

2010 IBAF WORLD JUNIOR BASEBALL CHAMPIONSHIPS



**2010 World Junior Baseball Championship
THUNDER BAY • ONTARIO • CANADA**

PRESENTED BY **TBAYtel** PRÉSENTÉE PAR

July 23, 2010 – August 1, 2010

Thunder Bay, Ontario

Major Sponsor Opportunities

What Are the World Junior Baseball Championships?

For the first time ever, Thunder Bay will be hosting the prestigious World Junior Baseball Championships at Port Arthur Stadium and Baseball Central next summer!

This event, held every two years and sanctioned by the International Baseball Federation (IBAF), has been designed to showcase the world's best baseball players 18 years of age and under.

Next summer, 12 of the world's best national junior teams will play six incredible days of round robin baseball followed by two intense days of playoff ball. The tournament climax will arrive in the form of Championship Day, as a thrilling winner-take-all format will be used to determine gold, silver and bronze winners, not to mention international bragging rights for the next 2 years!

Regional qualifiers are currently taking place all over the world to determine the 12 teams that will compete in Thunder Bay in 2010.

Many of the tournament participants are destined for the Major Leagues, meaning the talent level seen at this event will be unlike anything our city has ever seen before. Since 2000, major league stars such as Ryan Dempster (Cubs), Joe Mauer (Twins), JP Howell (Rays), Russell Martin (Dodgers), Jeremy Bonderman (Tigers), Delmon Young (Twins), and Paul Konerko (White Sox) have all played in this tournament.



The 2010 World Juniors – A “Golden” Opportunity for Thunder Bay!

Here in Thunder Bay, we are Sports Central! We have a passion for sport, skilled volunteers, and are a friendly, associable community. We have a proud history of hosting international sporting events. Now it's time to truly show the world what we are capable of!



The 2010 World Junior Baseball Championships will positively impact Thunder Bay's economy by close to 6 million dollars! Not only is this tournament the highest level of sporting competition ever to come to Thunder Bay, it's also an international measuring stick for our city. The subsequent probability of the Thunder Bay International Baseball Association successfully bidding on and being awarded future high level sporting events will depend largely on how successful Thunder Bay is in hosting this tournament. From a sporting perspective, this tournament is our city's 'big break' – our one chance to show the world that Thunder Bay does indeed have what it takes to host and successfully run international sporting events. The importance of this tournament has been deemed so valuable to the city of Thunder Bay and its local economy (both now and in the future) that various funding agencies, as well as multiple levels of government have already stepped up to the plate and contributed to help ensure the success of this inaugural event.

Why Should Your Company Take Part in the World Junior Baseball Championships?

Amazing Brand Exposure and Visibility

TBIBA conservatively projects total attendance for this great international event to exceed 25,000 people. An event of this magnitude is sure to attract all the local and regional media as well. The 2010 World Junior Baseball Championships thus



represents a prime opportunity for sponsors to gain additional brand exposure and visibility. TBIBA is prepared to offer major sponsors a plethora of marketing and promotion opportunities which will ensure that your company's brand is proudly promoted throughout the 10 days of this tournament.

Highlighted Corporate Responsibility and Positive Company Image

Another key consideration in contemplating support for the World Junior Baseball Championships has to be the significant economic impact this event will have on Thunder Bay and its citizens. Your company's support of this event represents a significant commitment to this community. The World Juniors will also bring significant international profile to our city – profile that will have an 'afterglow' effect for decades to come. This is your opportunity to become part of a lasting local sports legacy that will resonate throughout our city long after the event! In order to ensure the 'best ever' status of this championship in Thunder Bay, we need the corporate support of leading companies like yours.

“Perfect Game” – Presenting Sponsor - \$ 20,000 (SOLD)

Signage Details (all signage to be provided by the sponsor)

- Three (3) 4' x 8' outfield signs at Port Arthur Stadium and two (2) 4'X 8' outfield signs at Baseball Central
- One (1) 4' x 8' sign on the back of the main grand stand at Port Arthur Stadium (just beneath the roof), generating excellent exposure to all those entering the park and/or the Canada Games Complex
- One (1) 4' x 8' sign on the front of the main grand stand at Port Arthur Stadium (just beneath the roof), generating excellent exposure to all baseball fans entering the grand stand area
- Three (3) 3' x 9' signs at all press or media event sites
- One (1) banner prominently displayed within the area containing the event's Cultural Festival

Program Details

- A full page, four color, *back, inside back, or inside front* cover advertisement in the official tournament souvenir program

Public Address Details

- Highlighting of the sponsor's name in all paid and unpaid radio and television advertising as the presenting sponsor
- A minimum of three (3) on air announcements of the sponsor as the presenting sponsor at each of the 46 games being held at the event venues. This approximates 140 mentions over 9 days, and guarantees that *every fan who attends this event hears your company name.*
- Daily highlighting of the sponsor's name within the area containing the event's Cultural Festival

Access Details

- 25 tournament passes allowing for access to all event games and related activities
- Individual game tickets including tickets good for Marque Match Ups

