 season, the ValleyCats welcomed teachers to enjoy a game for free on specialty nights and honored nightly Veterans of the Game! The ValleyCats continued to honor nine heroes within the Capital Region community during a special on-field ceremony through Community Heroes Night.



The ValleyCats offer a number of community partnerships to invite local organizations, non-profits, youth teams, and more to enjoy a game at "The Joe" on behalf of partners such as National Grid, M&T Bank, and Sysco. Another initiative for these opportunities is underwriting tabling nights for local organizations and non-profits to gain exposure and build brand awareness in front of thousands of fans at a 'Cats game.



GAME-WORN JERSEY AUCTIONS

Each season, the ValleyCats adopt specialty uniforms for select promotional nights and auction the game-worn jerseys off at the conclusion of the night to benefit an organization/cause. In 2024, the ValleyCats wore Carnival-themed jerseys benefitting the National Multiple Sclerosis Society Upstate NY Chapter. Honoring both of Kobe Bryant's retired jersey numbers (eight and 24), on August 24th, the 'Cats wore "Black Mamba" jerseys for Arts in the Ballpark Night benefitting the Boys and Girls Clubs of the Capital Area. These jerseys were auctioned online via LiveSource.



'CATS IN THE COMMUNITY

VALLEYCATS COMMITMENT TO EDUCATION

Education is a big focus for the ValleyCats, and they expanded this program to host three Education Days at "The Joe", while continuing to partner with Transfinder. Over 70 schools and a sold-out crowd fans our special 10 AM games by covering STEM (Science, Technology, Engineering, and Math) topics in an interactive pregame curriculum. They also received a dose of character development by taking the anti-bullying peace pledge before the game. Reading is another focus for the 'Cats as they partner with Highmark Blue Shield of Northeastern New York on a summer reading initiative that culminates in SouthPaw's Not So Scary Halloween Night at "The Joe". Also, prior to every Sunday home game, members of the team read a book to the children in attendance and each child gets to take a copy of the book home.



BASEBALL CAMPS & CLINICS



Part of the ValleyCats' mission as the Capital Region's professional baseball team is to act as a steward for the game. To encourage kids to get involved in baseball and learn the skills required to play the game, the ValleyCats host multiple camps and clinics throughout the summer. The camps focus on everything from fun-filled fitness activities, to more specific instruction from players and coaches. The ValleyCats have partnered with multiple businesses to provide clinics to specific groups of children at no cost.

HEALTHY LIVING

The 'Cats recognize the importance of a healthy lifestyle for their team, staff, and fans, from the food we eat and activities we participate in, to taking care of our community. A few ways the 'Cats promote a healthy lifestyle around the park includes offering healthy meals and snacks at select kiosks, a Father's Day 5k to encourage everyone to remain active, Sunday Fundays in which children can play catch on the field prior to the game and run the bases afterwards, and much more!



TICKET PACKAGES

SEASON TICKETS

ValleyCats baseball at Joseph L. Bruno Stadium is an affordable way to spend a fun night out with family, friends, or co-workers, and we guarantee that you will have a memorable experience! **As a ValleyCats ticket plan holder, you're entitled to exclusive perks and special benefits!**

Whether you're a baseball fanatic or just a casual baseball fan, we have a ticket package that is right for you. Season tickets are the easiest and most economical way to ensure that you do not miss a minute of the action! In addition to the **same great seats for all 48 home games** and the **All-Star Game**, season ticket holders receive the **many benefits listed below!**

- **Easy payment plan! Only \$20 up front!**
- **Guaranteed select premium giveaways**
- **\$25 loaded value for food / beverage / gear**
- **Preferred parking (Premium Box only)**
- **Special season ticket holder entrance and early entry**
- **Season ticket holder gift**
- **Personalized name plates on your seats**
- **First option to purchase playoff tickets**
- **Flexible exchange of unused tickets**
- **Invitations to exclusive team events**

SEATING	PRICE	SAVINGS
PREMIUM BOX	\$543	\$243
RESERVED BOX	\$493	\$195
GRANDSTAND	\$346	\$195



MINI PLAN PACKAGES

Choose from a selection of mini plan options featuring 6, 12, 24, and 27 games. Each includes the **same great seat to each game, at least two fireworks shows, one guaranteed giveaway, flexible exchange, and the first option to purchase playoff tickets!** Add on **All-Star Game tickets** in the **Premium Box** for \$16 per person, in the **Reserved Box** for \$14 per person, or in the **Grandstand** for \$11 per person.

