

VANCOUVER CANADIANS

OVERVIEW



CANADIANSBASEBALL.COM



OUR BUSINESS IS GOOD FOR YOUR BUSINESS

Whether it's our sushi races, dancing grounds crew members or fun giveaways, Vancouver Canadians games provide entertainment for everyone. Add affordable ticket packages as well as a family friendly atmosphere and you've hit one out of the park!

For our advertising partners, this means you can be proud to bring your guests to Nat Bailey Stadium. Sit back, relax and enjoy more time with your partners at historic Nat Bailey Stadium.



NWL AFFILIATE

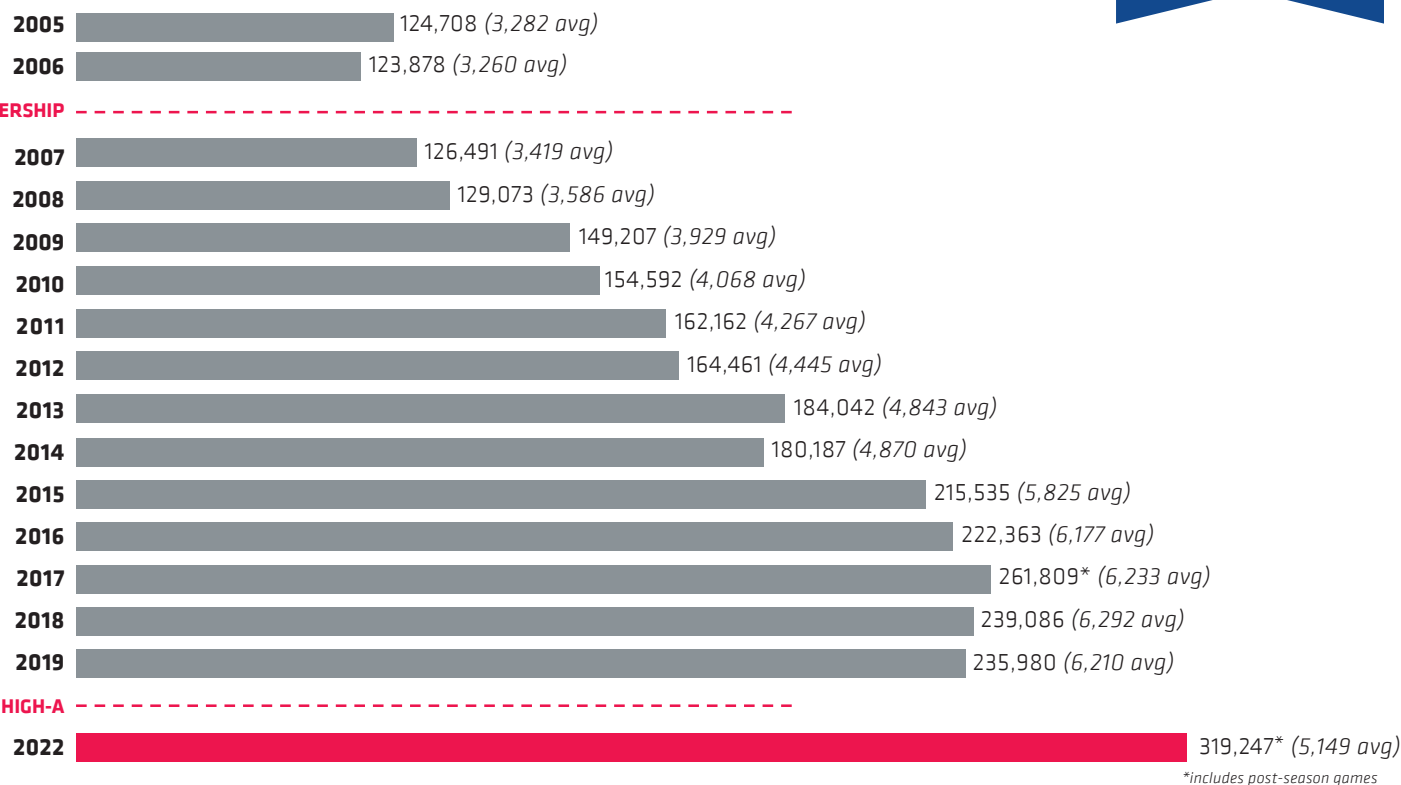




OWNERSHIP GROUP

The Vancouver Canadians are owned by a partnership between Jake Kerr (*Managing General Partner*), Jeff Mooney (*Partner*) and Andy Dunn (*President*).

