



## **BASEBALL CRUISE CAMP SPONSORSHIP OPPORTUNITY**

The following exciting opportunity has been made available by Team Avenue Baseball exclusively for you.

You have the unique opportunity to increase your business exposure while insuring that a boy or young man can pursue his dreams.

We assist young players in getting into college while playing baseball.

As our partnership develops together through the avenue of baseball, we will impact our next generation with traditions and values which we both see as a critical staple in each of the communities we engage in the U.S.

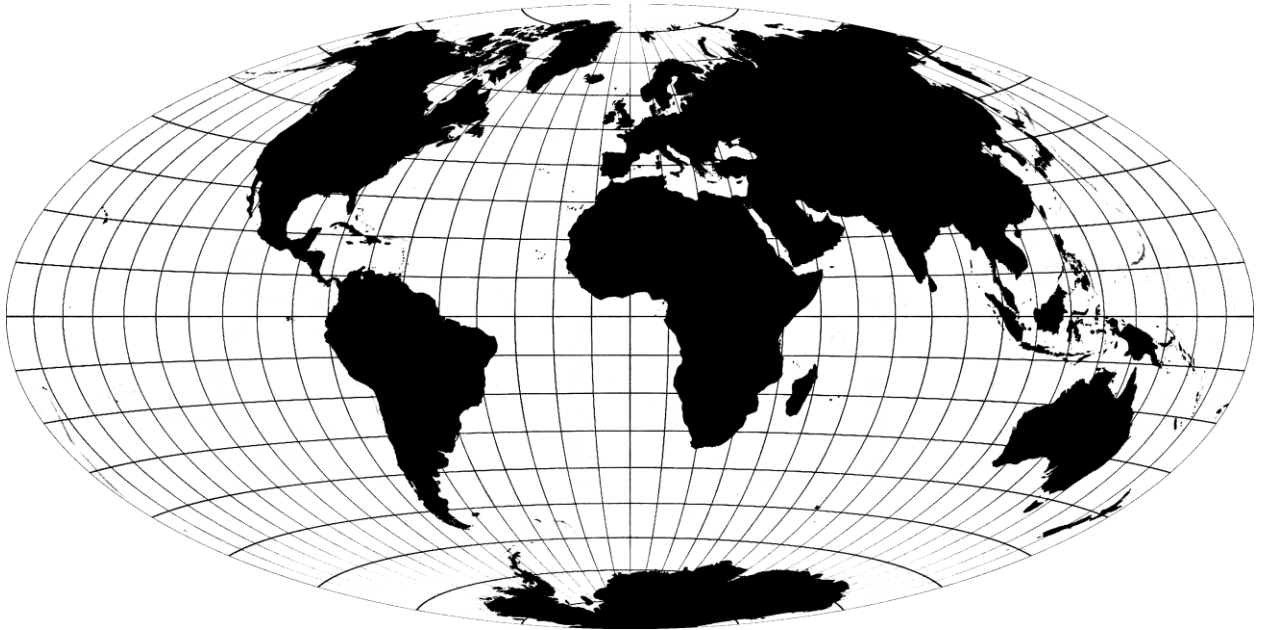
Please read on as we will demonstrate the benefits for your company.

**Thank you** for your time and interest in these sponsorship packages.

We are a 501c organization and tax breaks are available for your generosity.



# A WORLD-WIDE REACH



## **Team Avenue Baseball**

Has a reach of about 100,000 parents and players through its email communications for news and events, social media coverage, special events, and local media coverage.

## **Ready Set Register**

Affiliated with Team Avenue Baseball, and their newsletters have a reach of a 500,000 person/household database.



# BRONZE \$1000.00 SPONSORSHIP PACKAGE

## **Event, Program and Baseball Naming Rights**

*Exclusive to your Brand:*

At Team Avenue Baseball camps, workshops, and games will be accompanied by "presented by YOUR BRAND"

EXAMPLE: "Widgets of America Presents"

## **Physical Banner at ALL Events**

All events hosted by Team Avenue will further cement impressions of "YOUR BRAND" by displaying ball park signage to players, scouts, recruiters, parents, coaches, fans and media outlets.

## **Amateur Player – Branding**

Jerseys / BP Jackets / T-shirts

Displayed prominently on all Team Avenue players will be your logo, As an arm patch on event jerseys or screened logo located on shirts when supplied by Team Avenue Baseball.

