



OVERVIEW

CANADIANSBASEBALL.COM

HIGH-A AFFILIATE





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.



HIGH-A AFFILIATE





PROUD AFFILIATE
of the Toronto
Blue Jays

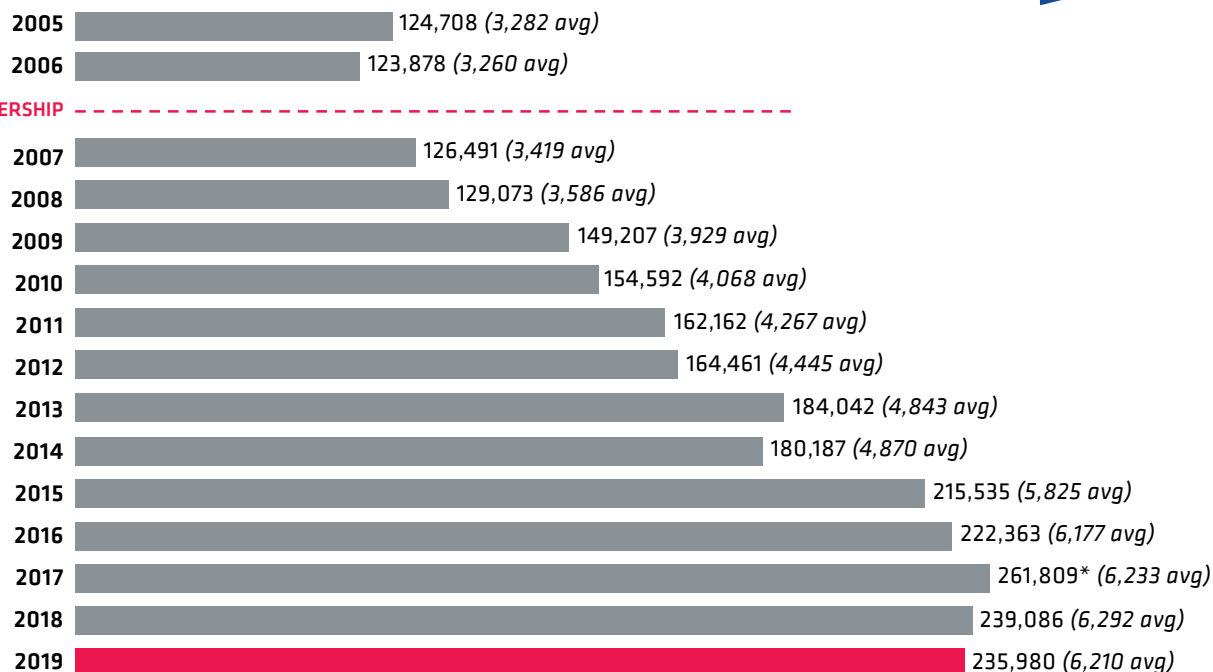


2019 STATS

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 10 new attendance records.



OUR PROMISE: **AFFORDABLE FAMILY FRIENDLY ENTERTAINMENT**

*includes post-season games













2019 STATS

LEADING THE PACK IN ATTENDANCE



The Vancouver Canadians led the Northwest League in attendance with 235,980 total fans. That makes them the most watched team with an average of 6,210 fans per game.

VANCOUVER CANADIANS		235,980
SPOKANE INDIANS		200,273
HILLSBORO HOPS		133,605
EUGENE EMERALDS		131,467
BOISE HAWKS		129,805
EVERETT AQUASOX		116,630
TRI-CITY DUST DEVILS		87,021
SALEM-KEIZER VOLCANOES		80,833



The Canadians are the winningest NWL Franchise over the past decade with Four Championships.