After purchasing the team in 2007, they have taken the franchise to new heights achieving 11 new attendance records.









OUR PROMISE: AFFORDABLE FAMILY FRIENDLY ENTERTAINMENT



LEADING THE PACK IN ATTENDANCE

The Vancouver Canadians led the Northwest League in attendance with 319,247 total fans. That makes them the most watched team with an average of 5,149 fans per game.

VANCOUVER CANADIANS		319,247*
SPOKANE INDIANS		231,081
HILLSBORO HOPS		150,792
EUGENE EMERALDS		136,360
EVERETT AQUASOX		128,836
TRI-CITY DUST DEVILS		108,136

The Canadians are one of the winningest NWL franchises over the past decade with four championships.



2022 ATTENDANCE INCLUDES
**24 SOLD OUT
GAMES**

*includes post-season games



NATIONAL ATTENDANCE LEADERS

The Vancouver Canadians beat all minor league baseball leagues, Double-A and below, in average attendance.

VANCOUVER CANADIANS

5,149 AVERAGE ATTENDANCE PER GAME

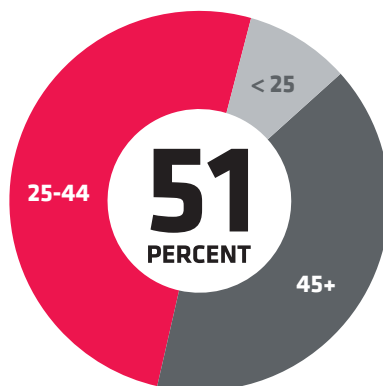


	AVG
Texas League CLASS AA	4,232
Eastern League CLASS AA	4,373
Midwest League CLASS A - ADVANCED	3,724
Southern League CLASS AA	3,498
Carolina League CLASS A	3,036
South Atlantic League CLASS A - ADVANCED	2,978
Northwest League CLASS A - ADVANCED	2,842
California League CLASS A	2,072
Florida State League CLASS A	1,075

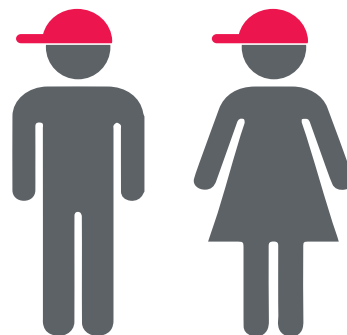


CANADIANS FANS AT A GLANCE

WE ARE VANCOUVER'S FIRST CHOICE FOR FAMILIES AND YOUNG ADULTS (25 - 40 YEAR OLDS).



of fans are between the
AGE OF 25-44

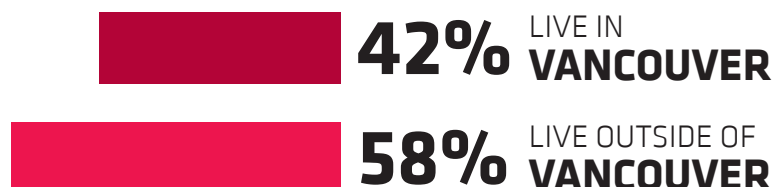


57%
MALE

43%
FEMALE



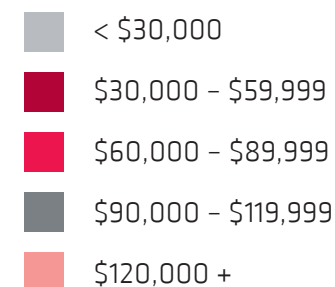
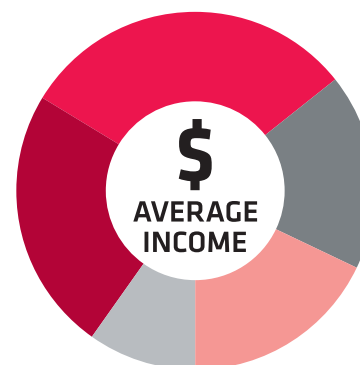
40%
**OF FANS HAVE ONE
OR MORE CHILDREN**



