



*Fayetteville*  
**WOODPECKERS**

**“Fayetteville is proudly recognized as the nation’s “Most All-American City”, making it the perfect home for America’s pastime. The Woodpeckers are honored to reside alongside Fort Bragg, the world’s largest military installation, and couldn’t have asked for a better community to call home.”**

**MARK ZARTHAR**  
**PRESIDENT, FAYETTEVILLE WOODPECKERS**

# FAYETTEVILLE WOODPECKERS



The World Series Champion Houston Astros own and operate its minor league affiliate, the Fayetteville Woodpeckers. The Astros agreed to a 30 year lease and are invested in the long-term success of the city.

The Woodpeckers focus on creating a culture of success with an accessible management team, building the best young talent in baseball that plays smart and plays hard, and engaging fans with an exciting, family-friendly experience.

## MISSION STATEMENT

The Woodpeckers use baseball to create unique and memorable experiences that connect our fans with the greater Fayetteville community. Our mission is to drive long-term value for our players, partners, investors and fans.

# WHY THE WOODPECKER?

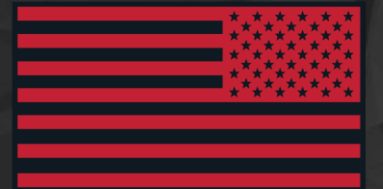


The concept of the Fayetteville Woodpeckers came directly from the Fayetteville community. Thanks to insight gleaned in town hall meetings, online surveys and one-on-one conversations with residents, the Woodpeckers brand celebrates the core characteristics of the city, its natural beauty and proud community.

As the home to the second-largest population of endangered red-cockaded woodpeckers (RCW) in the world, the sights and sounds of Fort Bragg are intrinsically linked to the woodpecker. The bird is small in size but vital to the Long Leaf Pine ecosystem, fighting extinction and embodying the resilient nature that the Fayetteville Woodpeckers will show with their play on the field. The same can also be said of the City of Fayetteville – though small, Fayetteville is tough, proud, and vital to this country's protection.

# THE WOODPECKER STYLE

The Woodpeckers' primary colors of black and red are a tribute both to the RCW's natural plumage as well as the U.S. Army Special Operations Command, which is headquartered at Fort Bragg and carries the same colors on its insignia. Fort Bragg and the military's influence on Fayetteville are also represented in the Woodpeckers' brand through the star and shield detailed on the club's primary logo, as well as the American flag displayed on the players' uniforms.





**HOME UNIFORM**

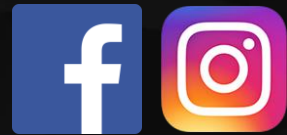


**ROAD UNIFORM**



# FOLLOW US!

[www.fayettevillewoodpeckers.com](http://www.fayettevillewoodpeckers.com)



**@FAYETTEVILLEWOODPECKERS**



**@WOODPECKERSNC**

An aerial, grayscale photograph of a large stadium, likely a baseball or softball stadium, viewed from an elevated angle. The stadium's seating bowl is visible, along with the surrounding urban environment including buildings and parking lots. A dark, semi-transparent geometric pattern of overlapping triangles is overlaid on the entire image. A horizontal black bar is positioned across the middle of the image, containing the text "THANK YOU" in white, bold, uppercase letters.

**THANK YOU**