



Western Canadian Baseball League

Regina Red Sox

2022 SEASON

SPONSORSHIP GUIDE



2022





GARY BROTZEL

PRESIDENT, REGINA RED SOX

The Regina Red Sox are looking for your support!

The Regina Red Sox have been a part of the Western Major Baseball League since 2005. The WMBL is considered Canada's Premiere Summer Collegiate Baseball League with teams in Regina, Moose Jaw, Weyburn, Sylvan Lake, Swift Current, Medicine Hat, Edmonton, Lethbridge, Fort McMurray, Brooks and Okotoks. The Red Sox were WMBL Champions in 2011 and 2012 and were runners up in 2015. We have made the playoffs 16 years straight. To be eligible to play in the WCBL all players must be on a current College Baseball Roster. The Red Sox rely on no more than 23 American Players and 17 or more local players to fill our roster each summer. Off the field, we are run as a not-for-profit franchise that, along with our dedicated board of directors and volunteers have three main goals: To provide an entertaining product on and off the field, give back to the Regina athletic community, and to grow the team each season.

2019 was a very exciting year for the Red Sox as we once again reached the league final after posting a very good 41 win 15 loss season (Tops in the WCBL). For the second year in a row we made the League Championship but ended up runners-up!

The 2020 and 2021 season was cancelled due to COVID-19 as well as all our fundraising events. We just concluded an on line 50-50 and a virtual dinner which was successful but we need to find other creative ways to raise funds. We are moving forward as if 2022 will finally be a normal season knowing full well we need to be flexible and deal with the unexpected.

As you can imagine, it takes a lot of resources to transport players to and from Regina as well as bus them around Saskatchewan and Alberta for a full summer as we chase the WCBL Championship. We must outfit all our players in multiple uniforms, as well as ensure they are properly fed and housed throughout the summer. In order to offset

these costs, our team holds multiple fundraisers throughout the year and rely on our crowd support to make our budget. Nevertheless, we are also grateful to have support from the corporate community through our various sponsorship opportunities, which brings us to the reason you have received this package. We'd like to take this opportunity to showcase what our team has to offer your business in the hopes of working together in 2022 and for seasons to come. We assure you won't find a more fun, exciting and rewarding way to get your name out in the community.

Updates for the 2022 season include:

- Staging our second league All Star Game in Okotoks
- Sylvan Lake joined the West Division in 2021
- New Stadium Update: The Red Sox have partnered with Living Skies Sports and Entertainment and have presented a concept drawing for a new 3500 seat state of the art baseball facility. We are proposing the stadium be situated on the Railyards on Dewdney Ave. We are currently in negotiations with the City of Regina and are hopeful for a commitment from the City to move forward on this project.

Please find enclosed our 2022 Sponsorship Package, including our outfield sign and gameday sponsorship packages, which include watching a game from our VIP decks, are all included within the package. Each package is fully customizable to fit your unique business needs and marketing initiatives.

If you are interested in joining our team as corporate partner for the 2022 season, please contact me at gbrotzel@reginaredsox.ca. Our marketing packages can also be viewed on www.reginaredsox.com

Thank you for your consideration and hope to see you at the ballpark in 2022.

GARY BROTZEL
PRESIDENT, REGINA RED SOX





OUR TEAM



The Regina Red Sox have been members of the Western Major Baseball League (Now WCBL) since 2005. As a summer collegiate league, our team is made up of players aged 18-22 from across North and South America, including local players from Regina and the province of Saskatchewan.

Your support

The Regina Red Sox have an annual operating budget in excess of \$400,000. As the Regina Red Sox organization continues to grow, the sale of game tickets and fundraising activities are not able to generate enough funds required to operate the team.

Your sponsorship is used to support the Regina Red Sox's operating costs including:

- * Coaching Costs
- * Import Player Expenses (billets, travel, recruitment, spending allowance)
- * Uniform and Equipment
- * Travel Cost (bus rental, meals, hotels)
- * Umpires
- * Park Rental
- * Player Insurance
- * League Registration and Fees



28 Game Season

The Red Sox play home to 28 regular season home games throughout the months of May, June, July, and August



Attendance

We draw between 28,000 and 2,000 fans to our games



Community Leaders

In partnering with the Red Sox, you are aligning your company with a community team with a strong reputation in Regina's sports scene.



CURRIE FIELD

Currie Field is named after legendary coach Gord Currie. Coach Currie spent many seasons coaching High School Athletics, Regina Ram Football and of course Red Sox Baseball during the 50's, 60's & 70's. Currie Field is located in Mount Pleasant Sports Park in the North Industrial area of Regina.

