

Here's the pitch for '12!

The Canadian Baseball Hall of Fame & Museum is continuing to garner national attention and draw more and more visitors to St. Marys each year. With Phase 1 now completed:

- ✓ We have installed lights on Rotary Field, creating 14 additional time slots per week in 2011 and into the future, and we'll now have the opportunity of welcoming men's and women's Slo-pitch to participating on our venue!
- ✓ We will be hosting the St. Marys Slo-pitch All-Star Celebrations, including HR Derby.
- ✓ We will also be hosting nightly games on the St. Marys Cement Company Field as well as high-profile games, such as from Ontario's Inter-County Baseball League, as well as from the Premier Baseball League of Ontario & University games. We are also planning to host at least five tournaments on-site, which in turn will bring more new teams to the Hall for extended stays.
- ✓ We will be hosting the Toronto Blue Jays annual clinic, as well as the Pepsi/Aquafina Hit, Run & Throw competition.
- ✓ For the twelfth consecutive year running, our museum attendance has increased.
- ✓ Our annual Induction Ceremony has evolved into one of the established celebrations on the National sporting calendar.
- ✓ The Kids On Deck summer camp program is in its tenth year and growing in popularity.

What this all means is that the Hall of Fame is continuing on its way of its goal to become the baseball Mecca in Canada. Thousands of enthusiasts are continuing to make their way to St. Marys because of the Hall's programming.

And that is where you come in.

Visitors want to know who is behind one of Canada's premier tourist attractions. Exposure means business for you, and we have devised two opportunities to help achieve the goal of getting them to think of you first.

We publish an annual souvenir program/yearbook that will be available at all of the Hall's 2012 events. We also offer you quality signage on the outfield fences of our diamonds. More details on both are in this package.

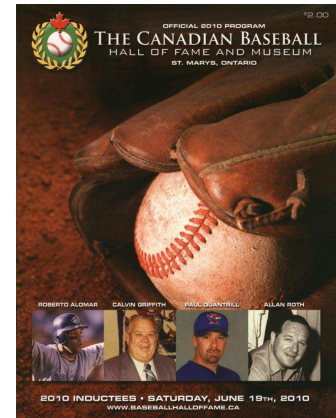
As a bonus, if you have retail outlets in the immediate area, we will include you in the program map highlighting the location of all advertisers. Throughout the season, we will be encouraging our guests to support those who support the Hall.

We encourage you to step up to the plate and show them that you are one of our partners. Advertising in our program and/or our outfield fence will help achieve this goal and increase your sales, and recognize you fully.

One of our representatives will be contacting you soon, but feel free to return your order form directly to our office. Getting your advertisement in soon will get you preferred placement.

Program advertising

The Souvenir Yearbook Program / Media Guide will be distributed throughout at all events throughout the 2012 season, including the 2012 Induction Ceremony, Sports Celebrity Banquet, Celebrity Golf Classic, Team Canada exhibitions, Inter-County and PBLO games, tournaments (three), Kids On Deck camps, MLB tryout camps, Opening/Closing Days, concerts, and all amateur games played on site, trade shows, and outreach programs delivered to service clubs/schools will also make our program available to thousands of more potential clients.



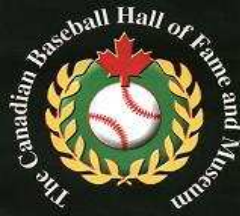
Back cover	\$2000	8 x 10.5
Inside front cover	\$1500	8 x 10.5
Inside backcover	\$1200	8 x 10.5
Full page	\$750	8 x 10.5
1/2 page	\$400	8 x 5.19
1/4 page	\$250	3.94 x 5.19
1/8 page	\$150	3.94 x 2.54
1/16 page	\$100	1.91 x 2.54

Colour ads - add 20%. Bleeds – add 20%.
A camera-ready logo (or min. 300 dpi .jpg) will be required with the order.

Outfield Signage



The outfield signs that will adorn the Hall of Fame fields are done in a classy manner unlike any other North American venue, as the signs all have a forest green background with white logos/lettering. The cost of advertising on the outfield fence is \$2,000 for three years or \$800 for one year. The one-time cost of the sign (approximately \$450) will be the responsibility of the client and its production will be coordinated by the Canadian Baseball Hall of Fame. Options such as larger signs and advertising on both sides of the fence are also available.



2012 Advertising ORDER FORM

Company:	Contact:
Telephone:	Address:
E-Mail:	

PROGRAM ADVERTISING

Size/Placement	Cost	Colour	Bleed	Total
<input type="checkbox"/> Back cover	\$2000	<input type="checkbox"/> + \$120	<input type="checkbox"/> + \$120	_____
<input type="checkbox"/> Inside front cover	\$1500	<input type="checkbox"/> + \$120	<input type="checkbox"/> + \$120	_____
<input type="checkbox"/> Inside back cover	\$1200	<input type="checkbox"/> + \$120	<input type="checkbox"/> + \$120	_____
<input type="checkbox"/> Full page	\$750	<input type="checkbox"/> + \$120	<input type="checkbox"/> + \$120	_____
<input type="checkbox"/> 1/2 page	\$400	<input type="checkbox"/> + \$80	N/A	_____
<input type="checkbox"/> 1/4 page	\$250	<input type="checkbox"/> + \$50	N/A	_____
<input type="checkbox"/> 1/8 page	\$150	<input type="checkbox"/> + \$30	N/A	_____
<input type="checkbox"/> 1/16 page	\$100	<input type="checkbox"/> + \$20	N/A	_____

OUTFIELD SIGNAGE

Duration	Cost	Sign + Additional Options
<input type="checkbox"/> Three years	\$2000	\$450 + _____
<input type="checkbox"/> One year	\$800	\$450 + _____

Subtotal _____

HST _____

Grand Total _____

Please return this form by fax to (519) 284-1234 or email: baseball@baseballhalloffame.ca

Cheque or Mastercard Visa Amex Card# _____

Signature _____ Expiry Date _____