All practice and game gear in association with Team Avenue will include your logo. Alternative location(s) available such as back or front of jersey can be negotiated.

## **Technology and Internet**

*Primary Website*

Video Ad on Website(s) Banner on Website(s), including social media such as Facebook, Twitter, Instagram, Tumblr, LinkedIn, Team Avenue Blogs and Video Blogs on YouTube, and more.



# SILVER \$5000.00 SPONSORSHIP PACKAGE

**All the above outlined “BRONZE” Package**

**With these additions:**

## **Media Advertising**

A partnership is a two-way street. All future advertising, we do will include your “YOUR BRAND” or name in conjunction with Team Avenue Baseball

Whether it’s radio, newspaper or magazine we got it covered. “YOUR BRAND” will have campaigns designed with the Team Avenue available spots.

## **Logo on Scouting Reports**

Your Product / Service Logo will be displayed on ALL amateur player assessments, evaluations and scouting reports that are conducted by Team Avenue Baseball.

The cross over is extremely huge. Scouting reports are sent to professional scouts and recruiters in professional, college and high school baseball.

## **Vehicle Signage**

The "Team Avenue Baseball presented by YOUR BRAND" logo placed on magnetic signage located on both sides of coach(es) vehicle used to transport local and incoming baseball personal (ex. players, scouts or college coaches) to and from various destinations such as airport, hotel, ballparks and restaurants.



# GOLD \$10,000.00 SPONSORSHIP PACKAGE

**All the Above outlined “BRONZE & SILVER” Package**

**With these additions:**

## **Product Placement**

Tested - Have Team Avenue amateur baseball players and their parents test your product in a game or home environment to get a feel.

Product Polling Q & A - Ability to poll players to get a player s perspective of personal likes and dislikes.

Direct orders or player community campaigns - ex. Christmas in July to serve the homeless

## **Player Awards**

Whether a tournament, camp or clinic, there is nothing more gratifying to a young developing player than the feeling of accomplishment.

Team Avenue Baseball Events presented by YOUR BRAND will proudly present deserving awards for academic and baseball excellence.

Other considerations can be made for personal awards directly made available by YOUR BRAND.

## **Support an Inner-City Player**

Your sponsorship will allow an inner-city baseball player to be sponsored for the Cruise Camp. The selection criteria will be based on an application and an entry essay. The applicant will be required to spend 30 hours of community service to accept the award.



GOLD \$10,000.00

SPONSORSHIP PACKAGE (2)

### **3 Month marketing Campaign**

Once a month for 3 consecutive months we will send out an email campaign of your choosing to our database of 500,000 parents and players

### **Video Marketing**

We will give you a professional, fully edited 60 second commercial that will highlight your sponsorship of the inner-city baseball player for this incredible event



# AUTOGRAPH SIGNING AND SPECIAL EVENTS



Speaking Engagements with College Coaches, Professional Players and other industry professionals will regularly have your target market longing for the next great event!

*World Series Championship Pitcher from the St. Louis Cardinal (and now Washington Nationals), Edwin Jackson.*



## MEDIA EXAMPLES







# TARGET MARKET

Graph 1

Demographic Segment	% Average Composition of Sports Category	Average Index Visitors to Sports Category Relative to Total Internet
Persons: 2-17	15.7	78
Persons: 18-24	12.0	93
Persons: 25-34	18.1	109
Persons: 35-44	21.5	115
Persons: 45-54	18.6	111
Persons: 55+	14.2	96
All Males	55.9	111
All Females	44.1	89
HHI US: Under \$60K	41.5	88
HHI US: \$60K+	58.5	110
HHI US: \$75K+	46.6	113
HHI USD: 100,000 or more	28.6	117

*Source: comScore US data, All Locations, Sports Category, Aug 2008 – Aug 2009*

Recent data from comScore, Inc., indicates that sports is an international online phenomenon; sports entities are viewed by more than 360 million people worldwide. There are many ways that people get their sports fix online, including viewing sports content through their portals, visiting league websites, or watching player interviews through video, to name a few. Exposure to the sports category in the U.S. covers all demographics with high indices for men and higher income households. This translates to an excellent return on investment when partnering with Team Avenue to generate brand loyalty with a sports-oriented upscale audience.



