

RUSSMATT

BASEBALL



**2018 FLORIDA
SPRING BASEBALL**


**POLK COUNTY
SPORTSMARKETING**

February 17 - April 1, 2018



Greetings from Russmatt Baseball:

The annual RussMatt Baseball Spring Invitational will begin February 17, 2018, and ends April 1, 2018.

We are looking for your community support during this exciting & huge event while we host 250 college baseball teams from 26 states. The estimated economic impact on Polk County for this event is \$30 million dollars! Since 2004 the team participation has increased from 80 to 250 teams.

The parks hosting RussMatt games are; Lake Myrtle Sports Complex, Chain of Lakes Park, Polk State, Lake Bonny Park, Henley Field and various local high school and college facilities.

As everyone recognizes, advertisement is the key to letting our guest know who we are and what we can offer them during their visit to Florida. The teams, coaches and families are here an average of 8 days per team. Great food, comfortable accommodations, and entertainment with affordable prices are essential to the event each year.

During this time frame, 23,000 guest visit our community. The 6 weeks of Spring training consist of; 11,000 team players, coaches, umpires, transportation drivers, and 12,000; parents, family members, grandparents of team players, and many scouts travel from all over to watch the teams play. Additionally, local residents support the teams by visiting the parks daily to watch the games.

The annual RussMatt Baseball Spring Invitational offers a quality formatted program book with detailed information about each team; stats, rosters, schedules, etc... along with colorful advertisements of local restaurants, shopping areas and entertainment. Ads make it easier for our visitors to decide where they want to dine or find entertainment... and how to get to there. Programs are purchased at all of our baseball complexes daily. Help us connect the RussMatt participants and attendees with your business by placing an advertisement in the 2018 Spring program and on our website. Check out the website at: RussMatt.com

For More Information, Please Contact:
Rob Sitz, President
Russmatt Baseball
863-874-0405
Rob@russmatt.com

CONCEPTUAL OUTLINE

EVENT DETAILS

- Largest College Spring Invitational In USA
 - 400+ Teams Since 2004
 - 230+ Teams Annually
 - Over 1,000 Games Annually
 - 8,500 Players Annually
 - 75,000+ Players Since 2004
 - 125,000+ Attendance Since 2004



TEAM FOCUSED EVENT

- First Class Facilities
- Quality Affordable Lodging
- Discounts At Local Restaurants
- Entertainment Options
 - Theme Parks, Beaches & International Dr.



COMMUNITY IMPACT

- 30 Million Dollar Economic Impact
- Community Focused Event



PARTNERSHIP OPPORTUNITIES

PRESENTING PARTNER **\$5,000**

- Promoted As Presenting Partners In/On
Website - Social Media - Program - Coaches - Welcome Packet, And More...
- Field Signage
3'x8' Banner, Provided By Russmatt, Displayed;
2 @ Lake Myrtle Complex
1 @ Chain Of Lakes Stadium
- Included On Russmatt Welcome Banners
- Program - Full Color Full Page, Preferred Location Based On Availability
- Coaches Welcome Packets
Ability To Provide Marketing Collateral To Be Included
- Social Media
4 Dedicated Post About Their Business Or Thanking Them For The Partnership
- PA Announcements
Before Every Game Russmatt Will Thank Its Presenting Partners
- Website
Premium Location Front Page Of Website, Logo And Link
- Gate - Opportunity To Distribute Marketing Material At The Front Gate
- Booth - Opportunity To Set Up Booth During Event, Any Days/times
- Direct Coaches Email



PARTNERSHIP OPPORTUNITIES

GRAND SLAM

\$1,500

Field Signage

3'x8' Banner, Provided By Partner, Displayed;

1 @ Lake Myrtle Complex

1 @ Chain Of Lakes Stadium

Program - Full Color Full Page, Preferred Location Based On Availability

Coaches Welcome Packet - Ability To Provide Marketing Collateral To Be Included

Social Media - 1 Dedicated Post Announcing Partnership, 1 Post During The Event

Gate - Opportunity To Distribute Marketing Material At The Front Gate

Booth - Opportunity To Set Up Booth During Event, Based On Availability

Website - Listed As A Home Run Partner

HOME RUN

\$750

1 Field Sign, Provided By Partner

Program - Full Color Full Page Ad

Website - Listed As Triple Partner

PROGRAM ADS

FULL PAGE FULL COLOR \$500

HALF PAGE FULL COLOR \$300



PARTNERSHIP

PARTNERSHIP LEVEL

- \$5,000 Presenting Partner
- \$1,500 Grand Slam Partner
- \$750 Home Run Partner

PROGRAM AD

- \$500 Full Page, Color
- \$300 Half Page, Color

ARTWORK REQUIREMENTS

Preferable Vector Art (eps / pdf / ai)
All text created to outlines or fonts sent

OR

Raster Art (150 dpi @ full size) (jpeg / tiff)

Sponsor Company Name: _____ Contact Name: _____

Address: _____

Phone: _____ E-Mail Address: _____

Payment Method:

- Check
- Cash
- Credit Card :

#: _____ CVS: _____ Expiration: _____ Billing Zip: _____

Authorized Signature: _____

