



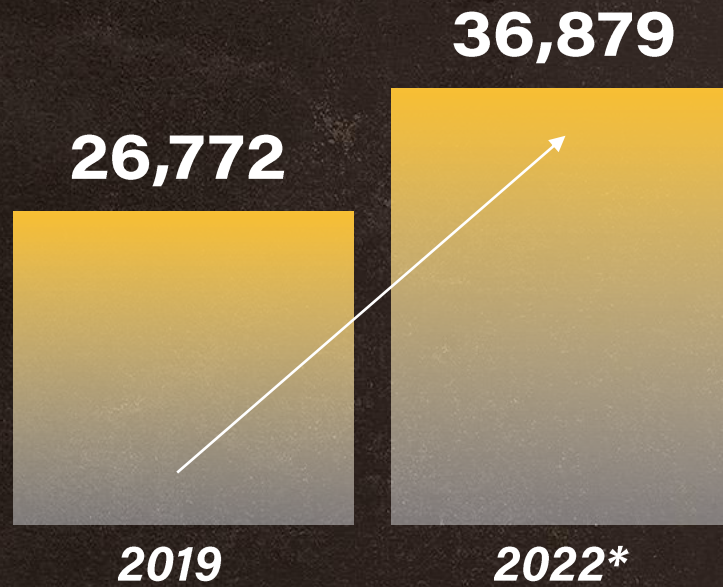
SAN DIEGO
**COMMUNITY
POWER**



2022 ***PARTNERSHIP RECAP***

PETCO PARK ATTENDANCE

AVERAGE PER GAME



*regular season

38% INCREASE FROM 2019



- > The Padres finished the regular season with total paid attendance of **2,987,184**
- > The **2nd** highest in franchise history