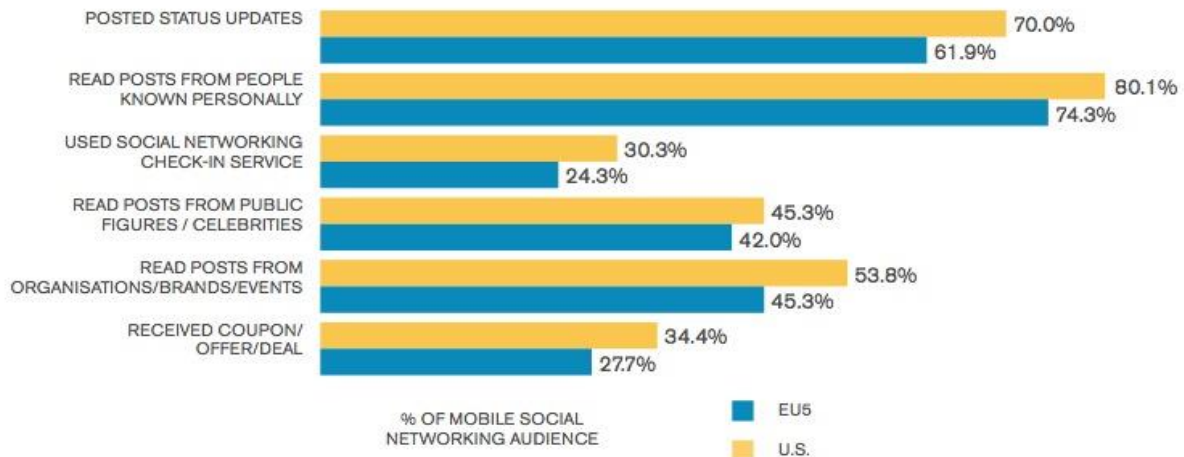
## TARGET MARKET (2)

Team Avenue Baseball's target market is extremely vast, as we target baseball players all over the world from ages in the 10 and under age category all the way up to players who are approximately 22-years-old playing at the junior college baseball level.

This target of course includes their parents, grandparents, and extended families who support these youth

### Mobile Social Activities Among Mobile Social Networking Users

Source: comScore MobiLens, 3 Month Average Ending October 2011



-- the exact market shown in the graphs on this page and on graph 1.



# EVENTS

## **National Events**

Georgia, Arizona, Florida, Texas, etc. will continue to be in high demand. These events are great for players who are working on improving in their baseball skills and getting exposure to play at the next level, as these are college viewing events where players can be scouted. On most of our national events we take the team on a college visit to a nearby school. Many times, players are unable to go on visits to school and gain any perspective on the right choice of school for them academically as well as athletically. We are usually able to take an academic tour and then tour the baseball facilities, watch practices and do Q&A with coaching staff and players.

## **International Events**

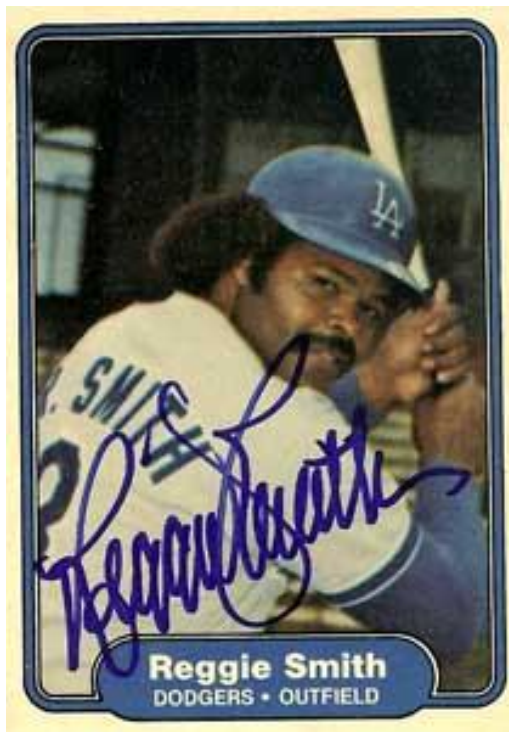
China, Australia and the Dominican Republic are all in store for 2015, giving players the rare and unique experience to gain a perspective on other cultures, learn from professional coaches, and step out of their comfort zones to meet their full potential. On our international events, we like to get players involved with community service. In the Dominican Republic, for example, we paint houses, donate clothes, gear and equipment to Dominican players who wouldn't otherwise have them, etc.

