

# Sponsor moves into the on-deck circle at minor league parks



**THE LEFTON  
REPORT**  
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You'll recall the tempest in a teapot a couple of years back when MLB was going to put "Spider-Man 2" logos on bases as a tie-in to the movie. An on-field program we like much better from a marketing perspective, but one that's bound to annoy purists just as much, is being implemented across minor league parks this season without any clamor.

It sees **Cabot Deck Stain** branding featured within the on-deck circles via deals with 21 minor league baseball teams to support the products' new national distribution with **Lowe's**.

Along with the Cabot logo in the on-deck circles, the campaign has score-board and PA references to "who's in the Cabot on-deck circle." The sponsor-ships are with the Charlotte Knights, Durham Bulls, Louisville Bats, Portland Beavers, Richmond Braves, Sacramento River Cats, Syracuse SkyChiefs, Tacoma Rainiers, Akron Aeros, Bowie Baysox, New Britain Rock Cats, New Hampshire Fisher Cats, Portland Sea Dogs, Trenton Thunder, Charleston RiverDogs, Kane County Cougars, Lakewood BlueClaws, South Bend Silver Hawks, West Michigan Whitecaps, Somerset Patriots and St. Paul Saints.

**Euro RSCG Impact** executed the campaign for Massachusetts based Cabot.

**Cabot Deck Stain's brand can be seen at 21 minor league ballparks, including The Diamond in Richmond, Va., home of the Class AAA Braves.**

