

VANCOUVER CANADIANS

# OVERVIEW



[CANADIANSBASEBALL.COM](http://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 Rogers Field at Nat Bailey Stadium. Sit back, relax and enjoy more time with your partners at historic Rogers Field at Nat Bailey Stadium.



NWL AFFILIATE



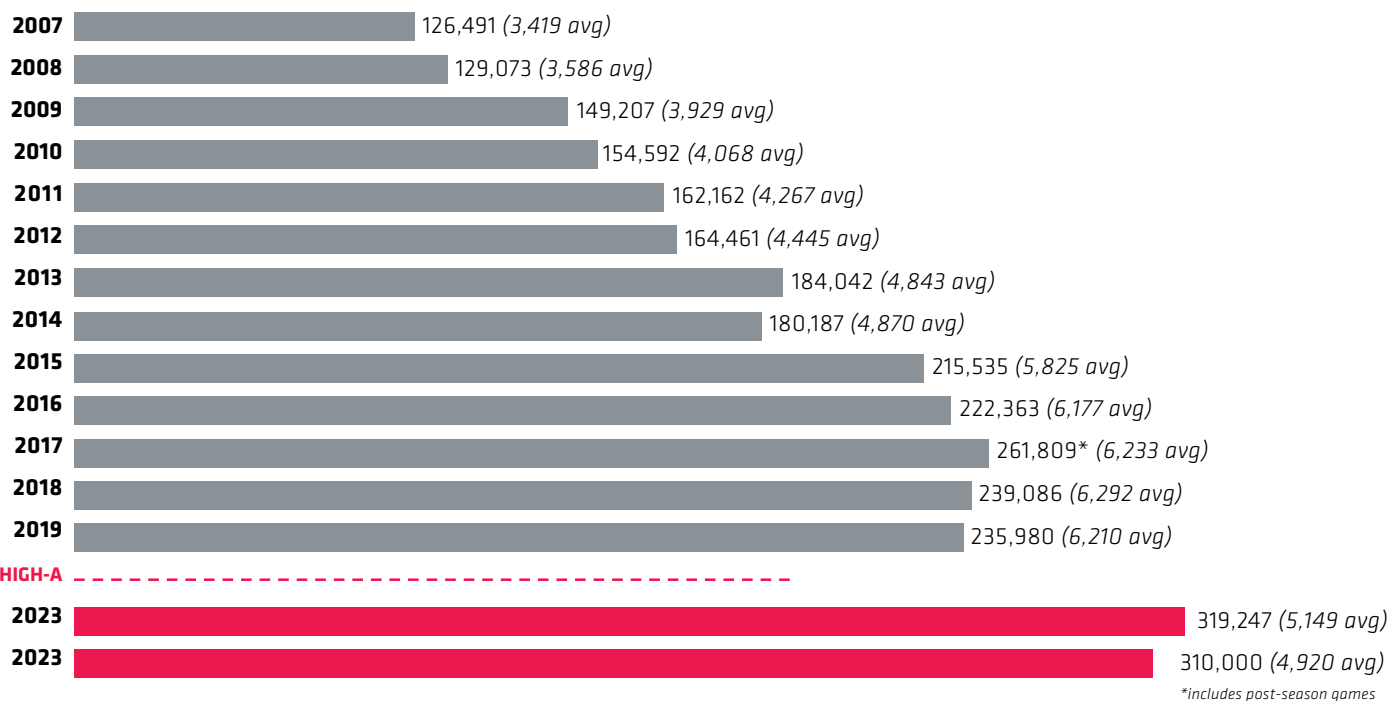




# OWNERSHIP GROUP

In May of 2023, the Vancouver Canadians ownership changed to Diamond Baseball Holdings (DBH). Founded in 2021, DBH is committed to elevating fan experiences, creating “centers of energy,” fostering dynamic engagements for brands and highlighting the evolution of the Minor League Baseball environment. It is grounded in a deep-rooted appreciation for traditions, community and the sport of baseball.

Our previous ownership group of Jake Kerr remain as Chairmen and Jeff Mooney continues to be the Chairmen of Vancouver Canadians Baseball Foundation.