LIVE IN
VANCOUVER

LIVE OUTSIDE OF
VANCOUVER

Burnaby, Coquitlam, New Westminster,
Port Moody, Port Coquitlam, Maple
Ridge, Surrey, Langley, Richmond, Delta
and other Lower Mainland areas.





SOCIAL MEDIA



5.4 million
IMPRESSIONS OVER 12 MONTHS
TWITTER FOLLOWERS: **28.7K**

2.9%
ENGAGEMENT
RATE

C's
FOLLOWERS

ALSO LIKE
ICE HOCKEY
TORONTO BLUE JAYS
CANADIAN SPORTS ICONS



8.4 million
IMPRESSIONS OVER 12 MONTHS
FACEBOOK LIKES: 19.9K

1.6%
ENGAGEMENT
RATE



4.2 million
IMPRESSIONS OVER 12 MONTHS
INSTAGRAM FOLLOWERS: **22,000+**

2.5%
ENGAGEMENT
RATE

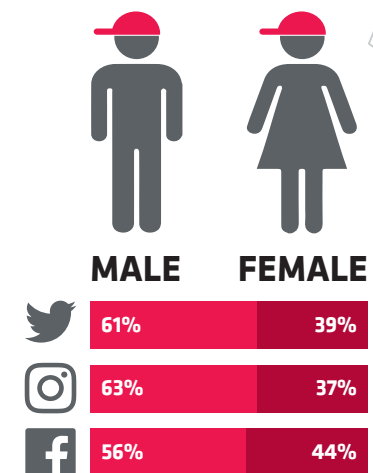
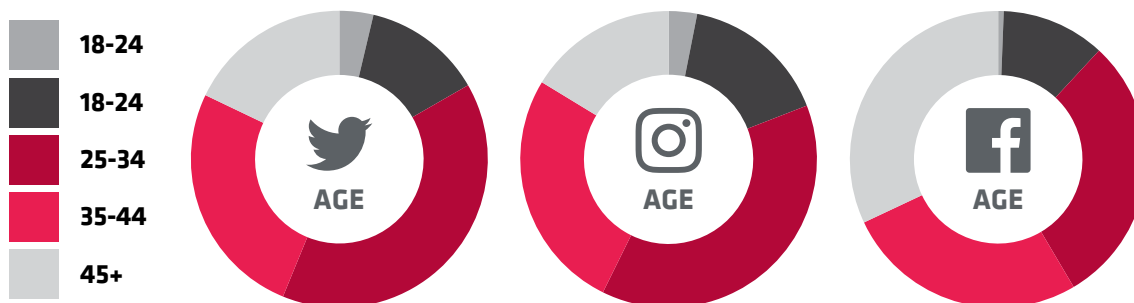
@vancouvercanadians
#AtTheNat
#VancouverCanadians
#Vancouverians
#BeyondTheNat