2019 STATS



NATIONAL ATTENDANCE LEADERS

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

VANCOUVER CANADIANS

6,210 AVERAGE ATTENDANCE PER GAME



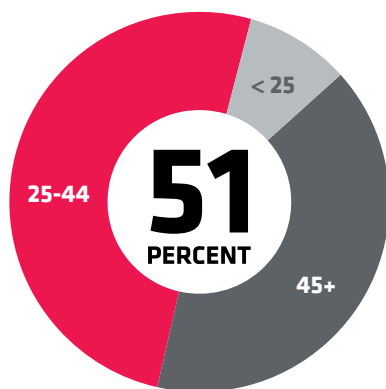
	AVG
Texas League CLASS AA	5,133
Eastern League CLASS AA	4,762
Northwest League CLASS A - SHORT SEASON	3,670
Midwest League CLASS A	3,574
Southern League CLASS AA	3,391
South Atlantic League CLASS A	3,285
Carolina League CLASS A - ADVANCED	3,158
New York Penn League CLASS A SHORT SEASON	2,733
California League CLASS A - ADVANCED	2,341
Florida State League CLASS A - ADVANCED	1,236



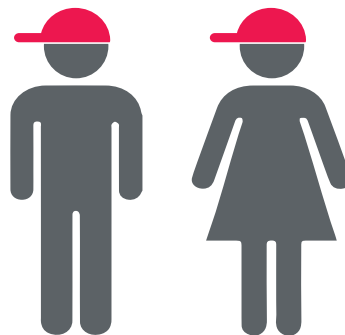
2019 STATS

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

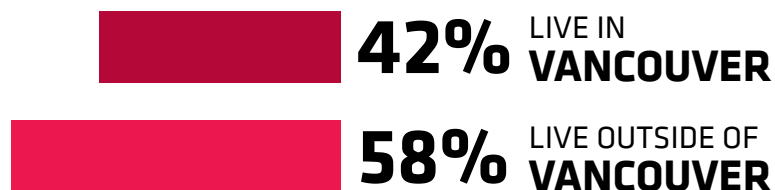


57%
MALE

43%
FEMALE



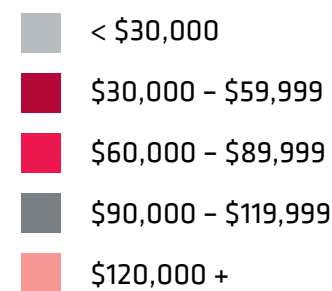
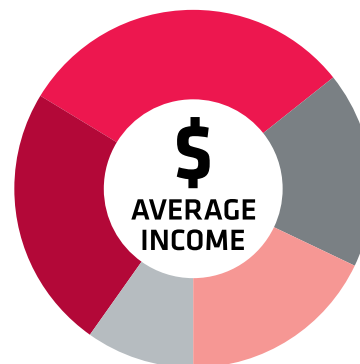
40%
OF FANS HAVE ONE
OR MORE CHILDREN



**LIVE IN
VANCOUVER**

**LIVE OUTSIDE OF
VANCOUVER**

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



2019 STATS



SOCIAL MEDIA



7.36 million
IMPRESSIONS OVER 12 MONTHS

8%
FOLLOWER
GROWTH

C's **ALSO LIKE**
ICE HOCKEY
TORONTO BLUE JAYS
FOLLOWERS CANADIAN SPORTS ICONS



6.5 million
IMPRESSIONS OVER 12 MONTHS

7%
FOLLOWER
GROWTH

Photo Average: **3,404**
Post Clicks: **178**
Average Engagements: **81**



Video Average: **2,137**
Post Clicks: **158**
Average Engagements: **90**



Link Average: **2,071**
Post Clicks: **30**
Average Engagements: **47**



3.78 million
IMPRESSIONS OVER 12 MONTHS

21%
FOLLOWER
GROWTH

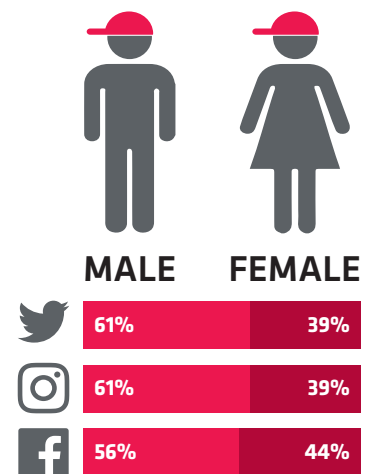
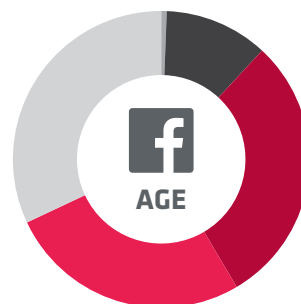
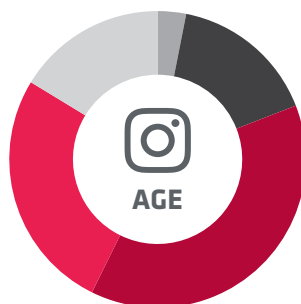
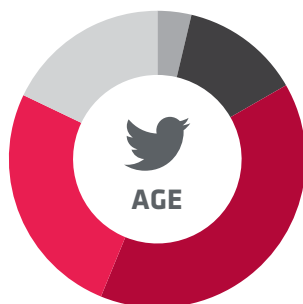
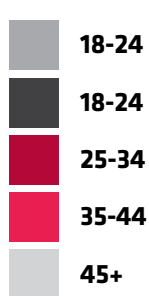
@vancanadians
#AtTheNat
#VancouverCanadians
#Vancanadians
#BeyondTheNat