**OUR PROMISE: AFFORDABLE FAMILY FRIENDLY ENTERTAINMENT**





## OUR OWNERSHIP

Founded in 2021, Diamond Baseball Holdings (DBH) is committed to elevating fan experiences, creating “centers of energy,” fostering dynamic engagements for brands and highlighting the evolution of the Minor League Baseball environment. It is grounded in a deep-rooted appreciation for traditions, community and the sport of baseball.













# LEADING THE PACK IN ATTENDANCE

The Vancouver Canadians led the Northwest League in attendance with 310,000 total fans. That makes them the most watched team with an average of 4,920 fans per game.

VANCOUVER CANADIANS		310,000*
SPOKANE INDIANS		249,012
HILLSBORO HOPS		158,723
EUGENE EMERALDS		145,896
EVERETT AQUASOX		140,937
TRI-CITY DUST DEVILS		120,444

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



2023 ATTENDANCE INCLUDES  
**? 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**

**4,920** AVERAGE ATTENDANCE PER GAME



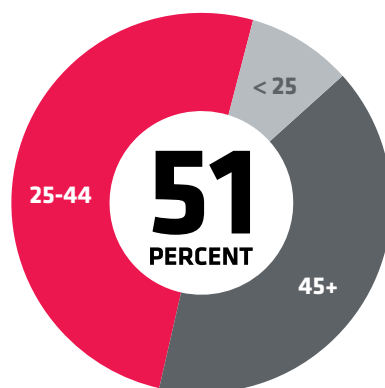
	AVG
Texas League <b>CLASS AA</b>	4,365
Eastern League <b>CLASS AA</b>	4,615
Midwest League <b>CLASS A - ADVANCED</b>	3,867
Southern League <b>CLASS AA</b>	3,417
Carolina League <b>CLASS A</b>	3,051
South Atlantic League <b>CLASS A - ADVANCED</b>	3,056
Northwest League <b>CLASS A - ADVANCED</b>	2,834
California League <b>CLASS A</b>	2,118
Florida State League <b>CLASS A</b>	N/A





# 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**

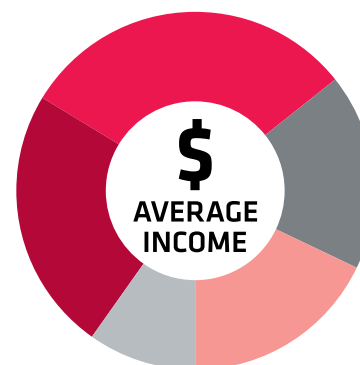


**40%**  
**OF FANS HAVE ONE  
OR MORE CHILDREN**

**42%** LIVE IN  
**VANCOUVER**

**58%** LIVE OUTSIDE OF  
**VANCOUVER**

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



**\$**  
**AVERAGE  
INCOME**

- < \$30,000
- \$30,000 - \$59,999
- \$60,000 - \$89,999
- \$90,000 - \$119,999
- \$120,000 +





