



PARTNER WITH
— THE —
GUELPH
ROYALS





The Guelph Royals

Executive Summary

The Guelph Royals are entering an exciting new chapter, building on a proud baseball tradition while creating new opportunities for growth, community connection, and fan engagement.

Our partnerships are designed to help brands connect meaningfully with fans through game-day experiences, digital exposure, community initiatives, and customized activations.

Together, we can create partnerships that deliver value for your brand while helping grow the future of Royals baseball in Guelph.



Team History

The Guelph Royals have been a part of the city's baseball history for more than a century, with Guelph first joining the Intercounty Baseball League in 1919. Over the years, the team has competed under several names before becoming the Guelph Royals in 1981.

Throughout their history, the Royals have established a tradition of success, capturing nine league championships, including back-to-back titles in 2003 and 2004.

Today, the Royals continue that tradition at David E. Hastings Stadium, representing generations of baseball history while building the next chapter of the organization here in Guelph."



Sponsorship Benefits

Partnering with the Guelph Royals gives businesses the opportunity to connect their brand directly with our fans and the broader Guelph community.

Our partnerships go beyond simply placing a logo in the ballpark. Through game-day activations, digital and social media exposure, signage, promotions, hospitality, and community engagement, we can create opportunities that bring each partner's brand to life.

Most importantly, our partnerships can be customized around each organization's goals, whether that's increasing brand awareness, engaging new customers, supporting the local community, or creating memorable experiences for employees and clients.



Community Support



The Guelph Royals are more than a baseball team, we're part of the Guelph community. For generations, the organization has brought local fans, families, and businesses together through baseball.

We want our partnerships to strengthen that connection by giving local organizations opportunities to engage directly with the community, support memorable experiences at the ballpark, and build meaningful relationships with Royals fans.

When businesses partner with the Royals, they're not just supporting the team, they're investing in the community we represent.



Attendance

Total Attendance (Home & Away): 40,000+

Our Fan Base Includes:

- **Families & youth aged 6-18**
- **Adults ages 25-54**
- **Residents of Guelph and the surrounding area**
- **Youth baseball players including those active with the Guelph Minor Baseball Association (GMBA)**
- **Prominent members of the Guelph Business Community**
- **Local volunteers and pillars of the Guelph community**
- **Regional baseball enthusiasts**



Socials



4.8K Followers



1.65K Subscribers



3.3K Followers



2.7 K Followers



Partnership Opportunities

1. Ballpark Signage & Stadium Area Sponsorships

- Home Dugout Sponsorship (126'x79.5' backwall)
- Visitor Dugout Sponsorship (126'x79.5' backwall)
- Behind-Home-Plate Advertising (4 placements, 4'x5.41')
- 3B/LF Sideline Signage Advertising (18 placements, 6.75'x3.33')
- Outfield Signage Advertising (22 placements, 6.5'x4')
- Beer Garden Sponsorship



Partnership Opportunities

2. Team & Player Branding

- Jersey Sponsorship
- Helmet Sponsorship

3. Digital & Social Media

- Website Advertising
 - Banner placements
 - Feature section sponsorships
 - Schedule
 - News
 - Player Signing features
- Social Media Posts
 - Instagram
 - TikTok
 - Facebook
- Email blasts to season ticket holders, subscribers



Partnership Opportunities

Game-Day Features

- First Pitch
- 50/50 Draw
- Guest Announcer for an Inning
- Birthday Celebration Announcements
- Special Guest Group Attendance Announcements

Fan Engagement

- Swag Cannons
- Lucky Winner Draws
- On-Field Competitions
 - Races
 - Tug-o-Wars
 - etc.

Product & Brand Activation

- Entrance Giveaways (handout at gate)
- Exit Sampling (handout at gate)
- Activation Spaces

Performance Milestone Sponsorships

- Home Runs (HRs)
- Strikeouts (Ks)
- Stolen Bases (SBs)



Partnership Opportunities

5. Hospitality & Experiences

On-Site

Tickets

Behind-the-Scenes Tours

- Clubhouse visit
- Dugout visit
- Meet & greet with players, coaches and GM

Off-Site

Player Engagements

- Meet & greets
- Autograph signings

Mascot Engagements

- Meet & greets



Success Stories

Our Sponsors consistently report exceptional value from their partners with the Guelph Royals. From brand visibility to fan engagement to genuine community connection, the results speak for themselves. Here's what some of our valued partners have to say about their experience with the Royals sponsorship program

“

“Partnering with the Royals gave our brand incredible local exposure. The fan engagement was beyond our expectations!”

-Main Street Auto

“

“The Guelph Royals team made us feel like family. Our logo on the field brought us real, measurable new customers”

-Guelph Hardware Co

“

“A fantastic investment in our community. We saw a 40% increase in local brand awareness after one season”

-Royal City Realty



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THANK YOU!

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We appreciate your time and consideration.

We look forward to the opportunity to **work together!**



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