



## **2009 CANADIAN NATIONAL JUNIOR LEAGUE TOURNAMENT**

**AUGUST 5 – AUGUST 13, 2009**

Langley Baseball Association is celebrating its 50<sup>th</sup> Anniversary this year. To commemorate such an occasion, Little League Canada has awarded Langley the **2009 Canadian National Junior League Tournament** to be held August 5 – August 13, 2009 at MacLeod Park. This prestigious National Tournament will provide an exciting week of baseball, featuring teams that have won their respective District, Provincial, and Regional Tournaments across Canada. These teams of 13-14 year old players will square off to determine which team will earn the right to represent Canada at the **2009 Junior League World Series** in Taylor, Michigan.

The Tournament will receive National Media exposure on Television, Radio, in the Press and on the World Wide Web. Thousands of spectators will attend the games locally and many thousands more across the country will be able to follow their teams on webcast via live streaming video.

A tournament of this magnitude requires hundreds of volunteers, but most important, we need Sponsors to step up to “the plate” to help cover the many expenses. You can help by becoming a Sponsor, volunteer, or donor, either in cash or in kind. If you would like to contribute in any way, please contact us. Our Sponsors would get advertising in our program, on Banners at the event, through the media, and at the games, which will be Webcast across the country, as well as many other benefits. Additionally, they will be honoured as true Community supporters, and together with the volunteers, will help make a baseball dream come true for all of the young players attending, who in turn will be an inspiration to countless others.

Langley Baseball Association is a volunteer organization, that has for 50 years helped our kids stay fit, participate in team and competitive play and learn sportsmanship. Skills that will help them grow into our community leaders of the future. Programs like this are essential to our community, and we need your support.

We have attached a Sponsorship Package outlining the levels of Sponsorship. We urge you to contribute to your community and support this endeavor by contacting us at [Sponsorship@LangleyBaseball.ca](mailto:Sponsorship@LangleyBaseball.ca) or by calling Ebbe or Diane Syberg-Olsen, Sponsorship Directors, at (604) 530-1995. Donations can also be made right on our website at [www.LangleyBaseball.ca](http://www.LangleyBaseball.ca)

On behalf of the Langley Baseball Association, we thank you and look forward to your anticipated support.



