



# LETHBRIDGE BULLS

## 2020 SPONSORSHIP INFORMATION

# WHAT CAN WE DO FOR YOU?



The Lethbridge Bulls are a non-profit organization that is always looking to improve the experience at the ball park for our fans. There are numerous ways we can promote your business or organization.

**Director of Sales and Marketing**

**Jourdan Jones**

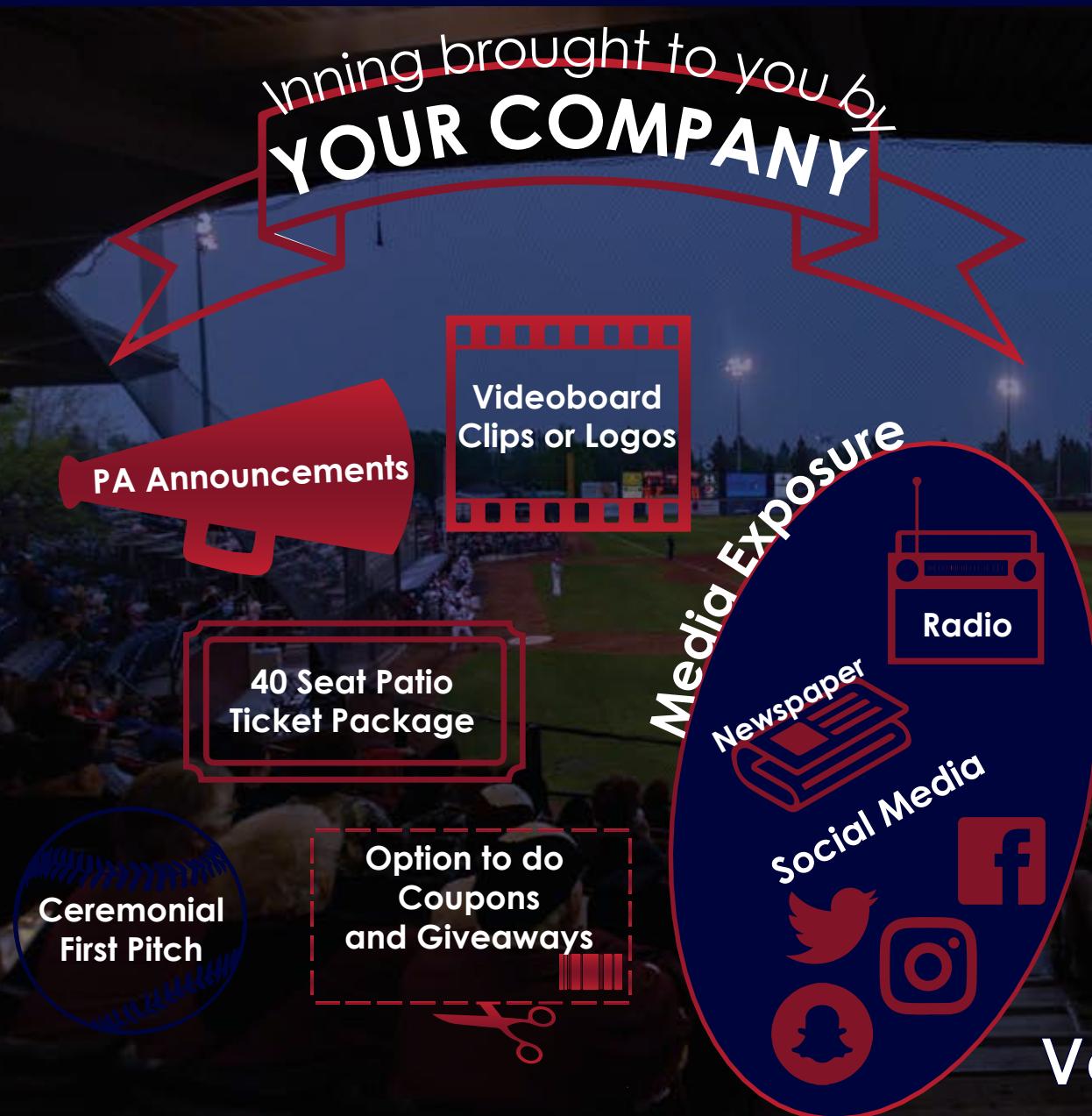
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**C: 403-485-5802**