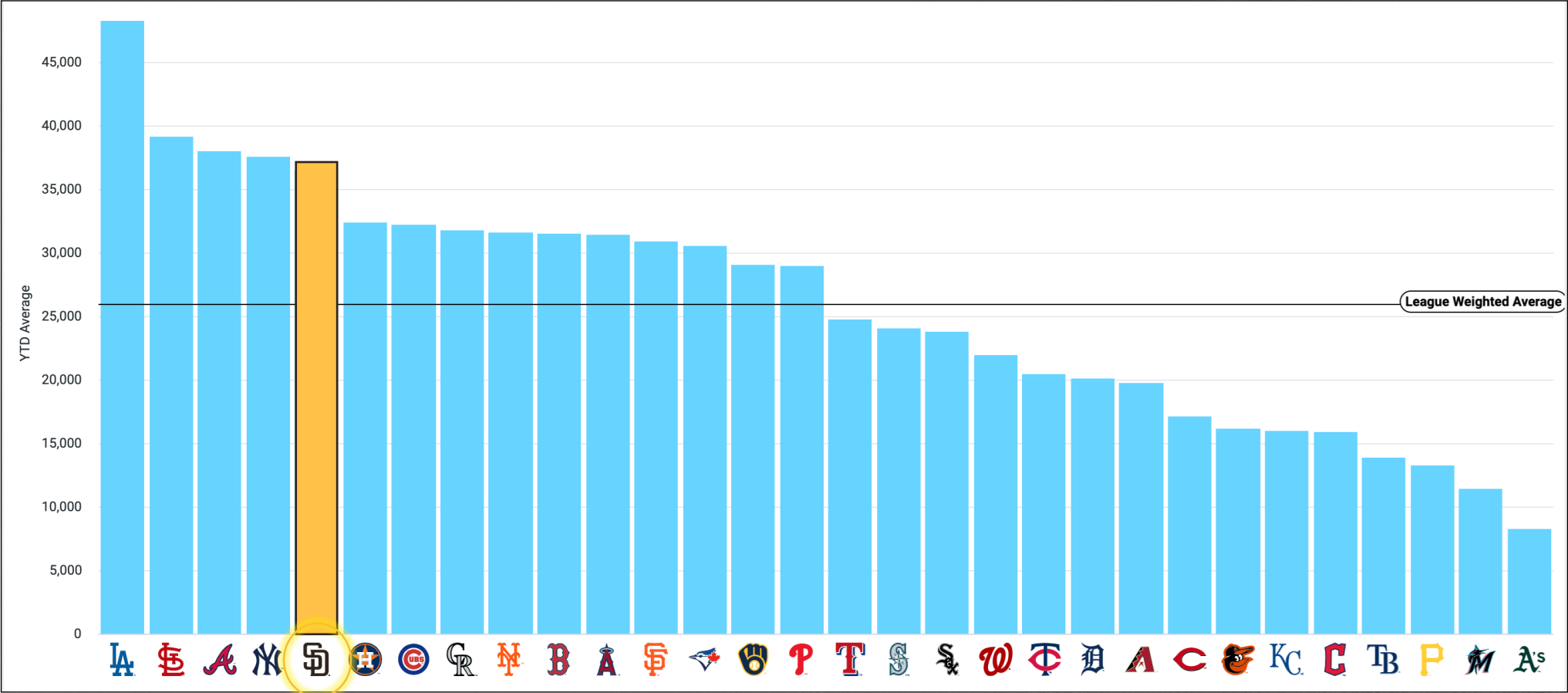
AMERICA'S **#1** BALLPARK



SAN DIEGO PADRES

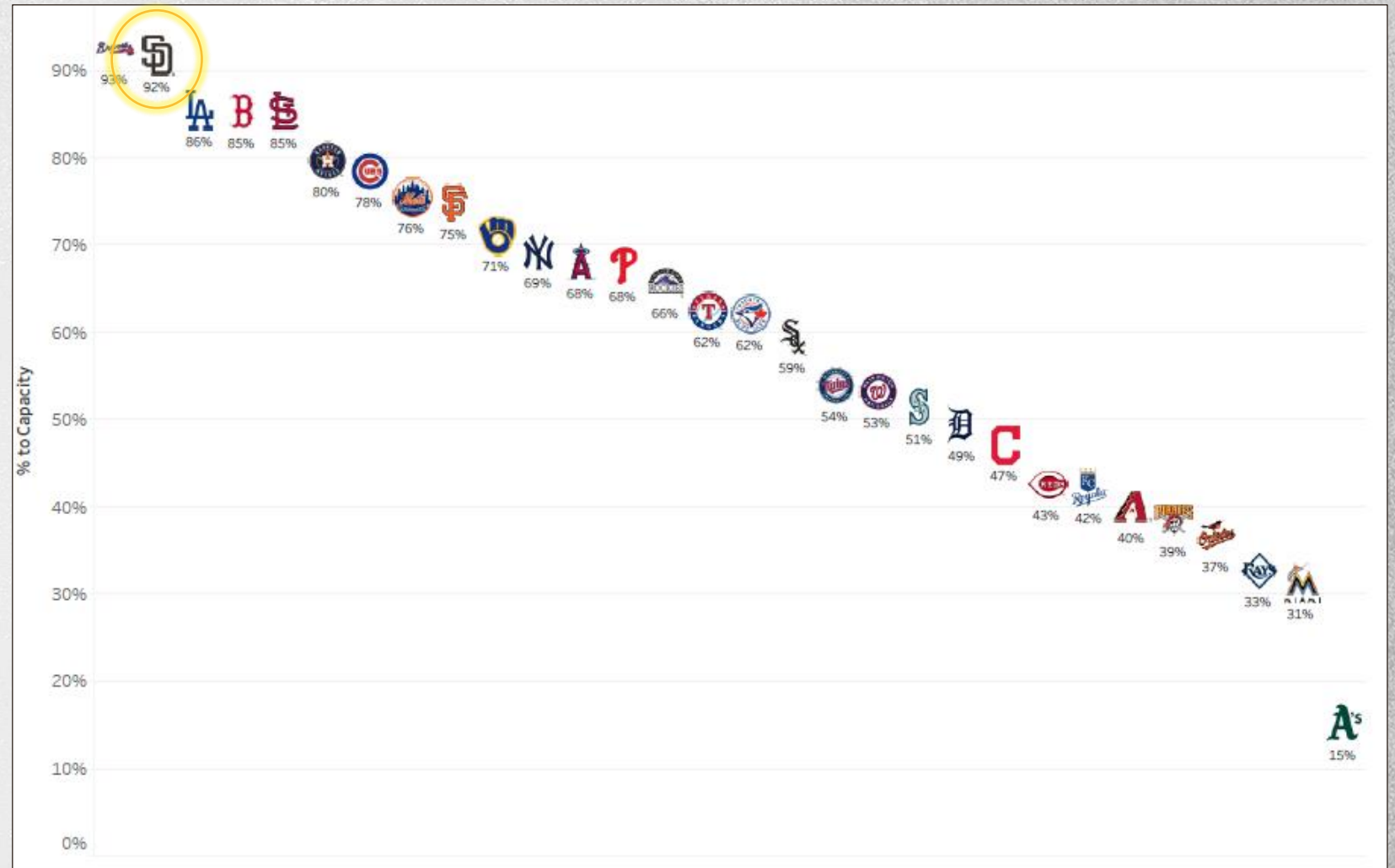
MLB ATTENDANCE

THE PADRES WERE #5 IN MLB ATTENDANCE

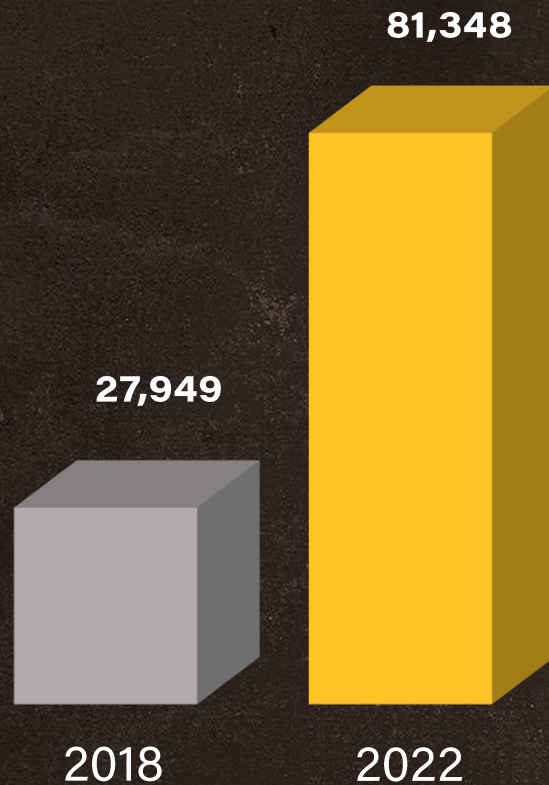


MLB ATTENDANCE BASED ON CAPACITY

- The Padres at Petco Park rank **#2** in MLB in attendance as a percent of ballpark capacity.
- The Padres have sold **92%** of all available tickets in the 2022 regular season.



2022 TV IMPRESSIONS



**PADRES AVERAGE LIVE
GAME IMPRESSIONS, P2+**

2022

- At home in the regular season, the Padres were featured on **10** National Broadcasts, including ESPN, TBS, Fox, and MLB Network.
- In total, the Padres were featured on **22** National Broadcasts during the regular season.
- On Bally Sports San Diego:



- Padres games are averaging **50,818** HH Impressions.
- Padres streaming has seen a **72%** increase in impressions from 2021 to 2022.
- Overall television impressions (P2+) on Bally Sports San Diego are up **67%** vs. last season & up **189%** vs 2018.
- Padres games on Bally Sports San Diego is rank **#1** in primetime among all networks.
- 96% of regular season games played by the San Diego Padres were the **#1 program** on cable the day they were played in the San Diego market.

SOCIAL MEDIA ENGAGEMENT

788K



League rank in follower engagement with team issued content:



1MM



League rank in growth of followers:



614K



*TikTok Growth:
Ranked **4th** in followers in the League
3rd in the number of likes*

587K



72K



*YouTube Growth:
Ranked **6th** in subscribers in the League*

NATIONAL MEDIA

FS Friars on Base

Jurickson Profar may be headed toward breakout season with Padres

San Diego Padres outfielder Jurickson Profar isn't known for being a strong hitter, but he may currently be contributing more to the Friars'...



8 CBS 8

Manny Machado and Joe Musgrove announced as Padres representatives for 2022 All-Star Game

Manny Machado and Joe Musgrove announced as Padres representatives for 2022 All-Star Game · Download the News 8 SD App.



MLB.com

Padres hit 3 homers vs. D-backs, add to Wild Card lead

SAN DIEGO – The Padres have played well enough at times this season. They're in the playoff picture, after all, 14 games above .500,...



MLB.com

Jorge Alfaro thrives after trade to Padres

He just wasn't sure where he would end up – until he got a late-night phone call from Padres president of baseball operations A.J. Preller. "...



