



WELLAND JACKFISH 2021 CORPORATE PARTNERSHIPS



**INTERCOUNTY
BASEBALL
LEAGUE**

ABOUT THE JACKFISH

The Welland Jackfish is the newest member of the Intercounty Baseball League, Canada's Top Baseball League. The Fish play at the Welland Sports Complex and Welland Stadium, on Quaker Road in Welland. The 2,500+ seat stadium is the crowd jewel of Welland and features many modern amenities.

Fueled by the "Fun is Good" philosophy created by the ownership group, the Jackfish pride themselves in offering many engaging and entertaining elements that make a visit to the ballpark enjoyable for everyone, even non-baseball fans.

Whether it be on-field promotions, in-house BBQ, giveaways, fireworks, face-painters, playing catch on the field before the game, or the mascot; an evening of baseball with the sunset on the horizon includes something for everyone.

If you want a fun and exciting way to engage and attract new customers with effective marketing and advertising, look no further than the Jackfish - the summer time spot for Niagara Region Families!



JACKFISH QUICK FACTS

LEAGUE	Intercounty Baseball League (EST. 1919)
LOCATION	Welland, Ontario
STADIUM	Welland Stadium, 90 Quaker Road
TWITTER	@wellandjackfish
FACEBOOK	/wellandjackfish
INSTAGRAM	@wellandjackfish
WEBSITE	www.wellandjackfish.com



WELLANDJACKFISH.COM ● 905-735-9834

ATTENDANCE, REACH & DEMOGRAPHICS

ATTENDANCE & EVENTS

2019 Total Attendance.....15,102
2019 Attendance Average.....839

ONLINE REACH

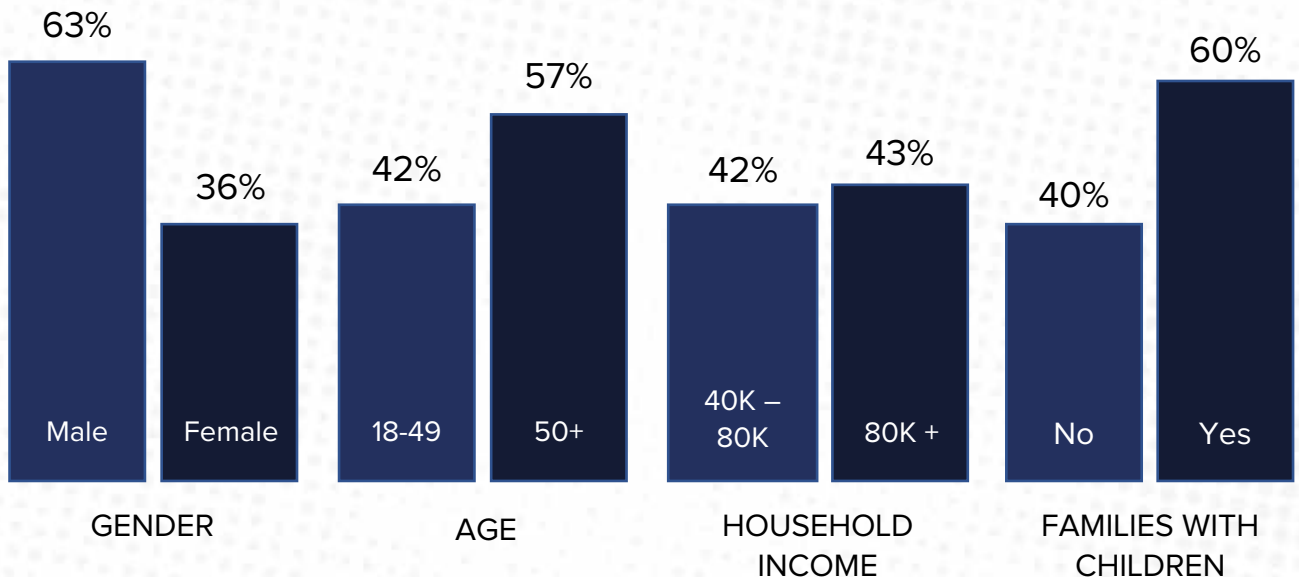
Facebook Likes.....1,259
Twitter Followers894
Instagram Followers1,770
Email Subscribers2,103
Unique Website Visitors72,203

WHERE DO FANS COME FROM?

