

## SPONSORSHIP OPPORTUNITY



**TITLE PARTNERSHIP**

**BASEBALL STADIUM**

**in Shell Place**

### INVESTMENT

**\$400,000**  
**OVER 5 YEARS**

Paid in annual installments of \$80,000 or other preferred payment plan over 5 years

### EXPOSURE & EVENTS AT THE BASEBALL STADIUM

- Home to the Fort McMurray Giants baseball team
  - *Western Major Baseball League*
  - *2017 season kicks off June 2nd*
- Canada Day festivities
- Concerts & Events
- 2018 Baseball Canada 18U Championships
  - *4 day event from August 16-20 2018*
  - *Opening and Closing Ceremonies*
- Various corporate bookings & functions in the Diamond Ballroom year-round
- Conferences, meetings & banquets
- Various Sporting Tournaments

### THE OPPORTUNITY

Partner with the Regional Recreation Corporation of Wood Buffalo (RRC) to receive official naming rights and community exposure as the Baseball Stadium Partner at MacDonald Island Park - the only Baseball Stadium in Wood Buffalo! As the Baseball Stadium Partner, your corporation will provide a direct investment into the community and support access to local programming and activities in the Wood Buffalo Region.

The Baseball Stadium has 2,300-seats with an additional 2,000 field capacity and is home to the Western Major Baseball League Fort McMurray Giants. The Baseball Stadium is designed to meet the needs of the community in addition to hosting a large variety of special events.

With preferred access to the Baseball Stadium and your suite, you'll receive the first opportunity to purchase tickets to events at the stadium and to your suite for all concerts and events for your special guests. Host and entertain clients and employees, staff functions, take advantage of training opportunities and a corporate meeting space. The Baseball Stadium and suite provides brand exposure and recognition throughout the year to our 2 million visitors annually to MacDonald Island Park. The Baseball Stadium is the only facility sponsorship currently available at MacDonald Island Park and your corporation will receive local, provincial and national brand exposure as a strong community partner.

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## Mi KIDS PROGRAM

5% of your sponsorship investment goes toward the Mi KIDS program, which enhances quality of life in Wood Buffalo by ensuring every KID can afford to have fun. The Mi KIDS program is run by the RRC and aimed to remove financial barriers to participation by making access to sports, leisure, and cultural programs more accessible for children across the region. The program was developed in recognition of the challenges parents and caretakers may face to ensure children and youth have access to programs and activities. Rachel Orser, Interim Chief Executive Officer of the RRC, says: "The Mi KIDS program strives to provide confidential and timely assistance to youth and families, maximize accessibility to program assistance across the region, ensure the financial sustainability of the Mi KIDS program via fundraising efforts and accountability and to recruit and retain partners that share a similar vision for children and youth in our region. The RRC is very proud of the Mi KIDS program and our ongoing commitment to the children and youth of this region"

## PARTNERSHIP BENEFITS

- Official naming rights as the Baseball Stadium partner for a period of 5 years - the Baseball Stadium be referred to at all times as the "(Your Company Name) Stadium".
- Participation at the Fort McMurray Giant's season home opener at the Stadium announcing the new Stadium partnership.
- Priority access to event tickets at the Baseball Stadium.
- Employee engagement opportunities and main concourse activation.
- Involvement in logo design and placement to represent the Stadium partnership:
  - Logo placement at the Baseball Stadium entrance.
  - Logo placement in the centre field and on the scoreboard.
  - Corporate name recognition on internal and external wayfinding.
  - Corporate name recognition for all events taking place at the Baseball Stadium.
- Opportunity for national and provincial brand exposure through media coverage of hosted events, such as Baseball Canada Cup, Western Canada Summer Games, and the Wood Buffalo Corporate Challenge.
- Recognition and exposure through promotional materials, publications & communications opportunities.
- Invitation to the annual RRC stakeholder reception; recognizing all new partners from the year
- Promotion at MacDonald Island Park on the exterior and interior digital display screens to announce the new Baseball Stadium partnership.
- Community Partner recognition and exposure.
- Opportunity to participate in local, provincial, and national events hosted in the Baseball Stadium.
- Thank-you mentions and corporate name and logo on our websites and social media.
- 5% of your sponsorship investment goes toward the Mi KIDS program.
- Five year naming rights to a Suite in the Baseball Stadium - value over 5 years of \$50,000. **Your suite includes the following benefits:**
  - Fully furnished suite overlooking the Baseball Stadium with a capacity of 40 people.
  - Your company's name and logo recognition, strategically placed to provide maximum brand exposure.
  - Your company shall be entitled to Preferred Access: the exclusive first opportunity to purchase all tickets pertaining to your Suite for any and all events.
  - Suite Rental Discount: the opportunity to book your Suite anytime at a discount of 25%.

INTERESTED? CONTACT [SPONSORSHIP@RRCWB.CA](mailto:SPONSORSHIP@RRCWB.CA)

