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Hohokam Stadium Welcomes SportsCastor Marketing

The City of Mesa, Mesa Hohokams, and Chicago Cubs welcome SportsCastor Marketing, Inc. as the new Spring Training Corporate Sales Team.

SportsCastor will be responsible for all sponsorship development, advertising and sales activities relating to Chicago Cubs Spring Training at Hohokam Stadium.

“We are pleased to have SportsCastor on board,” said J.D. Dockstader, Assistant Director of the City’s Parks, Recreation and Commercial Facilities Department. “Joe and his team have a proven track record of success at other area stadiums. We are confident they will bring a high level of professionalism and additional value to the clients and fans at Hohokam Stadium.”

SportsCastor Marketing currently manages the Angels and Athletics Spring Training sponsorship marketing efforts at Tempe Diablo Stadium and Phoenix Municipal Stadium respectively.

Sponsorship and advertising opportunities for the 2010 Spring Training season at Hohokam Stadium, including signage, promotions, program ads and group sales for private catered areas, are currently available. Contact: Joe Castor, President, SportsCastor Marketing, Inc. at 480-460-4414 or via e-mail at sportscastor@cox.net, or at www.sportscastor.com.

For more information contact Dyan Seaburg, PRCF Sales and Marketing Manager at 480-644-2171.

About Hohokam Stadium

Hohokam Stadium is the Spring Training home of the Chicago Cubs and continually leads the Cactus League in attendance records. In 2009, the Chicago Cubs at Hohokam Stadium broke an all-time Major League Baseball attendance record of 203,105 fans. The last record was set in 2005 by the Cubs with an MLB attendance of 193,993 fans.

Hohokam Stadium seats more than 12,500 and includes one practice field and one practice infield. The stadium was designed by HOK Architects of Kansas

City, Mo., designers of Baltimore's Camden Yards, Cleveland's Jacobs Field, and Coors Field in Denver. Hohokam Stadium is located at 1235 N. Center St., between Brown and McKellips roads in northwest Mesa. Fitch Park, which serves as supplemental training facilities, is located less than one mile south, at the corner of Center and 6th Streets. Fitch Park includes four practice fields, one practice infield, and a new 25,000-square-foot clubhouse.

About the Mesa Hohokams

The Mesa Hohokams is a volunteer organization who assists Hohokam Stadium management and the Chicago Cubs with Spring Training activities. The Hohokams handle game-day parking, program sales and ushering. The Hohokam Foundation gives back to the community an average of \$125,000 a year to benefit youth activities