SEATING	6-GAME	12-GAME	24-GAME	27-GAME WEEKENDER	SUNDAY FUNDAY PICK-4
PREMIUM BOX	\$84	\$156	\$288	\$324	\$300
RESERVED BOX	\$72	\$132	\$240	\$270	\$260
GRANDSTAND	\$54	\$96	\$168	\$189	\$220

- Choose between a **6-game Classic Plan** or a **6-Game Uncle Sam Plan**. The Classic plan includes a ticket to **Opening Night** along with five other dates. The Uncle Sam Plan includes a ticket to our **Fourth of July** game along with five other dates.
- The **Weekender Plan** consists of all 27 games that fall on **Friday, Saturday, and Sunday**. Perfect for those who have more down time on the weekend!
- Choose our **Sunday FunDay Pick-4**, which includes **(4) tickets, (4) hot dogs, and (4) sodas** to four select Sunday games! Sundays feature a **reading program at 3:30pm, pregame catch on the field at 4 pm, the game begins at 5 pm, and postgame kids run the bases!** The **price is for all 4 people!**



FLEX VOUCHERS

Receive a flex voucher in increments of 10 or 20, which are redeemable for tickets to any 2025 regular season home game, pending availability. Vouchers can be redeemed in person, online, or over the phone. 20 game flex vouchers are available for **\$220 in Premium, \$180 in Reserved, and \$140 in Grandstand**. 10 game flex vouchers are available for **\$112.50 in Premium, \$92.50 in Reserved, and \$72.50 in Grandstand**. Add on **All-Star Game tickets** in the **Premium Box** for \$16 per person, in the **Reserved Box** for \$14 per person, or in the **Grandstand** for \$11 per person.

BRING YOUR GROUP TO "THE JOE"!

GROUP OUTINGS

What better way to spend a night at "The Joe" than with your friends, family, clients, or co-workers! For an unforgettable experience, bring your group of 20 or more out to a ValleyCats game and enjoy the many benefits listed below!

BENEFITS INCLUDE

- Great seats at a discounted rate
- Group recognition on the video board
- Online tools to help organize your event
- Option to purchase loaded tickets
- Unique experiential opportunities
- Mobile and digital functionality
- Celebrate special occasions
- Entertain customers
- Conduct out-of-the-office team building exercises
- All members of the group are seated together
- Dedicated sales representative



SEATING

	20-99 Save \$4+ per ticket	100+ Save \$5+ per ticket
PREMIUM BOX	\$11.00	\$10.00
RESERVED BOX	\$9.00	\$8.00
GRANDSTAND	\$7.00	\$6.00

ALL-STAR GAME SEATING

	20+
PREMIUM BOX	\$15.00
RESERVED BOX	\$13.00
GRANDSTAND	\$10.00



Add credit to your tickets to buy food, drink, & merchandise!



FOR TICKET INFORMATION & MORE: 518-629-CATS (2287)

TCVALLEYCATS.COM



ENJOY A PICNIC AT THE PARK!

PICNIC PAVILION

Group size: 20-350
\$30 per person
(\$25 children 12 &
under)

**1 Hour Pregame
Buffet**

Menu:

BBQ Chicken
BBQ Pulled Pork
Hot Dogs
Pasta Salad
Chips
Soda & Water



The ValleyCats Picnic Pavilion is the most popular picnic area at "The Joe"! This **covered area** is located down the right field line and is **ideal for groups of various sizes**. First, enjoy a delicious **all-you-can-eat buffet!** Then, head to your **reserved box seats** to enjoy the game. Each guest receives a **souvenir ValleyCats cap!**



Group size: 65-120
\$32 per person
(\$25 children 12 & younger)
Private for your group!
1 Hour Pregame Buffet

Main Options (Choose 2!):

BBQ Chicken
BBQ Pulled Pork
Italian Meatballs
Chicken Parm
Sausage & Peppers
Beef Burgers
Veggie Burgers
Pork Shoulder +\$4
Roasted Salmon +\$5
Ribs + \$6

Side Options (Choose 2!):

Corn on the Cob
Caesar Salad
Roasted Seasonal Vegetables
Macaroni & Cheese
Macaroni Salad
Potato Salad
Watermelon
Cornbread
Roasted Potatoes

Hot dogs, chips, waters, & sodas are included in your meal!

