



# Partnership Opportunities

# We want to work with you and here's why:



Our love for Canada & Baseball.

We have a shared interest in **championing Canadian culture, sports, and baseball related events.**



Our commitment to improving our communities.

**We believe in contributing to our community and making a difference in people lives.**



Our collaborative approach.

You **invest considerable time and effort** to ensure that your **philanthropic endeavors** will generate a **large impact** on the community. We want to work with you **side by side** to drive deep rooted and **sustainable** impact on **youth** and **fans of baseball.**

# Our Objectives for Today

1

**Share the Canadian Baseball Hall of Fame and Museum story.**

2

**Highlight the Need for continued investment in our communities.**

3

**Identify Key Partnership Opportunities with the CBHFM.**

# The Story of CBHFM

# What We're Doing: Our Vision and Mission

**VISION:** A culture which champions education, respect, diversity, and healthy lifestyles across generations.

**MISSION:** The Canadian Baseball Hall of Fame and Museum in St. Marys, Ontario exists so that Canadians and visitors to Canada value baseball and benefit from our contributions to community and economic development, education, and healthy lifestyles.

With more than 270 Canadians having played major league baseball and thousands of Canadian minor league players, executives, managers, coaches, trainers, announcers, umpires, and game builders contributing to the development of baseball in Canada and around the world, we have significant history to preserve and great stories to tell.



Fergie Jenkins (class of 1987) &  
Larry Walker (class of 2009).



Induction Ceremony – 1,500 people attended the ceremony, making it the largest in Hall of Fame history.

# The Hall and Museum: A Brief History

- The Canadian Baseball Hall of Fame and Museum was started in Toronto in 1982.
- In 1994 St. Marys won the bid for the relocated hall and it was officially opened in St. Marys on June 4, 1998.
- One of the first recorded game of baseball in North America took place in Beachville, Ontario just 30 minutes from the Hall of Fame and Museum on June 4, 1838
- St. Marys Cement company donated 32 acres of land to build present site.
- In 2017 The Hall announced a 2,500-square-foot expansion to the current museum, as well as a renovation to the inside of the existing structure.
- The Expansion project was made possible by a number of generous private donations and funding through the Canada 150 Community Infrastructure Program.
- We have 4 professional level fields with over 1000 events per year and are among the finest in the nation and a real draw for teams and families.





# The Hall and Museum: Today

- Over 55,000 visitors have visited the Hall and Museum since opening and over 2,500 visit annually
- 133 inductees have been honoured since inception
- The Hall and Museum contains over 6000 artifacts
- The collection has over 450 bats and 400 jerseys
- The “Library” contains 6000 books and 3000 magazines – dating back to 1861
- 64,000 unique website visits in 2019 and growing.
- Harry Simmons Memorial Library, home to the Centre for Canadian Baseball Research – contains many thousands of photos and documents from the mid 1800’s
- A resource to Canadian newspapers and sports outlets for baseball information in Canada and the world
- 1000 annual on site events with over 50,000 in attendance



