

# New Bedford Bay Sox and New Bedford Guide Announce Perfect Partnership



The New Bedford Guide (<http://www.newbedfordguide.com>) and the New Bedford Bay Sox have developed a new partnership designed to enhance the reach and visibility of both organizations within and beyond the SouthCoast. The New Bedford Guide is communicating what is best about the SouthCoast across multiple, web-based media channels. The Bay Sox hold a renewed commitment to building a multi-layered, elite baseball experience. As in any successful partnership, each bring a unique value to the relationship. Linking these two emergent SouthCoast institutions creates what both feel is the “Perfect Partnership.” As part of the partnership, NewBedfordGuide.com readers get \$75 season tickets for \$50!

This new relationship is centered on creating a cooperative communication, information and entertainment network. Both organizations have recently, substantially expanded their digital reach to ensure that their fans and followers have the best engagement possible.

The Bay Sox have created extensive new ways to engage their

fan base. A daily updated web site will feed baseball fans in ways not available to them before at [www.nbbaysox.com](http://www.nbbaysox.com). Fans at the game will find a broadly enhanced fan experience. Fans and families will be introduced to a new team, new mascot and loads of new ways to enjoy the game (including a huge new “how fast is my fastball” pitching cage). Every game will have something different to offer.

Enter the New Bedford Guide – in all its forms. Longer, more detailed features will be posted first on the Guide’s web site. These features will then move onto their popular Facebook pages. Before each home game fans in the region will be notified of “Game Tonight” as well as news about the team and the many special nights and events planned for the season. Visitors to New Bedford Guide will also find a hyperlink that allows them to purchase a Bay Sox Season Pass for substantial savings (\$50 season tickets for \$50) – only available through the Guide.



The New Bedford Guide and the Bay Sox are both growing. This partnership will help them grow together.

In adding the Bay Sox as a business partner, New Bedford Guide founder, Mike Silvia said “Having a successful, elite summer collegiate team of the quality of the Bay Sox is a remarkable

resource for the region. The team presents the most positive kind of family-friendly, affordable summertime experience. Having an anchored sports franchise is essential to a diverse quality of life for the whole of the South Coast.”

Bay Sox owner, Pat O’Conner, said “Teaming up with New Bedford Guide gives us an essential partner as we reach out to more and more people in this remarkable place. We view ourselves as “SouthbCoast’s Premier Baseball Experience.” The family of sites that exist under the New Bedford Guide banner provide a remarkable opportunity for us to tell our story. The Guide has already positioned itself as a regional force. We know it will grow to be an even more important part of how people come to know this community. We want to partner with an organization as committed to this place as we are.”

The Bay Sox first home games for the 2013 season are on Friday, June 7 and Saturday, June 8. All Bay Sox games start at 6:30pm.

For more information about games and events check out New Bedford Guide during the coming weeks.