SportsLogos.Net News

San Diego Padres Unveil New, "Vibrant" City Connect Uniform

The pink, green, and yellow uniforms are "inspired by the vibrant landscapes in the San Diego and Baja California communities," reads the press...



The San Diego Union-Tribune

Manny Machado leading NL third basemen in first All-Star vote

The Padres' Manny Machado leads third basemen in All-Star voting. (Gregory Bull / Associated Press). Manny Machado seeking second All-Star...



PADRES CITY CONNECT UNVEIL



San Diego Padres Retweeted

Nike Diamond @nikediamond

From beaches & sunsets, to our love of our Padres, we transcend national boundaries & come together as one. The Padres' City Connect jersey mixes iconic imagery & vibrant colors of the Baja peninsula. The design reflects the city's beauty, spirit & friendships across communities.

San Diego Padres and MLB

On July 8th, 2022 the Padres unveiled their City Connect uniforms for the first time on the field.

Pinned Tweet

San Diego Padres @Padres

Two cities. Two cultures. One home team.

Dos ciudades. Dos culturas. Un equipo de casa.

[Translate Tweet](#)



2022 PADRES ALL STARS

ALL STAR GAME 2022

MANNY MACHADO

STARTING NATIONAL LEAGUE 3RD BASEMAN

SAN DIEGO PADRES SD TIME TO SHINE

A promotional card for Manny Machado, the starting third baseman for the National League in the 2022 All-Star Game. The card features a large, close-up portrait of Machado wearing a white San Diego Padres home jersey with yellow pinstripes and a white batting helmet with the 'SD' logo. He is smiling. In the background, there is a smaller action shot of him in a batting stance. The text 'MANNY MACHADO' is written in a stylized font above the action shot. Below the main title, there are five stars. The bottom of the card includes the San Diego Padres logo and the slogan 'TIME TO SHINE'.

JOE MUSGROVE - RHP

NATIONAL LEAGUE

ALL-STAR

ALL STAR GAME 2022

A promotional card for Joe Musgrove, the right-handed pitcher for the National League in the 2022 All-Star Game. The card features a large, close-up portrait of Musgrove in a white Padres jersey and cap, looking off to the side. In the background, there is a smaller action shot of him in a pitching motion. The text 'JOE MUSGROVE - RHP' is at the top. Below the main title, there is a small 'ALL STAR GAME 2022' logo.

JAKE CRONENWORTH - 2B

NATIONAL LEAGUE


ALL-STAR

RESERVE

ALL STAR GAME 2022

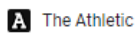
A promotional card for Jake Cronenworth, the reserve second baseman for the National League in the 2022 All-Star Game. The card features a large, close-up portrait of Cronenworth in a white Padres jersey and cap, looking off to the side. In the background, there is a smaller action shot of him in a batting stance. The text 'JAKE CRONENWORTH - 2B' is at the top. Below the main title, there is a small 'ALL STAR GAME 2022' logo.

JUAN SOTO



San Diego Padres trade for Washington Nationals slugger Juan Soto


Juan Soto, who was traded to the Padres on Tuesday, is second only to Hall of Famer Ted Williams in on-base percentage through his age-23 season...



Juan Soto is bringing power and walks — lots of walks — to the Padres offense

SAN DIEGO — Before he soared to stardom, Juan Soto learned how to walk. His true education, according to the outfielder, began in rookie...





MLB Network
@MLBNetwork

"You never give up too much when you're getting a Hall of Famer in return...the Padres had to leave no doubt."



Marc Carig
@MarcCarig

Juan Soto and the most consequential deal in the history of the MLB trade deadline.

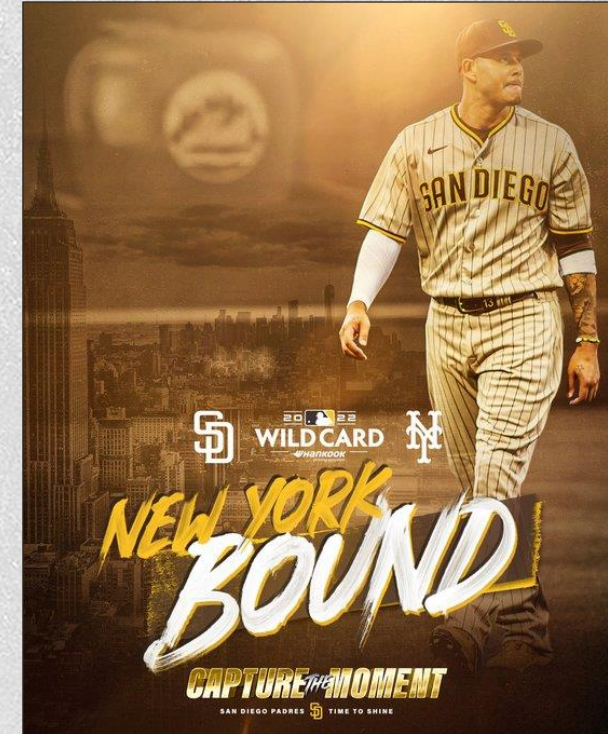
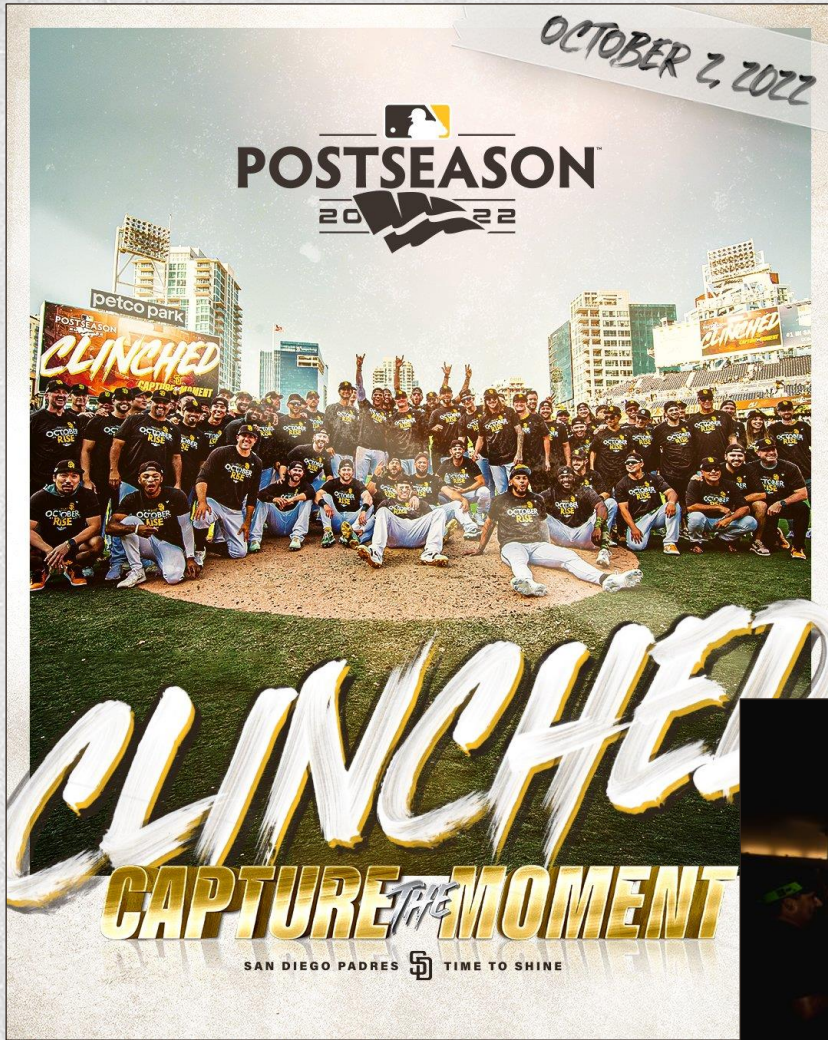


