

# **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**

**Sponsorship 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 your company a plethora of marketing and promotion opportunities which will ensure that your corporate brand and message 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.

## **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

## **Home Run Sponsor – 20 Spots Available**

### **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

### **Program / Web Details**

- A quarter 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 post event thank you ad
- Placement of the sponsor's name in a list of tournament sponsors in the official tournament souvenir program.



### **Access Details**

- 5 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 sponsor of this event in all its advertising

**INVESTMENT - \$2,500**

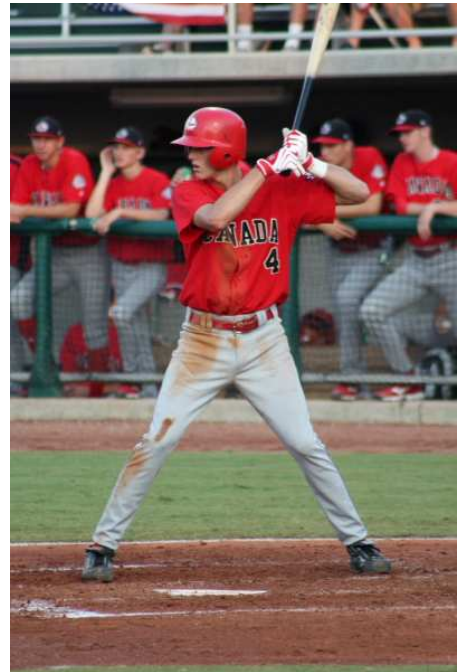
## **RBI Sponsor - 20 Spots Available**

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

- One (1) 4' x 8' outfield sign at Port Arthur Stadium

### **Program / Web Details**

- 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 post event thank you ad
- Placement of the sponsor's name in a list of tournament sponsors in the official tournament souvenir program.



### **Access Details**

- 2 tournament passes allowing for access to all event activities
- Individual game tickets including tickets good for Marque Match Ups

### **Other**

- Sponsor has the right to promote itself as a sponsor of this event in all its advertising

**INVESTMENT - \$1,000**

# Tournament Signage Advertising Opportunities

## Port Arthur Stadium Outfield Wall Signage

\*\*\*Limited space available\*\*\*

8 foot X 16 foot - \$1,000

8 foot X 8 foot - \$650

4 foot x 16 foot - \$650

4 foot x 8 foot - 500



## Port Arthur Stadium Grand Stand Signage

\*\*\*Limited space available\*\*\*

4 foot X 16 foot - \$400

4 foot X 8 foot - \$250



## Port Author Stadium Backstop Signage

\*\*\*Limited Space available\*\*\*

4 foot X 8 foot - \$200



## Baseball Central Outfield Wall Signage

4 foot x 16 foot - \$300

4 foot x 8 foot - \$150

## Interested in a signage sponsorship not listed above?

We are flexible! Both venues have numerous areas (such as the bleachers, scoreboards, concession buildings, sports decks, etc) which are available for sponsorship. Let's talk about how we can create a unique marketing opportunity that fits your specified budget and marketing vision!



## Souvenir Program Advertising Opportunities

### Souvenir Program Ad Space

Full Page - \$1000

Half Page - \$550

Quarter Page - \$300



## Unique Sponsorship Opportunities

### Game Day Sponsor

- This is your chance to be the featured sponsor for one day of this tournament
- Receive a quarter page, four color, advertisement in the official tournament souvenir program
- You will have the opportunity to hand out promotional giveaways. The possibilities here are virtually endless! This is your chance to leave a lasting impression on the fans in attendance!
- During every game of your day, at both venues, have your company or organization mentioned once (during the game) over the public address system as the game day sponsor. This equates to 6 public addresses over the course of the day to thousands of fans.
- Opportunity to have a company representative throw out the first pitch at the Marque Match Up game
- Chance to have 3 of your adult employees participate in the famous bat spin at your Marque Match Up game
- Complimentary game tickets including tickets for that day's Marque Match Up
- Championship Day Sponsor will receive complimentary Championship Day Passes

