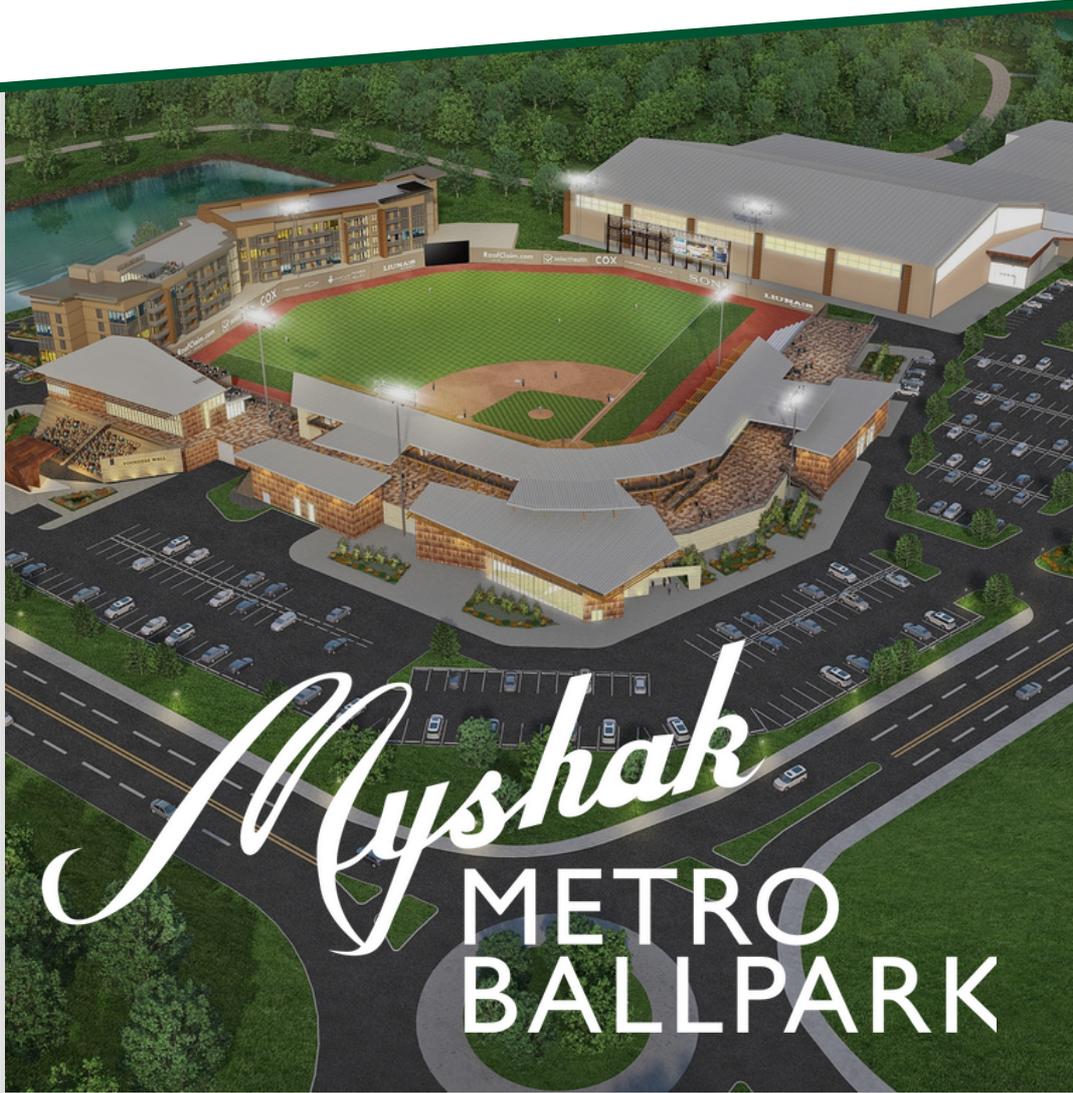


2023

# PARTNERSHIP OPPORTUNITIES

THE INAUGURAL SEASON



# SIGNAGE AND BRANDING

## BACKLIT SIGNAGE



MINIMUM 3-YEAR COMMITMENT  
\$12,000 + GST

- Located beside the video board, fixated on a steel structure.
- 5 spots available.

