VIRICH

vspone.

$7,500
PER PACK

THE WELL

50 COMPLETE READY-TO-RUN ON-FIELD ENTERTAINMENT ACTIVATIONS.

Get professionally developed, game-day-ready promotions your staff can plug directly into your existing show - with the creative, instructions and execution plans already handled

PACK 01

EVERYDAY ENERGY

50 ON-FIELD ELEMENTS

Activation Mix:

- 35 Anytime
- 15 Themed

PACK 02

THEMED FAN FAVORITES

50 ON-FIELD ELEMENTS

Activation Mix:

- 15 Anytime
- 35 Themed

PACK 03

BEST OF BOTH WORLDS

50 ON-FIELD ELEMENTS

Activation Mix:

- 25 Anytime
- 25 Themed

Every pack includes the same complete creative, production support, and execution detail

WHAT IS ONE COMPLETE ACTIVATION?

A complete between-innings or in-game entertainment activation - not just a graphic.

GAME CONCEPT
Contest breakdown, promo-team instructions and rules

VIDEOBOARD CREATIVE
Full screen graphics, overlay graphics and/or animations

PROPS REQUIRED
What the team needs to execute - with small budgets in mind

PARTICIPANT NEEDS
Quantity, casting and eligibility notes

ENTERTAIN LIKE NEVER BEFORE

BUILT IN BALLPARKS. TESTED WITH REAL CROWDS. READY FOR YOUR SHOW

Developed from real game-day experience and built around what actually works in a ballpark.

CHOOSE THE MIX THAT FITS YOUR SEASON

50 ELEMENTS | $7,500

INSIDE AN ELEMENT

FROM THE WELL. TO THE VIDEOBOARD. TO THE FIELD

THE CONCEPT

TIGHTY WHITEY RACE

PROPS: 2 pairs of XXXL white underwear

CAST: 4 kids all around the same age/height/weight. Must be able to fit each kid in one leg of the underwear (typically 12yrs and under) | 2 teams of 2

EXECUTION: Each pair of oversized tighty whiteys becomes a two-person racing team, with one child stepping into each leg hole. Think of it like a two-person sack race: the teammates are connected by the underwear and must coordinate every step to keep moving without falling over.
Teams line up near first base, already inside their tighty whiteys. On the host's cue, they race together along the edge of the grass where the infield meets the outfield, traveling from first base to third base.

The challenge is simple: move fast while staying together. If one teammate gets ahead of the other, the underwear (and usually the entire team) starts going sideways.

The first team to cross the finish line at third base together wins.

The oversized underwear, awkward synchronized running, and inevitable stumbles make this an instantly understandable, highly visual race that gets a big reaction from both the kids participating and the crowd.











VIRTH

vspone.

$2,500
PER THEME

THEME NIGHT KIT

TURN A THEME INTO A FULL FAN EXPERIENCE

Everything your team needs to take a theme beyond the name and turn it into an experience throughout the ballpark.

10

THEMED ON-FIELD ELEMENTS

Each element includes:

- Show-Ready Videoboard Creative
- Complete execution plan
- Prop buying guide
- Participant + casting needs

SHOW-READY ENTERTAINMENT

ACTIVATION GUIDE

WE'VE THOUGHT BEYOND THE BETWEEN-INNING BREAKS, TOO.

A complete guide of ideas to carry your theme throughout the entire ballpark.

VIDEOBOARD & AUDIO
Player content, interactive prompts + in-game audio

COMMUNITY INVOLVEMENT
Nonprofit tie-ins, partner opportunities + sponsored experiences

CONCOURSE INTERACTIVES
Stadium decor, photo opportunities, games, crafts + fan interactives

GIVEAWAYS & APPEARANCES
Low-cost giveaways + specialty appearance ideas

TOUCHPOINTS & COSTUMING
Mascot, host, promo team + frontline staff costume ideas

FOOD + BEVERAGE SPECIALS
Theme-specific menu concepts + themed names

ENTERTAIN LIKE NEVER BEFORE

ONE THEME. A WHOLE BALLPARK OF POSSIBILITIES.

We do the brainstorming and build the plan. Your team chooses what works for your ballpark and brings it to life.

vspone.

2 OPTIONS
BUILT AROUND YOUR NEEDS

GAME DAY SYSTEM BUILD

GET YOUR GAME DAY ORGANIZED

One organized system for your sponsorship obligations, entertainment inventory and game presentation– built for your staff to manage all season.

01 | STARTER

STARTER *GAME DAY SYSTEM*

START WITH A PROVEN FRAMEWORK

A ready-to-use production master script template + entertainment game-day show sheet built around best practices.

- Production master script template
- Entertainment game-day show sheet
- Best-practice on-field + sponsorship placeholders
- Plug in your team's content and build from there
- One-on-one system walkthrough

$750

02 | CUSTOM

CUSTOM *GAME DAY SYSTEM*

WE ORGANIZE YOUR SHOW FOR YOU

A game-day system built specifically around your team's existing partnerships, entertainment and production needs.

- Custom production master script
- Custom entertainment game-day show sheet
- Existing sponsorship assets built in
- Existing entertainment elements built in
- Best-practice on-field + sponsorship placeholders
- Game-by-game internal editing workflow
- One-on-one system walkthrough

$1,500

PRODUCE LIKE NEVER BEFORE

LESS SEARCHING. LESS GUESSING. A BETTER ORGANIZED SHOW.

Everything your staff needs to build, edit and manage game day - in one repeatable system.

WHAT CAN WE TAKE OFF YOUR PLATE?

BUILT FOR THE REALITIES OF GAME DAY

Fresh ideas, finished creative and better systems – built by people who know what it takes to produce a show.

NEED FRESH ENTERTAINMENT?

"We need new between-inning games."

SOLUTION

THE WELL

50 Complete, ready-to-run on-field activations.

$7,500

WANT YOUR THEMES TO FEEL BIGGER?

"We have the theme. Now what do we do with it?"

SOLUTION

THEME NIGHT KIT

10 themed on-field elements + a whole ballpark activation guide.

$2,500

NEED A BETTER SYSTEM?

"Our game day documents are all over the place."

SOLUTION

GAME DAY SYSTEM

One repeatable system to organize and manage your show.

$750 or **$1,500**

BUILT FROM REAL GAME-DAY EXPERIENCE. MADE FOR THE PEOPLE WHO PRODUCE THE SHOW.

"It's no question that our in-game entertainment show has changed dramatically since we started working with VSP One back in 2022. Whether it's the way we integrate our partners or the way we handle our scripts in general. Lindsey and her team have been absolutely instrumental to the current modern-day version of Fresno Grizzlies in-game Entertainment."

Jonathan Bravo
Director, Marketing & Communications
Fresno Grizzlies | 2026

"We used a lot of the Halfway to Halloween ideas from the activation guide this Saturday for our Halfway to Halloween night. Fans loved it and using the activation template and on-field themed elements made life a lot easier when planning and producing the night. "

Anthony Martin
Sponsorship Services, Director
Rancho Cucamonga Quakes | 2026

THE WELL | THEME NIGHT KIT | GAME DAY SYSTEMS | Fresh ideas that produce a better show without adding work to your already stretched staff.