*Championship Day Sponsor Investment - **\$2,500***

*Team Canada Day Sponsor Investment - **\$1,500***

*Day Sponsor Investment - **\$1,000***

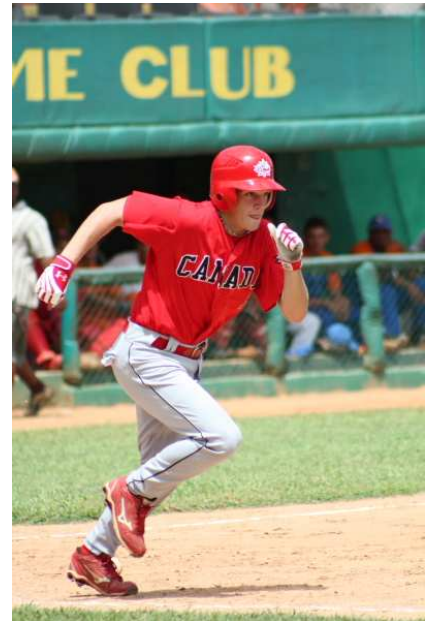
## Pitching Change Sponsor

- Have your company's name announced as the pitching change sponsor during all pitching changes at both event venues for one day of the tournament. This will give your company an average of 25 public addresses over the course of the day.

*Pitching Change Sponsor (Championship Day) - \$1,500*

*Pitching Change Sponsor (Team Canada Day) - \$1,000*

*Pitching Change Sponsor - \$500*



## Player of the Game Sponsor

- Have your company's name announce over the PA system once during each game at both venues over the course of one day. The announcement will be in conjunction with the player of the game announcement. This will give your company 5-6 public addresses over the course of the day.

*Player of the Game Sponsor (Championship Day) - \$300*

*Player of the Game Sponsor (Team Canada Day) - \$200*

*Player of the Game Sponsor - \$100*

## In-Kind Sponsorship Opportunities

With an event of this magnitude comes the need for products and services such as the following:

- Advertising
- Accommodations
- Meals
- Transportation
- Insurance
- Signage
- Equipment Usage

TBIBA is willing to offer sponsorships in exchange for certain in-kind donations. If your company is interested in this type of sponsorship, let us know and we will most certainly consider your proposal!

## **Naming Sponsor**

A naming opportunity does exist for this tournament. Receive all the benefits of a presenting sponsor, plus additional promotion and recognition. For instance, we will build your company logo directly into our event logo. Gain global recognition via our national and international advertising campaigns. The naming sponsorship is currently valued at \$100,000 as per the IBAF agreement. Promotion and recognition details are flexible and can be negotiated. If this opportunity interests your company or organization, please call Jeff Halvorsen, TBIBA Marketing Director for more details and information



## **MLB FanFest**

The Thunder Bay International Baseball Association is currently working on bringing the official MLB Fan Festival to the 2010 World Junior Championships. More details regarding this festival will be released as they are known. If you are interested in sponsorship opportunities regarding a potential MLB fan festival, please call your local TBIBA marketing representative to find out more.

## **Cultural Festival**

The TBIBA, along with the Arts & Heritage Alliance of Thunder Bay, are pleased to announce that a cultural festival will be hosted in conjunction with the 2010 World Championships at the Port Arthur Stadium. The festival will offer live performances to complement this world class sporting event, featuring local and regional performing artists, buskers and roving entertainers. "Artisans villages" will be set up to provide visitors and local residents the chance to see and buy hand-made crafts produced by many of our finest artisans. The festival will offer a "welcoming information kiosk" staffed by local volunteers who will help visitors find out about the wealth of cultural attractions, events and venues in our area...beyond the showcase of our heritage and talent on display at the Championships. If you are interested in sponsoring local cultural and the arts, in conjunction with this great sporting event, please call your local TBIBA marketing representative for more information.

## **Heritage Days**

Interested in showing Thunder Bay and the world your national pride? Get behind the national junior team of your country in a big way by supporting a heritage day. The possibilities here are virtually endless. Contact your local TBIBA marketing representative if you are interested or require more information.

## **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, sales, and sponsorship 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](mailto:marketing@tbibaseball.ca)

By Phone: 807-624-5317 (work)

Website: [www.tbibaseball.ca](http://www.tbibaseball.ca)

### **Message From Jeff Halvorsen**

Dear Valued Partner:

First of all, thank you for taking the time to consider a sponsorship for the 2010 World Junior Baseball Championships. Our city faces 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 ask that you please consider "stepping up to the plate" and making a difference by supporting this incredible event. Your support is vital and will help Thunder Bay show the world that we are "Sports Central" here in Northwestern Ontario. 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 proudly promoting your company at the 2010 World Junior Baseball Championships next summer!

Most Sincerely:

A handwritten signature in black ink that reads "Jeff Halvorsen".

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 the TBIBA Marketing Director.*