## BATTER'S EYE SIGN

MINIMUM 3-YEAR COMMITMENT  
\$10,000 + GST

- Sign can be in colour. Will run across the top of the batter's eye for the full width.
- Only one available!
- Dimensions of 40'W x 4'H.



## OUTFIELD FENCE SIGN

MINIMUM 3-YEAR COMMITMENT  
\$8,000 + GST

- 24'W x 4'H advertising space (some room to be left on each side for neighbouring signs).
- All white, modernized branding (proven to more effective & provides a cleaner look).
- 20 spots available (15 of the 20 have been spoken for – as of Nov 30, 2021).



## FOUL POLE SIGNAGE

MINIMUM 3-YEAR COMMITMENT  
\$8,000 + GST

- Branding space on both foul poles.



◆ All production and installation costs to be covered by the partner.

◆ Most partnership opportunities include tickets and additional exposure.

*Myshak* METRO BALLPARK

## BACKSTOP SIGNAGE



MINIMUM 3-YEAR COMMITMENT  
FOR PRICING, INQUIRE WITH OUR SALES REPRESENTATIVE

- Logo will be on the backstop padding, directly behind home plate.
- Will be visible from certain areas of the seating bowl and is a great opportunity for exposure on all live stream content.

MINIMUM 3-YEAR COMMITMENT  
\$10,000 + GST

- Logo will be seen on the back of all of the main seating bowl seats.
- Roughly 2,300 – 2,500 seats.



## SEAT BACK BRANDING

## DUGOUT / MEDIA BACKDROP



MINIMUM 3-YEAR COMMITMENT  
\$6,000 + GST

- Exposure inside the dugout to players, field renters, team photos, social media posts, etc.
- Alternating logo on the concourse media backdrop. Will get exposure through for interviews, media releases, fan photos, social media, etc.

## BATTER'S CIRCLE BRANDING

MINIMUM 3-YEAR COMMITMENT  
\$6,000 + GST



## DUGOUT PADDING BRANDING

\$2,000 + GST

- Located on both Home and Away dugout railings.
- Visible through field rentals, team photos, social media posts, etc.



## BACKSTOP SIDE PADDING SIGNAGE

MINIMUM 3-YEAR COMMITMENT  
\$6,000 + GST

- Located between backstop signage and dugouts.
- Will be visible to most fans in the grandstands.
- Price includes both first base and third base side padding locations.



## ROTATING DIGITAL CONCOURSE ADVERTISING

\$2,000 + GST

- 20 spots available.
- Dimensions to be determined, but sign will be in a prime, visible location.
- Located in high traffic areas on the concourse.
- Advertisement will rotate on multiple double sided, digital totems throughout Prospects games and other events.



## MISCELLANEOUS

\$1,000 - \$3,000 + GST

- Various signage opportunities that could include branding in or around washrooms, concessions, elevator, entrances, box office, etc.).

◆ All production and installation costs to be covered by the partner.

◆ Most partnership opportunities include tickets and additional exposure.