**O: 403-320-2025**

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# GAME SPONSORSHIPS



## ALSO INCLUDES:

- Option to run a promotion in game
- Opportunity to have two representatives on field for Opening Ceremonies
- Preferred Customer Service
- 1/2 Page Ad featured in the game day program

Value: \$1,500 - \$2,500

# JERSEY NIGHT SPONSORSHIP

## ALSO INCLUDES:

- Option to run a promotion in game
- Your company logo on the special jerseys, which are worn on the field for the game
- 2 of the special jerseys
- Opportunity to have two representatives on field for Opening Ceremonies
- Framed photo of first pitch and Lethbridge Bulls hoodie
- Preferred Customer Service
- 1/2 Page Ad featured in the game day program



42 Seat TimberTech  
Terrace  
Ticket Package

Four Blue Season Tickets



40 Seat Patio  
Ticket Package

Option to do  
Coupons  
and Giveaways



PA Announcements



Prices & Jerseys NEXT

# JERSEY NIGHTS PRICING/OPTIONS



**Canada Day (2 Games)**  
Wednesday, July 1st  
\$3,500



**Plaid For Dad**  
\$2,000



**Pink in the Park**  
\$2,000

# SIGNAGE PACKAGES

Outfield Fence Sign.....\$2,000

Premium Sign.....\$2,500

Illuminated Sign.....\$2,500

Dugout Roof Sponsor.....\$2,000



# GRANDSTAND BANNERS



**Opportunity to display your business banner  
on the new Spitz Stadium Grandstand**

**Set up a time to speak to our Director of Sales,  
Jourdan Jones to choose your location!**



**Valued at \$500**

# FEATURE IN GAME PROMOTION



## ALSO INCLUDES:

- Custom built promotion with your company name on it
- Advertising or video clip played to announce promotion
- All advertising exposures including programs, ads, pictures, etc.
- A certificate for display in your business as a thank-you for the support

**Valued at \$2,000**

# SEASON LONG MULTIMEDIA



## ALSO INCLUDES:

- **Situational Sponsorship spot: appears on the videoboard and announced when your spot comes up during play. Fan favourites include: Home Run, Grand Slam, Double Play, Beer Batter**
- **A spot in the pre-game/post-game sponsorship loop created by Feature Productions**
- **All advertising exposures including programs, ads, pictures, etc.**
- **Company logo displayed on five pre-game photos and five post-game photos on social media accounts throughout the season**

