

2025

PARTNERSHIP OPPORTUNITIES

THE INAUGURAL SEASON



SIGNAGE AND BRANDING

BACKLIT SIGNAGE



MINIMUM 3-YEAR COMMITMENT
\$10,000 + GST

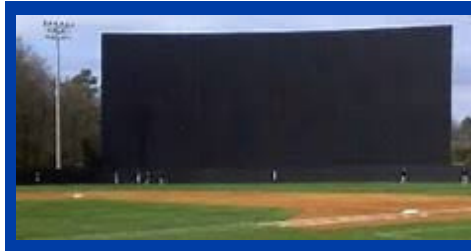
- Located beside the video board, fixated on a steel structure.
- 5 spots available.

MINIMUM 3-YEAR COMMITMENT
\$10,000 + GST

- Sign can be in color and will run across the top of the batter's eye for the full width.
- Only one available!
- Dimensions of 40'W x 4'H.

SOLD OUT

BATTER'S EYE SIGN



MINIMUM 3-YEAR COMMITMENT
\$8,000 + GST

- 24'W x 10'H advertising space (some room to be left on each side for neighbouring signs).
- All white, modernized branding (proven to be more effective & provides a cleaner look).
- 20 spot available (1 remaining – as of April 1, 2025).



FOUL POLE SIGNAGE

MINIMUM 3-YEAR COMMITMENT
\$8,000 + GST

- Branding space on both foul poles.



◆ All production and installation costs to be covered by the partner.

◆ Most partnership opportunities include tickets and additional exposure.

ENERGY CITY METRO CITY BALLPARK

BACKSTOP SIGNAGE

MINIMUM 3-YEAR COMMITMENT
FOR PRICING, INQUIRE WITH OUR SALES REPRESENTATIVE



SOLD OUT

- Will be on the backstop padding, directly behind home plate.
- Will be visible from certain areas of the seating bowl and is a great opportunity for exposure on all live stream content.

MINIMUM 3-YEAR COMMITMENT
\$10,000 + GST

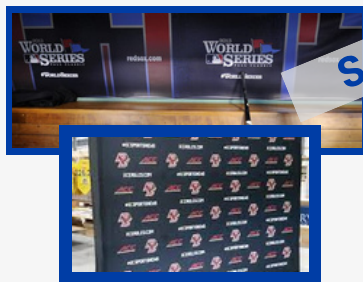
- Logo will be seen on the back of all of the main seating bowl seats.
- Roughly 2,300 – 2,500 seats.

SEAT BACK BRANDING



SOLD OUT

DUGOUT / MEDIA BACKDROP



SOLD OUT

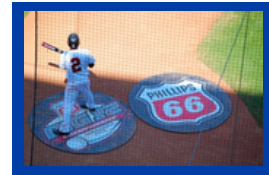
MINIMUM 3-YEAR COMMITMENT
\$6,000 + GST

- Exposure inside the dugout to players, field renters, team photos, social media posts, etc.
- Alternating logo on the concourse media backdrop. Will get exposure through for interviews, media releases, fan photos, social media, etc.

BATTER'S CIRCLE BRANDING

MINIMUM 3-YEAR COMMITMENT
\$6,000 + GST

SOLD OUT



DUGOUT PADDING BRANDING

\$2,000 + GST

- Located on both Home and away dugout railings.
- Visible through field rentals, team photos, social media posts, etc.

SOLD OUT



BACKSTOP SIDE PADDING SIGNAGE

MINIMUM 3-YEAR COMMITMENT
\$6,000 + GST

- Located between backstop signage and dugouts.
- Will be visible to most fans in the grandstands.
- Price includes both first base and third base side padding locations.



ROTATING DIGITAL OUTFIELD RIBBON BOARD

\$4,000 + GST

- 20 spots available.
- 5'x50' advertising space
- The digital ad will be rotating between other partner ads from doors open to doors closed for all Cactus Rats games and major events.



ROTATING DIGITAL CONCOURSE ADVERTISING

\$2,000 + GST

- 20 spots available.
- Dimensions to be determined, but sign will be in a prime, visible location.
- Located in high traffic areas on the concourse.
- Advertisement will rotate on multiple double sided, digital totems throughout Cactus Rats games and other events.



MISCELLANEOUS

\$1,000 - \$3,000 + GST

- Various signage opportunities that could include branding in or around washrooms, concessions, elevator, entrances, box office, etc.).

