VICTORIA HARBOURCATS™

2024 MARKETING GUIDE



NICK PIVETTA - HARBOURCATS 2013 / RED SOX 2023

#YOURSUMMERLIVESHERE

IN SUMMER, VICTORIA PLAYS OUTSIDE

Local ownership and enthusiastic fans have taken the team to new heights, including the three highest-attended games in West Coast League history at the time, bringing the heart of the City of Victoria to life. In total, close to 80,000 people saw the exciting brand of HarbourCats baseball in 2019, while our *return to play* in 2022 added another 66,000+ fans, for a total of nearly 150,000 local “eyes” on our sponsors.

Creative promotions, audience engagement, signage, PA and video scoreboard options, the popular souvenir program, ticket packages and group hosting, including two great group party deck options. These are just some of the choices available for our corporate partners, and we love new and impossible ideas!

OUR FAN BASE CONTINUES TO GROW

ATTENDANCE MILESTONES

2,318	PER-GAME AVERAGE RECORD (2018)
5,008	LARGEST SCHOOL SPIRIT DAY CROWD (2023)
5,240	HCATS SINGLE-GAME RECORD (2018)
62,599	HCATS SEASON RECORD - 27 GAMES (2018)
More Than 79,737	TOTAL ATTENDANCE (2019)
500,000	FANS THROUGH 9 SEASONS

In 2024, be a key part of it, and use HarbourCats Baseball to get your message to the masses.





BIG LEAGUE MARKETING

Tap into the nostalgia and excitement of being back at the game with these classic, timeless marketing opportunities.

VIDEO SCOREBOARD / BILLBOARD

Large Video Scoreboard Signage (2 Spaces Available)	**$15000**
Medium Video Scoreboard Signage (2 Spaces Available)	**$12000**

VIDEO BILLBOARD ADS

Your produced commercial played all season long. (No commercial? No problem! Our in-house Creative Department can produce your commercial for a nominal fee.)

Played twice every home game (Pre-game and between innings)	**$1000**
Played during game only (Once)	**$700**
Played in pre-game (Once)	**$500**

LIVE STREAMING ADS

- Two 15 second ads per game, in all live streamed games, seen all over the Canadian and U.S. Markets.
- One 15 second video ad on our large video screen at all home games.
- Logo/Banner with click-through on the HarbourCats website, for 1 year.
Production of new 15 second ad can be supplied by you, or produced by our Creative Department.

Full Package	**$1500**

OUTFIELD FENCE BILLBOARD - OUR MOST POPULAR OPTION

Standard: 5.5ft x 9.5ft	**$5,000**
Double Size: 5.5ft x 20ft	**$6,500**

Cost of producion not includeed, optional $300 graphic design fee.

BANNER SPACE

Hang your promotional banner in high-traffic areas	**$2000**
(Sponsor provides banner)	

LIGHT TOWERS

Your branding can literally tower over the field	**$8000**
(2 Spaces Available)	

UNIQUE SPACES

Diamond Club Section - Branding / Sponsorship	**$10000**
Dugout Tops (2 Spaces Available)	**$4000**
"Gathering Spot" Floor Signage Between Sec. 9-10	**$6500**
Uniform Shoulder Patch on one full set of jerseys (Embroidered patch provided - 3 Sets Available)	**$4000**
Backstop (3ft x 8ft)	**$3000**
Pitching Mound (1 Logo Available)	**$2000**

* SIGN PRODUCTION COST NOT INCLUDED



DIGITAL MEANS **BIG** RESULTS

We experienced a **2000% growth in engagement** during our two lost seasons due to Covid. We know how to innovate.

Our digital sponsorship solutions utilize the cutting edge of current marketing strategies, from mobile programs activated by QR Codes, NFC Tap technology in our merchandise, and Augmented Reality Camera filters on popular Social Media Apps, available exclusively to fans within Wilson's Group Stadium at Royal Athletic Park.

DIGITAL SOUVENIR PROGRAM

The digital program is how our fans win prizes, through game-day promotions and contests for valuable products and services. This is one of the first places your business will be seen online. Adwords, SEO, Backlinking and more will be utilized to extend the reach, and relevance of the program past the game.