Welland Jackfish Fans visit the pond from all across the GTA and Niagara Region including Welland, Fonthill, Niagara Falls, Port Colborne, St. Catharines, Thorold, Wainfleet and Wellandport (95%)



DEMOGRAPHICS



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SIGNAGE & BALLPARK BRANDING

Whether you are looking to make a BIG impression or want casual branding, the Jackfish offer it all. Signage and ballpark sponsorship is the best way for you to capture our audience and engrain your company's message throughout the year.

Ballpark signage is an iconic and recognizable form of advertising. With a variety of opportunities available, we'll work with you to customize a package and location specific to your needs so you can be a physical part of Welland Stadium.



OUTFIELD BILLBOARD

8' x 16' Throughout the game, your company image is seen by thousands of fans.

\$2000



CONCOURSE BANNER

Highly visible billboards are premium signs located throughout the ballpark.

\$850



DUGOUT TOPS

Regardless of which team you are rooting for, dugout signage is always a winner! The largest form of advertising available at the ballpark.

\$2,000



IN STADIUM BRANDING

Take over branding on concession doors, light polls and banners for a high impact viewing by fans and patrons of Welland Stadium.

PRICING VARIES



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● 905-735-9834

IN-GAME PROMOTIONS

Among the many things that make minor league baseball fun are the On-Field Promotions. Fans are entertained between innings with On-Field Promotions such as the Dizzy Bat Race and Catch the Fish. By sponsoring an On-Field Promotion, you will receive additional exposure via PA announcements, print media and an opportunity to give our fans discount coupons to your business. We can tailor a fun attention-grabbing promotion to compliment your business.

ON-FIELD PROMOTION SPONSORSHIP INCLUDES:

- PA Announcement Promoting Your Business
- Opportunity To Mass Distribute Coupons
- Logo On Contest Entry Forms
- The Promotion Serves As An Entertaining Commercial Between Innings Of The Games

\$1,000 + PRIZING



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GAME SPONSORSHIP

Develop a personal bond with Welland Jackfish fans by sponsoring a game during the season. Being a game sponsor will allow you to “take control of the ballpark” by interacting with our fans and placing your personal stamp on an individual game. Sponsorship can be for a Co-Branded Giveaway item or for Fireworks and Entertainment Acts.

GAME SPONSORSHIP INCLUDES:

- 100 Tickets To The Game For Employee Or Customer Appreciation
- Private Group Area For 20 People
- Ceremonial First Pitch
- Meet Jacques
- Five (5) PA announcements throughout the game
- Concourse Table Displays
- Banner Placements within the ballpark
- Up to a five minute presentation before the game
- Promotional Giveaway with your logo and the Jackfish logo
- Naming Rights To A Single Game

\$1,000 + GIVEAWAY



SPONSORSHIP GIVEAWAY OPTIONS:

- Fireworks
- Mini-Bats
- Baseballs
- T-Shirts Hats
- Bobbleheads
- And Much More!