*Prospect*  
METRO BALLPARK

COX

CHEVROLET 

 powershift  
by NVEnergy POWER ALLEY

# VIRTUAL BRANDING

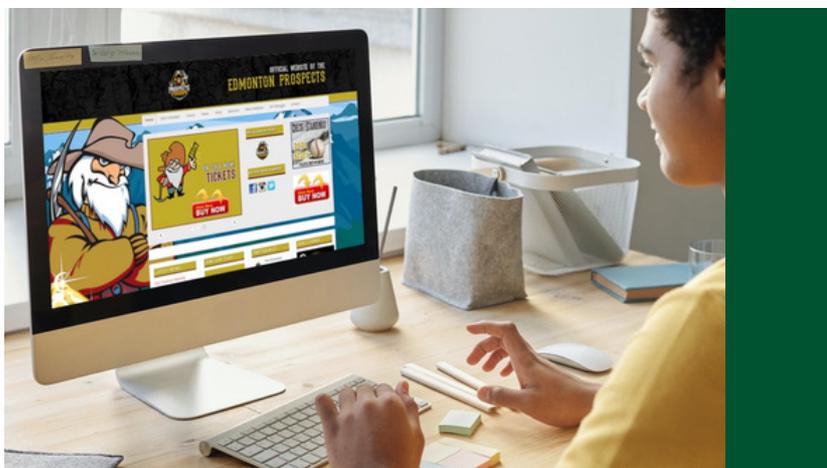
Most partnership opportunities include tickets and additional exposure.



## SOCIAL MEDIA PARTNER

\$5,000 + GST

- Logo included on all pre game and post game summaries across Twitter, Facebook, and Instagram (roughly 14,000 followers).
- 112 posts on each platform.
- Additional messaging and digital branding opportunities included.



## WEBSITE ADVERTISING

\$1,000 - \$2,500 + GST

- Price varies on size and location of website advertising.
- Ask sales representative for more information on the different options.

EDMONTON PROSPECTS

COX

CHEVROLET

powershift by NVEnergy POWER ALLEY

# PROSPECTS VISION VIDEO BOARD

Most partnership opportunities include tickets and additional exposure.

## CUSTOMIZED DIGITAL BRANDING

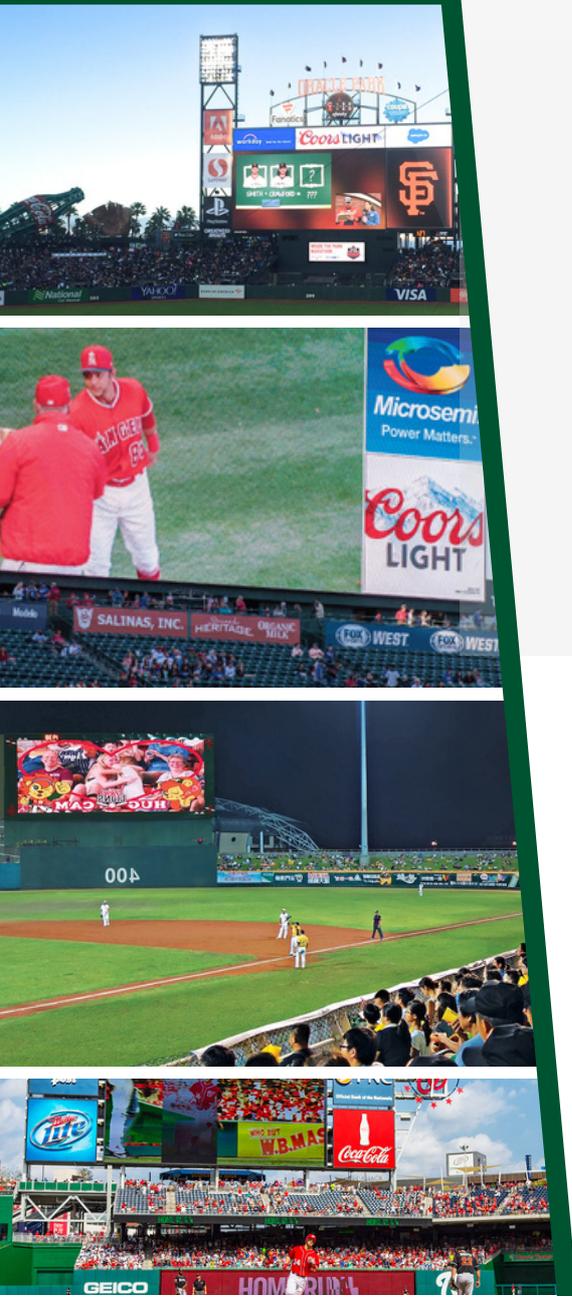
- Wide variety of different digital branding opportunities.
- Some examples could be: static digital signage, digital player features, replay sponsor, play of the game sponsor, etc.
- Ask Sales Representative for more information.

