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# OVERVIEW

[CANADIANSBASEBALL.COM](http://CANADIANSBASEBALL.COM)

NWL 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, 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 guest to Nat Bailey Stadium. Sit back, relax and enjoy more time with your partners at our nostalgic ballpark.



NWL AFFILIATE







PROUD AFFILIATE  
of the Toronto  
Blue Jays

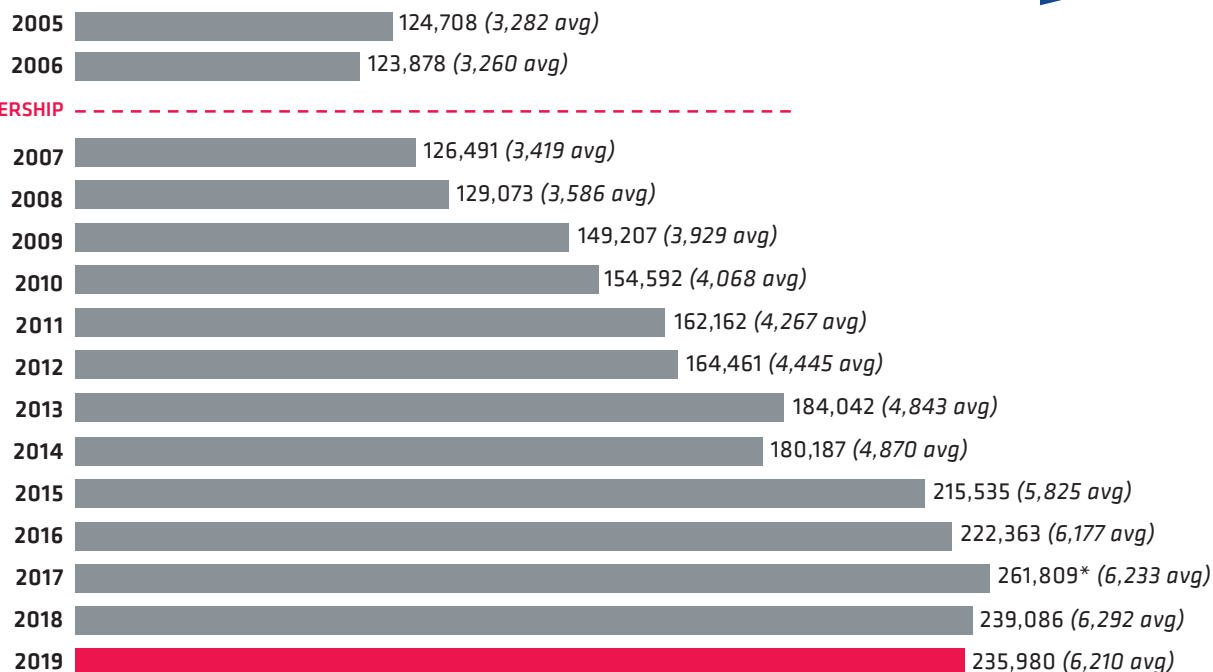


# 2019 STATS

## OWNERSHIP GROUP

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

After purchasing the team in 2007, they have turned the franchise around 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 lead 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 Vancouver Canadians were the **NWL CHAMPIONS** four of the past eight years.



# 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

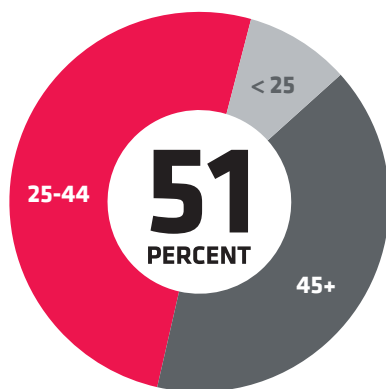




# 2019 STATS

## 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**

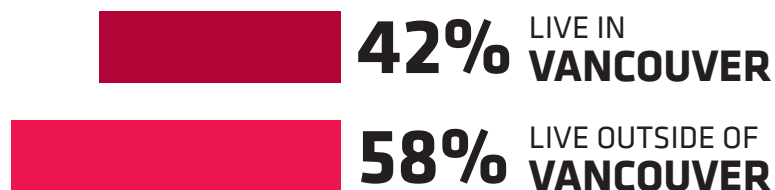


**57%**  
MALE

**43%**  
FEMALE



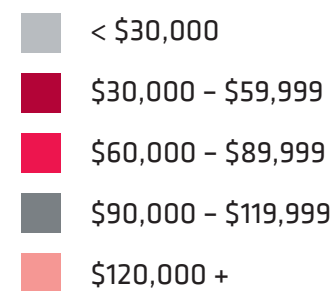
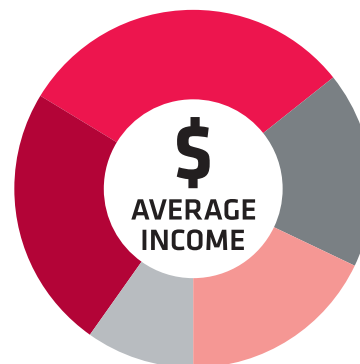
**40%**  
OF FANS HAVE ONE  
OR MORE CHILDREN