Sportsnet 590 The FAN
@FAN590

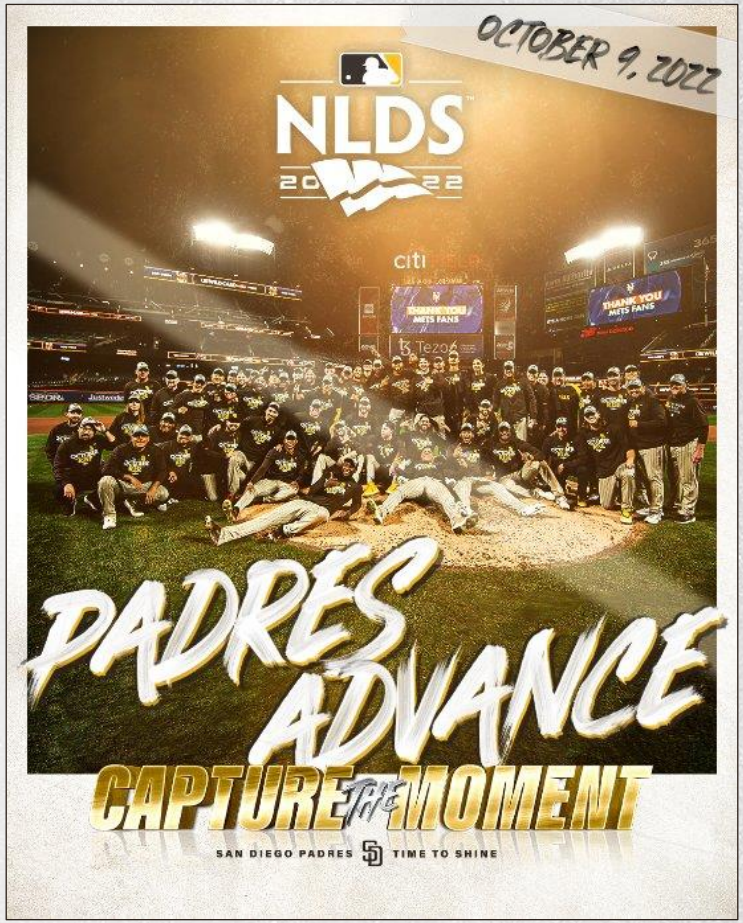
"We're going to come back to this day for years. This is a seismic day for the sport."



CLINCHED!





PADRES ADVANCE TO THE NLDS

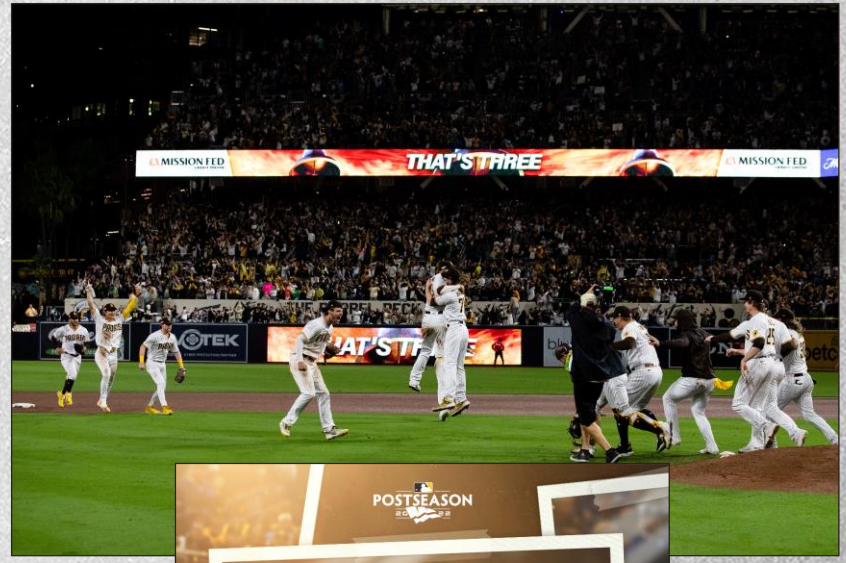
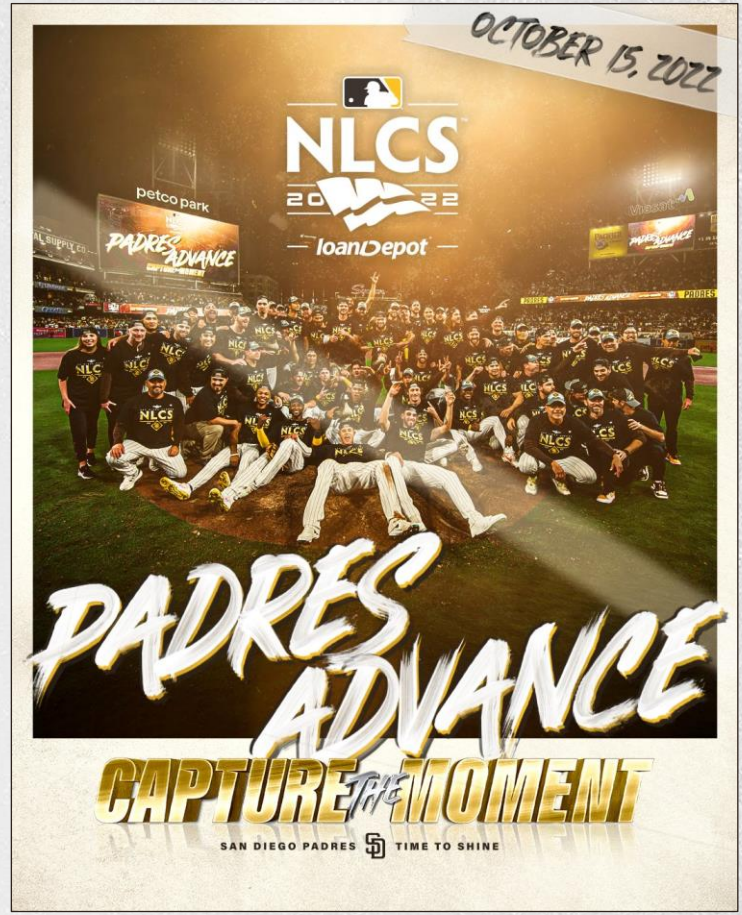



