



"FERGIE & FRIENDS"

CELEBRITY BASEBALL GAME

MESA HOHOKAM PARK

FRIDAY MARCH 28, 2008

HALL OF FAME 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 the "Hall of Fame" partner, not only will you be the presenting sponsor of the game - you will truly be part of the team. You and your clients will be invited to an intimate "meet & greet" with Fergie and his friends, four of your guests will be invited to go on field and play along with Fergie and other sports legends, and one of your team will throw out the Ceremonial First Pitch! Fergie will also join you at your place of business for a two hour private session – something you can promote as a drive-to-retail or use as a fun opportunity for your employees and business partners. This partnership package offers a recognition and hospitality package valued at over \$60,000 including:

PRESENTING SPONSORSHIP

- Your company name will be included in the event name and logo (ie. Fergie & Friends presented by "sponsor")
- Inclusion in all media and publicity surrounding the Fergie & Friends game, including the Ferguson Jenkins Foundation website

RADIO

- Name included in all radio spots. (Value - \$30,000)

PRINT MEDIA

- Full page back cover color ad in the Fergie & Friends Event Guide (quantity 5,000)
- Logo and name recognition as the presenting sponsor of Fergie & Friends in all 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 and name recognition as the presenting sponsor of Fergie & Friends in the Flyer to be given out at the annual Cubs Convention in Chicago in January, and to be sent out to Cubs spring training customers with their tickets (quantity 15,000)
- Full page color Ad in the 2008 Chicago Cubs Spring Training Souvenir Program

ON-SITE RECOGNITION

AT CHICAGO CUBS SPRING TRAINING GAMES:

- Logo and name tied into Daily Electronic Scoreboard messages and Video Commercials for Fergie & Friends
- Name in daily PA Announcements made to promote the 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 and/or do Exit Coupons
- 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 up to two hours at your location for a private Meet & Greet and Autograph Session in March (subject to availability)

HOSPITALITY

- Sponsor will have the opportunity to have four "guest players" participate in the Fergie & Friends game.
- Opportunity to designate one person who can be introduced on field prior to the game to throw out the Ceremonial First Pitch
- Fergie & Friends Sky Box Suite for the game (includes admission, maximum capacity: 32 guests - food and beverage not included)
- 36 VIP Preferred Seating tickets
- Private lunch and meet & greet with celebrities for up to 20 guests
- Autograph package with a variety of autographed memorabilia (Autographed Jersey, Balls, etc.)
- 200 GA tickets to the event

PARTNERSHIP INVESTMENT: \$20,000

For *more information*



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