



# ST. JOHN'S MINOR 'A' BASEBALL ASSOCIATION

## Corporate Sponsor Opportunities

The St. John's Minor Baseball Association (SJ MBA) is pleased to offer a unique opportunity for the corporate community and/or friends of baseball in the greater St. John's Metropolitan region to demonstrate its support of a healthy, active lifestyle for the youth of our City and region while realizing a positive return to the bottom line through enhanced company/product awareness.

SJ MBA is a non-profit incorporated organization with a dedicated volunteer Board of Directors committed to provide the best possible baseball program to as many youth as possible every year. Our program emphasizes skill development, enhancing physical dexterity, the importance of team play and the honing of leadership qualities; but most important of all, we make sure all players have fun and enjoy playing the game of baseball.

Each season, about 1,000 youth aged 5 to 18 participate in our programming which runs from January until the end of September. With the full cooperation of our major partner (the City of St. John's) we utilize 10-12 baseball fields located throughout the city during the season. In addition to the city, we also have registered players from Logy Bay-Middle Cove-Outer Cove, Torbay, Pouch Cove, Flatrock, and Portugal Cove-St. Philips.

Your sponsorship will enhance quality outdoor recreation for youth through our programs, while your message will reach several thousands at the ball parks in St. John's. Sponsorship funds received go toward equipment, uniforms, baseballs, coaches and umpire clinics, field maintenance and improvement, and special projects.

Please consider a sponsorship with SJ MBA as a part of your business's local marketing strategy. Typically, SJ MBA tries to enter into sponsorship agreements for a three year period.

While our corporate packages are outlined below, adjustments can be made to address your business needs including an adjustment to our typical three year agreement.

For further information, please contact:

Kristyn Coley, Executive Director

709-693-8287

kristyn@sjmba.ca



# ST. JOHN'S MINOR 'A' BASEBALL ASSOCIATION

## CORPORATE SPONSORSHIP PACKAGES

### Grand Slam Sponsor Package - \$7,500/year

- Company/name or logo on uniform sleeves of players in an entire division.
- Four 4'x8' signs prominently displayed at baseball fields. Signs will be placed at high traffic areas – Wishingwell Park (Empire Avenue) and St. Pat's Park (Carpasian Road) as well as two other fields. Sponsor to provide artwork and SJMBA will cover the cost of signage.
- Company ad on SJMBA website with hot link to sponsor's website. Our website had close to 400,000 hits in 2019.
- Two e-mail blasts per year to our data base (900+) promoting our sponsors as well as regular social media feeds recognizing your sponsorship.
- Sponsor representative will be invited to all trophy/award presentations in sponsored division.
- Invitation for two company representatives to SJMBA Annual General Meeting/Appreciation Night held in November.
- SJMBA will entertain any other opportunities that the sponsor may suggest during the course of the year (i.e. coupons for Player of Game awards, fundraising promotions, sales promotion, etc.)
- Official sponsor of St. John's Minor Baseball Festival of Baseball Tournament.
- Subject to negotiation, exclusive sponsorship in your business type and exclusive supplier status.

### Home Run Sponsor Package - \$5,000/year

- Company/name or logo on uniform sleeves of players in an entire division.
- Company ad on SJMBA website with hot link to sponsor's website. Our website had close to 400,000 hits in 2019.
- Three 4'x8' sign prominently displayed at Wishingwell Park (Empire Avenue) and St. Pat's Park (Carpasian Road) as well as one other field. Sponsor will provide artwork and SJMBA will cover the production cost.
- Two e-mail blasts per year to our data base (900+) promoting our sponsors as well as regular social media feeds recognizing your sponsorship.



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- Official sponsor of SJMBA's Winter Ball Program, Spring Training or a school tournament division (e.g. Steve Philips Classic, Junior High).
- Sponsor representative will be invited to all trophy/award presentations in sponsored division.
- Invitation for two company representatives to SJMBA Annual General Meeting/Appreciation Night held in November.
- SJMBA will entertain any other opportunities that the sponsor may suggest during the course of the year (i.e. coupons for Player of Game awards, fundraising promotions, sales promotions, etc.)
- Subject to negotiation, preferred supplier status.

### **Triple Sponsor Package - \$2,500/year**

- Company/name or logo on uniform sleeves of players on half the teams in a division.
- Company ad on SJMBA website with hot link to sponsor's website. Our website had close to 400,000 hits in 2019.
- Two 4'x8' sign prominently displayed at Wishingwell Park (Empire Avenue) and St. Pat's Park (Carpasian Road). Sponsor will provide artwork and SJMBA will cover the production cost.
- Two e-mail blasts per year to our data base (900+) promoting our sponsors and regular social media feeds recognizing your sponsorship.
- Sponsor representative will be invited to all trophy/award presentations in sponsored division.
- Invitation for two company representatives to SJMBA Annual General Meeting/Appreciation Night held in November.

### **Double Sponsor Package - \$1,000/year**

- Company ad on SJMBA website with hot link to sponsor's website. Our website had close to 400,000 hits in 2019.
- One 4'x8' sign prominently displayed at Wishingwell Park (Empire Avenue) or St. Pat's Park (Carpasian Road). Sponsor will provide artwork and SJMBA will cover the production cost.
- Regular social media feeds recognizing your sponsorship.
- Invitation for one company representatives to SJMBA Annual General Meeting/Appreciation Night held in November.



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### **Base Hit Sponsor Package - \$500/year**

- Company ad on SJMBA website with hot link to sponsor's website. Our website had close to 400,000 hits in 2019.
- Regular social media feeds recognizing your sponsorship.
- Invitation for one company representatives to SJMBA Annual General Meeting/Appreciation Night held in November.