SD 2-1 NY



PADRES ADVANCE TO THE NLCS







“”
Probably the best crowd I've ever pitched in front of. The energy was electric the entire time.
- BLAKE SNELL -

SD 3-1 LA



POSTSEASON NATIONAL MEDIA

MLB.com

Padres clinch National League Wild Card berth

Padres nab Wild Card: 'Best moments are yet to come'. San Diego lands in postseason while still on the field against the White Sox. October 2nd,...



ESPN

San Diego Padres clinch second playoff berth since 2006

The Padres clinched a playoff spot while batting in the seventh inning against the Chicago White Sox on Sunday, drawing a roar from the sellout...



ESPN

Padres eliminate Mets, secure NLDS date with rival Dodgers

A winner-takes-all playoff finale pitching in front of a hostile New York City crowd at Citi Field. San Diego needed a strong start from the...



The Guardian

San Diego Padres stun 111-win LA Dodgers to reach first NLCS in 24 years

Jake Cronenworth hit a tiebreaking, two-run single with two outs in the seventh inning and the San Diego Padres rallied past the Los Angeles...



Call to the Pen

San Diego Padres closer Josh Hader sets playoff record

San Diego Padres closer Josh Hader has put all of the questions about his effectiveness to rest. He had struggled before the trade deadline,...



The San Diego Union-Tribune

Padres' seventh inning against Dodgers will live forever

Photos: Padres drop Game 5 of NLCS to Phillies. The San Diego Padres faced off against the Philadelphia Phillies Saturday in Game 5 of the...



MLB @MLB

For the first time in 24 years, the @Padres are headed to the NLCS. #CLINCHED #postseason



MLB @MLB · Oct 12
Heading back to San Diego all tied up! #Postseason



POSTSEASON NUMBERS

- *Petco Park hosted 4 Postseason games.*
- *All games were nationally televised on **FS1***
- *The 4 home games averaged a **20+ HH** Rating and **220,000+ HH** Impressions.*
- *Each game averaged **45,000** fans in attendance.*





SAN DIEGO
**COMMUNITY
POWER**



SAN DIEGO PADRES

SDCP Pre Game Ceremony & First Pitch Power 100 Champions



>>Petco Park is the first NL Ballpark that uses 100% renewable energy.



SDCP Power 100 Partnership Press Conference



>>Petco Park Press Conference – Mayor Todd Gloria and San Diego Community Power announced Key Partners who became Power 100 Champions in 2022.