Rowdy's is a **unique location** for your company outing, networking event, or a family and friends' get-together. Enjoy your meal under the tent or on the patio. Unwind with outdoor games such as cornhole before enjoying a **wide selection of premium beer and wine at the bar**, which comes with an **on-site bartender**. Then continue to hang out at Rowdy's for the game, or in your **reserved box seats** for a great view of all the on-field excitement. Each guest receives a **souvenir ValleyCats cap!**



PRIVATE PICNIC AREAS



Group size: 70-150
Minimum of 70 people to book!
\$32 per person
(\$25 children 12 & under)
1 Hour Pregame Buffet

Main Options (Choose 2!):

BBQ Chicken
BBQ Pulled Pork
Italian Meatballs
Chicken Parm
Sausage & Peppers
Beef Burgers
Veggie Burgers
Pork Shoulder + \$4
Roasted Salmon + \$5
Ribs + \$6

Side Options (Choose 2!):

Corn on the Cob
Caesar Salad
Roasted Seasonal Vegetables
Macaroni & Cheese
Macaroni Salad
Potato Salad
Watermelon
Cornbread
Roasted Potatoes

Hot dogs, chips, waters, & sodas are included in your meal!



Located adjacent to the scoreboard in left field, the Top of the Hill offers a **breathtaking elevated view of "The Joe"**! This private patio area features a **dedicated wait staff**, an **on-site bartender**, and a granite bar where you can enjoy a **wide selection of premium and domestic beer and wine**. Stay and catch the excitement of ValleyCats baseball with the great view from the Top of the Hill or from your **Reserved Box seat**. Each guest will receive a **souvenir ValleyCats cap**!



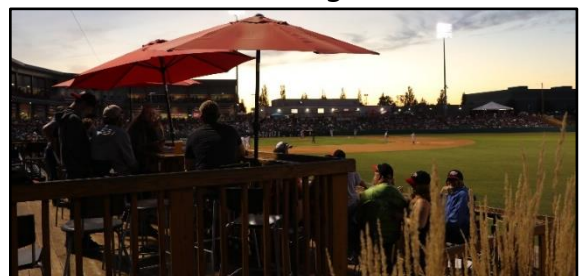
Group Size: 15 - \$600
Group Size: 25 - \$800
Group size: 40 - \$1,250
Dinner served upon arrival

Menu:
Cheese Pizza
Pepperoni Pizza
Salad
Chicken Wings
Chips
Peanuts
Soda & Water

Ask your ValleyCats representative about our beer & wine options!



Entertain family, friends, clients, or employees with a **private "Porch Party!"** Located in right field, The Porch comes complete with **drink rails, barstools, an elevated view of the action, and the menu included in the price**. A dedicated Porch attendant will assist your group with getting their meal upon arrival. This **two-tiered deck** is a perfect outdoor suite, and each guest receives a **souvenir ValleyCats cap**!



EXPERIENCE SUITE LEVEL

LUXURY SUITES

Enjoy the ValleyCats experience from the comforts of one of our private Luxury Suites! A nightly suite rental is ideal for entertaining prospective business partners, rewarding customers, or motivating valuable employees. It is also a great way to host your friends and family for an extra special night out!



**\$600 per night, includes
16 Tickets & \$100 Food Credit
(Pre-fixed Menu Available)**

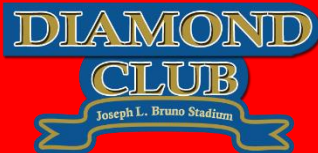
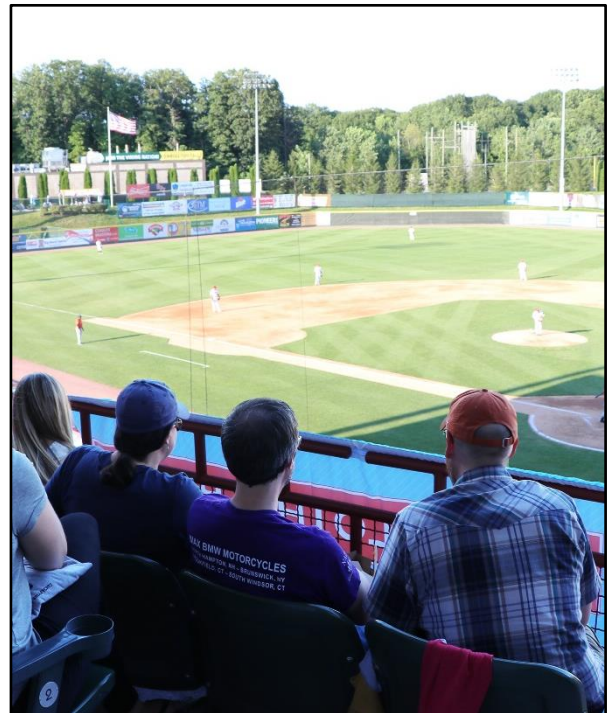
BENEFITS

- **Climate Controlled Lounge**
- **Outdoor Balcony Seating**
- **VIP Parking**
- **Flat Screen TV**
- **Upscale Menu & Beverage Options**
- **Dedicated Wait Staff**



Multi-Game Suite Packages

Luxury suites are also available in **multi-game**, **half season**, and **full season** packages. Our **six-game suite** showcase is an all-inclusive package that gives you the opportunity to engage your guests while enjoying a pre-fixed menu. Multi-game packages give you the flexibility to choose six games that fit you best. We will also display your company banner to showcase your business! Call your ValleyCats sales representative for information regarding our multi-game suite packages.