# SOCIAL MEDIA



**4.7 million**

IMPRESSIONS OVER 12 MONTHS

FOLLOWERS: **29.4K**

**2.7%**

ENGAGEMENT  
RATE



**FOLLOWERS**

**ALSO LIKE**

ICE HOCKEY

TORONTO BLUE JAYS

CANADIAN SPORTS ICONS



**6.6 million**

IMPRESSIONS OVER 12 MONTHS

FOLLOWERS: **29.4K+**

**2.7%**

ENGAGEMENT  
RATE



**5.6 million**

IMPRESSIONS OVER 12 MONTHS

FOLLOWERS: **27.1K+**

**2.4%**

ENGAGEMENT  
RATE

@vancanadians

#AtTheNat

#VancouverCanadians

#VanCanadians

#BeyondTheNat

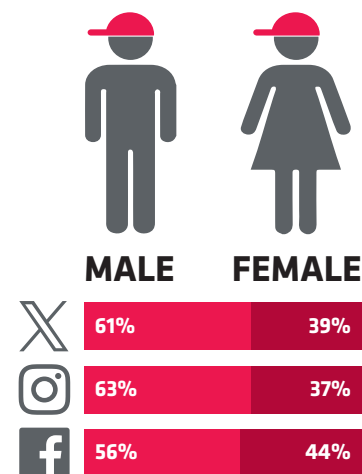
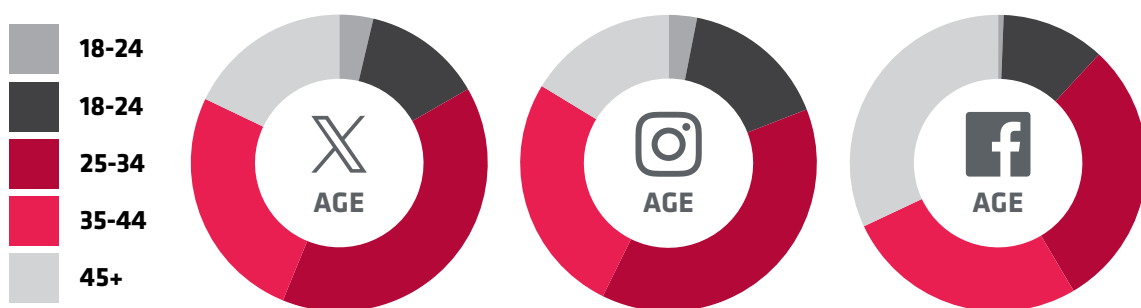




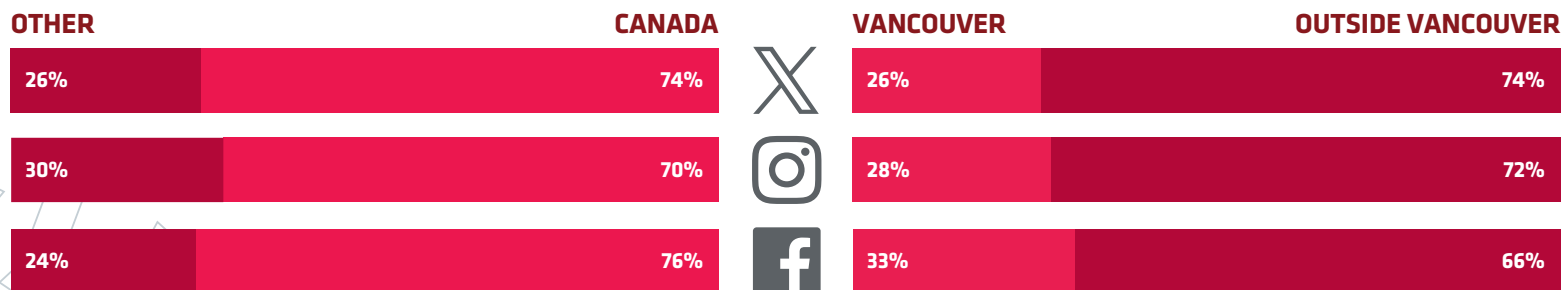
# SOCIAL MEDIA DEMOGRAPHICS

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 2023, 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 Rogers Field at Nat Bailey Stadium.