\$5,000 - \$10,000 + GST

## PRE GAME COMMERCIALS (15-30 SECOND)

- Rotating commercials that start roughly one hour before first pitch.
- Played at every game in between pre game music and other corporate commercials.

\$3,000 + GST





# GAME DAY + OTHER SPONSORSHIPS

◆ Most partnership opportunities include tickets and additional exposure.

## GAME DAY SPONSORSHIPS

\$2,000 - \$5,000 + GST

Price ranges depending on the day of the week and projected attendance.

- Get recognition in all Prospects marketing and advertising leading up to and during the event.
- PA announcements, game day activations, ingress and/or egress handouts, and other creative ideas to interact and promote your business the Prospects fans.
- Receive tickets to bring staff, clients, family, or friends to your sponsored game!

## BETWEEN INNING PROMOTION SPONSOR

\$3,000 - \$6,000 + GST

- Crowd entertainment and interaction is a huge tool to connect your branding and messaging with fans. Sponsor one of the many different between inning activities and associate your business with fun at the ballpark.
- Beat the Bolt, Trivia, 7th Inning stretch, Hat Shuffle, are just some examples.
- Comes with recognition over PA announcements, video board logo, and other to be determined elements.

## TICKET STOCK SPONSOR

\$1,500 - \$4,000 + GST

- \$1,500 for exposure on every third ticket printed or \$4,000 for exclusivity on all tickets printed

## PITCHING CHANGE SPONSOR

\$4,000+ GST

- Comes with recognition over PA announcements, video board logo, and other to be determined elements.
- Exposure for every home and away pitching change

# GAME DAY + OTHER SPONSORSHIPS

## KIDS CAMP SPONSOR

\$2,500 + GST

- Logo on all Kids Camp shirts.
- Exposure as Kids Camp Sponsor on website registration and all advertising leading up to and during the event.

## JERSEY PATCH SPONSOR

\$5,000+ GST

Price is per jersey set + production and installation

- Have your businesses logo on the sleeve of Prospects jerseys.
- Jersey patch will be seen in team photos, social media posts, etc.
- Receive one official Prospects jersey with your patch on it.

## STARTING LINE-UP SPONSOR

\$3,000 + GST

- Comes with recognition over PA announcements, video board logo, and other to be determined elements.

# FRONT + CENTER IN OUR GAME DAY PROGRAMS

<p><b>\$1000</b> per issue</p> <p><b>FULL PAGE</b> Live 7.75"W x 10.25"H Trim 8.25"W x 10.75"H Bleed 8.75"W x 11.25"H No Bleed 7.45"W x 10"H</p>	<p><b>\$850</b> per issue</p> <p><b>2/3 PAGE</b> 7.25"W x 6.65"H</p>	<p><b>\$700</b> per issue</p> <p><b>1/2 PAGE HORIZONTAL</b> 7.25"W x 5"H</p>
<p><b>\$700</b> per issue</p> <p><b>1/2 PAGE VERTICAL</b> 3.625"W x 9.75"H</p>	<p><b>\$549</b> per issue</p> <p><b>1/3 PAGE</b> 7.25"W x 3.375"H</p>	<p><b>\$425</b> per issue</p> <p><b>1/4 PAGE</b> 3.625"W x 5"H</p>



**6000**

copies of each program will be available to baseball fans!

**CONTACT *KEATON MISKEW***

**FOR MORE INFORMATION**

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*Ryshak*  
METRO  
BALLPARK