Group Size: 35-50

**Diamond Club Price: \$1,350 Per Night
(Includes a \$250 Food Credit)**

**Diamond Club & Heritage Suite: \$1,700
(Includes a \$300 Food Credit)**



Our Diamond Club is the perfect location. Host a group of **35 in the Diamond Club** or **add on the adjoining Heritage Suite**, to **fit groups of up to 50 people!** Contact a ValleyCats representative at 518-629-CATS (2287) for more information.

GROW YOUR BRAND AT "THE JOE!"

Promoting and delivering your company's message within Joseph L. Bruno Stadium and beyond is an ideal way to reach a large and captive audience. An estimated 165,000+ fans will attend ValleyCats games and special events at "The Joe" in 2025!

SIGNAGE & PRINT

Outfield Fence Signs

Perhaps the most recognizable, popular, and effective forms of branding in professional baseball, these 14' x 7' billboards provide the backdrop for all the action and are a vital part of the look and feel of a ValleyCats game. Your sign will gain additional exposure through local TV highlights, website coverage, and photos in local newspapers. Through the streaming of ValleyCats home games, your sign will receive additional exposure to an online audience of 31,000+ in the area and markets across the 18 Frontier League teams around the country.



Concourse Signage

Joseph L. Bruno Stadium's spacious concourse area is frequently navigated by high volumes of traffic, making it an ideal location for promoting your brand. Brand opportunities include illuminated signs, lineup & standings boards, bathroom signs, and more! Ask about other unique signage opportunities!

Digital Video Board

Place your company logo and brand messaging on our state-of-the-art 36' x 17' LED video board! Located above the scoreboard in left field, the video board is an attention grabber the entire night! Opportunities include inning sponsorships, banner advertisements, and game integrated logo placement.



Homeplate Central News Daily Program

A free publication, this gameday magazine keeps ValleyCats fans informed all season long. Multiple unique editions offer fresh content throughout the season, including updated player profiles, upcoming opponents, and feature articles. 30,000 copies are distributed over the course of the season. A digital version allows the publication to reach fans outside of the ballpark via promotion on social media and the team's website.



Pocket Schedules

Get your brand in front of 140,000+ fans and families throughout New York's Capital Region by advertising in our annual pocket schedule. These collectibles are distributed throughout the region through strategic placement in offices and businesses. A digital version allows additional sharing online, and the opportunity for your ad to reach additional fans in the area and around the world.



DIGITAL PARTNERSHIP OPPORTUNITIES

ValleyCats Official Website

The #1 source for everything ValleyCats, tcvalleycats.com attracts approximately one million page views per year! Ask about banner ad & link opportunities, as well as custom branded pages and promotions.

E-Newsletter Ad Opportunities

Keeping fans updated year-round, the ValleyCats Homeplate Central News e-newsletter is sent to a database of over 25,000! During the season, it is sent at least once prior to each homestand. This is a great way to reach the most dedicated Cats fans!

Social Media Partnerships

The ValleyCats are extremely active on social media, engaging with a loyal following all year long. Our Facebook page alone has an audience of 28,000+ fans spanning across the Capital Region! Ask how we can incorporate a social media campaign into your partnership.



ENGAGE OUR FANS!

INTERACTIVE EXPERIENCE OPPORTUNITIES

Game Sponsorship

Your brand will take center stage on a selected night at "The Joe" and will reach beyond the ballpark by being included in our marketing and promotional efforts leading up to the event. Game sponsorships include the following elements:

- (3) PA/video board announcements during the game
- Premier tabling/display opportunity in entrance to the stadium
- Ceremonial first pitch opportunity
- Company banner above the front gates of the stadium
- 50 reserved box tickets
- Inclusion in print/TV/radio/social media marketing efforts
- Listing in our pre-homestand e-newsletter
- Listing on all ticket, and the ValleyCats online promotional calendar



In-Stadium Entertainment

The ValleyCats are known for providing family-friendly entertainment on a nightly basis. Connect with a captive audience by branding one of our popular promotions or on-field contests. Opportunities include pregame festivities such as live music and award ceremonies, in-game promotions such as the Tri-City Mayors Race, Trivia Contest, Hot Dog Race, Stack N Dash, 5th Inning Drag, 7th Inning Stretch, or postgame entertainment such as fireworks.