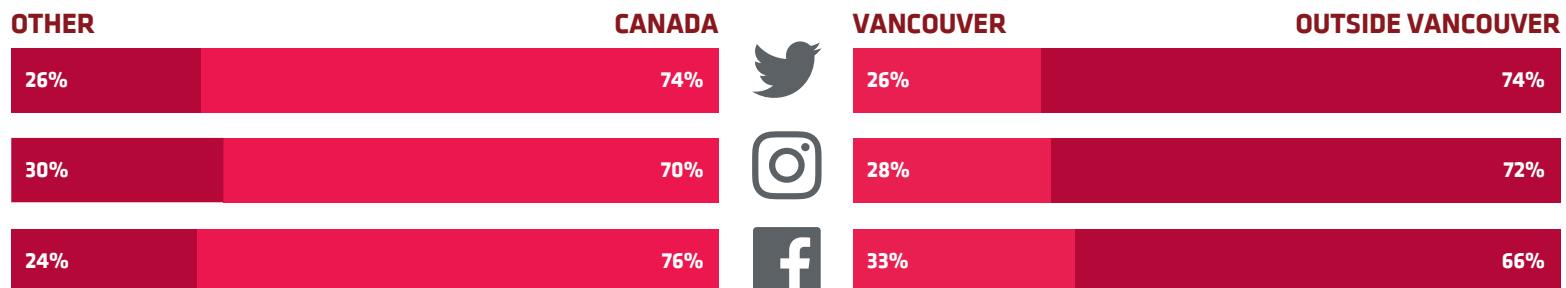
SOCIAL MEDIA DEMOGRAPHICS

GET TO KNOW THE PEOPLE WHO FOLLOW THE CANADIANS

DEMOGRAPHICS



REGIONS





BE A PART OF VANCOUVER'S STRONGEST AND MOST ADMIRABLE SPORTS BRAND

Our brand is our strongest asset and offers exciting opportunities to elevate your company profile and increase your business.

Whether it is a signature branding campaign, a client or staff appreciation event or a community initiative, we are honoured to work alongside many national and local partners to deliver exceptional value - always in a way that makes you proud of your investment.





A WHOLE NEW BALLGAME

CANADIANS FANS WILL BE CHEERING FOR YOUR COMPANY

With a Vancouver Canadians sponsorship, we combine several of our sports marketing elements into a customized package that will address your marketing needs. Tap into the emotional bond between the Canadians and our fans to help sell your product. These ties bind, and mean long term sales for your company. Create this connection with a Canadians sponsorship.



PARTNERSHIP LINEUP CARD

[1] Game Night Title Sponsorship	[3B]
[2] In-Game Promotions	[DH]
[3] Video Board Advertisements	[1B]
[4] Print & Digital Advertisements	[RF]
[5] Stadium Signage	[C]
[6] Community Events	[SS]
[7] Tickets & Hospitality	[CF]
[8] MiLB.tv Broadcast	[LF]
[9] Live Radio Broadcast	[2B]





MILB.TV BROADCAST

In 2022, the C's were proud to stream home games live on MiLB.tv for an international audience to see. Tyler Zickel did an outstanding job of showcasing the team, the field and the great atmosphere at Nat Bailey Stadium.