Valued at \$1,000

# INNING SPONSORSHIP

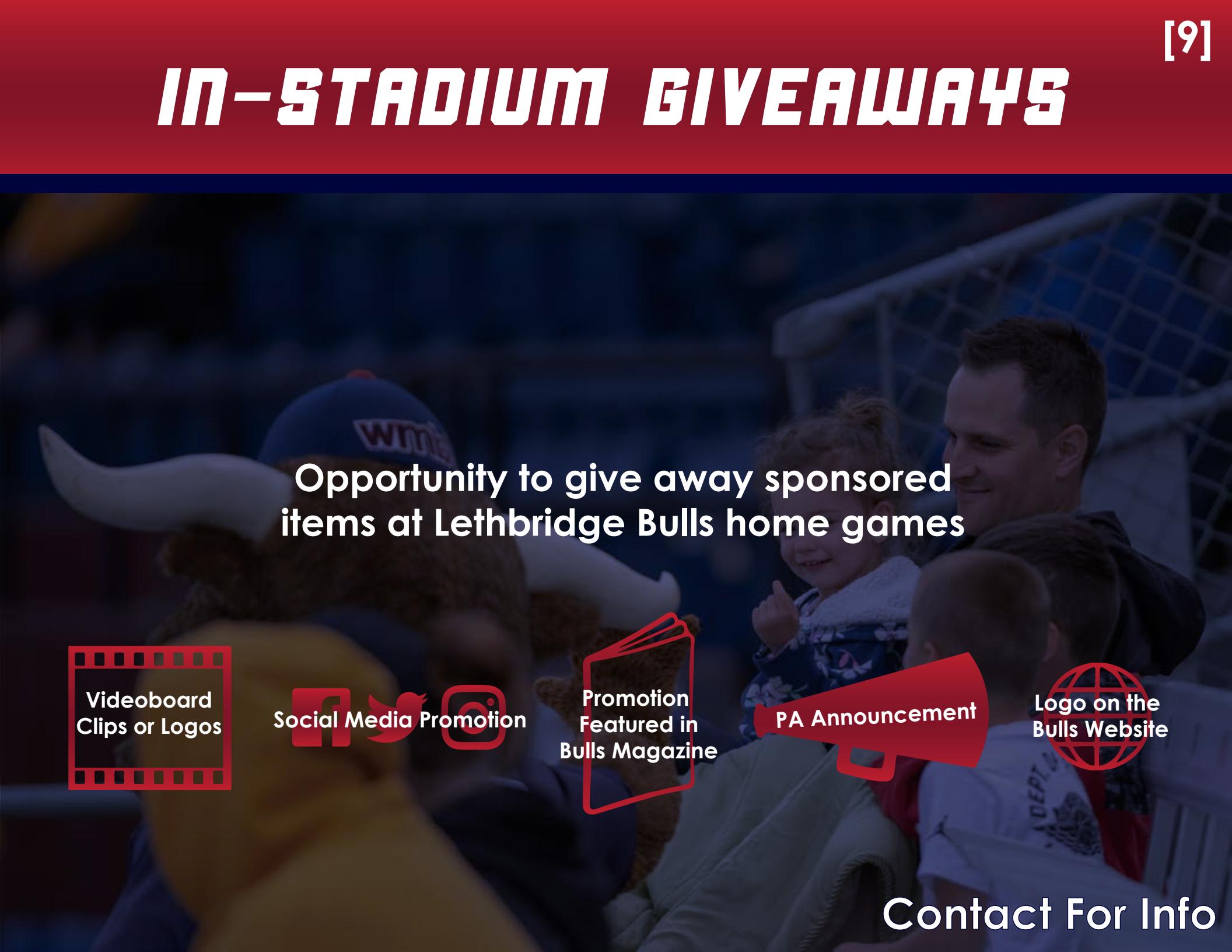


## Also Includes:

- Your company recognized as the official sponsor of the chosen inning at each Bulls game
- Announcement includes any tagline you would like to follow the sponsorship bit
- Logo displayed during announcement

Valued at \$1,000

# IN-STADIUM GIVEAWAYS



Opportunity to give away sponsored items at Lethbridge Bulls home games



Contact For Info

# SITUATIONAL SPONSORSHIP



Logo on the  
Bulls Website



Social Media Promotion



Promotion  
Featured in  
Bulls Magazine

Your company name is attached to a situation that will happen during play.

Fan favourites include Home Run, Grand Slam, Double Play, Beer Batter.

Be creative! We want to hear your ideas on how to make this sponsorship your own.

Valued at \$500

# IN-GAME PROMOTION



Videoboard  
Clips or Logos



PA Announcement



Logo on the  
Bulls Website



Promotion  
Featured in  
Bulls Magazine

Opportunity to come up with your own unique in-game promotion, or brainstorm with our Marketing staff!

Will appear every bulls game, must be decided before the beginning of the season.