Exclusivity Details

- Major sponsor exclusivity – participation from competing companies not allowed without prior written approval from the sponsor
- Right of first refusal to be a presenting sponsor at all future events held by the organization

Promotion

- The ultimate in promotional value.....*your company name or logo will become a part of our official tournament logo!* Your company would be prominently displayed anywhere our logo is (all event merchandise, newspapers, magazines, all web based advertising, TV, posters, pamphlets, banners, even letterhead and envelope templates!)
- Sponsor has the right to promote itself as the official presenting sponsor of this event in all its advertising
- Opportunity for sponsor participation at all media events and PR activities
- Press release sent out to all local major media outlets to announce this sponsorship

Triple Play Sponsor - \$ 10,000

Signage Details (all signage to be provided by the sponsor)

- Two (2) 4' x 8' outfield signs at Port Arthur Stadium and one (1) 4' x 8' outfield sign at Baseball Central
- One (1) 4' x 8' sign on the back of the main grand stand at Port Arthur Stadium (just beneath the roof), generating excellent exposure to all those entering the park and/or the Canada Games Complex
- One (1) 4' x 8' sign on the front of the main grand stand at Port Arthur Stadium (just beneath the roof), generating excellent exposure to all baseball fans entering the grand stand area.
- One (1) 3' x 9' sign at all press or media event sites.



Program / Web Details

- A full page, four color, advertisement in the official tournament souvenir program
- Placement of the sponsor's logo on the official tournament site, including a link to the sponsor's web site
- Placement of the sponsor's logo in all other forms of paid and unpaid print advertising, proximately displayed as a major sponsor

Public Address Details

- A minimum of one (1) on air announcement of the sponsor as a major sponsor at each of the 46 games being held at the event venues.

Access Details

- 15 tournament passes allowing for access to all event games and related activities
- Individual game tickets including tickets good for Marque Match Ups

Other

- Sponsor has the right to promote itself as a major sponsor of this event in all its advertising
- Opportunity for sponsor recognition at all media events and PR activities

Grand Slam Sponsor - \$ 5,000

Signage Details (all signage to be provided by the sponsor)

- One (1) 4' x 8' outfield sign at Port Arthur Stadium and one (1) 4' x 8' outfield sign at Baseball Central.
- One (1) 4' x 8' sign on the back of the main grand stand at Port Arthur Stadium (just beneath the roof), generating excellent exposure to all those entering the park and/or the Canada Games Complex
- One (1) 4' x 8' sign on the front of the main grand stand at Port Arthur Stadium (just beneath the roof), generating excellent exposure to all baseball fans entering the grand stand area.

Program / Web Details

- A half page, four color, advertisement in the official tournament souvenir program
- Placement of the sponsor's logo on the official tournament site, including a link to the sponsor's web site
- Placement of the sponsor's name in the post event thank you ad.
- Placement of the sponsor's name in a list of tournament sponsors in the official tournament souvenir program.



Public Address Details

- A minimum of two (2) on air announcements during each of the nine days of the tournament.

Access Details

- 10 tournament passes allowing for access to all event games and related activities
- Individual game tickets including tickets good for Marque Match Ups

Other

- Sponsor has the right to promote itself as a major sponsor of this event in all its advertising
- Opportunity for sponsor recognition at all media events and PR activities

Contact Information

Mr. Jeff Halvorsen is the marketing director for the Thunder Bay International Baseball Association. He graduated from Lakehead University in 2008 with his Honors Bachelor of Commerce Degree. He is in charge of all marketing and fundraising for the 2010 World Junior Baseball Championships. He can be reached in the following ways:



By Mail: Jeff Halvorsen, Marketing Director
Thunder Bay International Baseball Association
PO Box 21094
Thunder Bay ON P7A 3S0

By E-mail: marketing@tbibaseball.ca

By Phone: 807-624-5317 (work)

Website: www.tbibaseball.ca

Message From Jeff Halvorsen

Dear Valued Sponsor:

First of all, thank you for taking the time to consider the idea of sponsoring the 2010 World Junior Baseball Championships. **I cannot stress enough how absolutely vital your support is.** We face a monumental task in making sure a prestigious event of this magnitude is hosted professionally and successfully. That being said, I am truly excited about this tremendous opportunity our city has been given to shine on an international sporting stage! I have done my very best to ensure that sponsorship of this special event is unique, affordable, and memorable for you and your company. If you have any questions or comments, don't hesitate to contact me. I sincerely thank you in advance for your generous support, and look forward to seeing you and your company at the 2010 World Junior Baseball Championships next summer!

Most Sincerely:

A handwritten signature in black ink that reads "Jeff Halvorsen". The signature is fluid and cursive.

Jeff Halvorsen

Disclaimer:

TBIBA reserves the right to accept or refuse any sponsorship based on the goals and priorities outlined for the 2010 World Junior Baseball Championships. A copy of these goals and priorities can be obtained via request from Mr. Jeff Halvorsen, TBIBA Marketing Director.