54 CANADIANS BASEBALL
GAMES WERE STREAMED ON
MILB.TV

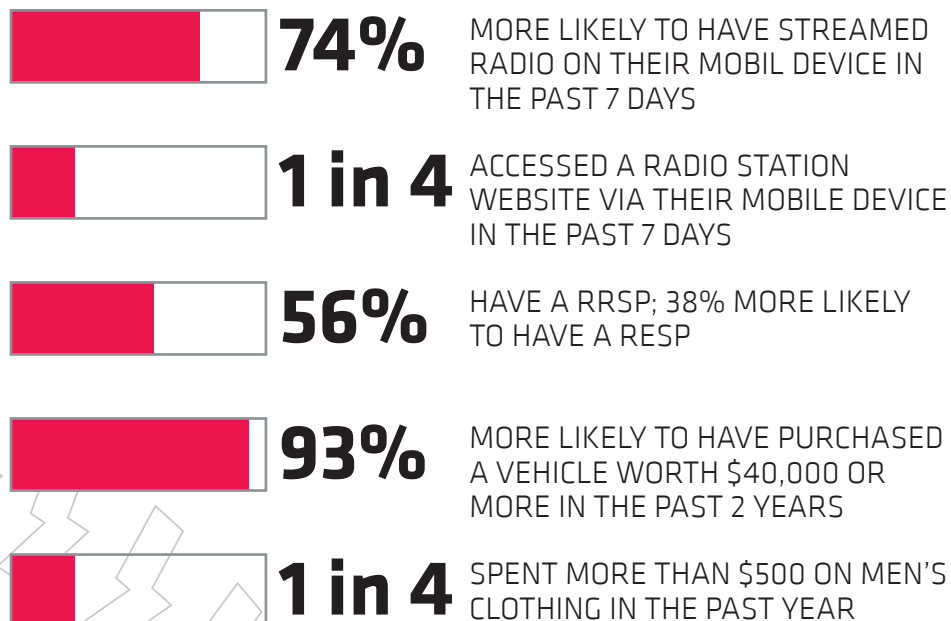




LIVE RADIO BROADCAST

The C's are proud to broadcast home and away games live on Sportsnet 650 Vancouver Radio Station.

SPORTSNET
650
VANCOUVER



CANADIANSBASEBALL.COM



60%

OF SPORTSNET 650 LISTENERS ARE HOMEOWNERS

36%

HOUSEHOLD INCOME UNDER \$75,000

33%

HOUSEHOLD INCOME \$75,000 - \$125,000

18%

HOUSEHOLD INCOME OVER \$125,000



82%
MALE

18%
FEMALE

62% OF LISTENERS ARE AGED 25-54

5% AGE 12-24
6% AGE 25-34
17% AGE 35-44
11% AGE 45-54
9% AGE 55-64
7% AGE 65+

47%
MARRIED/LIVING COMMON-LAW



18%
SINGLE/NEVER MARRIED



GAME NIGHT TITLE SPONSORSHIP

YOUR GAME AT THE NAT

Your company could sponsor a game night during the 2023 season. As the game sponsor, your company would receive:



C's Diamond Vision Advertisement



Tickets to your game



Prize Toss



Set up out front of Stadium



Gate Giveaways



Fireworks Nights



Vancouver Sun and Province ads

- Logo placements and/or company recognition alongside the Vancouver Canadians whenever your game is advertised in the media
- Logo placement and/or company recognition on six giant Vancouver Canadians stadium schedules, official pocket schedule (circulation of 100,000), Digital Program Book and C's partner email updates
- Two 30-second C's Diamond Vision video board advertisements
- Opportunity to display up to six banners within the seating bowl
- Opportunity to sponsor a between-inning prize toss
- Co-sponsorship of the interactive baseball trivia question
- Opportunity to set up highly visible promotional space at Nat Bailey Stadium
- One ceremonial first pitch
- 20 Reserved Grandstand tickets to your sponsorship game
- Company web link and logo on the Vancouver Canadians official website
- Recognition on the Canadians official Facebook, Instagram and Twitter accounts
- Opportunity to handout a special giveaway to the first fans through Nat Bailey Stadium's gates
- Static logo placement on C's Diamond Vision during live crowd and/or stadium shots



IN-GAME PROMOTIONS

Your name and brand will be in front of a captive audience at Nat Bailey Stadium.

Get creative or work with the Vancouver Canadians marketing team to create a unique, one-of-a-kind in-game promotion for your company.



The Province Sushi Races



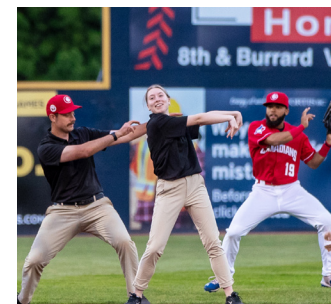
Lambert Plumbing, Heating & Air Plunger Shuffle



Return-It
7th Inning Stretch



Prize Toss



A6B Tool Rentals
Grounds Crew



AGW Chicken Dance



Telus
Fan of the Game



Westjet Upgrade to Premium Zone





C'S DIAMOND VISION

Our 17ft x 27ft video board continues to attract the attention of all our fans from the time they first sit in their seats until the final out is recorded. Our high-definition Diamond Vision video board has availability to showcase your brand in a variety of creative and highly visible ways including 15 and 30-second commercials packages, in-game promotions and/or special features.