SOCIAL MEDIA DEMOGRAPHICS

GET TO KNOW THE PEOPLE WHO FOLLOW THE CANADIANS

DEMOGRAPHICS



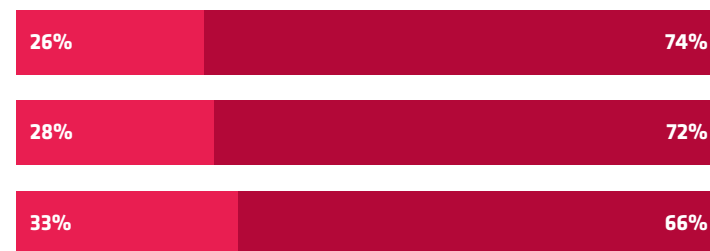
REGIONS

OTHER

CANADA

VANCOUVER

OUTSIDE VANCOUVER





OUR BRAND

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.





C'S PARTNERSHIP

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

C'S PARTNERSHIP



LIVE TV BROADCAST

SPORTSNET PACIFIC In 2019, the C's were proud to broadcast six home games live on Sportsnet Pacific for a national audience to see. Rob Fai and Ricky Romero did an outstanding job of the broadcast showcasing the team, the field and the great atmosphere at Nat Bailey Stadium.



OVER **435,000** VIEWERS TUNED IN TO WATCH

72,500 AVERAGE VIEWERS PER GAME

3.2 million MEDIA IMPRESSIONS

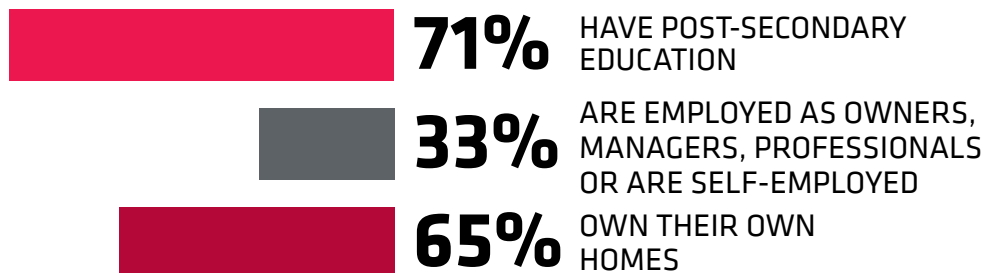
VIEWERS FROM ST. JOHN'S, NL
TO VICTORIA, BC

C'S PARTNERSHIP



LIVE RADIO BROADCAST

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



131,800 LISTENERS WEEKLY
(In full coverage area)



45% HOUSEHOLD INCOME
OVER \$100,000

55% HOUSEHOLD INCOME
UNDER \$100,000



57%
MALE



43%
FEMALE

65% OF
LISTENERS ARE
AGED 25-64

14% AGE 12-12
9% AGE 25-34
16% AGE 35-44
14% AGE 45-54
25% AGE 55-64
22% AGE 65+

26%
SINGLE/NEVER
MARRIED



53%
MARRIED/LIVING
COMMON-LAW

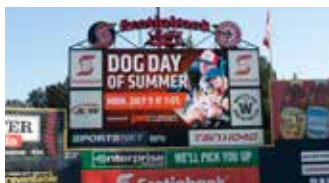
C'S PARTNERSHIP



GAME NIGHT TITLE SPONSORSHIP

YOUR GAME AT THE NAT

Your company could sponsor a game night during the 2022 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

- 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 150,000), Souvenir 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



Vancouver Sun and Province ads

C'S PARTNERSHIP



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**



**Keg Steakhouse + Bar
Fan of the Game**



**Booster Juice
7th Inning Stretch**



Prize Toss



**WestJet Upgrade to
Premium Zone**



**A&B Tool Rentals
Grounds Crew**

C'S PARTNERSHIP



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.