We also participate in community work feeding the hungry and less fortunate. International trips not only help the players in baseball skills, but also in life-lessons and values, and appreciating how fortunate and privileged they are. These trips are life-changing experiences.

Team avenue will also continue to do local academies and events for the Central Valley and will continue to fundraise and solicit charitable donations and contributions year-round with our 501(c)(3) status for player scholarships and programs.



# THE STARS COME OUT FOR TA



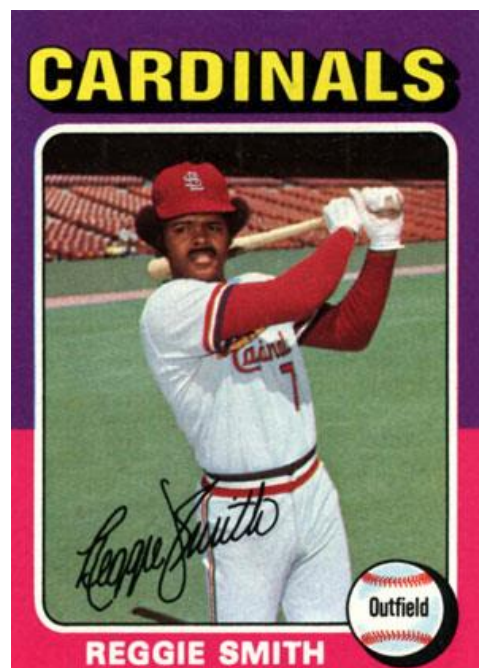
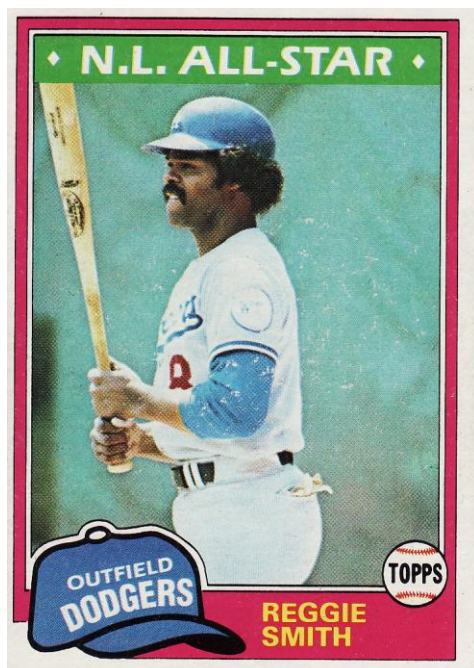
**Reggie Smith**, Former Major League Baseball outfielder, coach and front office executive. During a 17-year big league career (1966–1982), Smith appeared in 1,987 games, hit 314 home runs and batted .287. He was a switch-hitter who threw right-handed. In his prime, he had one of the strongest throwing arms of any outfielder in the big leagues. Smith played at least 70 games in 13 different seasons, and in every one of those 13 seasons, his team had a winning record.

**Reggie Smith is a major contributor to Team Avenue Baseball**

---

*Reggie Smith 7 Time All-Star Major League Baseball*

---





## OUR PARTNERSHIP

We look forward to providing you valuable advertising through our successful camps, tournaments and games. While, we receive valuable funding that ensures all talented players develop social, sports and community skills.

### **Some of the materials and techniques we use:**

- Your Company logo on team picture in advertising.
- 8'x4' Banner with Company Name & Logo prominently displayed at Cruise Camp Games and Personal Development Events.
- Recognized sponsor during opening ceremonies.
- Company name & logo listed on all marketing materials.
- Company link on our social media site(s).
- Tent usage with signage for company marketing materials / company representatives.
- Prominent Banner Ad and listing on Team Avenue Baseball web site with direct link to your site.
- Banner prominently displayed during Instructional clinics offered throughout the Baseball Cruise Camp Events.
- Company link on our social media site(s)

If the packages listed in this letter are out of your discretionary spending range, please visit the website and donate a comfortable amount on the "DONATE" button.

<http://teamavenuebaseball.com/bcc>

Warm Regards,

**Thomari Story-Harden**

President, Team Avenue Baseball

BIO:

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