



# 2020 PARTNERSHIP RATES

Our fans are your  
fans, and there  
are close to  
80,000 of them!

**"THE PLACE TO BE,  
AND BE SEEN"**





## 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, 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, attending 36 games at Wilson's Group Stadium at Royal Athletic Park. For the sixth straight year, the HarbourCats led the WCL in total and average attendance and Wilson's Group Stadium at Royal Athletic Park continued to be "the place to be, and be seen" in the summer months.

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!

In 2020, be a key part of it, and use HarbourCats baseball to get your message to the masses.

## OUR FAN BASE CONTINUES TO GROW!

### 2018 and 2019 Attendance Milestones

**2,318** NEW WCL PER-GAME AVERAGE RECORD (2018)

**4,644** LARGEST SCHOOL SPIRIT DAY CROWD EVER (2019)

**5,240** NEW WCL SINGLE-GAME RECORD (2018)

**62,599** NEW WCL SEASON RECORD (27 GAMES)(2018)

**79,737** TOTAL ATTENDANCE (2019)

**400,000** FANS & MORE (OVER 7 YEARS)



**Game action is framed  
by your branding.  
High-impact video  
scoreboard and outfield  
fence signage places  
you front and centre.**

*Christian J. Stewart Photography*

# BIG LEAGUE MARKETING

## Signage that builds your brand and enhances your reputation

### VIDEO SCOREBOARD / BILLBOARD

Large video scoreboard signage <i>(two available)</i> .....	\$12,000
Medium video scoreboard signage <i>(two available)</i> .....	\$10,000

### VIDEO BILLBOARD ADS

Your produced commercial, or we'll produce it and play it all season long.

Played twice every home game <i>(pre-game and between innings)</i> .....	\$1,000
Played during game only (once) .....	\$700
Played in pre-game only (once) .....	\$400

### LIVE TELEVISION ADS

Your produced commercial on SHAW TV Broadcasts (~9 games for 2019).

- 2 ads per game in all televised Games (15 second ads) • Plus 2 ads in all PPV games (15 second ads) seen all over US and Canada • Production of a new 15 second ad is available from "HarbourCats Live" Television Production group. • One 15 second ad on the video screen in every home game • Logo with Click through on HarbourCats Website (12 months) .....
- \$1,500

### OUTFIELD FENCE BILLBOARD – OUR MOST POPULAR!

Standard, 5.5 x 9.5 ft. ....	\$3,750
Double size, 5.5 x 20 ft. ....	\$5,000

*\*Additional \$300 signage production and design fee*

### BANNER SPACE

Hang your promotional banner in high-traffic areas *(you provide banner)* ... \$1,500

### LIGHT TOWER

NEW - Your company can literally tower over the field *(two available)* ..... \$7,500

### UNIQUE SPACE

Diamond Club Section Branding / Sponsorship .....	\$8,000
Dugout tops <i>(two available)</i> .....	\$3,000
'Gathering spot' floor signage (between Section 9 and 10) .....	\$6,500
Uniform shoulder patch on one of the sets of jerseys <i>(embroidered patch provided, three available)</i> .....	\$4,000
Backstop (3' x 8') .....	\$1,750
Pitching Mound (1 logo) .....	\$900



**Print products are a guaranteed hit with fans, offering you great marketing exposure and the value of being attached to the HarbourCats experience.**

*Christian J. Stewart Photography*

## SMALL BUDGET, BIG RESULTS

**Our printed sponsorship products offer game-day impact, top of mind advertising, and wide distribution options for all budgets**

### SOUVENIR PROGRAM

The program is how fans win prizes, through draws for valuable products and services. Finished trim size is 8.5 x 11, full color throughout printed on premium coated paper. 5,000 copies, 48 pages with limited advertising spots.