Full Season - *Ability to change every game*	**$5000**
Full Season - *One Advertisement*	**$2000**
1st Half	**$1200**
2nd Half	**$750**
Single Game	**$250**

ONLINE POCKET SCHEDULE

11 Spaces Available	**$2500**

BRANDED AR PHOTO SPONSOR

Your companies name/logo on custom photo frames and effects on popular social networks such as Instagram and Snapchat, encouraging fans to share game-day updates such as "Home Run" and "He's Out!" organically on their own social profiles.

Full Season	**$1500**

DIGITAL TICKET LOGO

Full Season - 2 Spaces Available	**$5000**

"We love working with the Victoria HarbourCats, a professional organization from start to finish, they are committed to their players, their sponsors, their staff and their community. We never do a campaign with the HarbourCats that we don't get more than we were promised, they consistently under promise, and over deliver."

~ MaryLou Newbold, Mayfair Optometric Clinic



JOIN THE CLUB

Exciting sponsorship and promotional opportunities to engage your fans

MAJOR GAME EVENTS

Opening Night	$7500
Fireworks Games	$8500
Father's Day / Canada Day	$5000

GAMEDAY SPONSORSHIP

"Your game, brought to you by your business" (Includes 10 Premium Reserved Tickets)	$2500

IN-GAME OPTIONS

Anthem Singer, brought to you by...	$1500
Starting Lineups, brought to you by...	
Stolen Base, brought to you by...	
Home Run, brought to you by...	
Player of the Game, brought to you by...	
Umpire Break, brought to you by...	
Pitching Change, brought to you by...	
Mid-Game Cleanup, brought to you by...	

TEAM POSTER

Placed around Victoria, and used as a pre-game fan giveaway item. 1,000 produced.

6 Spaces Available	$500

Have an idea for your brand?

Our in-house creative department produces everything from quick social posts, to fully realized, multidiscipline marketing campaigns. Whether it's a story on Instagram, a Tik Tok challenge based on your messaging, a custom effects filter for Snapchat, or something entirely different, we're ready to help you produce the very best content and events for your business.



EXTEND THE SEASON

Why advertise for JUST the summer, when your brand can be visible ALL year?

It takes a while to develop local talent into the HarbourCats you know and love. The Golden Tide program does just that, year round. With two seasons, September to October, and again in March until May, the cumulative effect is marketing opportunities throughout the year, for a low add-on price.

OPTION 1:

Advertisement on the large Video Board at R.A.P. between EVERY inning.

Also includes TWO Season Tickets to The Golden Tide Games **$500.00**

OPTION 2:

Advertisement on the large Video Board at R.A.P. between EVERY inning.

Digital Marketing & Social Media Package with The Golden Tide

Also includes FOUR Season Tickets **$1000.00**

"I greatly enjoy working on the marketing with the Golden Tide. The younger demographic of the Golden Tide's fans allows us to innovate, and experiment with Social Networks, trends, and ideas that bring our work to a new, younger audience than our traditional fanbase."

Lindsay Wilson - Moxie's Restaurant



THE UPPER DECK EXPERIENCE

Wilson's Group Stadium at Royal Athletic Park

ENJOY THE GAME FROM THE BEST VANTAGE POINT IN THE STADIUM!
YOUR OWN PRIVATE SUITE ON TOP OF A CLASSIC, RED, LONDON DOUBLE-DECKER BUS





TICKETS ONLY

Min. 25 Guests - $875 ($35 per person)
Additional Guests (up to 65 max): $30 ea.

STANDARD PACKAGE

Min. 25 Guests - $1,375 ($55 per person)
INCLUDES: 1 meal & drink voucher per person*; 10% ticket discount on future games; group marketing and promo
Additional Guests (up to 65 max): $45 ea.
Includes Railside Tables for Groups of 30+
10% Gratuity to be added to each meal/drink voucher purchased

VIP PACKAGE

Min. 25 Guests - $1,625 ($65 per person)
INCLUDES: Above, plus 1 additonal drink voucher per person*, first pitch, player/coach meet & greet and additional group promo.
Additional Guests (up to 65 max): $55 ea.
Includes Railside Tables for Groups of 30+
10% Gratuity to be added to each meal/drink voucher purchased