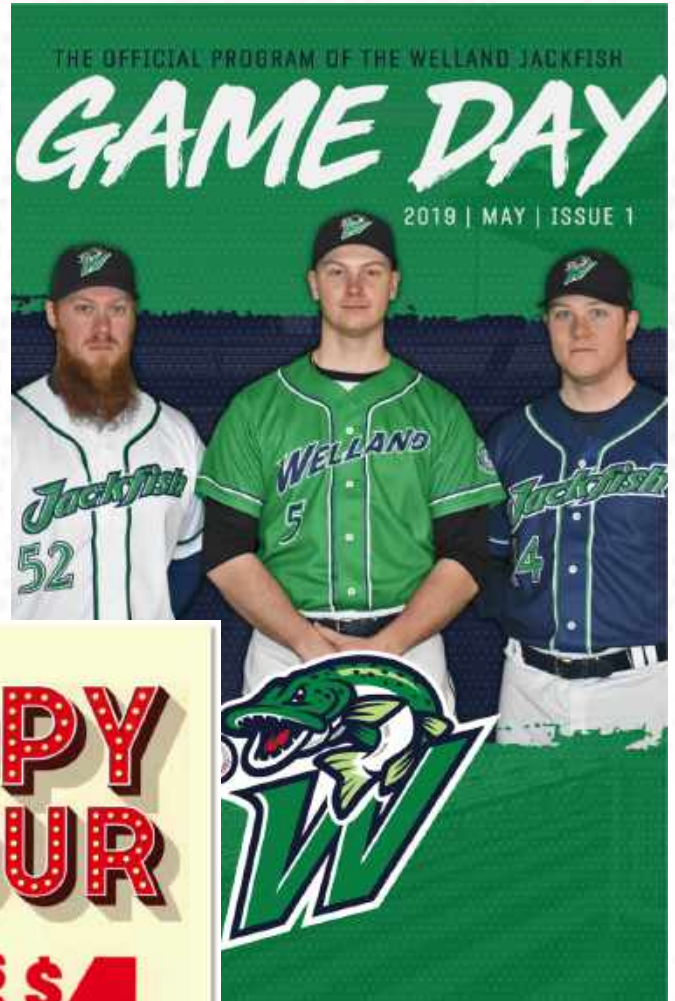


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PRINT ADVERTISING

GAME DAY PROGRAM

Reach thousands of fans by placing your ad in the Welland Jackfish Program. This high quality stock program is available at the entrance gates, in the Hospitality Suites, and used at community events throughout the year. This souvenir piece is a favorite of fans to collect autographs and receive information about the team. Your business receives valuable exposure all year long with a program ad.



JOIN US ON THE PATIO!

BOSTON PIZZA WELLAND
934 Niagara St, Welland, ON
905-714-1647

bostonpizza.com

APPY HOUR

DRINKS & APPS \$4
STARTING AT

**SUNDAY TO THURSDAY
3PM - 6PM & 9PM - CLOSE**



FULL PAGE \$1,000
HALF PAGE \$650



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PRINT ADVERTISING

ROSE CITY PIZZA
475 THOROLD RD. W. WELLAND
(ON ROYAL HWY. #214) W. W. #214
905-788-1441
or
905-735-6000
@WELLANDJACKFISH

FOLLOW US

Welland
905-714-1647
934 Niagara St.

2019 SEASON SCHEDULE

THRE

WELLAND

GOLIATH TECH
SCREW PILE SYSTEM
www.goliathtechguys.ca

2019 FISHMAN

POCKET SCHEDULES

Advertising message on 10,000 Schedules. Schedules are the primary source of information for fans regarding upcoming games and promotions and are distributed throughout the community. **\$550 PER PANEL**

ROSTER INSERT

Fans refer to the Roster Insert every game to check out the current player statistics and upcoming Jackfish promotions. This black and white insert is included in the program every home game. **\$400**

WIND CREEK
Casino
1000 Lakeshore Blvd. W. Welland, ON
905-735-6000

\$20 FREE PLAY!

WELLAND JACKFISH

TICKET BACKS

Get your companies logo and advertisement on each and every ticket during the 2021 season. Add a coupon or call to action and see the return on investment. **\$1,000**

WELLAND JACKFISH

G. D'ANGELO
printing company limited

FOR TICKETS 905-736-1348 OR WELLANDJACKFISH.COM

MAGNET SCHEDULES

Promote your business on 5,000 magnet schedules. The full color schedules are given away at the home opener and throughout the 2021 season. **\$1000**



SOCIAL & DIGITAL MEDIA

WEBSITE MARKETING

Market your business on the Welland Jackfish website, www.wellandjackfish.com, and reach Jackfish fans everywhere.

Unique Users:	31,916
Number of Sessions:	74,687
Pages per session:	2.41
Avg Session Duration:	2:14



EMAIL MARKETING

The Welland Jackfish keep in constant communication with our fanbase through E-Mail Marketing. The Jackfish send two forms of e-mail messages throughout the year to our opt-in and organically grown database of over 8,000 e-mail addresses.

SOCIAL MEDIA

The Welland Jackfish are very active on Social Media platforms with frequent posts and that help build a strong fan base to keep them engaged in the Welland Jackfish experience.

- Ownership of a specific promotion, such as Final Score
- Graphic Posts with your logo
- Your Company Page Tagged in the post
- Posted on Facebook, Twitter, Instagram, and other potential platforms



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CONTACT US TODAY

We are ready to field questions about sponsorship packages for the 2021 season and would be more than happy to sit down with representatives from your organization to discuss ways to get noticed in front of the region's baseball team.

Want to advertise your company's brand, specific products, or marketing campaign in front of captive fans every game? The Welland Jackfish will tailor a marketing package to fit your company's exact needs.

Want to co-brand a giveaway item? You can. Want to display your company's logo on the outfield wall? You can. Want to sponsor a between-innings promotion and be announced over our PA system? Go right ahead.

Contact us today to schedule a phone conversation or face-to-face meeting to begin your marketing experience with The Welland Jackfish today!

To learn more, call us at 905-735-9834 or via email at info@wellandjackfish.com.



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