**SUMMARY OF SPONSORSHIP BENEFITS**

Details	SPONSORSHIP CATEGORIES							
	Premier \$5000+	Platinum \$3,500	Gold \$2,000	Major \$1,000	Supporting \$500	Game Sponsor	Program Advertiser	5th Inning Stretch
Name & Logo on front page of Souvenir Program	Yes	-	-	-	-	-	-	-
Name & Logo on Tournament Packages	Yes	-	-	-	-	-	-	-
Listed on Websites under Sponsorship categories	Yes	Yes	Yes	Yes	Yes	Yes	-	-
Name & Logo mentioned & displayed on Webcast	Yes	Yes	Yes	-	-	A lot, but at sponsored game only	-	Audio only
Direct Links from our Websites to Sponsor's site	Yes	Yes	Yes	Yes	Yes	Yes	-	-
Honourable mention by announcers at every game at Ballpark, proportionate to Sponsorship Level	Yes	Yes	Yes	-	-	A lot, but at sponsored game only	-	Live at game with lots of opportunity to work with announcer
Listed on Sponsors' list in Souvenir Program	Yes	Yes	Yes	Yes	Yes	Yes	-	-
Listed on Sponsors' Banner displayed at Ballpark	Yes	Yes	Yes	Yes	Yes	Yes	-	-
Name & Logo on Official Tournament Signage	Yes	-	-	-	-	-	-	-
Name & Logo on Langley Baseball Team's hats & Tournament Uniforms	Yes	-	-	-	-	-	-	-
Name & Logo on Langley Baseball Association Tournament T-shirts	Yes	Yes	Yes	Yes	Yes	-	-	-
Honourable mention in Media & interviews	Yes	-	-	-	-	-	-	-
5th Inning 'Stretch' Sponsor	-	-	-	-	-	-	-	\$100/game, \$150 for each Semi-Final, \$300 for Final
Banner	4' x 8'	3'x8'	2'x8'	2'x4'	-	2'x8' banner at Sponsored Game only	-	-
<b>Souvenir Program:</b>								
Full page Greeting letter	Yes	-	-	-	-	-	-	-
Full page Black & White	Yes	-	Yes	-	-	-	\$800	-
Full page Colour	-	Yes	-	-	-	-	\$1,000	-
1/2 page Black & White	-	-	-	Yes	-	-	\$450	-
1/8 page (Business Card Size) B&W only	-	-	-	-	Yes	-	\$175	-
1/2 page Colour	-	-	-	-	-	-	\$550	-
1/4 page B&W only	-	-	-	-	-	-	\$300	-
Special recognition at Opening Ceremonies	Yes	Yes	-	-	-	-	-	-
Special recognition at Tournament Banquet	Yes	Yes	-	-	-	-	-	-
Special recognition at Final Game	Yes	-	-	-	-	-	-	-
Special recognition at Awards & Closing Ceremony	Yes	Yes	-	-	-	-	-	-
VIP passes and VIP Seating for all games	For 8	For 6	For 4	For 2	-	4 for Sponsored Game	-	-
Complimentary tickets to Tournament Banquet	For 4	For 4	For 2	-	-	-	-	-
'Thank you' ad with recognition in proportion to Sponsorship level	Yes	Yes	Yes	Yes	Yes	Yes	-	-
8x10 Autographed 'Thank you' colour team picture on plaque	Yes	-	-	-	-	-	-	-
8x10 team 'Thank You' colour picture on plaque	-	Yes	-	-	-	-	-	-
5x7 team 'Thank you' colour picture on plaque	-	-	Yes	-	-	-	-	-



**SPONSORSHIP CATEGORIES FOR**  
**2009 CANADIAN JUNIOR LITTLE LEAGUE CHAMPIONSHIPS**

**PREMIER TOURNAMENT SPONSOR - \$5,000+**

As outstanding supporter of this National Event, the **PREMIER TOURNAMENT SPONSOR** will be the top and most visible sponsor of the event, and as such will:

1. Have its name and corporate logo printed on Front Page of the Official Tournament Program;
2. Have its name and corporate logo as Premier Tournament Sponsor prominently appear on all Official Tournament Packages sent to all Little Leagues across Canada;
3. Receive top billing on both Langley Baseball and Tournament Websites as a Premier Tournament Sponsor;
4. Have its name and corporate logo mentioned and displayed on our Webcast for all 19 games that will be available, not only Canada wide, but World Wide on the Web;
5. Have direct Links from both Langley Baseball and Tournament Websites to the Premier Tournament Sponsor's Web site, both prior to, during, and for six months after the Tournament;
6. Receive honourable mention as the Premier Tournament Sponsor by the Announcers at all 19 Tournament games at the Ball Park;
7. Be listed on the Sponsors' List in the Tournament Souvenir program according to category;
8. Be listed on the Sponsors' Banner, displayed for the duration of the Tournament at the ballpark;
9. Have its name and/or corporate logo appear on Official Tournament Signage;
10. Have its name and/or corporate logo on the Official Langley Team's Uniforms and Team Hats;
11. Have its name and/or corporate logo on the Official Langley Baseball Association T-shirts worn at all tournament functions by grounds crew, ticket sellers, food and beverage personnel, players, webcasters, officials, and other volunteers, which will be kept and worn proudly by them after the tournament;
12. Receive honourable mention in all broadcast media coverage, features and interviews, where possible;
13. Have a 4 ft. x 8 ft. banner, complete with corporate name and logo as Premier Tournament Sponsor, displayed at the Tournament ballpark in a high profile location during the Tournament, and, the following year, at the Langley Little League Baseball field;
14. In the Tournament Souvenir Program, receive premier billing complete with:
  - a) A full black and white advertisement page;
  - b) A full page for a greeting letter from the Premier Tournament Sponsor to the Tournament participants;
15. Receive special recognition at:
  - i) Opening Ceremonies;
  - ii) Tournament Banquet;
  - iii) Final Game; and