Promotional Giveaways

Sponsor a co-branded premium giveaway item and extend your brand into thousands of fans homes and offices for years to come! Opportunities include bobbleheads, bats, hats, t-shirts, novelty items, and more!

Tabling Displays

Capitalize on our high-traffic areas along the concourse or in front of the stadium to distribute information and interact directly with our fans.



COMMUNITY OUTREACH

Help us make a positive impact on the Capital Region community by partnering with us in a unique community initiative. These can either be tied into a night at the ballpark or extend beyond the "The Joe". Opportunities include special awareness nights, team performance related donations, baseball camps, underwritten tickets, and more!





2025 SCHEDULE

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	8	BR 6:30PM 9	BR 6:30PM 10
BR 5:00PM 11	12	NY 13	NY 14	NY 15	SC 6:30PM 16	SC 6:30PM 17
SC 5:00PM 18	19	BR 20	BR 21	BR 22	QC 23	QC 24
QC 25	26	DE 6:30PM 27	DE 10:00AM 28	DE 10:00AM 29	OTT 6:30PM 30	OTT 6:30PM 31

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
OTT 5:00PM 1	2	FLO 3	FLO 4	FLO 5	LE 6	LE 7
LE 8	9	GAT 6:30PM 10	GAT 10:00AM 11	GAT 6:30PM 12	BR 6:30PM 13	BR 6:30PM 14
BR 5:00PM 15	16	DE 17	DE 18	DE 19	DE 20	DE 21
DE 22	23	OTT 6:30PM 24	OTT 6:30PM 25	OTT 6:30PM 26	SC 27	SC 28
SC 29	30					

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
		QC 6:30PM 1	QC 6:30PM 2	QC 6:30PM 3	NJ 6:30PM 4	NJ 6:30PM 5
NJ 5:00PM 6	7	OTT 8	OTT 9	OTT 10	TR 11	TR 12
TR 13	ALL-STAR BREAK 14	ALL-STAR BREAK 15	ALL-STAR BREAK 16	ALL-STAR BREAK 17	TR 6:30PM 18	TR 6:30PM 19
TR 5:00PM 20	21	TR 22	TR 23	TR 24	QC 6:30PM 25	QC 6:30PM 26
QC 5:00PM 27	28	NY 11:00AM 29	NY 6:30PM 30	NY 6:30PM 31		

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
					QC 1	QC 2
QC 3	4	NJ 6:30PM 5	NJ 6:30PM 6	NJ 6:30PM 7	TR 6:30PM 8	TR 6:30PM 9
TR 5:00PM 10	11	NY 12	NY 13	NY 14	BR 15	BR 16
BR 17	18	NY 6:30PM 19	NY 6:30PM 20	NY 6:30PM 21	JOL 6:30PM 22	JOL 6:30PM 23
JOL 5:00PM 24	25	NJ 26	NJ 27	NJ 28	OTT 29	OTT 30
OTT 31						

HOME AWAY

FIREWORKS

CAMP/EDUCATION DAY

ALL-STAR GAME AT "THE JOE"



CHANCES TO
EXPERIENCE THE
EXCITEMENT OF
VALLEYCATS
BASEBALL AT
"THE JOE" THIS
SUMMER!

48

518 629 CATS

TCVALLEYCATS.COM



FRONTIER LEAGUE
PROFESSIONAL BASEBALL

OPENING DAY - MAY 9

ALL-STAR BREAK - JULY 14-17

END OF REGULAR SEASON - AUGUST 31

ATLANTIC CONFERENCE

NORTH DIVISION

TC - TRI-CITY VALLEYCATS

OTT - OTTAWA TITANS

QC - QUEBEC CAPITALS

TR - TROIS-RIVIERES AIGLES

BR - BROCKTON ROX

EAST DIVISION

DE - DOWN EAST BIRD DAWGS

SC - SUSSEX COUNTY MINERS

NJ - NEW JERSEY JACKALS

NY - NEW YORK BOULDERS

MIDWEST CONFERENCE

CENTRAL DIVISION

WSH - WASHINGTON WILD THINGS

LE - LAKE ERIE CRUSHERS

FLO - FLORENCE Y'ALLS

EVN - EVANSVILLE OTTERS

WEST DIVISION

MIS - MISSISSIPPI MUD MONSTERS

GAT - GATEWAY GRIZZLIES

JOL - JOLIET SLAMMERS

SCH - SCHAUMBURG BOOMERS

WC - WINDY CITY THUNDERBOLTS