# 2019 Induction

## Inductees:

- Former Toronto Blue Jays GM Gord Ash
- Jason Bay
- Ryan Dempster
- Rob Thomson

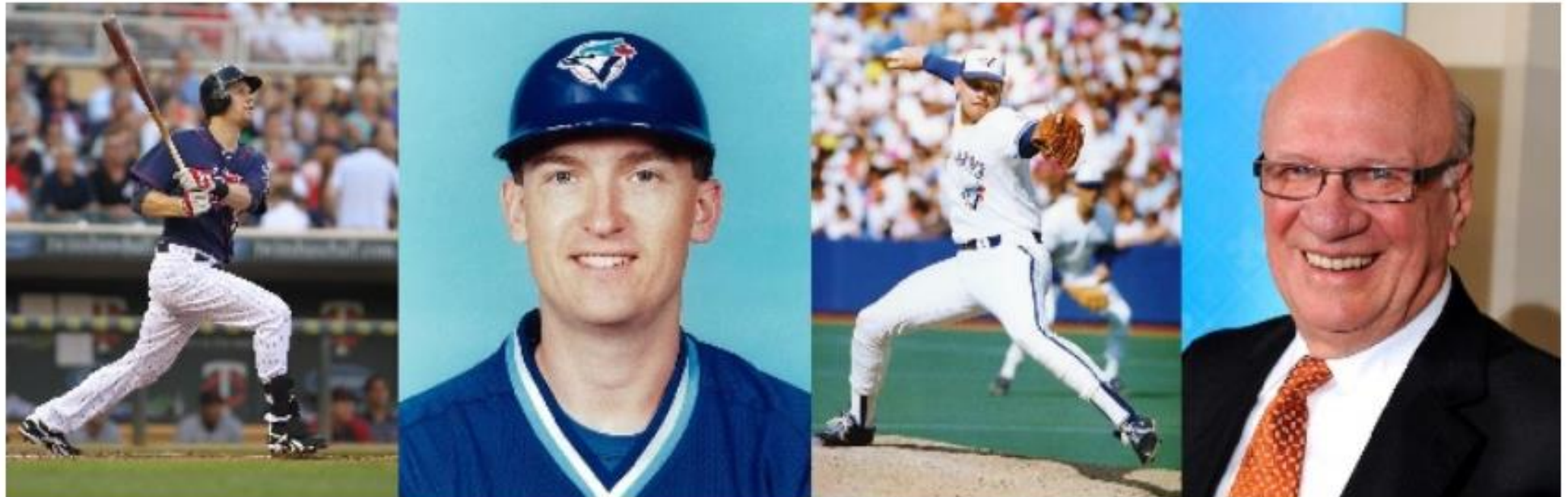




# 2021 Induction

Inductees:

- Justin Morneau
- John Olerud
- Duane Ward
- Jacques Doucet



# Media Coverage

The Hall and Museum receives significant coverage for its Hall of Fame Induction weekend and is a go to source for media around the country on baseball related issues and events.

## 2020 inductees into Canadian Baseball Hall of Fame announced



By Steve Sabourin  
February 4, 2020 9:17am

Share via:



The 2020 class going into the Canadian Baseball Hall of Fame includes a couple of hitters, a dependable pitcher, and a manager.



CDN Baseball HOF  
@CDNBaseballHOF

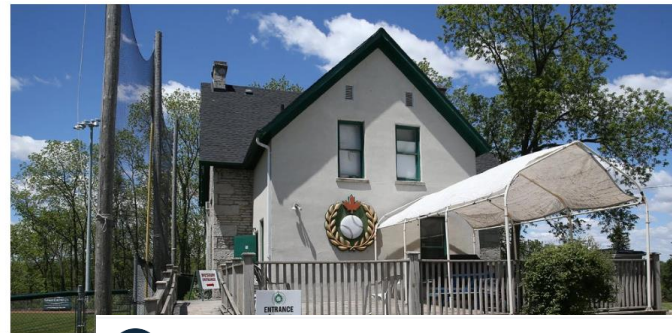
Original artwork on display at Canadian Baseball Hall of Fame.



The New York Times

## North of Cooperstown, a Hall of Fame That Fits Canada Just Fine

The Canadian Baseball Hall of Fame has modest roots, but a recent expansion offers more room to preserve the country's sometimes-quirky involvement in the game.



Sportsnet 590 The FAN  
@FAN590

Sportsnet baseball analyst Jeff Blair has been named the winner of the Canadian Baseball Hall of Fame's 2018 Jack Graney Award!

Win a spot at the Induction Ceremony on June 15th - check out the link below to enter:

[sportsnet.ca/590/590-contes...](https://sportsnet.ca/590/590-contes...)