>>> Signage Benefits: Full LED Takeover



- > *100% Media Value: \$22,085
- > *Exposures: 96
- > *Total Duration: 3:51 min

nielsen

>>> Signage Benefits: Grandstand & Videoboard Bugs



- > 100% Media Value: \$37,739
- > Exposures: 155
- > Total Duration: 7:21 min

nielsen

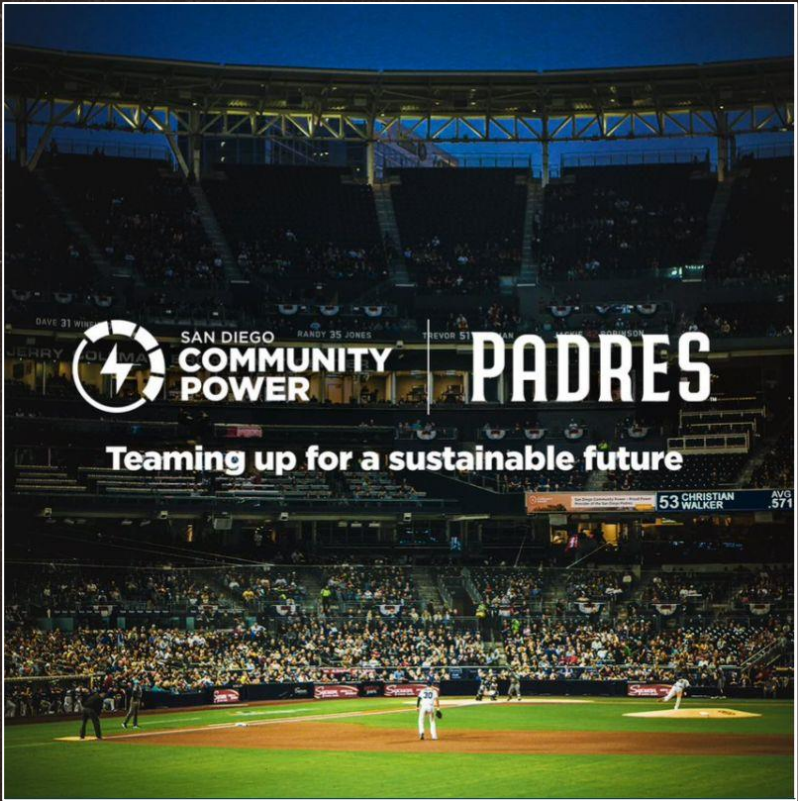
Total 100% Media Value: **\$59,823 K**

Total Exposures: **253**

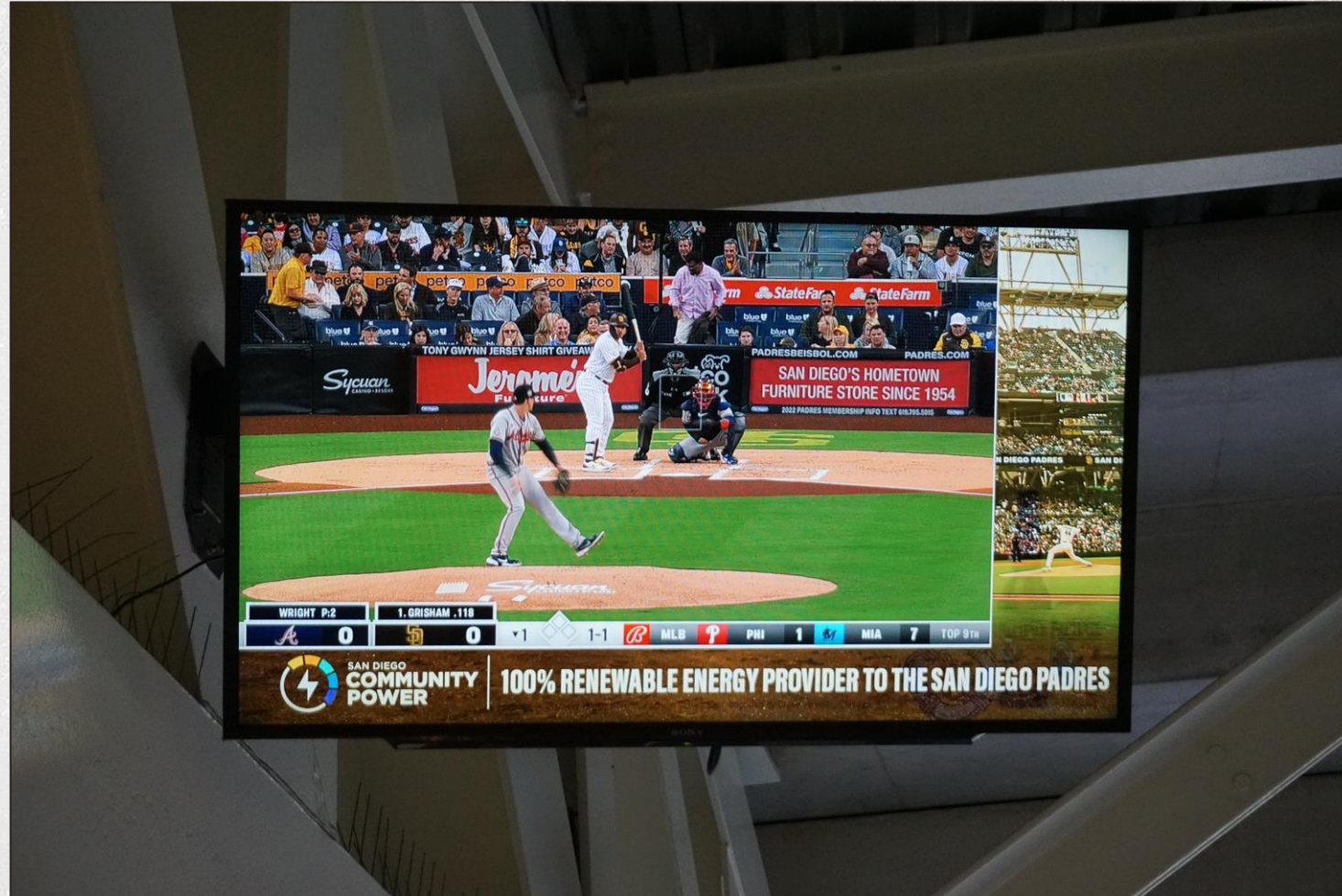
Total Duration: **11:14 min**

nielsen
.....

> > > Tonight's Lights & Power 100 Champions



> > > Signage Benefits: TV L-Bar



> > > Tatis Giveaway



Fernando Tatis Hat Giveaway

First 35,000 fans in attendance June 8, 2022

> > > Tatis Giveaway: Digital & In-Ballpark Digital Media

•Owned Media:

- Inclusion in 7 emails distributed to Padres Member and Registered Users database
- Inclusion on Padres.com
- Padres.com/Giveaways page
- Can be found on Single-Game Tickets page

In-Ballpark: 8 Dates (May 23-29) & (June 6-7)

- Main Videoboard
- Left Field Videoboard
- L-Bars on tv's throughout the ballpark
- Gallagher Square Videoboard
- Signage outside Petco Park Box Offices
- Videoboard on Western Metal Building near gates



Tatis Giveaway Radio & TV Support

- :10 live read/drop-ins during game broadcasts on FM 97.3 home and away (During 10 games)
- :10 live read/drop-ins with graphic during game broadcast on Bally's Sports San Diego broadcasts (During 10 games)
- Ticker read in corner of game broadcast on Bally's Sports for 4 Games
- English radio, Spanish radio, & digital radio
- Partnered with Local Media for social media videos featuring morning show talent, highlighting key upcoming giveaways.

Example Read: LOOK AS FRESH AS EL NINO WITH THIS FERNANDO TATIS JR HAT! ON JUNE EIGHTH AGAINST THE NEW YORK METS, THE FIRST 35,000 FANS WILL RECEIVE THIS GIVEAWAY THANKS TO SAN DIEGO COMMUNITY POWER. VISIT PADRES DOT COM SLASH GIVEAWAYS.



Tatis Giveaway Radio & TV Continued



AUDACY

Provided Tatis Jr. hats to 97.3 The Fan, whose on-air talent promoted heavily on social media in-advance.



iHeart MEDIA

On Tuesday, June 7, Padres did an iHeart studio road show, providing a four-pack of tickets per station in promotion of the Tatis Jr. Hat giveaway.



TV PROMOTION


Entravision promoted the hat on-air during the news hour as well as on social media. Fox5 also mentioned during on-air news.



Tatis Giveaway Earned Media

- Inclusion in Padres press release for upcoming homestand to area media outlets for individual press coverage
- Prominently featured through organic social media promotion of the hat giveaway as well





PADRES HOMESTAND REPORT

HOMESTAND #4 JUNE 6-8 / JUNE 10-12
100 PARK BLVD • PETCO PARK • SAN DIEGO, CA • 92101

[PADRESPRESSBOX.COM](https://www.padrespressbox.com) [PADRES.COM](https://www.padres.com) [/PADRES](https://www.facebook.com/padres) [@PADRES](https://www.instagram.com/padres) [@PADRES](https://www.twitter.com/padres) [@PADRESPR](https://www.twitter.com/padrespr) [@PETCOPARK](https://www.twitter.com/petcopark)

WEDNESDAY, JUNE 8 VS. NEW YORK METS @ 6:40 P.M.