LIVE IN  
**VANCOUVER**

LIVE OUTSIDE OF  
**VANCOUVER**

Burnaby, Coquitlam, New Westminster,  
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

@vancouvercanadians  
#AtTheNat  
#VancouverCanadians  
#VancouverCanadians  
#BeyondTheNat

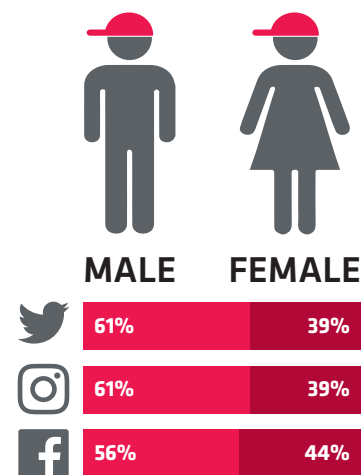
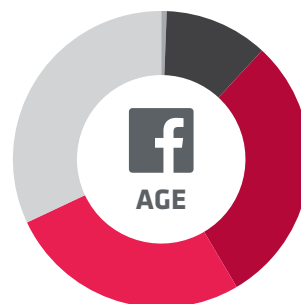
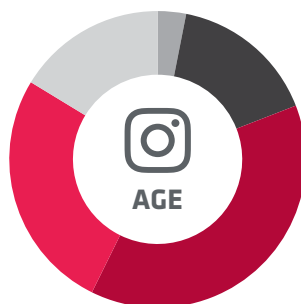
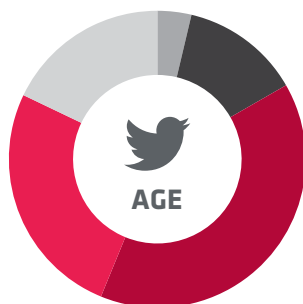
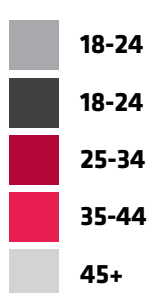




## SOCIAL MEDIA DEMOGRAPHICS

GET TO KNOW THE PEOPLE WHO FOLLOW THE CANADIANS

### DEMOGRAPHICS



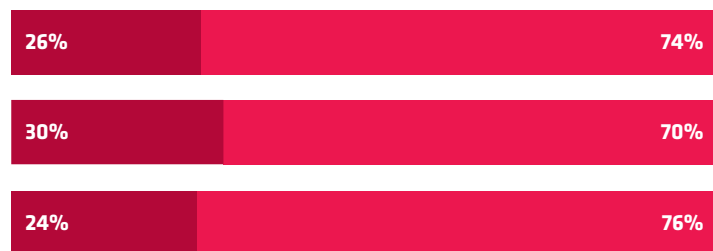
### REGIONS

#### 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 proud 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 6 home games live on Sportsnet Pacific for a nation wide 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 NEWFOUNDLAND  
TO VICTORIA, B.C.

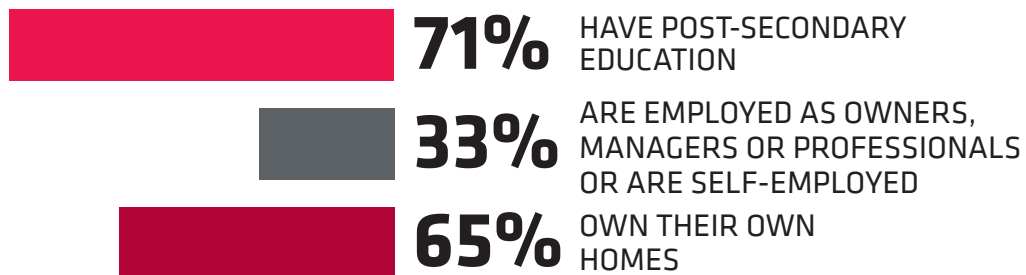


# C'S PARTNERSHIP



## LIVE RADIO BROADCAST

**SPORTSNET 650** The C's are proud to broadcast their games live on SportsNet 650 Vancouver Radio Station, as well as host Vancouver Canadians Game Day, a weekly baseball talk show.