## Canadian Baseball Hall of Fame issues state death of Tony Fernandez

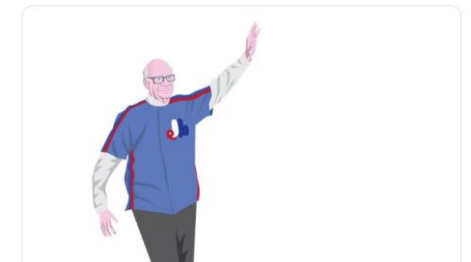
CTVNewsLondon.ca Staff  
Contact

Published Sunday, February 16, 2020 12:23PM EST  
Last Updated Sunday, February 16, 2020 12:29PM EST



Darius Ramezani  
@dariuscomics

Happy 80th birthday to the newest member of the Canadian Baseball Hall of Fame. #jacquesdoucet #expos #cdnhof @CDNBaseballHOF @Montreal\_Expos @CDNBaseballHOF @MtlBBProject





# 2020 Baseball Survey and Coverage

The Canadian Baseball Hall of Fame and Museum / IMI International baseball survey polled 904 adults across Canada. Canadians had some interesting perspectives on what they love, what works and what needs to change about baseball.

- 913 unique website views
- Twitter: Over 30,000 impressions and 425 engagements
- Facebook: Over 500 people engaged the post
- Top broadcasters posts: Hazel Mae, Mike Wilner, Shi Davidi, Dan Shulman, Jamie Campbell
- Media coverage:
  - Newstalk w Dave Trafford; Toronto Star w Laura Armstrong
  - 680 news with Jeff Rohoman;
  - TSN
  - Canadian Baseball Network

NEWSTALK  
610  
CITY

SHOWS NEWS AUDIO BNN BLOOMBERG CONTESTS EVENTS WEATHER

## CANADIAN BASEBALL HALL OF FAME AND MUSEUM 2020 BASEBALL SURVEY RESULTS



Carter's World Series-winning HR still Canada's favourite baseball moment, according to Canadian ball hall survey



## Canadian Baseball Hall of Fame a 2020 Baseball Survey

PRESS RELEASE PR Newsroom  
17 Aug 18, 2020, 05:00 PM

We are one month into the 2020 baseball season and we are seeing a lot has changed about the game.

We surveyed Canadian baseball fans and they have much to say about what they love about the game, their favourite teams, players and memories...and what they think needs to change!

ST. MARYS, ON, Aug. 18, 2020 /CNW/ - The Canadian Baseball Hall of Fame and Museum / IMI International baseball survey polled 907 adults across Canada from June 18 to June 30, 2020. 91% of respondents classified themselves as "passionate" fans of the game.

have some interesting perspectives on what they love, what works and what needs to change about baseball. One consistent theme is a passion for the sport and the enjoyment of some memorable moments.

Very pleased to be able to partner with IMI International to complete our survey," said Jeremy Diamond, Chair of the CBHFM Board of Directors. "At the Canadian Baseball Hall of Fame and Museum, our mission is to champion the sport, diversity and healthy lifestyles across generations through the baseball. The survey provides some interesting insights into baseball in Canada and we hope it sparks further conversations. Like all fans of baseball, we are excited to see the return of the game!"

## Carter or Bautista? High scoring or low? Canadian baseball survey uncorks a few surprises

### SURVEY SAYS ...

15 Jul 2020 More at thestar.com



Canada's baseball hall asked more than 900 fans about the sport's past and future.

63%

Picked Roy Halladay as the greatest pitcher in Jays history

27%



Liked "Field of Dreams" as the best baseball movie ever made

28%

Picked Vlad Guerrero Sr. as the best Expo, edging Larry Walker



Support for Youppi! as the top Canadian baseball mascot

68%



The London Free Press  
is Opinion Sports Arts Life Premium Driving Healthing The GrowthOp Podca

This section is Presented by London Lightning

## Canadian ball hall surveys fans ahead of sport's return to the field

Diehard Canadian baseball fans love the Blue Jays, hotdogs, the Field of Dreams movie, dramatic home runs and Youppi! — the former Montreal Expos mascot who now works for the Canadiens.