PREMIUM SPONSORSHIP PACKAGES



**MVP
Sponsor
\$2,500**

This package offers season long promotional opportunities as well as a dedicated gameday promotion. The MVP Package includes:

- Logo and website URL on a 8x8 full colour sign, displayed in the outfield from May through September. The sign will be visible to all Red Sox fans, as well as fans and players of the Qu'Appelle Valley Mens League, the Prairie Valley Midget League, and Regina High School baseball.
- Your company will receive 50 tickets that can be used at Regina Red Sox any regular season game.
- Quarter page ad in the Regina Red Sox souvenir program
- Logo recognition within the sponsor section of the Red Sox website, as well as a banner ad within the rotation on the website.
- One public address announcement at all Red Sox home games.

*Home
Run*

**HOME RUN
Sponsor
\$3,500**

This package offers you a comprehensive gameday experience, as well as an ongoing advertising presence at all Red Sox home games. With the Home Run Package, you will receive:

- Logo and website URL on a 8x8 full colour sign, displayed in the outfield from May through September. The sign will be visible to all Red Sox fans, as well as fans and players of the Qu'Appelle Valley Mens League, the Prairie Valley Midget League, and Regina High School baseball.
- Your company will receive 75 tickets that can be used at Regina Red Sox any regular season game.
- Half page ad in the Regina Red Sox souvenir program
- Premier recognition within the sponsor section of the Red Sox website, as well as a banner ad within the rotation on the website.
- One public address announcement at all Red Sox home games.

ONE (1) GAMEDAY SPONSORSHIP

- Company logo on all gameday ads (print, radio, etc).
- Three in-game PA announcements.
- Opportunity to host an in-game promotion, or for a company representative to participate in the in-house promotion.
- Representative from your company will have the opportunity to throw the opening pitch.
- Tickets for 20 people on the new Upper Deck seating area.



PREMIUM SPONSORSHIP PACKAGES



GRAND SLAM
Sponsor
\$5,000

This package offers you a comprehensive gameday experience, as well as maximum marketing exposure throughout the season on all Red Sox advertising and marketing materials. With the Grand Slam Package, you will receive:

- Logo and website URL on a 8x8 full colour sign, displayed in the outfield from May through September. The sign will be visible to all Red Sox fans, as well as fans and players of the Qu'Appelle Valley Mens League, the Prairie Valley Midget League, and Regina High School baseball.
- Your company will receive 100 tickets that can be used at Regina Red Sox any regular season game.
- Full page ad in the Regina Red Sox souvenir program
- Premier recognition within the sponsor section of the Red Sox website, as well as a banner ad within the rotation on the website.
- One public address announcement at all Red Sox home games.
- Logo on the team photo and mini schedule

ONE (1) GAMEDAY SPONSORSHIP

- Company logo on all gameday ads (print, radio, etc).
- Three in-game PA announcements.
- Exclusive opportunity to promote on-site during your gameday.
- Opportunity to host an in-game promotion, or for a company representative to participate in the in-house promotion.
- Representative from your company will have the opportunity to throw the opening pitch.
- Tickets for 20 people on the new Upper Deck seating area.
- Complimentary ballpark food including hot dogs/ burgers , 20 packs of peanuts and 24 alcoholic beverages (pop and water included).



SINGLE SPONSORSHIP OPTIONS

\$2.5K

IN-GAME PROMOTIONS

Your company can host an in-game promotion of your choice between innings at every Regina Red Sox home game. Your company will be mentioned throughout the promotion by the public address announcer. Your company will receive recognition in the sponsors section of the Red Sox website. Your company will receive 50 tickets that can be used at Regina Red Sox any regular season game.



\$2.5K

FOUL BALL SPONSOR

Every time a foul ball leaves the diamond, your company name will be mentioned along with the public address announcement. This amounts to approximately 750 mentions per season. Your company will receive recognition in the sponsors section of the Red Sox website. Your company will receive 50 tickets that can be used at Regina Red Sox regular season games.



\$2K

STARTING LINE - UP SPONSOR

Your company will be introduced at the beginning of every home game as the starting lineup is announced. Your company will receive recognition in the sponsors section of the Red Sox website. Your company will receive 40 tickets that can be used at Regina Red Sox any regular season game.



\$1.5K

PITCHING CHANGE SPONSOR

Your company name will be mentioned every time a pitcher or player change occurs throughout the game. Your company will receive recognition in the sponsors section of the Red Sox website. Your company will receive 30 tickets that can be used at Regina Red Sox regular season games.