C'S PARTNERSHIP



PRINT & DIGITAL ADVERTISEMENTS

**2,250
PROGRAMS**

Sold each season

- Full page / Half page
- Sold along with our Official Scorecards



**150,000
POCKET
SCHEDULES**

Given away each season

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



**VANCOUVER
CANADIANS
WEBSITE**

- 1.5 million page views
- 300,000 unique visitors
(September 2019 data)



C'S PARTNERSHIP



GET DIGITAL WITH THE VANCOUVER CANADIANS

Here are some ways that major brands leveraged the Vancouver Canadians digital fan base in 2019.

KEG SIZED WIN



LINEUPS PRESENTED BY @PENNEYAUTOBODY



BOOSTER JUICE BOOSTER JUICE TAGBOARD #BOOSTYOURGAME



C'S PARTNERSHIP



STADIUM SIGNAGE

Own a piece of the action! Your full colour sign could be seen live by over 350,000 fans.



COMMUNITY INITIATIVES



COMMUNITY INITIATIVES

In 2019, over 630 organizations received more than 3,000 donations tickets. In total, in-kind donations by the Vancouver Canadians contributed over \$100,000 to deserving organizations.



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.



COMMUNITY INITIATIVES



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. We are excited to have them on board as we unveil a new field project initiative - The Change-Up Field Project in collaboration with the Vancouver Canadians Baseball Foundation.



2020 VANCOUVER CANADIANS HOT STOVE LUNCHEON

We are able to fund our non-profit Vancouver Canadians Baseball Foundation through generous partners and fans. Our main fundraiser for the Vancouver Canadians Baseball Foundation is the annual Hot Stove Luncheon, happening on Friday, January 31st, 2020.

WHAT MAKES UP THE VANCOUVER CANADIANS FOUNDATION LEAGUE



300

BOYS & GIRLS

Sixteen Teams

2,500



HOT DOGS



DATES



10

SPONSORS



7 BUSES



47 VOLUNTEER
COACHES



76 lbs of Watermelon



300 EQUIPMENT BAGS



300

BATTING
HELMETS



5 FIELDS



300
Gloves

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



TICKETS & HOSPITALITY

TICKETS & HOSPITALITY

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

Whistler Brewing 3rd Base Suite

- Seats 25
- Thrilling sightlines steps from 3rd Base
- Drinks, dinner and snacks included

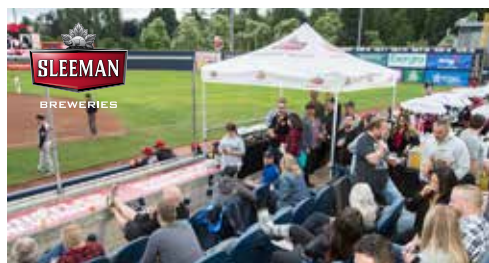
CORPORATE OUTINGS/ EVENTS

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

Hey Y'all! Left Field Porch

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



Sleeman Breweries Dugout Suite



Whistler Brewing 3rd Base Suite



TELUS BBQ Picnic in the Park



Hey Y'all! Left Field Porch



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 and took our brand nationwide. 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.



AARON SANCHEZ



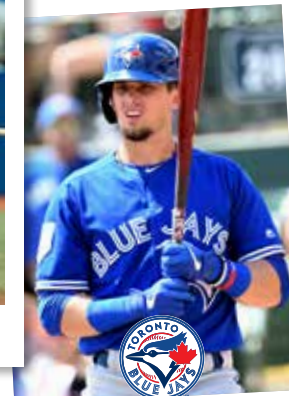
MARCUS STROMAN



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 look forward to welcoming our fans back to the Nat Bailey Stadium after a two-year absence due to COVID-19. We expect with the additional 28 home games in the schedule, we should see our attendance numbers exceed 350,000 fans.



HIGH-A 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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Allan Bailey, General Manager

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NAT BAILEY STADIUM

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Vancouver BC, V5V 3H4