Wednesday will be highlighted by a Padres Giveaway. The first 35,000 fans in attendance will receive a **Fernando Tatis Jr. Themed Hat** presented by San Diego Community Power to celebrate the superstar shortstop.

The Padres will host a **Filipino Heritage Celebration** at Petco Park on Wednesday in community partnership with The House of the Philippines. The Theme Game package includes a donation to a local community group and a ticket to the Mets vs. Padres game.

Tatis Giveaway Email Examples

PROMOTIONAL HIGHLIGHTS

 First 35,000 Fans WEDNESDAY JUNE 8 6:40PM	 FRIDAY JUNE 10 6:40PM	
 First 15,000 Fans SATURDAY JUNE 11 1:10PM	 Discounted Drinks & Live Music SATURDAY JUNE 11 7:10PM	 First 8,000 Kids SUNDAY JUNE 12 1:10PM

JUNE 8 vs METS
PADRES GIVEAWAYS
FERNANDO TATIS JR. HAT



The Padres return home June 6-12 to host the New York Mets and Colorado Rockies. On Wednesday, June 8, the first 35,000 fans will receive a Fernando Tatis Jr. Hat, presented by San Diego Community Power. The fun continues Friday, June 10 for BeerFest presented by Southwest Airlines. Arrive early for live music and \$5 beer specials. 🍺



>>> **JUNE 6-8** <<<

[Buy Tickets](#)

PADRES GIVEAWAY
FERNANDO TATIS JR. HAT
JUNE 8 >



There's lots of baseball at Petco Park June 6-12 as the Padres host the New York Mets and Colorado Rockies. On June 8, arrive early to be one of the first 35,000 fans to rep' El Niño and receive a Tatis Jr. Hat presented by San Diego Community Power. The fun continues Friday with BeerFest presented by Southwest Airlines. Enjoy live music and \$5 beer specials before the 6:40 PM game against the Colorado Rockies.