\$1K

IN -GAME PLAY ANNOUNCEMENTS

Your company has the opportunity to be mentioned alongside a unique in-game activity such as:

- Stolen Base
- Triple
- Double
- Home Run

Your company will also receive 20 tickets that can be used at any Regina Red Sox regular season game.



GAMEDAY PROGRAM ADS

Your company will receive an ad in the Regina Red Sox souvenir program. Full colour, gloss layout Programs sold at every home game, and distributed to sponsors and partners. Advertisers receive season tickets corresponding with the size of ad purchased.

FULL - \$1K
HALF - \$800
1/4 - \$500

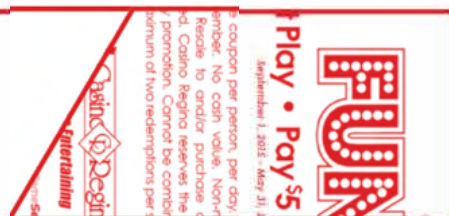
Full Page - 25 tickets
Half Page - 20 tickets
Quarter Page -10 tickets



\$2.5K

GAME TICKET ADS

Regina Red Sox print one run of tickets for the season, you have the opportunity to advertise on the back side of over 30,000+ tickets every fan receives. Excellent for contesting, couponing, or driving visits to your social media presence. Your company will receive 50 tickets that can be used at Regina Red Sox any regular season game.



\$2.5K

50/50 TICKET ADS

Your company can have your company logo and or offer on the bottom of all our 50-50 tickets sold during our games. Our 50-50 tickets are of the electronic variety that you see at all major events and are printed on the spot. Our 50-50 pots typically are between \$1000 and \$3000 per night and are very popular with our fans. 50 tickets for any regular season game included.



\$1.2K

STADIUM OUTFIELD SIGNAGE

Your sign will be placed on the the outfield fence at Currie Field. Your company will also receive recognition in the sponsors section of reginareddsox.com and 20 tickets that can be used at any Sox regular season game



Corporate Deck Rentals 2022

Enjoy the Regina Red Sox in style this season from the Century 21 Dome Realty Deck or Fries Tallman Party Zone located along the third base line at Currie Field. Pull up a seat at the bar and watch the game from the best view of the ballpark.



Century 21 Dome Realty Deck Option #1 - \$500/game

Includes 20 Game Tickets (Max capacity - 20 persons)

Includes: Game day ticket and 1 Complimentary Adult Beverage per person

Extra adult beverages, water, pop and food paid to Red Sox at end of the game. (tab can be run).

**** Food and Beverages paid to Home Plate Concessions! ****



Fries Tallman Deck Option #2- \$1000/game

Includes 40 Game Tickets (Max capacity - 45 persons)

1 Complimentary Adult Beverage per person Included-Extra adult beverages paid to Red Sox at end of the game. (tab can be run)

Food (not included) must be arranged and paid by emailing deiswirth@gmail.com 2 days before event
Guidelines

1. Credit Card must be supplied on booking. The rental is due on reservation \$500.00
(Non-refundable after 48 hours prior to game time.)

2. In case of inclement weather, the Regina Red Sox will do their best to provide an alternate date.

3. PA announcement acknowledging your attendance.

4. Opportunity to throw out first pitch

For a list of available games and additional information, please contact Gary at gbrotzel@reginaredsox.ca

Tickets

2022
Season
Tickets
\$280



2022 Season Ticket Packages are available for \$330. Season Ticket packages include premium seating & tickets for all 28 home games at a discounted rate of \$11 per game!

10 Flex
Pack



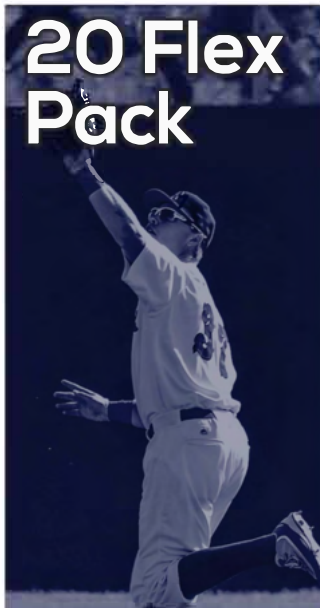
General
Seating

\$95

Premium
Seating

\$130

20 Flex
Pack



General
Seating

\$180

Premium
Seating

\$240

Group
Rates



See
Below

GARY BROTZEL
Team President

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10-24 Reserved Premium Seating \$13/ticket
25-99 Reserved Premium Seating \$12/ticket

24-50 General Admission Seating \$10/ticket
50-99 General Admission Seating \$9/ticket