



2012 SPONSORSHIP PROGRAM

▶ PLAY BALL.

Don't just be a fan ... be part of the team! Planning for the London Majors baseball season is well under way. We would like to invite you to be part of the highest level of Canadian baseball in London.

Smart businesses know that developing a strong marketing program includes visible exposure in a way that directly connects with your customer. Having an opportunity to become part of a fun, positive and powerful moment in their lives maximizes the impact you can make with your marketing investment. By partnering with the London Majors you have the opportunity to reach a broad audience in a family-friendly, fun environment. Your support helps young, developing players in the London area, while providing your employees, customers, and business partners with a great day at the most beautiful ball park in the country! Join us as we bring another great season of baseball to London.

Be part of the London Majors ... not just a team in the community but a community team!

▶ THE LONDON MAJORS

The London Majors have been a part of the Intercounty Baseball League (IBL) since 1925 and are celebrating 87 years of membership. The London Majors have been part of family-friendly entertainment at historic Labatt Park, the world's oldest ballpark in its original location (1877).

The high calibre of IBL baseball has drawn players from major colleges and professional leagues, including former major league players. The Majors have also helped develop many players who have gone on to be drafted and signed by Major League Baseball and other professional leagues. Although the core of the team is lead by London and Ontario based players, we are proud to welcome several import players in the past from the United States, Venezuela, Japan, and the Dominican Republic.

▶ BE PART OF THE TEAM!



MAXIMIZE YOUR EXPOSURE

- Professional Game Announcements
- Over 10,000 game day programs sold
- Over 40,000 estimated attendance
- Over 750,000 Website hits per month
- Extensive television, radio and print media coverage

CONNECT WITH YOUR CUSTOMERS

- Enjoy relaxing social time with customers and their families
- Have your name associated with a great family day out

HAVE A GREAT TIME!

- Spend time with friends and family
- Build employee morale
- Network with other business leaders

SPONSORSHIP PACKAGES



EXECUTIVE PROGRAM **\$4000**

- Premium Field Banner
- Inside Cover advertisement in our Souvenir Program
- Box Seat Banner
- 100 Season Tickets
- 100 - \$5 Concession Vouchers
- Acknowledgement in our PA announcements
- Link to your website and your logo on the sponsor page of our website
- Invitations to exclusive Team receptions & media events

PLATINUM SPONSORSHIP **\$2350**

- Field Banner
- Full Page advertisement in our Souvenir Program
- Home Page web ad
- 60 Season Tickets
- Acknowledgement in our PA announcements
- Link to your website and your logo on the sponsor page of our website
- Invitations to exclusive Team receptions & media events

GOLD SPONSORSHIP **\$1260**

- Grandstand Banner
- Half page advertisement in our Souvenir Program
- 40 Season Tickets
- Acknowledgement in our PA announcements
- Link to your website and your logo on the sponsor page of our website
- Invitations to exclusive Team receptions & media events

SILVER SPONSORSHIP **\$735**

- Half page advertisement in our Souvenir Program
- Player Page web ad
- 20 Season Tickets
- Acknowledgement in our PA announcements
- Link to your website and your logo on the sponsor page of our website
- Invitations to exclusive Team receptions & media events

A LA CARTE

BANNER ADVERTISING

Field Banner 8' x 16' \$1,300

WEBSITE ADVERTISING

Home Page \$500

Other Pages \$250

PROGRAM ADVERTISING

Back Cover \$1,500

Inside Cover \$1,250

Score Sheet Banner \$1,000

Full Page \$800

Half Page \$500

Quarter Page \$400

OTHER OPPORTUNITIES

Opening Day

Canada Day

Baseball Camp

Seventh Inning Stretch

Starting Lineup

Pitching Change

Foul Ball

Stolen Base

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