Valued at \$1,500

# WEEKNIGHT PROMOTION

Your company name will be attached to a special themed night of the week.

Theme Nights include:

**Jr. Bulls Sundays - OPEN**

**Markdown Mondays - OPEN**

**Toonie Tuesdays - OPEN**

**Wild Deal Wednesdays - OPEN**

**Thirsty Thursdays - OPEN**

**Family Fridays - GAS KING**

**Super Saturdays - OPEN**

Promotion  
Featured in  
Bulls Magazine



Option to do  
Coupons  
and Giveaways



PA Announcement

Valued at \$500

# SPIN TO WIN



As a Lethbridge Bulls sponsor this season, we are giving you a spot on our new Spin the Wheel activity, happening every home game!

Your business will have the opportunity to put a giveaway or coupon on this wheel, for every patron who purchases a Bulls home game program to spin and win!

Your business logo and the giveaway will be displayed on the wheel, and the fan will receive the giveaway if they land on it!

INCLUDED IN ALL SPONSORSHIPS!

# BULLS PRESENTING SPONSOR

This giant, feature sponsorship will put your company front and centre for an incredible game night and the highest amount of exposure the Bulls can offer. It doesn't get much better than this!

The diagram illustrates the various benefits of being a Bulls Presenting Sponsor, arranged around a central image of a baseball team on a field.

- Ceremonial First Pitch** (Icon: Baseball)
- PA Announcements** (Icon: Megaphone)
- Option to do Coupons and Giveaways** (Icon: Scissors cutting a ribbon)
- Logo on the Bulls Website** (Icon: Globe)
- Logo on the Under The Lights Website** (Icon: Basketball)
- Media Exposure** (Icon: Ovals containing Radio, Newspaper, Social Media, and other media icons)
- Four Red Season Tickets** (Icon: Four red ticket stubs)
- Promotion Featured in Bulls Magazine** (Icon: Magazine)
- Your Promotion on the Bulls Webcast** (Icon: Computer monitor)
- Videoboard Clips or Logos** (Icon: Film strip)
- 40 Seat Patio Ticket Package** (Icon: Ticket stub)

**Valued at \$10,000**

# **BULLS PRESENTING SPONSOR**

## **Also Includes:**

- Option to run a promotion of your choice, to be determined before the season begins**
- Opportunity to have 2 company representatives on the field for the ceremonial first pitch**
- Lethbridge Bulls Hoodie and framed photo of the first pitch**
- Preferred Customer Service**
- 1/2 page ad featured in the game day program for your game night**
- Logo on display at all Spitz Stadium entrances**
- Logo on all Bulls printed media**
- Logo looped into pregame and postgame sponsor loop on our videoboard for every home game**
- PA Mention at every Lethbridge Bulls home game**
- 1 VIP table of 8 at the Legends of Sports Gala**
- 8 VIP meet and greet tickets to the celebrity meet and greet prior to the event**
- 1 Outfield Fence Sign at Spitz Stadium**

**Valued at \$10,000**

# LETHBRIDGE BULLS TICKETING

**VisitLethbridge.com Patio:**

**\$24 per ticket**

**Patio A: 40 seats**

**Patio B: 60 seats**

**Patio C: 84 seats**

**Timbertech Terrace:**

**\$22 per ticket**

**Seats 42 people**

**Season Tickets:**

**Red.....\$476**

**Blue.....\$350**

**Silver.....\$294**

**Bleacher.....N/A**

# **CONTACT US**



**Pricing is Negotiable for most of these terrific  
sponsorship opportunities, and they are fully customizable  
for your business needs!**

**Contact Jourdan Jones for more information, or to book your  
Lethbridge Bulls sponsorship experience!**

**(403) 485-5802  
[jourdan@underthelights.ca](mailto:jourdan@underthelights.ca)**

**THANK YOU FOR YOUR SUPPORT**