COX

CHEVROLET



powershift
by NVEnergy

POWER
ALLEY

VIRTUAL BRANDING

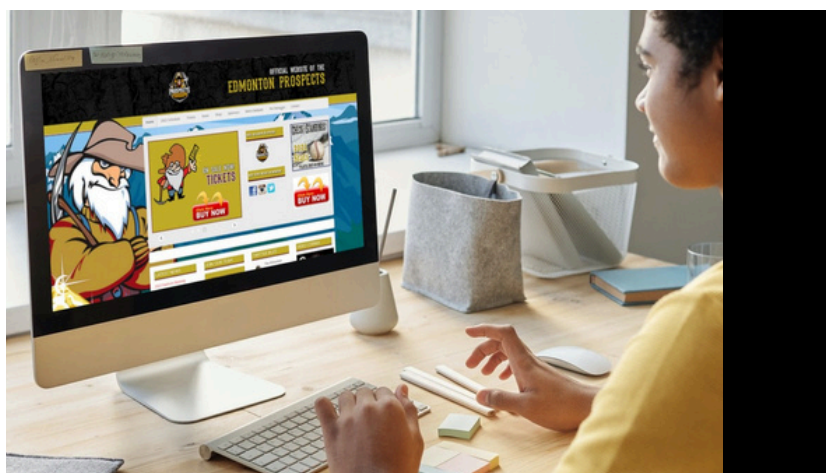
Most partnership opportunities include tickets and additional exposure.



SOCIAL MEDIA PARTNER

\$5,000 + GST

- Logo included on all pre game and post game summaries across Twitter, Facebook, and Instagram (roughly 14,000 followers).
- 112 posts on each platform.
- Additional messaging and digital branding opportunities included.



WEBSITE ADVERTISING

\$1,000 - \$2,500 + GST

- Prices vary on size and location of website advertising.
- Ask sales representative for more information on the different options.

SOLD OUT

COX

CHEVROLET



powerShift
by NVEnergy

POWER
ALLEY

CACTUS RATS VISION VIDEO BOARD

Most partnership opportunities include tickets and additional exposure.

CUSTOMIZED DIGITAL BRANDING

- Wide variety of different digital branding opportunities.
- Some examples could be: static digital signage, digital player features, replay sponsor, play of the game sponsor, etc.
- Ask Sales Representative for more information.

\$5,000 - \$10,000 + GST

PRE GAME COMMERCIALS (15-30 SECOND)

- Rotating commercials that start roughly one hour before first pitch.
- Played at every game in between pre game music and other corporate commercials.

\$3,000 + GST

GAME DAY + OTHER SPONSORSHIPS

Most partnership opportunities include tickets and additional exposure.

GAME DAY SPONSORSHIPS

\$2,000 - \$5,000 + GST

Price ranges depending on the day of the week and projected attendance.

- Get recognition in all Cactus Rats marketing and advertising leading up to and during the event.
- PA announcements, game day activations, ingress and/or egress handouts, and other creative ideas to interact and promote your business the Cactus Rats fans.
- Receive tickets to bring staff, clients, family, or friends to your sponsored game!

BETWEEN INNING PROMOTION SPONSOR

\$3,000 - \$6,000 + GST

- Crowd entertainment and interaction is a huge tool to connect your branding and messaging with fans. Sponsor one of the many different between inning activities and associate your business with fun at the ballpark.
- Beat the Bolt, Trivia, 7th Inning stretch, Hat Shuffle, are just some examples.
- Comes with recognition over PA announcements, video board logo, and other to be determined elements.

TICKET STOCK SPONSOR

\$1,500 - \$4,000 + GST

- \$1,500 for exposure on every third ticket printed or \$4,000 for exclusivity on all tickets printed

PITCHING CHANGE SPONSOR

\$4,000+ GST

- Comes with recognition over PA announcements, video board logo, and other to be determined elements.
- Exposure for every home and away pitching change

GAME DAY + OTHER SPONSORSHIPS

KIDS CAMP SPONSOR

\$2,500 + GST

- Logo on all Kids Camp shirts.
- Exposure as Kids Camp Sponsor on website registration and all advertising leading up to and during the event.

JERSEY PATCH SPONSOR

\$5,000 + GST

Price is per jersey set + production and installation

- Have your businesses logo on the sleeve of Cactus Rats jerseys.
- Jersey patch will be seen in team photos, social media posts, etc.
- Receive one official Cactus Rats jersey with your patch on it.

STARTING LINE-UP SPONSOR

\$3,000 + GST

- Comes with recognition over PA announcements, video board logo, and other to be determined elements.

FRONT + CENTER IN OUR GAME DAY PROGRAMS

<p>\$1000 per issue</p> <p>FULL PAGE Live 7.75"W x 10.25"H Trim 8.25"W x 10.75"H Bleed 8.75"W x 11.25"H No Bleed 7.45"W x 10"H</p>	<p>\$850 per issue</p> <p>2/3 PAGE 7.25"W x 6.65"H</p>	<p>\$700 per issue</p> <p>1/2 PAGE HORIZONTAL 7.25"W x 5"H</p>
<p>\$700 per issue</p> <p>1/2 PAGE VERTICAL 5"W x 9.75"H</p>	<p>\$549 per issue</p> <p>1/3 PAGE 7.25"W x 3.375"H</p>	<p>\$425 per issue</p> <p>1/4 PAGE 5"W x 5"H</p>



6000

copies of each
program will be
available to
baseball fans!

CONTACT KEATON MISKEW ***FOR MORE INFORMATION***

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