**64** CANADIANS BASEBALL  
GAMES WERE STREAMED ON  
MILB.TV



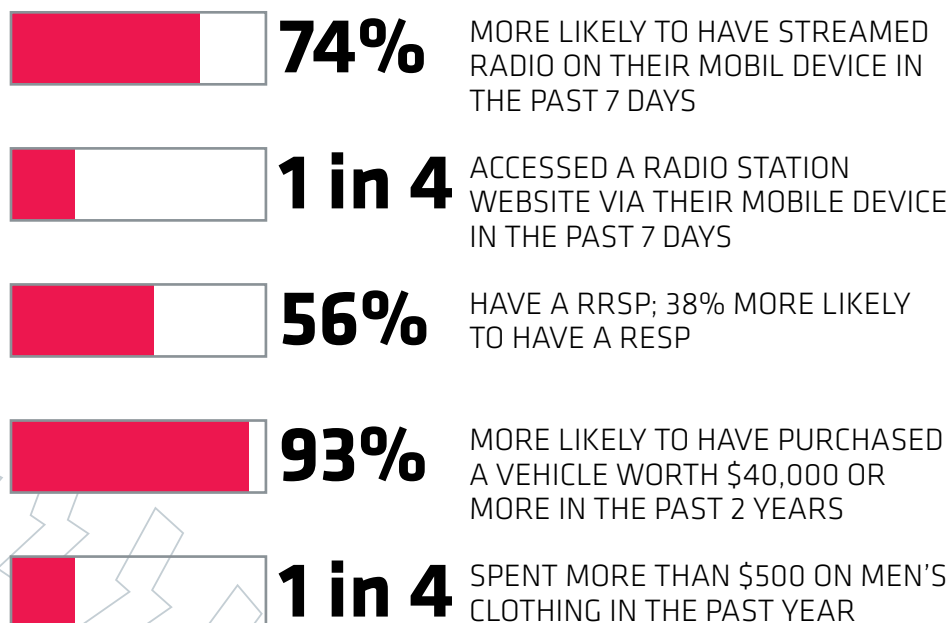




# LIVE RADIO BROADCAST

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

- 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 Rogers Field 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 Rogers Field at Nat Bailey Stadium's gates
- Static logo placement on C's Diamond Vision during live crowd and/or stadium shots

BE A PART OF SUMMER #AtTheNat

## HOMESTAND STARTS TONIGHT

VS SEATTLE MARINERS AFFILIATE EVERETT AQUASOX

THIS WEEK	TUE MAY 9 7:05PM	WED MAY 10 7:05PM	THU MAY 11 7:05PM	FRI MAY 12 7:05PM	SAT MAY 13 1:05pm	SUN MAY 14 1:05pm
 <b>CLOVERDALE PAINT NIGHT</b>	 <b>WE CARE WEDNESDAY</b> <small>SUPPORTING THE COMMUNITY THAT WE BELIEVE IN</small>	 <b>PLAY NOW THURSDAY</b> <b>* SCRATCH &amp; WIN GIVEAWAY</b> <small>FIRST 1000 FANS PRESENTED BY BELL</small>	 <b>'NOONER AT THE NAT</b> <small>PRESENTED BY TUBORG</small>	 <b>SUPERSTAR APPEARANCE BY STEVE LYONS</b> <small>PRESENTED BY PALACE TOTAL DEALERS</small>	 <b>AGW FAMILY FUN SUNDAY</b> <b>* MOTHER'S DAY VISOR GIVEAWAY</b> <small>FIRST 500 FANS (ALL CHILD PRESENT)</small>	 <b>SCAN FOR TICKET!</b>

TICKETS: 604.872.5232 or [CANADIANSBASEBALL.COM](https://canadiansbaseball.com) | [@VancouverCanadians](https://twitter.com/VancouverCanadians) | [VancouverCanadians](https://facebook.com/VancouverCanadians) | [VancouverCanadians](https://instagram.com/VancouverCanadians)

Glacier Media, Vancouver Sun and Province ads





# IN-GAME PROMOTIONS

Your name and brand will be in front of a captive audience at Rogers Field 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



Prize Toss



AGW Chicken Dance



Return-It 7th Inning Stretch



AGB Tool Rentals Grounds Crew





## 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 2023 data)







# GET DIGITAL WITH THE VANCOUVER CANADIANS

Here are some ways that major brands leveraged the Vancouver Canadians digital fan base in 2023.

## LINEUPS



## 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 2023 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



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.





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

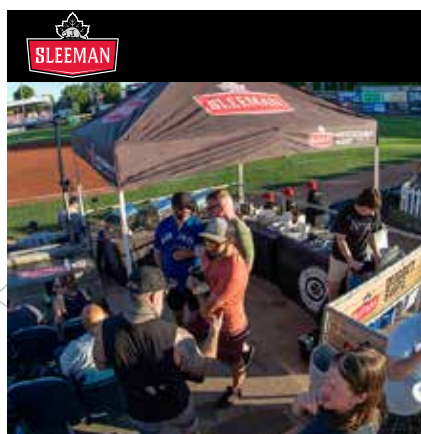
## CORPORATE OUTINGS/ EVENTS

### Re/Max 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



Re/Max BBQ Picnic in the Park



The Nütrl Zone





## OUR PAST

Rogers Field at 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.



DAVIS SCHNIEDER



TIM MAYZA



ALEK MANOAH



SPENCER HORWITZ



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 Rogers Field at 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 2023, we welcomed over 310,000 fans to Rogers Field at Nat Bailey Stadium. We expect our attendance number to exceed 325,000 fans in 2024.



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 Rogers Field 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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**ROGERS FIELD AT  
NAT BAILEY STADIUM**  
4601 Ontario Street  
Vancouver BC, V5V 3H4