Back cover .....	\$2,000
Full page.....	\$1,200
Half-page.....	\$750
Quarter-page.....	\$500
Business Card .....	\$250

### POCKET SCHEDULE *(35,000 produced)*

11 spaces .....	\$800
Back cover placement .....	\$1,250

### TEAM POSTER

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

Six spots available .....	\$500
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TICKET STOCK BACKS, entire season <i>(two available)</i> .....	\$4,000
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**“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. Dr. Taylor and I encourage any businesses to work with this organization. They are prompt in answering questions, flexible in working with sponsorship requests and just all around fun! We increase our sponsorship every year based on the successful advertising of the previous year.”**

*– Mary Lou Newbold, Mayfair Optometric Clinic*



**Harvey and our gameday team keep fans entertained and put on a show that makes your product the star.**

*Christian J. Siewert Photography*

# JOIN THE CLUB

**Sponsorship and promotional opportunities to engage your fans**

## MAJOR GAME EVENTS SPONSORSHIPS

Opening Night.....	\$7,000
Fireworks games.....	\$5,500
Father's Day, Canada Day .....	\$3,000

## GAMEDAY SPONSORSHIP

Your game, brought to you by your business.....	\$1,200
(includes 10 Premium Reserved tickets)	

## IN-GAME PROMOTION

All-season, provide the branded prize.....	\$2,000
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## IN-GAME SPONSOR OPTIONS .....\$1,000

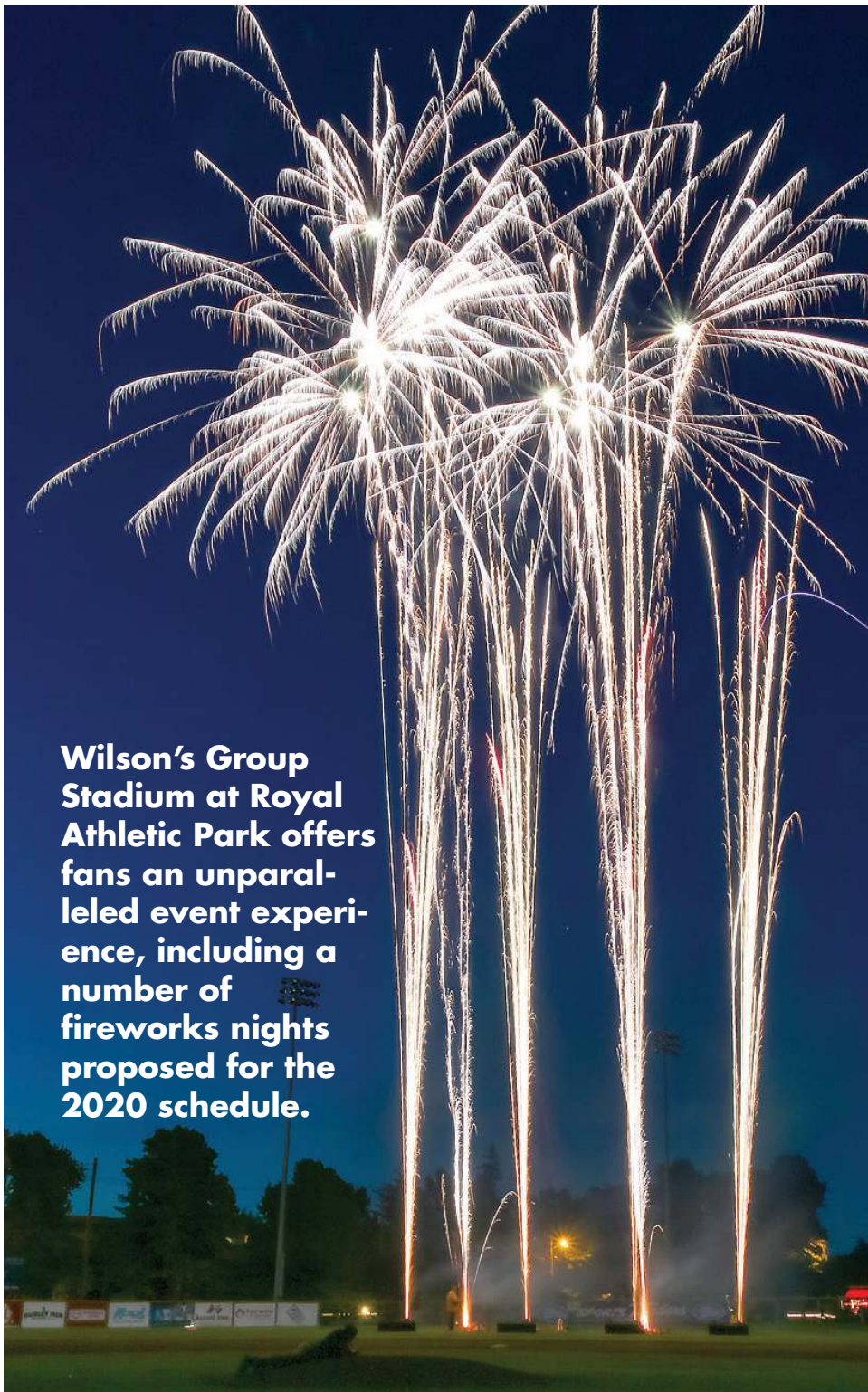
- Anthem singer, brought to you by...
- Starting lineups, brought to you by...
- Stolen base, brought to you by...
- Home run or double play, brought to you by...
- Player of the Game, brought to you by...
- Umpire break, brought to you by...
- Pitching change, brought to you by...
- Mid-game clean up, brought to you by...

