



# 2011 Sponsorship/Advertising Rate Guidelines

Sponsorship	Cost per year	Radio Spots (30-second)	Booklet Ads	Inning Sponsorship (Promotional/Contest)	Game Sponsorship (Themed Giveaway)	Web Ad	Dugout Club Card
Field Naming	\$4,000	150	Full Page, Sch Page	1st Inning	Two (2) Sundays	Permanent on Hmpg, Sch Page	20
Orange (Wall Sponsor)	\$1,200	80	Full Page Ad	One (1)	Two (2) Fri or Sun	Rotating on Hmpg	6
Black	\$500	35	1/2 page Ad	One (1) Excludes 1st, 7th	One (1) Mon, Wed or Fri	Sponsored Event Rotating on Hmpg	4
Grand Slam	\$350	20	1/4 page Ad	-	One (1) Mon, Wed or Fri	Sponsored Event Rotating on Hmpg	2
Home Run	\$250	10	1/8 page Ad	-	One (1) Mon or Wed	Sponsored Event Rotating on Hmpg	-
Triple	\$150	5	1/8 page Ad	-	-	-	-
Double	\$100	-	Name with contact info	-	-	-	-
Single	\$50	-	Name Only	-	-	-	-

**FIELD NAMING** - Large Sign on Back of Press Box (Welcome to "XX" Field at Memorial Park with logo and on Field Marking Signs (field dimensions)... Name used in all references to the field in media (Radio, Public Address, Newspapers, Print Materials)... Name subject to approval of Dundas Baseball Association and Dundas City Council... Extended terms available with discounts for two-, three- and four-year contracts.

**RADIO SPOTS** - 30-second spots on Dukes' games broadcast on 1080 AM, KYMN. There will be about 15 games broadcast in 2011.

**BOOKLET ADS** - Sponsorship spots in Dukes Season Guide... Logo, information provided by sponsor.

**INNING SPONSORSHIPS** - Promotional contests performed at each Dukes' home game by on-field intern... Sponsor provides any giveaway item/coupon if desired... Some ideas:

- Dizzy Bat Race
- Race Around the Bases
- Tug-o-War
- Trivia
- Balloon Stomp
- Giant Dice Game

**GAME/THEMED SPONSORSHIPS** - Promotional nights (See next page for ideas). Promotional activities included:

- Dukes will give away food/beverage for participating fans (Example: Hawai'ian Shirt Night - All fans wearing a Hawai'ian Shirt get a serving of Teryaki Chicken Wings).
- Up to four (4) radio spots in KYMN promoting the event and have a rotating ad on the site promoting the event.
- Dukes will run one inning sponsorship around the theme of the night (Hula Contest for Hawai'ian Night).

\* Note: All game sponsors include ceremonial first pitch, participation in at least one in-game contest, 10 hot dogs/brats, 10 beverages.

**WEB ADS** - The 225 px x 110 px Spots on the web site, with the exception of the permanent field naming sponsor spot, will rotate at 3 seconds/spot (up to 6 ads per spot).

**DUGOUT CLUB CARDS** - The Dukes' Dugout Club cards are good for seven beverages, seven brats and Dukes T-Shirt.

**ORANGE SPONSORS (GIANT WALL SIGNS)** - Sponsors pay half of price of sign.

**SCHEDULE PUBLICATIONS SPONSORSHIPS:**

Magnet Schedule Day Sponsor (Logo/Sponsorship on magnet, Web site schedule page)  
- \$250

Pocket Schedule Sponsor (Logo/Sponsorship on Schedule, Web site schedule page)  
- \$250

Schedule Poster Sponsor (Logo/Sponsorship on Schedule, Web site schedule page)  
- \$250



# 2011 Promotional Ideas

- Karaoke Night
- Talent Show
- Farm Animal Day/Night
- Church Night/A Night of Faith/Service Night
- Latin Heritage Night
- Youth Baseball Days/Nights (Honor a different league each night)
- Dairy Night
- Breakfast Food Night
- Hawaiian Day/Night (Pig Roast, Teriyaki Wings)
- Coach Night
- Art Day/Night
- Bring Your Pet to the Park Day
- 80's Night
- 70's Night
- Halloween Night/A Night of the Living Dead
- Ugly Outfit Night
- Marilyn Sellers Night
- Armed Services Night
- Boy Scout Night/Summer Camp Night
- Classic Car Night
- 80's Movie Night (Back to the Future, Coming to America, Top Gun)
- Blues Night
- The Color Orange Night (orange food, drink, clothes)
- Family Fun Days (Every Sunday 6:05 game - live music, carnival games)
- Business Casual Night
- Olympic Night
- General Fitness Night
- Fatty Foods Night
- A Night of Relaxation (Spa, New Age Music, Massages)
- Back to the 50's Night
- Jersey Night
- Magnet Schedule/Schedule Poster Night
- Toy Night
- Nerd Night
- Dundas Downtown Business Cookoff Night

## OTHERS:



Dundas Dukes Baseball Club

# 2011 Sponsorship Agreement

COMPLETE, RETURN WITH PAYMENT TO:

Dundas Baseball Association  
PO Box 3  
Dundas, MN 55019


ORGANIZATION \_\_\_\_\_ CONTACT \_\_\_\_\_

PHONE \_\_\_\_\_ ADDRESS \_\_\_\_\_

E-MAIL \_\_\_\_\_

PACKAGE (Select below)...

Field Naming and Orange Sponsors, please contact Mike Ludwig at 612-203-7463 or [mike.ludwig@dundasdukes.com](mailto:mike.ludwig@dundasdukes.com)

<b>SELECT PACKAGE</b> 	<b>Sponsorship</b>	<b>Cost per year</b>	<b>Radio Spots (30-second)</b>	<b>Booklet Ads</b>	<b>Inning Sponsorship</b>	<b>Game Sponsorship</b>	<b>Web Ad</b>	<b>Dugout Club Card</b>
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	<b>Triple</b>	\$150	5	1/8 page Ad	-	-	-	-
	<b>Double</b>	\$100	-	Name with contact info	-	-	-	-
	<b>Single</b>	\$50	-	Name Only	-	-	-	-

PROMOTIONAL NIGHT THEME REQUEST (SUBMIT 2)  
(For Black, Grand Slam, Home Run Sponsors)

\_\_\_\_\_

PREFERRED DATES OF PROMOTIONAL NIGHT (SUBMIT 2)

\_\_\_\_\_

**BLACK, GRAND SLAM, HOMERUN, TRIPLE SPONSORS:**

Please submit high-resolution logo and ad content to  
[mike.ludwig@dundasdukes.com](mailto:mike.ludwig@dundasdukes.com)

AMOUNT DUE \_\_\_\_\_

AMOUNT ENCLOSED \_\_\_\_\_

BALANCE \_\_\_\_\_