



"FERGIE & FRIENDS"

CELEBRITY BASEBALL GAME

MESA HOHOKAM PARK

FRIDAY MARCH 28, 2008

CY YOUNG PARTNERSHIP

The Mesa HoHoKams and the Ferguson Jenkins Foundation invite you to partner with us for the 1st annual Fergie & Friends Celebrity Baseball Game. As a Cy Young Partner, your company will have the opportunity to invite your clients and business partners to a very special event. They will meet our celebrities plus three of your guests will play on field, while the rest enjoy VIP Preferred seating. You can also pick two children who will spend the game in the dugout as the official Bat Boy/Bat Girl, and Fergie will personally come to your business for a private autograph session and meet & greet. This partnership package offers over \$45,000 in benefits, including:

AMENITY SPONSORSHIP

- Your company will be designated as a sponsor of a major amenity (ie. Card Show, Bat Boys / Bat Girls) with recognition at the event and in advance publicity.

PRINT MEDIA

- Full page color ad in the Fergie & Friends event guide (*quantity 5,000*)
- Logo on the Fergie & Friends print ads for the event, including:
 - Fergie & Friends ads in the East Valley Tribune (*value \$32,000*)
 - Fergie & Friends full page color ad in the 2008 Chicago Cubs Souvenir Program
- Logo id on the Fergie & Friends Flyer (*quantity 15,000*)
- Half page color Ad in the 2008 Chicago Cubs Spring Training Souvenir Program
- Recognition as sponsor of Fergie & Friends in publicity surrounding the Fergie & Friends game, including Ferguson Jenkins Foundation website

ON-SITE RECOGNITION

AT CHICAGO CUBS SPRING TRAINING GAMES:

- Logo on Daily Electronic Scoreboard messages and Video Commercials for Fergie & Friends
- Logo and name on the Fergie & Friends banners to be posted at each gate during Cubs Spring Training



ON-SITE RECOGNITION

AT THE FERGIE & FRIENDS GAME:

- 3-5 banners at game (*provided by sponsor*)
- Opportunity to set up a Concourse Table Display
- PA Announcements and Electronic Scoreboard Messages
- Extra PA Announcement with optional Lucky Fan Promotion
- Opportunity to provide a :30 second Video commercial that can be played on the scoreboard

ON-SITE PROMOTION

- Ferguson Jenkins to spend one hour at your location for a private Meet & Greet and Autograph Session in March (*subject to availability*)

HOSPITALITY

- Sponsor will have the opportunity to have three "guest players" participate in the Fergie & Friends game.
- Opportunity to designate two children (12 and older) to be the Official Bat Boy/Girls for the game
- Fergie & Friends Suite for the entire game (*includes admission, maximum capacity: 16 guests - food and beverage not included*)
- Special Sponsor meet and greet with celebrities for up to 16 guests
- 36 VIP preferred seating tickets
- Autograph package with a variety of autographed memorabilia (Autographed Jersey, Balls, etc.)
- 150 GA tickets to the event

PARTNERSHIP INVESTMENT: \$15,000



For more information call Darryl at (480) 609-3978 or email darryl@FieldWorksEvents.com