## WEBSITE BANNERS AND LOGO ADVERTISING .....\$500/month

**HAVE AN IDEA? BRING IT TO US, WE'RE ALL EARS!**

*“Debrief with students and parents include such statements as SAW YOU AND YOUR CAR AT THE BASEBALL GAME---GREAT BRANDING OPPORTUNITY TO BE ASSOCIATED WITH A QUALITY TEAM SUCH AS THE HARBOURCATS----GET POSITIVE FEEDBACK ALL YEAR LONG ABOUT THE FIREWORKS AND THE SPEED OF-THE-PITCH CAMERA. Any time a business like ours can get our name in front of a whole family outing---it is a good thing.”*

– Steve Wallace, Wallace Driving School



**Wilson's Group Stadium at Royal Athletic Park offers fans an unparalleled event experience, including a number of fireworks nights proposed for the 2020 schedule.**

# COVER ALL YOUR BASES

**Special packages give you a winning branding, promotion and engagement combination**

**GRAND SLAM PARTNER..... \$8,000**

- 5.5 x 9.5 ft OF fence billboard or unique signage
- Full-page, full-color program ad
- Choice of ticketing package
- Company logo and PA support all season, pre-game and in-game
- Branded in-game promotion, and branded Gameday Sponsorship
- Web link and logo
- Invitation to media and special sponsor events

**HOME RUN PARTNER ..... \$6,000**

- 5.5 x 9.5 ft OF fence billboard
- Full-page program ad
- Four premium season tickets or voucher equivalent
- Branded Gameday Sponsorship
- Company logo on video scoreboard and PA support all-season, in-game
- Web link and logo
- Invitation to media and special sponsor events

**GAME ACTION PARTNER ..... \$4,500**

- 5.5 x 9.5 ft OF fence billboard
- Two premium season tickets or voucher equivalent
- Logo or commercial on video scoreboard
- Website logo and link on harbourcats.com
- Invitation to media and special sponsor events

**RBI PARTNER..... \$2,500**

- Official gameday sponsor, including ceremonial first pitch
- Ticketing for staff - 20 tickets
- Logo and PA through video scoreboard all season

**CUSTOM PACKAGES**

Our Marketing team will be happy to propose a package that perfectly meets your specifications and budget, and delivers results.



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[www.harbourcats.com](http://www.harbourcats.com)

@harbourcats #yyjcats