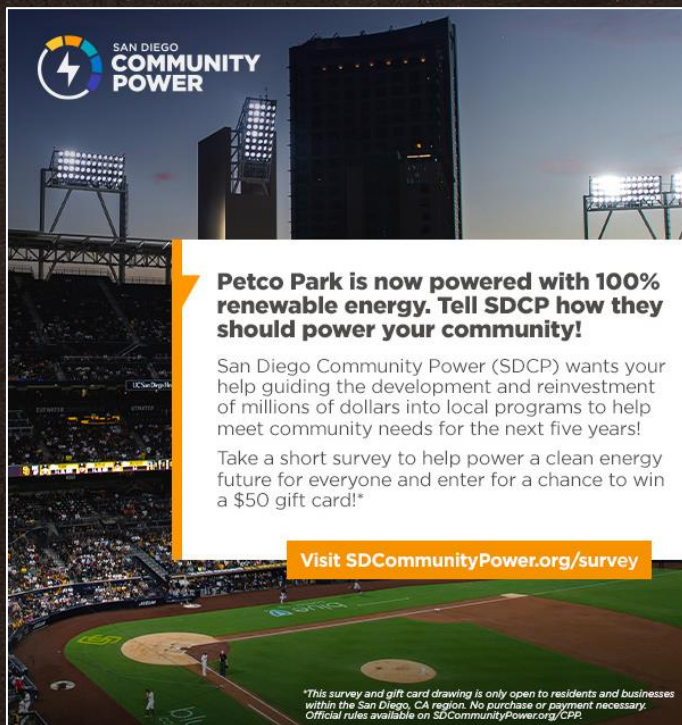
Tatis Giveaway Total Media Valuation

>\$160k



SAN DIEGO PADRES

SD Community Power Email



Email 5/2

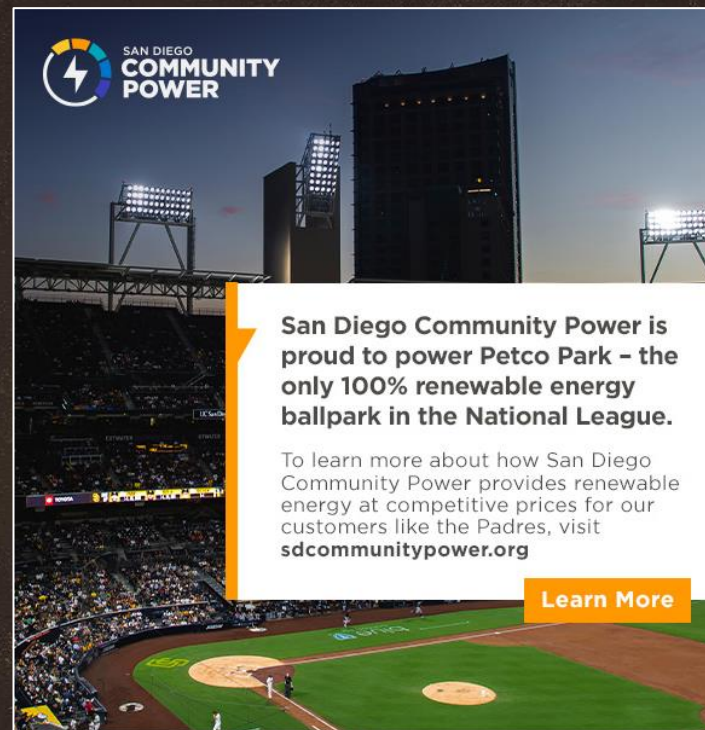
Mailed: 299,400

Opens: 144,361

Open Rate: 48.3%

Clicks: 815

Click Rate: 0.27%



Email 9/6

Mailed: 162,548

Opens: 87,577

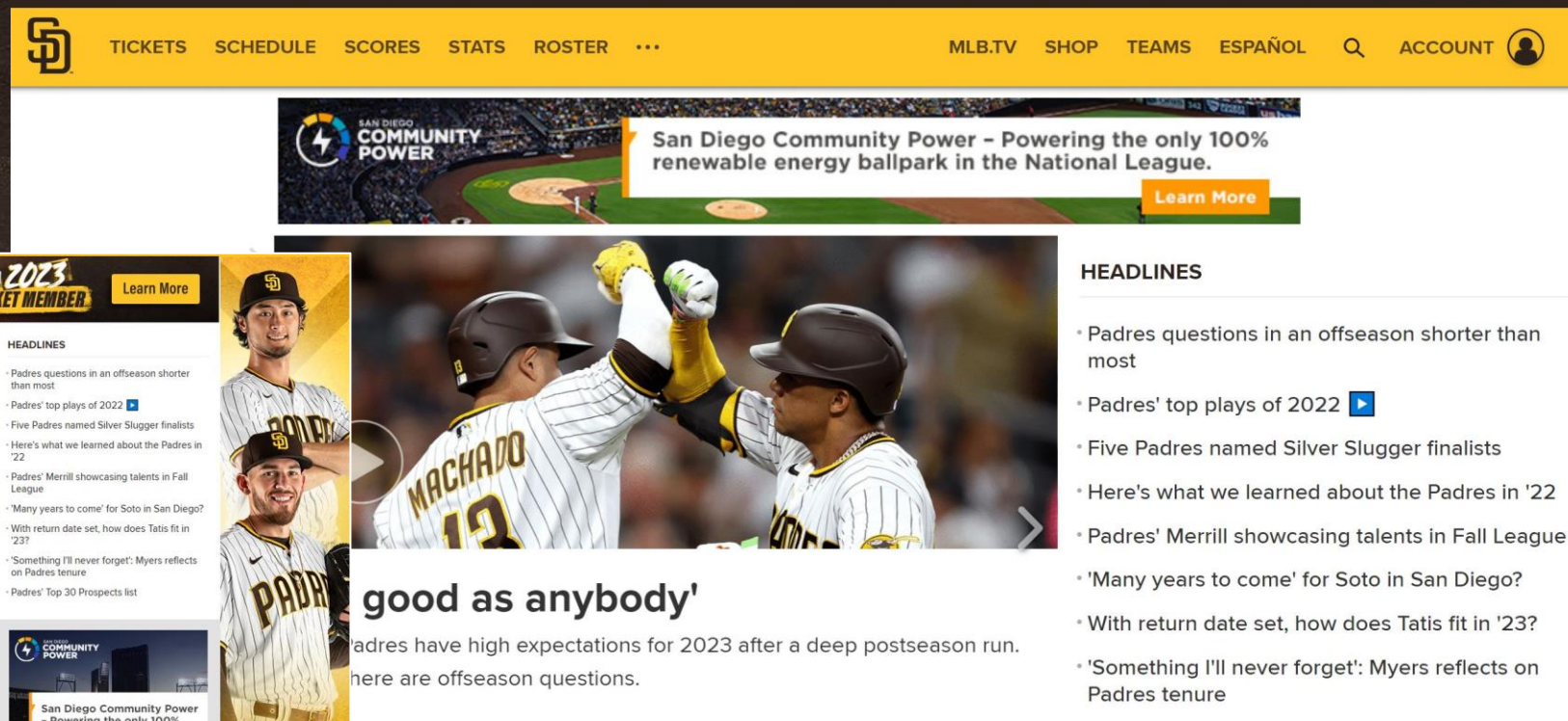
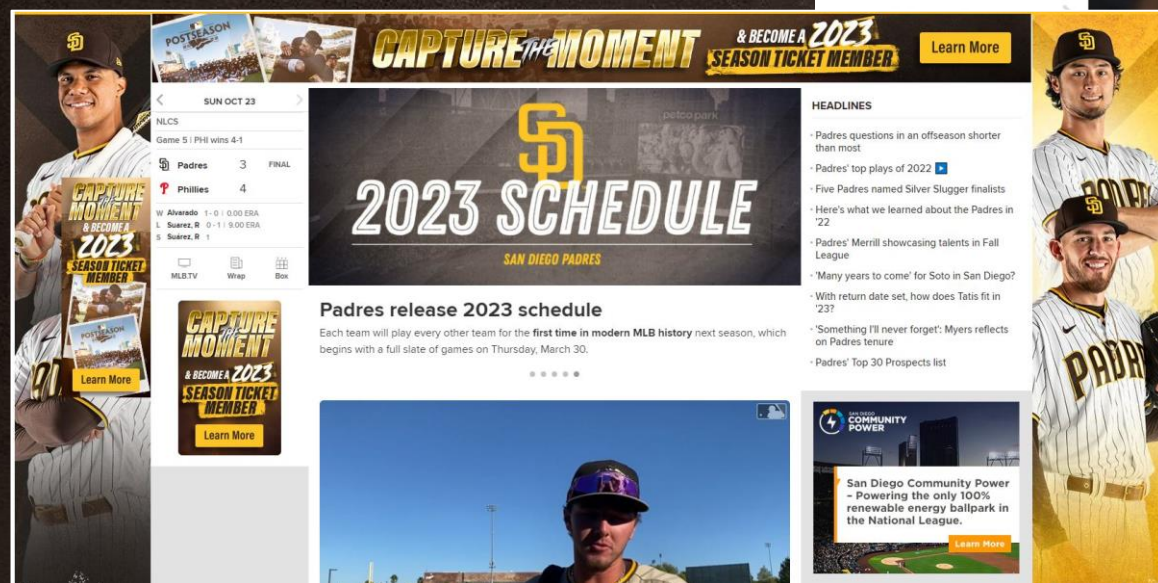
Open Rate: 53.97%

Clicks: 798

Click Rate: 0.49%

*Average click through rate for Padres partner is 0.20%

SD Community Power ROS Banner Ads



San Diego Community Power – Powering the only 100% renewable energy ballpark in the National League.

[Learn More](#)

HEADLINES

- Padres questions in an offseason shorter than most
- Padres' top plays of 2022 [▶](#)
- Five Padres named Silver Slugger finalists
- Here's what we learned about the Padres in '22
- Padres' Merrill showcasing talents in Fall League
- 'Many years to come' for Soto in San Diego?
- With return date set, how does Tatis fit in '23?
- 'Something I'll never forget': Myers reflects on Padres tenure

good as anybody'

Padres have high expectations for 2023 after a deep postseason run. Here are offseason questions.

ROS Banners (4/8-10/2)

Impressions: 250,018

Clicks: 247

Click Rate: 0.09%

*Average click through rate for Padres partner is 0.06%



SD Community Power Hospitality and VIP Partnership Invites

- 1 VIP Suite (20 Tickets)
 - Converted to ticket bank which was used for SDCP team building
 - Donated the remaining balance (36 tickets) to the Mission Valley YMCA for use on October 5th
- Invite to 2022 Padres VIP Opening Day Party
- Invite to 2022 VIP Partnership Suite Hosting



THANK YOU FOR YOUR PARTNERSHIP!

- Sergio Del Prado – Senior Vice President, Corporate Partnerships
- Eddie Quinn – Vice President, Partnership Services
- Ryan Thorvaldsen – Director, Partnership Development
- Will Grant – Manager, Partnership Services