

A group of baseball players in white pinstriped uniforms are gathered on a field at night, celebrating. Some players have their arms raised. The uniforms have "BULLS" written on the front. The background is dark with some stadium lights and a fence.

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
jourdan@underthelights.ca
C: 403-485-5802
O: 403-320-2025

- [1] Game Sponsorship
- [2] Jersey Night Sponsorship
- [4] Signage Packages
- [5] Grandstand Banners
- [6] Feature In-Game Promo
- [7] Season Long Multimedia
- [8] Inning Sponsorship
- [9] In-Stadium Giveaway
- [10] Situational Sponsorship
- [11] In-Game Promotion
- [12] Weeknight Promotion
- [13] Spin to Win
- [14] Bulls Presenting Sponsor
- [16] Ticketing
- [17] Contact Us

GAME SPONSORSHIPS

Inning brought to you by
YOUR COMPANY



PA Announcements



Videoboard
Clips or Logos



40 Seat Patio
Ticket Package



Ceremonial
First Pitch



Option to do
Coupons
and Giveaways

Media Exposure



Radio

Newspaper

Social Media



ALSO INCLUDES:

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

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

[2]

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

Prices & Jerseys NEXT

42 Seat TimberTech Terrace Ticket Package

Four Blue Season Tickets

Media Exposure



Social Media



Radio



Videoboard Clips or Logos



Option to do Coupons and Giveaways

40 Seat Patio Ticket Package



PA Announcements



Ceremonial First Pitch

JERSEY NIGHTS PRICING/OPTIONS



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



Plaid For Dad
Thursday, June 20th
\$2,500



Pink in the Park
Sunday, July 28th
\$2,000

SIGNAGE PACKAGES

Outfield Fence Sign.....\$1,500

Premium Sign.....\$1,800

Illuminated Sign.....\$2,000

Dugout Roof Sponsor.....\$1,000



Outfield Fence Signs

GRANDSTAND BANNERS/PHOTOS

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



Logo on the Bulls Website

Valued at \$500



[6]

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

Inning brought to you by
YOUR COMPANY

Logo on the
Bulls Website

Videoboard
Clips or Logos

PA Announcement

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

[10]

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

[12]

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 - OPEN

Super Saturdays - OPEN



Promotion
Featured in
Bulls Magazine



Logo on the
Bulls Website



Videoboard
Clips or Logos



Social Media Promotion



Option to do
Coupons
and Giveaways



PA Announcement

Valued at \$250 - \$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!

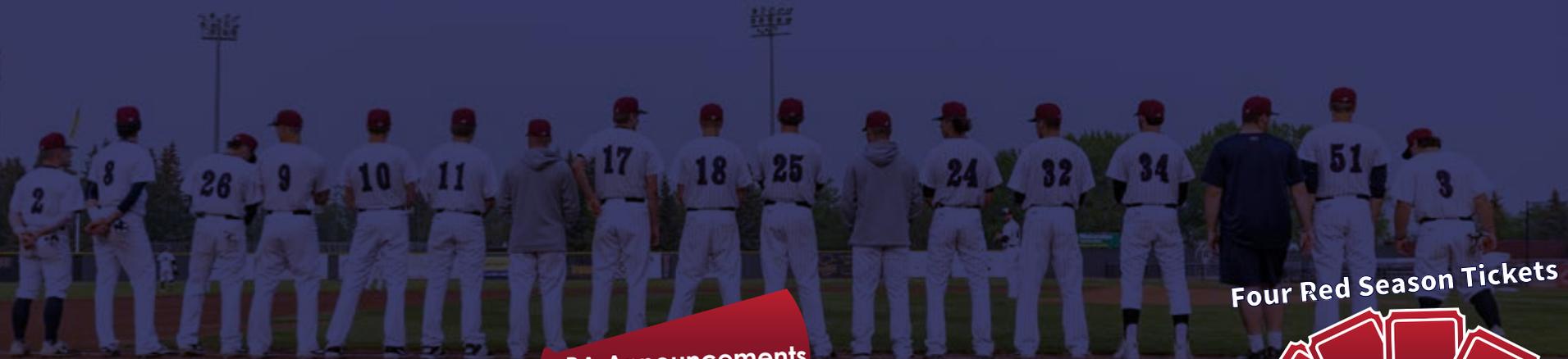
Your business logo and the giveaway will be displayed on the wheel, and the fan will receive the giveaway if they land on it!

INCLUDED IN ALL SPONSORSHIPS!

[14]

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!



PA Announcements

Four Red Season Tickets



Ceremonial First Pitch



Option to do Coupons and Giveaways



Logo on the Bulls Website



Media Exposure



Promotion Featured in Bulls Magazine



Your Promotion on the Bulls Webcast



Videoboard Clips or Logos



40 Seat Patio Ticket Package



Logo on the Under The Lights Website

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

[16]

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.....\$475

Blue.....\$340

Silver.....\$290

Bleacher.....\$200

Club Suites:

Enjoy prime seating, a dedicated suite attendant, a stocked mini fridge, and a Game Day catering package this season!

Suite A (20 people).....\$650 per game

Suite B (12 people).....\$500 per game

Suite C (20 people).....\$650 per game

Executive Suite (10 people)....\$500 per game

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

THANK YOU FOR YOUR SUPPORT