PRINT & DIGITAL ADVERTISEMENTS

11

UNIQUE PROGRAMS

DOWNLOADABLE FOR FREE



- Full page Ads
- New program every homestand
- Downloadable for Free

100,000

POCKET SCHEDULES

GIVEN AWAY EACH SEASON



- Full panel ad
- Your Company Logo
- Available across the Lower Mainland



VANCOUVER CANADIANS WEBSITE

- 2.8 million page views
- 609,000 unique visitors (September 2022 data)

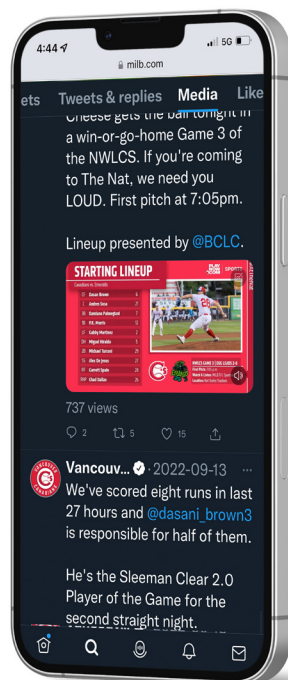




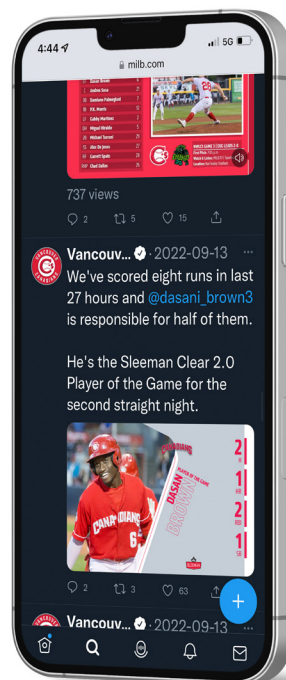
GET DIGITAL WITH THE VANCOUVER CANADIANS

Here are some ways that major brands leveraged the Vancouver Canadians digital fan base in 2022.

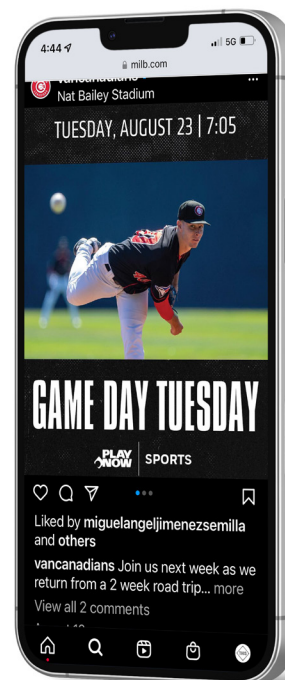
LINEUPS PRESENTED BY BCLC



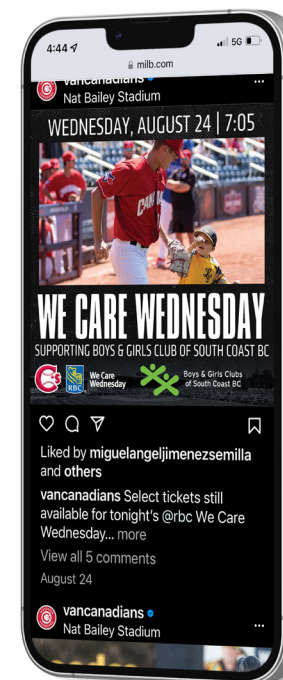
PLAYER OF THE GAME PRESENTED BY SLEEMAN BREWING



GAMEDAY TUESDAY PRESENTED BY PLAYNOW.COM



WE CARE WEDNESDAY PRESENTED BY RBC





STADIUM SIGNAGE

Own a piece of the action! Your full colour sign could be seen live by over 319,000 fans.