Ryan Pyette  
Jul 14, 2020 • Last Updated 1 month ago • 2 minute read



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Baseball Hall Of Fame

A photograph of a hotdog in a bun, topped with mustard and relish.

### Canadian Ball Hall Releases Survey Results

JULY 15, 2020 0 COMMENTS

From the Canadian Baseball Hall of Fame: Baseball is back – almost – and Canadians have a lot to say about what they love about the game, their favourite teams, players and memories...and what they think needs to change! The Canadian Baseball Hall of Fame and Museum / IMI International baseball survey polled 904

adults [...]

Read more



# Partnership Opportunities - Discussion



# Partnership Opportunities: Levels of Support

The Canadian Baseball Hall of Fame and Museum proposes five exclusive partners and tiered support options.

**An exclusive opportunity exists for one innovative organization to take a leadership role and enjoy significant profile as Exclusive Grand Slam Partner.**



**GRAND SLAM - \$100K**

**HOME RUN - \$50K**

**TRIPLE - \$40K**

**DOUBLE - \$25K**

**SINGLE - \$10K**

# Achieving Our Vision with **YOU!**

*The partnership with the CBHFM would facilitate meaningful opportunities to showcase baseball and its impact on Canada while highlighting the local impact at a community level.*



## **Collection Curation and Growth**

- Allocate meaningful funds to support the continued growth of the collection



## **Community Engagement**

- Create socialization opportunities for baseball within local communities to raise awareness and drive opportunities to showcase artifacts outside of the Hall and Museum.



## **Canada's Field Of Dreams**

- Celebrate and showcase the best in Canadian baseball

# Partnership Opportunities: Potential Projects



## Collection Curation and Growth

- Showcase the collection - inhouse display cases
- Education Endowment – Curator
- Shelving in archive

- Flooring in library
- Archive supplies
- Hall refurbishment



## Community Engagement

- CBHFM On The Road - Travel displays
- Youth Baseball Day in Canada
- Sportsnet – Behind home Plate advertising

- Community Baseball Play of the week
- Baseball “Good Deeds” Challenge



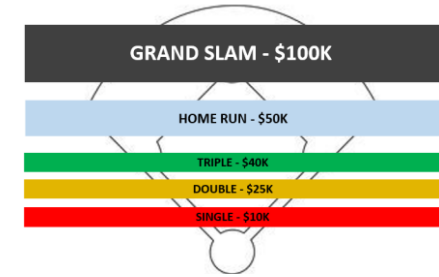
## Canada's Fields of Dreams

- Pavilion Development
- Equipment shed

- Lights on Cement Field – Names on polls
- Landscaping on our 32 acre site

# Grand Slam - \$100K

With an investment of \$100K over 2 years, this investor would be The Hall's exclusive fundraising partner, enjoying the following assets and benefits:



## Assets

- Brand Advantage
- Influence and Access
- Leadership Profile

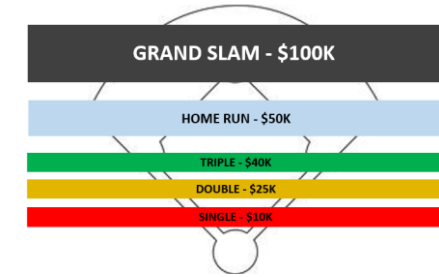
## Benefits

- Exclusive top-tier fundraising partnership status and event naming rights, meaningful exposure at events, and rights to promote partnership status in marketing efforts
- Long-term partnership benefits including input into future Hall activities
- CBHFM brand value - high audience loyalty and trust
- Passes to all events with prime seating centre stage, including access to backstage VIP reception, autographed merchandise.
- Verbal recognition during welcome remarks, before and after event social media thank yous and acknowledgement
- Logo inclusion in all CBHFM marketing materials



