

Pirates and Lexus enter into six-year partnership

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The Pittsburgh Pirates today announced that the team has entered into a six-year partnership agreement with the Pittsburgh area Lexus Dealers. The agreement calls for the premium seating area formally known as the Home Plate Club to be renamed "Lexus Club at PNC Park" through the 2011 season.

This premium seating area that consists of 403 seats located behind home plate is the most exclusive club in PNC Park and one the Pirates took extreme care in selecting a partner with the same commitment to customer satisfaction, according to Tim Schuldt, Pirates Vice President of Marketing, Sales and Broadcasting.

"We were approached by numerous luxury brands about a partnership involving this exclusive area of our ballpark. However, it was very important that we chose the right partner whose brand conveys the first class experience the club delivers," said Schuldt. "That is why we are very pleased to partner with one of the world's finest brands in Lexus to enhance the fan offering in the new Lexus Club at PNC Park."

The partnership will provide seat holders in the Lexus Club at PNC Park with a number of enhanced offerings, including a chance each year to win a one-year lease of a Lexus vehicle, free premium gifts from Lexus, as well exclusive invitations to private ride-and-drive and "sneak preview" unveiling events.

"The Pirates are a strong brand throughout the Pittsburgh region and one that we are thrilled to be aligned with," said Kevin Mullen, Vice President and General Manager for Lexus of North Hills. "The Lexus Club at PNC Park provides us with an excellent opportunity to reach the seat holders in this exclusive area and provide those fans with enhanced benefits that tie to our brand."

In addition to the naming rights and signage in the Lexus Club at PNC Park, the partnership calls for Lexus to have additional ballpark signage, advertising during the Pirates radio broadcast and in the Pirates game day magazine, ON DECK, as well opportunities to utilize the space on non-game days for training and customer appreciation events. Lexus will also display a vehicle outside of the ballpark on game days and a "Build Your Own Lexus" kiosk inside the Lexus Club at PNC Park, where fans can check out the latest product offerings and request additional information from the luxury automaker.

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The renaming of the Lexus Club at PNC Park follows a major trend in the industry of the branding of premium clubs and, in some cases, premium seating levels within sports and entertainment venues. As costs of operations continue to climb, such partnerships provide teams with additional revenue streams that are used to improve upon the overall success of the organization.

For the price of a game ticket, the Lexus Club at PNC Park offers guests seats within the first twelve rows behind home plate, an exclusive pre-game buffet, in-seat waiter service, and complimentary food and non-alcoholic beverages throughout the game. Guests also have access to a private entrance, as well as a private lounge area with leather couches, chairs, a fireplace and a full-service bar.

The Lexus Club at PNC Park is also available for private functions on non-game days. Fans are asked to visit www.pirates.com or call 1-800-BUY-BUCS for more information.