COMMUNITY INITIATIVES

In 2019, over 630 organizations received more than 3,000 donations tickets. In total, in-kind donations by the Canadians contributed over \$100,000 to deserving organizations. Due to Covid restrictions many of our community initiatives were cancelled in 2022 however we look forward to getting back out in the community in 2023



BOB BROWN BEAR APPEARANCES

The Vancouver Canadians and our official mascot, Bob Brown Bear attended over 80 community events throughout the year, including the TELUS Santa Claus Parade, Canucks Autism Network Sports Day, Raise-A-Reader Day, and the Salvation Army Christmas Kettle Kickoff.



TICKET FUNDRAISING PROGRAM

Each year, the Vancouver Canadians donate to various charitable organizations looking to raise funds for their events or causes. This is done by giving organizations the opportunity to sell C's tickets with a portion of the proceeds going directly towards the event or cause.



A CANADIANS THANKSGIVING

In partnership with Save-On-Foods, the Canadians deliver 100 turkeys annually to the Boys and Girls Clubs for Thanksgiving.



BUILDING COMMUNITY THROUGH BASEBALL

Our organization has always taken its role within the community to heart, and in 2010 created the **Vancouver Canadians Baseball Foundation**. The goal of our Foundation has always been to provide hope, opportunity, self-development and excellence for children of all abilities. Through team sport and mentorship, we believe we can help a child make positive life choices.

WE SUPPORT

- Challenger Baseball
- UBC Thunderbirds Baseball Scholarship
- Vancouver Canadians Baseball League, a little league created by the Foundation in partnership with the Boys & Girls Clubs of South Coast BC



Boys & Girls Clubs
of South Coast BC



PRESENTED BY



THE CHANGE-UP FIELD PROJECT

In 2019, the Vancouver Canadians brought on a new Official Community Partner - The Cape Group. The Change-Up Project is committed to positively impact the lives of individuals in our local community by enhancing existing facilities into safe spaces to further develop youth skills necessary for baseball and life. In 2020, both Richmond City Baseball Association and Dunbar Little League received \$50,000 grants to enhance their facilities to benefit their baseball community.



2023 VANCOUVER CANADIANS HOT STOVE LUNCHEON

Join us for the return of our annual Hot Stove event which allows our generous partners and fans to support the Vancouver Canadians Baseball Foundation. This year's event will be one not to miss! Our main fundraiser for the Vancouver Canadians Baseball Foundation is the Hot Stove which will be late January, final date TBD.



WHAT MAKES UP THE
**VANCOUVER CANADIANS FOUNDATION
LEAGUE**

 **300**
BOYS & GIRLS

Sixteen Teams

 **6** DATES

2,500

HOT DOGS




7 BUSES

5 FIELDS



10
SPONSORS


**47 VOLUNTEER
COACHES**

76 lbs of Watermelon


 **300 EQUIPMENT BAGS**


300 **BATTING
HELMETS**

 **300
Gloves**

TO PARTICIPATE IN THE LEAGUE AS A SPONSOR OR VOLUNTEER COACH, CONTACT THE VANCOUVER CANADIANS AT 604.872.5232



TICKET PACKAGES

NATPACKS

- Flexible 10, 15 or 25 voucher packs with seats as low as \$16 per ticket
- Personalized Ticket Concierge Service
- Early access to book your tickets to our most popular games
- Early Bird special for fans who book their NatPacks before the season

SEASON TICKETS

- Guaranteed seating for the entire season at a great price
- Personalized Ticket Concierge Service
- Early access to book additional tickets to our most popular games
- Your name displayed on your seat back
- First right to seats for any playoff games

SUITES

Sleeman Breweries Dugout Suite

- Seats 30
- Most comfortable seats in the ballpark
- Delicious F&B buffet included
- Located right above the visitor's dugout beside 1st Base

Phillips Brewing 3rd Base Suite

- Seats 25
- Thrilling sightlines steps from 3rd Base

Group Outings

- Ideal for groups for 20 or more, discounted group ticket pricing, seating in the Reserved Grandstand