- iv) Awards Presentation and Closing Ceremonies,  
as well as at other Official Tournament functions and Activities, as may be announced;
- 16. Receive an invitation to other Official Tournament functions and Activities as may be announced;
- 17. Receive 8 Complimentary VIP passes for admission and VIP seating to all Tournament Games;
- 18. Receive 4 Complimentary tickets to the Tournament Banquet;
- 19. Receive prominent recognition as Premier Tournament Sponsor in the “Thank you” ad in both Langley newspapers, The Langley Advance and The Langley Times;
- 18. Receive an 8 x10 Langley colour Team picture mounted on a plaque and autographed by the players with “Thank You“ dedication to the Premier Tournament Sponsor;

**PLUS SUCH OTHER PROMOTIONS AS MAY BE AGREED UPON**

**PLATINUM TOURNAMENT SPONSOR - \$3,500**

As a crucial supporter of this National Event, the **PLATINUM TOURNAMENT SPONSOR** will:

1. Receive prominent billing with its logo and corporate name on both Langley Baseball and Tournament Websites as a Platinum Tournament Sponsor;
2. Receive honourable mention as a Platinum Tournament Sponsor on our Webcast for all 19 games that will be available, not only Canada wide, but World Wide on the Web;
3. Have direct Links from both the Langley Baseball and the Tournament Websites to the Platinum Tournament Sponsor’s Web site, both prior to, during, and for six months after the Tournament;
4. Receive honourable mention as Platinum Tournament Sponsor by the commentators at all 19 Tournament games at the Ball Park;
5. Be listed on the Sponsors’ List in Tournament Souvenir program according to category;
6. Be listed on the Sponsors’ Banner, displayed for the duration of the Tournament at the ballpark;
7. Have its name and/or corporate logo on the Official Langley Baseball Team T-shirts worn at all tournament functions by grounds crew, ticket sellers, food and beverage personnel, players, webcasters, officials, and other volunteers, which will be kept and worn proudly by them after the tournament;
8. Have a 3 ft. x 8 ft. banner, complete with corporate name and logo as a Platinum Tournament Sponsor, displayed at the Tournament ballpark in a high profile location during the Tournament, and, the following year, at the Langley Little League Baseball field;
9. In the Tournament Souvenir Program, receive a full colour advertisement page of its choice (except the Front page) in the Official Tournament Souvenir Program. (Pages allocated on 1<sup>st</sup> come basis);
10. Receive special recognition at:
  - i) Opening Ceremonies;
  - ii) Tournament Banquet;
  - iii) Awards Presentation and Closing Ceremonies,  
as well as at other Official Tournament functions and Activities, as may be announced;
11. Receive 6 Complimentary VIP passes for admission and VIP seating to all Tournament Games;
12. Receive 4 Complimentary Tickets to the Tournament Banquet;

13. Receive prominent recognition as a Platinum Tournament Sponsor in the “Thank you” ad in both Langley newspapers, The Langley Advance and The Langley Times;
14. Receive an 8 x10 Langley colour Team picture mounted on a plaque, with “Thank You” dedication to the Platinum Tournament Sponsor;

### **GOLD TOURNAMENT SPONSOR - \$2,000**

As a highly valued supporter of this National Event, the **GOLD TOURNAMENT SPONSOR** will:

1. Receive prominent billing with its logo and corporate name on both Langley Baseball’s and the Tournament Website as a Gold Tournament Sponsor;
2. Receive honourable mention as a Gold Tournament Sponsor on our Webcast for all 19 games that will be available not only Canada wide, but World Wide on the Web;
3. Receive Honourable mention as a Gold Tournament Sponsor by the Announcers at all 19 Tournament games at the Ball Park;
4. Have direct Links from both the Langley Baseball and Tournament Websites to the Gold Tournament Sponsor’s website prior to, during, and for six months after the Tournament;
5. Be listed on Sponsors’ List in Tournament Souvenir program according to category;
6. Be listed on Sponsors’ Banner, displayed for the duration of the Tournament at the ballpark;
7. Have its name and/or corporate logo on the Official Langley Baseball Team T-shirts worn at all tournament functions by grounds crew, ticket sellers, food and beverage personnel, players, webcasters, officials, and other volunteers, which will be kept and worn proudly by them after the tournament;
8. Have a 2 ft. x 8 ft. banner, complete with corporate name and logo as a Gold Tournament Sponsor, displayed at the Tournament ballpark in a prominent location during the Tournament, and, the following year, at the Langley Little League Baseball field;
9. The Gold Tournament Sponsor will receive a full black and white advertisement page in the Official Tournament Souvenir Program;
10. Receive 4 Complimentary VIP passes for admission and VIP seating to all Tournament Games;
11. Receive 2 Complimentary Tickets to the Tournament Banquet;
12. Be named, with prominent recognition, as Gold Sponsor, in the “Thank you” ad in both Langley newspapers, The Langley Advance and The Langley Times;
13. Receive a 5x7 Langley colour Team picture mounted on a plaque, with “Thank You” dedication to the Gold Tournament Sponsor;

### **MAJOR TOURNAMENT SPONSOR - \$1,000**

As a major sponsorship contributor, the **MAJOR TOURNAMENT SPONSOR** will:

1. Receive prominent billing with its logo and corporate name on both Langley Baseball and the Tournament Websites as a Major Tournament Sponsor;
2. Have direct Links from both the Langley Baseball and the Tournament Websites to the Major Tournament Sponsor’s Web site, both prior to, during, and for six months after the Tournament;
3. Be listed as a Major Sponsor in Official Souvenir Program;
4. Be listed on Sponsors’ Banner, displayed for the duration of the Tournament at the ballpark;

5. Have its name and/or corporate logo on the Official Langley Baseball Team T-shirts worn at all tournament functions by grounds crew, ticket sellers, food and beverage personnel, players, webcasters, officials, and other volunteers, which will be kept and worn proudly by them after the tournament;
6. Have a 2 ft. x 4 ft. banner, complete with corporate name and logo as a Major Tournament Sponsor, displayed at the Tournament ballpark in a prominent location during the Tournament, and, the following year, at the Langley Little League Baseball field;
7. Receive a ½ page black and white advertisement in the Official Souvenir Tournament Program;
8. Receive 2 Complimentary VIP passes for admission and VIP seating to all Tournament Games;
9. Be named as Major Sponsor in the “Thank you” ad in both Langley newspapers, The Langley Advance and The Langley Times;

### **SUPPORTING TOURNAMENT SPONSOR - \$500**

As an essential sponsor the **SUPPORTING TOURNAMENT SPONSOR** will:

1. Receive prominent billing with its logo and corporate name on both Langley Baseball’s and the Tournament Website as a Supporting Tournament Sponsor;
2. Have direct Links from both Langley Baseball and Tournament Websites to the Supporting Tournament Sponsor’s Web site, both prior to, during, and for six months after the Tournament;
3. Be listed as Supporting Sponsor in Official Souvenir Program;
4. Be listed on Sponsors’ Banner, displayed for the duration of the Tournament at the ballpark;
5. Have its name and/or corporate logo on the Official Langley Baseball Team T-shirts worn at all tournament functions by grounds crew, ticket sellers, food and beverage personnel, players, webcasters, officials, and other volunteers, which will be kept and worn proudly by them after the tournament;
6. Receive a Business card size (1/8 page) advertisement in the Official Souvenir Tournament Program;
7. Be named as Supporting Sponsor in the “Thank you” ad in both Langley newspapers, The Langley Advance and The Langley Times;

### **DONOR / CONTRIBUTOR - \$50+**

Every Donor/Contributor is vital to the success of the Tournament. Contributions can be made in service or in kind. Such contributions can range right from:

- Cash donations which can be made on-line right on the Langley Baseball Web site; to
- Items for the Silent Auction; to
- Help from persons with special skills in f. inst. Webcasting, filming, food preparation, grounds keeping, scoring, helping with Tournament functions, drivers etc., etc.; to
- Donation in kind of items that are required for the Tournament;

In recognition of their valuable service the Donor/Contributor will be recognized with:

1. Their name in “Thank you” ad in both Langley newspapers, The Langley Advance and The Langley Times as Donor/Contributor;
2. Listing on both Langley Baseball and Tournament Websites as a Donor/Contributor;

**PLEASE NOTE:**

Where Donations in kind exceed the amount of the above Sponsorship levels, the Donor/Contributor will also receive the benefits listed for that group. This is an excellent way for a Donor to become an Official Tournament Sponsor of f. ex. Accommodation, Beverages, Transportation, etc., etc.;

### **OTHERS AND/OR ADD-ON'S:**

#### **GAME SPONSOR – \$1,000 - \$1,500**

In addition to the live game at the ballpark, each game will be Webcast through a link on the Tournament Web site and therefore available, not only across Canada, but World Wide on the Web. The Game Sponsor will:

1. Receive honorary, but constant mention as the ‘Sponsor of the Game’, through-out the duration of the game by the commentator, both at the Ballpark and on our Webcast;
2. Have, for the Sponsored game, a 2 ft. x 8 ft. banner with the name and corporate logo as Game Sponsor prominently displayed on the Field Scoreboard, visible to all at the Ballpark;
3. Be listed on both the Langley Baseball and the Tournament Website as Game Sponsor;
4. Have direct Links from both Langley Baseball and Tournament Websites to the Game Sponsor’s Web site, both prior to, during, and for six months after the Tournament;
5. Listing as Game Sponsor in Official Souvenir Program;
6. Be listed on Sponsors’ Banner, displayed for the duration of the Tournament at the ballpark;
6. Be named as Game Sponsor in “Thank you” ad in both Langley newspapers, The Langley Advance and The Langley Times;

#### Game Sponsor cost:

Round Robin games – (15) - \$1,000 each

Semi-final games – (3) – \$1,500 each

Final – Reserved for the Premier Tournament Sponsor

#### **OFFICIAL PROGRAM ADVERTISER – \$175 - \$1,000**

An Official Program Advertiser will, in addition to their advertising, be:

1. Listed on both Langley Baseball and Tournament Websites in the sponsor category based on the total cost of advertising;
2. Named as sponsor in the “Thank you” ad in both Langley newspapers, The Langley Advance and The Langley Times in sponsor category based on total cost of advertising;

#### Cost of Advertising:

Full Page - Colour - \$1,000

Half Page - Colour - \$550

Quarter Page - Only black & White - \$300

Eight Page (Business card size) – Only black and white - \$175

Full Page – Black and white - \$800

Half Page – Black and White - \$450

#### **5<sup>th</sup> INNING ‘STRETCH’ SPONSOR**

Each game’s 5<sup>th</sup> Inning ‘Stretch’ will be advertised as being “Brought to you by (a particular Sponsor)”. This Sponsor will have the opportunity to work with the game announcer in advance to plan the 5<sup>th</sup> Inning ‘Stretch’ with either Baseball songs, trivia, etc. The cost for Sponsorship is:

\$100 for each round-robin game (15);  
\$150 for each semi-final game (3);  
\$300 for the Final Championship Game

ADDITIONALLY, OTHER PROMOTIONS MAY ALSO BE AGREED UPON, SUCH AS OFFICIAL SPONSOR OF SKILL'S COMPETITION, BANQUET SPONSOR, SPONSOR PLAYERS' LOUNGE WITH GAMES, HOME RUN SPONSOR, OFFICIAL TOURNAMENT SUPPLIER OF (required items – see Donor/Contributor Section)

FOR FURTHER INFORMATION PLEASE CONTACT: [sponsorship@langleybaseball.ca](mailto:sponsorship@langleybaseball.ca) or Ebbe or Diane Syberg-Olsen, Sponsorship Directors, at (604) 530-1995

\*Please note: All Advertisers shall be responsible for their own copy