**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



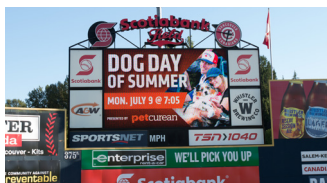
# C'S PARTNERSHIP



## GAME NIGHT TITLE SPONSORSHIP

### YOUR GAME AT THE NAT

Your company could sponsor a game night in the 2020 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



Tickets: 604.872.5232 or [CANADIANSBASEBALL](#) @vancouvercanadians #AtTheNat  
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**



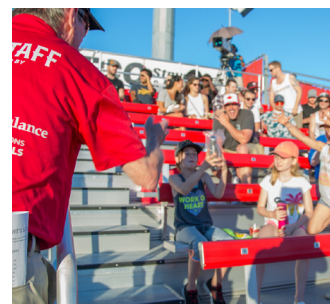
**Lambert Plumbing, Heating  
& Air Plunger Shuffle**



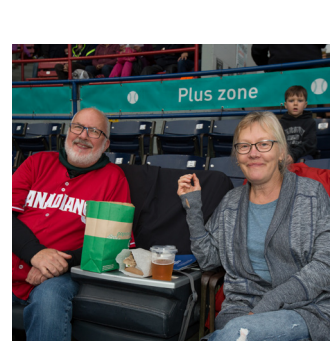
**Keg Steakhouse + Bar  
Fan of the Game**



**Booster Juice  
7th Inning Stretch**



**Prize Toss**



**WestJet Upgrade to  
Plus**



**A&B Tool Rentals  
Grounds Crew**



# C'S PARTNERSHIP



## C'S DIAMOND VISION

Installed in 2010, our 17ft x 27ft video board continues to be one of the highest definition in Minor League Baseball and is available for fifteen and thirty second commercial spots, in-game promotions or special community 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

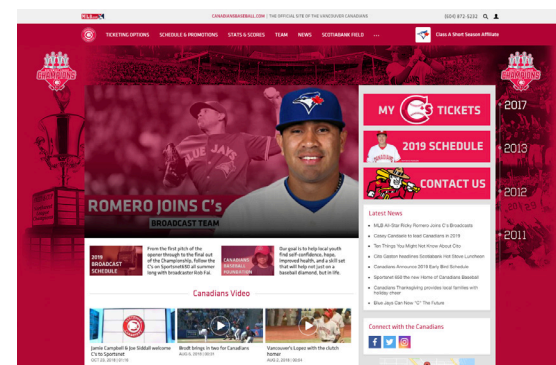
Given away each season

- 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.

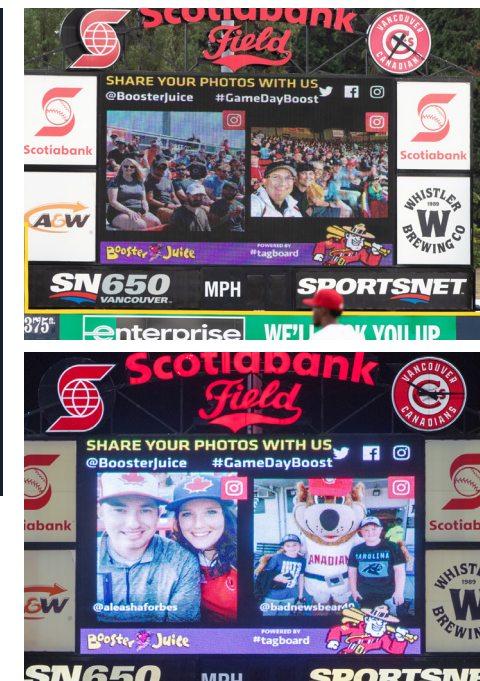
### KEG SIZED WIN



### 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 250,000 fans.







# COMMUNITY INITIATIVES

## COMMUNITY INITIATIVES

In 2019, over 630 organizations received over 3,000 donated 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 their official mascot, Bob Brown Bear attended over 80 community events throughout the 2018 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 Salvation Army Family Services location at Kingsway and Fraser for Thanksgiving.



# COMMUNITY INITIATIVES



## BUILDING COMMUNITY THROUGH BASEBALL

In 2010, the Vancouver Canadians founded the non-profit wing of the Vancouver Canadians, to be called the **Vancouver Canadians Baseball Foundation**. The goal of the Foundation would be to provide hope, opportunity, self-development and excellence for young people through team sport, allowing them to 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.*



# WHAT MAKES UP THE VANCOUVER CANADIANS FOUNDATION LEAGUE



**300**  
BOYS & GIRLS

*Sixteen Teams*

**2,500**



**HOT DOGS**



**DATES**



**10**

**SPONSORS**



**47 VOLUNTEER  
COACHES**



**7 BUSES**



**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





# TICKETS & HOSPITALITY

## TICKETS & HOSPITALITY

### NATPACKS

- Flexible 10 or 15 voucher packs with seats as low as \$13 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 First 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 and Ontario 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



RYAN BORUCKI



KEVIN PILLAR



CAVAN BIGGIO



NATE PEARSON





## 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

[sales@canadiansbaseball.com](mailto:sales@canadiansbaseball.com)

**Graham Wall**, Vice President of Sales & Marketing

[gwall@canadiansbaseball.com](mailto:gwall@canadiansbaseball.com)

604 872 5232

**Allan Bailey**, General Manager

[abailey@canadiansbaseball.com](mailto:abailey@canadiansbaseball.com)

604 872 5232

### NAT BAILEY STADIUM

4601 Ontario St

Vancouver BC, V5V 3H4