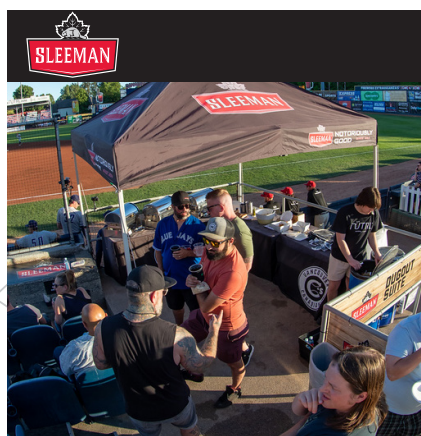
CORPORATE OUTINGS/ EVENTS

TELUS BBQ Picnic in the Park

- Seats groups from 30-400
- Comfortable picnic seating on a grassy berm
- Delicious BBQ Buffet
- Private cash bar
- Semi-Private for guests to celebrate together

The Nütrl Zone

- Seats groups of 20-200
- Thrilling sightlines from beyond left field
- Delicious BBQ Buffet
- Private cash bar



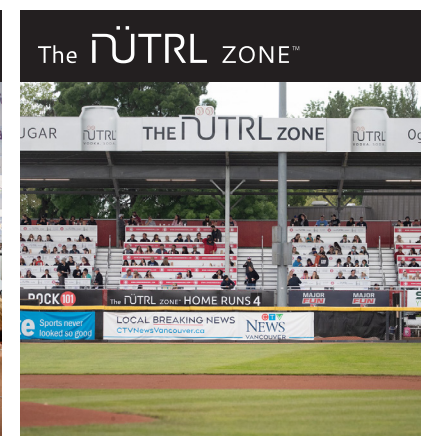
Sleeman Breweries Dugout Suite



Phillips Brewing 3rd Base Suite



TELUS BBQ Picnic in the Park



The Nütrl Zone



OUR PAST

Nat Bailey Stadium is more than just a ballpark, it's a community icon! Affectionately known in the community as 'The Nat', professional baseball has been played at 33rd Avenue and Ontario Street for more than 60 years.

In 2007, the most recent chapter of our story was written when two prominent Canadian businessmen, Jake Kerr and Jeff Mooney, agreed to purchase the Canadians and signed a long term lease to keep this franchise from leaving Vancouver.

Professional baseball in Vancouver has a storied history dating back more than 100 years with the first professional game being played by the Vancouver Veterans on May 11, 1905.





DEVELOPING FUTURE BLUE JAYS

We're proud to develop the future stars of Canada's only Major League Baseball team: the **Toronto Blue Jays**.

In 2010, the Vancouver Canadians signed a multi-year player development agreement with the Toronto Blue Jays. Now, when fans come to see the C's take the field, they are watching the future stars of Canada's only Major League Baseball team fight for the chance to play at Rogers Centre in Toronto.



OTTO LOPEZ



TIM MAYZA



ALEK MANOAH



KEVIN PILLAR



CAVAN BIGGIO



NATE PEARSON



OUR FUTURE

In February 2021, the Vancouver Canadians signed a new 10-year affiliation agreement with the Toronto Blue Jays securing professional baseball in Vancouver through 2031 and a continued relationship with Canada's only MLB team.

The new agreement also comes with a move to the High-A level which means moving from a 76-game schedule to 132-game schedule including 66 games at the historic Nat Bailey Stadium. More baseball for our fans to enjoy, more advertising opportunities for our partners and a larger footprint in the Vancouver sports landscape.

In 2022, we welcomed over 319,000 fans back to Nat Bailey Stadium after a two-year absence due to COVID-19. We expect our attendance number to exceed 350,000 fans in 2023.



NWL AFFILIATE





OUR PHILOSOPHY

The Vancouver Canadians are committed to providing our partners with powerful, cost effective advertising campaigns which enhance their business, elevate their profile and increase their profitability. Whether it is at Nat Bailey Stadium, radio, outdoor, web, print or social media, the C's deliver throughout the British Columbia marketplace.

Your personal C's Representative is at your service to assist you in customizing a program that will meet your goals, always in a first class manner, that makes your partners, staff and clients proud of your investment. We look forward to working with you and your team.

CONTACT INFO

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NAT BAILEY STADIUM

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Vancouver BC, V5V 3H4