# Home Run - \$50K

An investment of \$50K over two years returns the following assets and benefits:



## Assets

- Brand Advantage
- Influence and Access

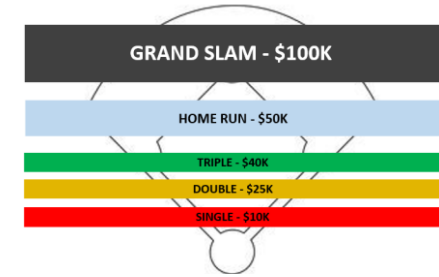
## Benefits

- Meaningful exposure at fundraising performance events
- Long-term partnership benefits including next generation book sponsor opportunities
- Logo inclusion on CBHFM event marketing materials
- Rights to promote sponsorship status in marketing efforts
- CBHFM brand value - high audience loyalty and trust
- Limited number of passes to events, including access to backstage VIP reception, autographed merchandise. Verbal recognition during welcome remarks, before and after event social media mentions

# Triple - \$40K

Below are the main assets and benefits of the Triple fundraising tier.

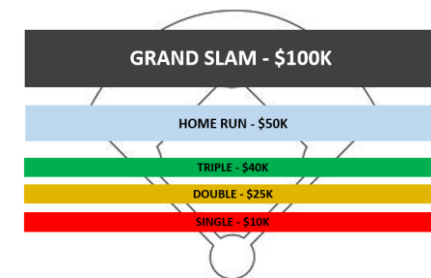
- 2020 Triple Membership Induction Weekend privileges
- Donor wall recognition
- Website recognition
- Invitation to special opening night VIP event
- Meaningful exposure at fundraising performance events
- Logo inclusion on CBHFM event marketing materials
- Rights to promote sponsorship status in marketing efforts
- Limited number of passes to key events, including Induction Weekend
- Verbal recognition during welcome remarks, before and after event social media mentions



# Double - \$25K

Below are the main assets and benefits of the Double fundraising tier.

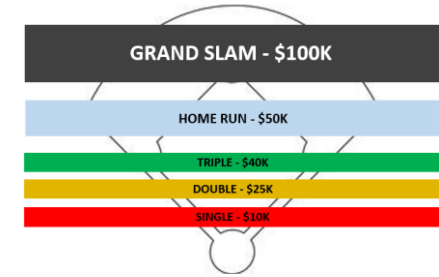
- 2020 Double Membership Induction Weekend privileges
- Donor wall recognition
- Website recognition
- Invitation to special opening night VIP event
- Meaningful exposure at fundraising performance events
- Logo inclusion on CBHFM event marketing materials
- Rights to promote sponsorship status in marketing efforts
- Limited number of passes to key events, including Induction Weekend
- Verbal recognition during welcome remarks, before and after event social media mentions



# Single - \$10K

Below are the main assets and benefits of the Single fundraising tier.

- Invitation to special opening night VIP event
- Website recognition
- Limited exposure at fundraising performance events
- Logo inclusion on CBHFM event marketing materials
- Rights to promote sponsorship status in marketing efforts
- Limited number of passes to key events, including Induction Weekend
- Verbal recognition during welcome remarks, before and after event social media mentions





# Thank you



<http://baseballhalloffame.ca/>



<https://twitter.com/CDNBaseballHOF>



<https://www.facebook.com/cdnbaseballhof/>

Instagram

<https://www.instagram.com/canadianbaseballhofmuseum>



[https://www.tripadvisor.ca/Attraction\\_Review-g984029-d218966-Reviews-Canadian\\_Baseball\\_Hall\\_of\\_Fame\\_Museum-St\\_Marys\\_Ontario.html](https://www.tripadvisor.ca/Attraction_Review-g984029-d218966-Reviews-Canadian_Baseball_Hall_of_Fame_Museum-St_Marys_Ontario.html)