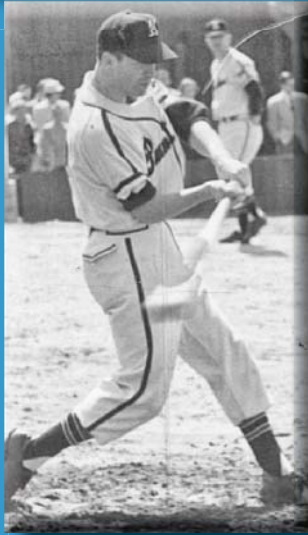




Sponsorship Opportunities

Be a part of a winning organization, **90 years** in the making!



2010 Season

Introduction



A History of the Kitchener Panthers



The Inter-County Baseball League began operations in 1919 after the end of WW1. The Kitchener Panthers Baseball Club was there on day one, and is the only continuously operating team in the League, now with over 90 years of play!

Through the years, hundreds of men have played for the Panthers and the vast number of them, up until WWII, were two sport players-hockey in the winter and baseball in the summer.

In fact, all three members of the famous Kraut line, Bauer, Dumont and Schmidt, played Panthers baseball when they were in the prime of their hockey careers!

The "modern era" of the IBL began after WWII and, for a number of years, through to 1956, many teams in the League used primarily pro players from the U.S., since IBL teams were paying more than AA and AAA teams in the U.S.

However, starting in 1957, new rules were installed limiting imports to three positions and once again "local players" dominated the rosters. The Panthers have won 13 IBL Championships since 1946, more than any team in the IBL, 10 since 1957.

The Panthers celebrated their 90th Anniversary in 2009 and at the on field ceremonies, four players were inducted into the Panthers Hall of Fame; brothers Kevin and Randy Curran, Tom McKenzie and Bob McKillop, all players who lived and worked locally while in their playing years.

In that spirit, the Panthers of the new millennium are still dedicated to being primarily a "home grown" team with players from the K-W area. As the Panthers move through their 9th decade toward 100 years, the team is dedicated to bringing great IBL baseball to Kitchener-Waterloo.

The Panthers thank and salute you, our loyal fans and corporate partners, for 90 great years of support!

2010 Panther Season



Why Sponsor the Kitchener Panthers?

Partnering with the Kitchener Panthers will allow you to make meaningful connections with your target audience.

Our game day events are fun, exciting, entertaining, and family-oriented.

These characteristics make our events an ideal conduit for you to promote the value of your product or service offering. Our primary fan base consists of families from the local K-W region. On average, we draw between 400 and 500 spectators per game.

We have an 18 game home season schedule, which will provide your company with thousands of potential brand exposures.

In addition, some of our sponsorship opportunities such as on-field signage and scoreboard panels will remain permanent fixtures in our park. This means added value for your investment. Other teams and events

that use our facility will be exposed to your brand five nights a week – at no additional cost to you!

As part of every sponsorship agreement, the Kitchener Panthers promise to provide your company with tools to help leverage your investment in us. For example, we will provide your business with game schedules and decals to display in your store(s) or retail outlet(s).

Additionally, all of our partners have permission to use our logo and links to our webpage in any of your communication/promotional tools. There are a number of ways you can promote your brand at our events. In 2010, we have expanded our sponsorship opportunities amidst considerable plans for franchise growth and improvement.

Come grow with us
and let our events
help grow your
brand!

2010 Panther Season



How Can the Kitchener Panthers Help Build Your Brand?

There are multiple ways to promote your brand at our event. Here is a menu of our 2010 Sponsorship Opportunities:

Stadium Announcements

Inning Announcements (Sa1)

Have your name announced during the 4th inning of every Panther game! With an average of 450 people attending each game, this is a great way for your name to be heard!

Signage

Outfield Signage (\$1)

8' x 4' sign placed on the fence of the outfield. Guaranteed maximum exposure for all events taking place at Jack Couch Park!

Concourse Signage (\$2)

8' x 4' sign placed in the main concourse area of the ball field. Take advantage of this high exposure area!

Scoreboard Panels (\$3)

Illuminated signs on the main scoreboard. The scoreboard is a highly focused area for fans during all games at Jack Couch, meaning you will really get the bang for your buck!

In-Game Promotions

Panthers' Pitch (G1)

During the Panther pitch, children come on the field and try to throw a ball through the panther's mouth. Your company name will be placed on the pitch board. If the children get the ball through, they win a special prize supplied by your company! This is also a great way for you to "pitch" your company and message to over 450 fans each game!

Panthers' Homerun Challenge (G2)

If the designated player hits a homerun, everyone will win a special prize supplied by your company! Your company name and message will be mentioned, and over 450 people will have your message in their hands!



2010 Panther Season



Additional Brand Builders...

Print Advertising

Program Advertising (A1)

Place your company logo and message in our program that is printed and distributed each game. Programs are printed in black and white.

Back of Ticket Promotion (A2)

Have your company's name and message printed on the back of our 18 home game tickets! These tickets are distributed to thousands of fans throughout the duration of the season and make for a great collectors item for your business, and for the fans. It's a smart and easy way to advertise your company!

Season Ticket Package (A3)

Have your company's logo on the front of the season ticket package, and your message on the back. This is a great way to familiarize our most dedicated fans with your company!



Sponsorship Packages

Maximize your brand's presence at our event. Purchase one of our two sponsor packages and SAVE!

Grand Slam Scoreboard Package (P1) (3 available)

- Scoreboard panel
- Outfield OR Concourse Sign
- ½ page Program Ad
- Inning Announcements
- 6 Season Tickets

Home Run Signage Package (P2)

- 4' x 8' Outfield OR Concourse Sign
- ½ page program ad
- Inning announcements
- 6 season tickets

Family Game Day Sponsor (P3)

(3 Sundays available)

We pride ourselves as being a great family outing! Sponsor a Sunday Family Game Day and your company takes over the park! Your package includes tickets for your employees, program inserts, stadium announcements, flyer distribution, temporary signage or kiosk displays. Enquire about this great brand building opportunity!

2010 Panther Season



Our Game Day Experience

The Kitchener Panthers are home to a loyal fan base from people of all ages. In recent years, our fastest growing fan segment is children accompanied by parents. The Kitchener Panthers play at historic Jack Couch Memorial Baseball Park at the footsteps of the Kitchener Memorial Auditorium. Our ticket packages are the best value in the league. As well, we pride ourselves

on our excellent Concessions, Game Program (re-done for each game), and innovative in-game promotional activities, 50/50, Panther Pitch, and this year's Panthers Home Run Challenge. This year, we are offering many exciting ways for your company to become a part of our game day events.

How Can I Activate My Sponsorship?

Once again, as part of every sponsorship agreement, the Kitchener Panthers promise to provide your company with tools to help leverage your investment in us. For example, we will provide your business with game schedules and decals to display in your store(s) or retail outlet(s). A link to your businesses website will also be placed on our new Kitchener Panthers website.

For more information on our sponsorship opportunities contact **Bill Pegg** at office@panthersbaseball.com or **519-240-2604**

**Join us and be part of 90 plus years
of great baseball!**