RAILSIDE TABLES (photo, left)*

15-25 Guests - $500
***When not included in above packages**

FOR DETAILS OR TO BOOK YOUR BUS: CONTACT CHRIS@HARBOURCATS.COM OR CALL 778-265-0327

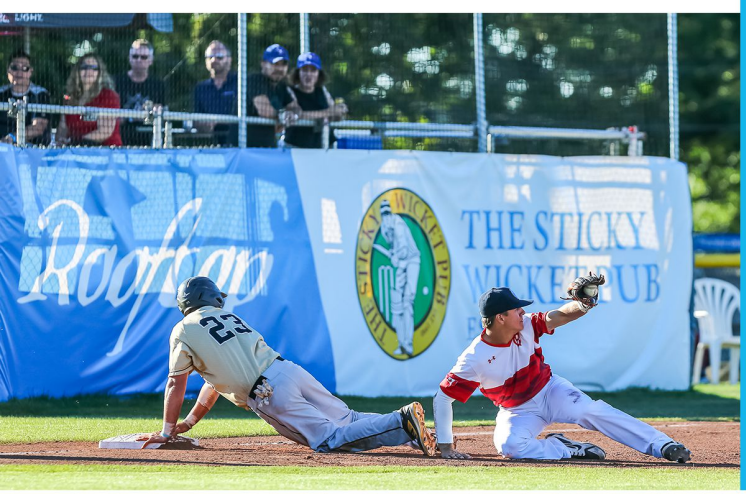


STRATHCONA HOTEL ROOFTOP PARTY DECK

Third Base Party Deck Puts Your Group in the Heart of the Action

ENJOY YOUR OWN BACKYARD PATIO PARTY IN THE HOTTEST SPOT IN THE PARK!
THE STRATHCONA HOTEL ROOFTOP PARTY DECK - SUITABLE FOR GROUPS OF 50-100





TICKETS ONLY
Min. 50 Guests - $1,250 ($25 per person)
Additional Guests (up to 100 max): $20 ea.

STANDARD PACKAGE
Min. 50 Guests - $2,250 ($45 per person)
INCLUDES: 1 meal & drink voucher per person*; 10% ticket discount on future games; group marketing and promo
Additional Guests (up to 100 max): $35 ea.

VIP PACKAGE
Min. 50 Guests - $2,750 ($55 per person)
INCLUDES: Above, plus 1 additonal drink voucher per person, first pitch, player/coach meet & greet and additional group promo.
Additional Guests (up to 100 max): $45 ea.

***A 10% gratuity will be added to each drink and meal voucher purchased.**

THE WILSON'S GROUP STADIUM AT ROYAL ATHLETIC PARK

FOR DETAILS OR TO BOOK YOUR DECK: CONTACT CHRIS@HARBOURCATS.COM OR CALL 778-265-0327

VICTORIA HARBOURCATS™

2024 SEATING CHART and PRICES

FOR TICKETS CALL 778-265-0327

GENERAL ADMISSION
SINGLE GAME - $15 | 10-GAME FLEX - $135 | SEASON - $385

PREMIUM RESERVED
SINGLE GAME - $21 | 10-GAME FLEX - $195 | SEASON - $495

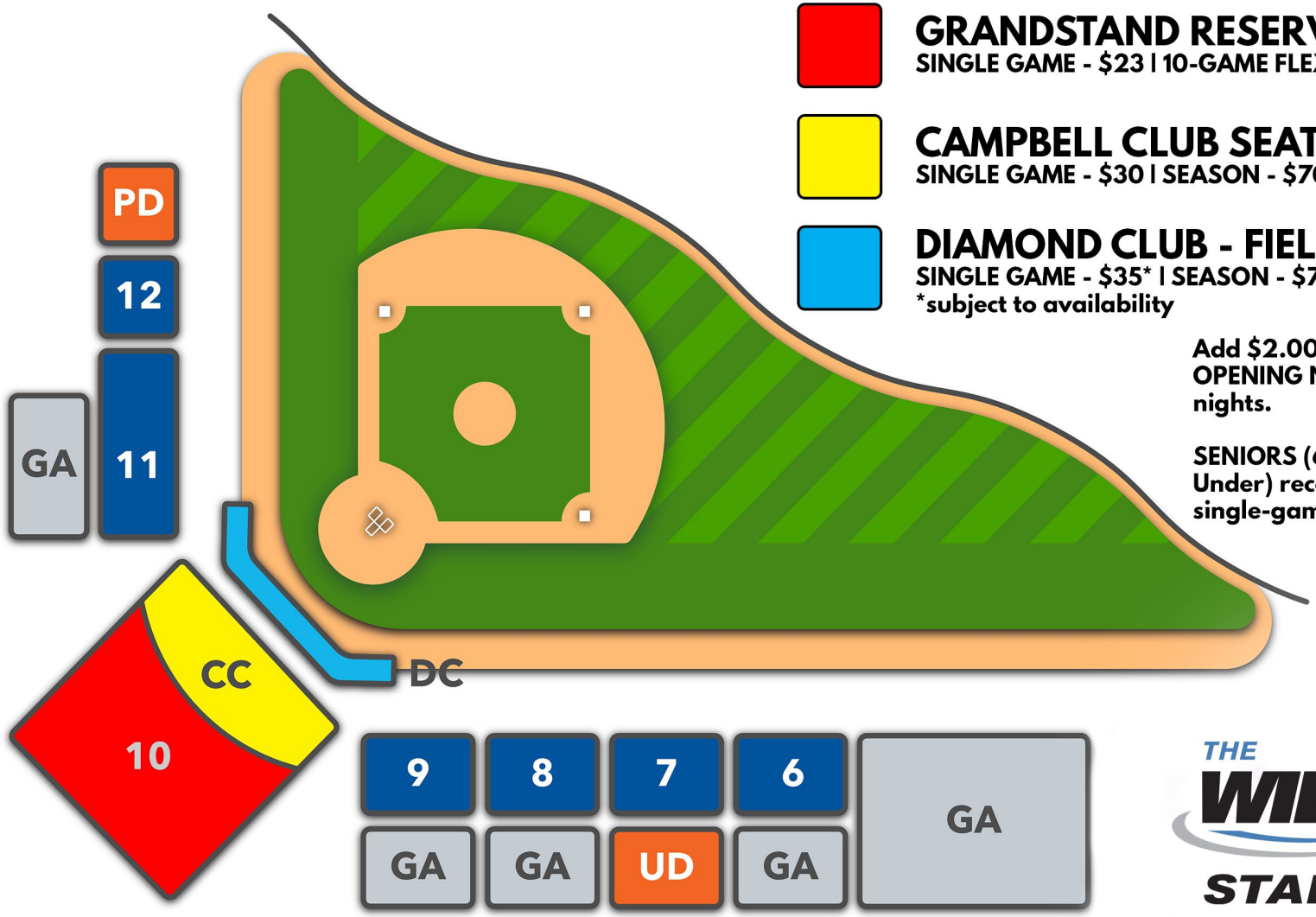
GRANDSTAND RESERVED
SINGLE GAME - $23 | 10-GAME FLEX - $215 | SEASON - $550

CAMPBELL CLUB SEATS
SINGLE GAME - $30 | SEASON - $700

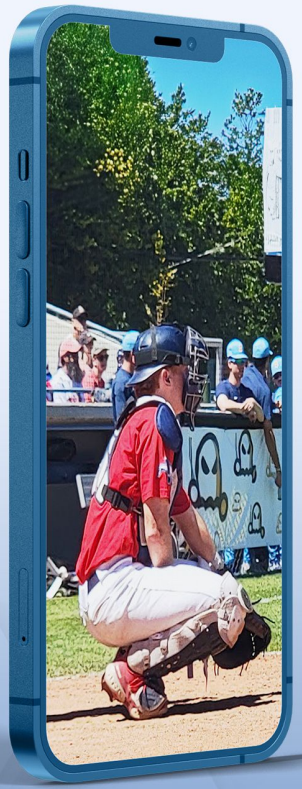
DIAMOND CLUB - FIELD LEVEL
SINGLE GAME - $35* | SEASON - $775
*subject to availability

Add $2.00 to SINGLE GAME PRICES on OPENING NIGHT and FIREWORKS nights.

SENIORS (65+) and CHILDREN (12 and Under) receive $1.00 off regular single-game ticket pricing



THE WILSON'S GROUP STADIUM AT ROYAL ATHLETIC PARK



VICTORIA

HARBOURCATS™

101-1814 VANCOUVER ST.

(778) 265-0327

HARBOURCATS.COM

