



Ultimate Baseball Academy  
Annual Sponsorship  
2012 Opportunities

# *How our audience will get to know you...*

- The benefit of using UBA as a marketing avenue is the audience(s) that comes into and through UBA are people who have discretionary income. These are families of people who are homeowners and are willing to spend more for a better value. What better way to focus your marketing dollar? In addition, this is some great PR and good way to let people know that you are helping to support youth activities.
- Your business will be well-branded to the UBA audience during your partnership year utilizing one, two, or all of the following avenues:
  1. **Billboard Signage** (from 4'X8' to 8'X16')  
These billboards are well placed on the walls of UBA's 150'X150' turf field and are impossible not to notice once you come in the doors.
  2. **Inclusion in e-blasts**  
We send 1 to 3 e-blasts to our customer database per week. Included at the bottom are graphics for our sponsors and links to their web sites.
  3. **Inserts in UBA "Welcome Bags"**  
We give out Welcome Bags to new members and campers, as well as to the parents at our annual Fall Baseball Parent Meeting! In these bags are things from our sponsors, such as coupons or brochures.
  4. **Placement in our coupon racks near entrance/exit**  
This is an excellent place to put information about your business because they are mixed in with UBA's event flyers!
  5. **Logo & Link on the UBA web site**
  6. **Slide rotation in the slideshow directly above coupon racks.**
  7. **Booth presence at special events**  
As long as you give us a week's notice, we can have space for you to set up a booth or table at special events, such as indoor tournaments or parent meetings!

# Ultimate Baseball Academy 2012

## Billboard Signage (from 4'X8' to 8'X16')

These billboards are well placed on the walls of UBA's 150'X150' turf field and are impossible not to notice once you come in the doors.

These standard sizes for these signs are:

- 8' x 4'
- 8' x 8'
- 8' x 12'
- 8' x 16'



Examples of 4' x 8' and 8' x 8' billboards.



Examples of 8' x 16' and 4' x 8' billboards.



South Wall



West Wall



# Ultimate Baseball Academy 2012

## Display Option Packages



### THE SINGLE \$2,500 / year

- 4'X8' Billboard in UBA
- Bi-monthly e-blast inclusion & link

- Web site presence on sponsors' page of web site.
- 2 slides per rotation on UBA sponsors slideshow at the entrance
- Inserts/coupons into UBA "Welcome Bags" given to new members,

### THE DOUBLE \$3,500 / year

- 8'X8' Billboard in UBA
- Monthly e-blast inclusion & link
- Web site presence on sponsors' page of web site.
- 4 slides per rotation on UBA sponsors slideshow at the entrance
- Inserts/coupons into UBA "Welcome Bags" given to new members, campers, & league participants.



# Ultimate Baseball Academy 2012

## Display Option Packages

### THE TRIPLE

\$4,950 / year

- 8'X12' Billboard in UBA
- Monthly e-blast inclusion & link
- Web site presence/link at bottom of every UBA web page.
- 5 slides per rotation on UBA sponsors slideshow at the entrance
- Inserts/coupons into UBA "Welcome Bags" given to new members, campers, & league participants.



### THE HOME RUN

\$5,500 / year

- 8'X16' Billboard in UBA
- Monthly e-blast inclusion & link
- Web site presence/link at bottom of every UBA web page.
- 6 slides per rotation on UBA sponsors slideshow at the entrance
- Inserts/coupons into UBA "Welcome Bags" given to new members, campers, & league participants.



# Ultimate Baseball Academy Agreement

## Premium Indoor Signage Sponsorship Package

Level (Size)\_\_\_\_\_ Location\_\_\_\_\_

### Billboard displayed on the walls of UBA's Infield

Client will email to UBA their logo. UBA will take the logo provided by the Client and create a sign from the client's logo within 14 days of receipt.

UBA will work to the best of their ability to make the absolute clearest sign possible based off of the graphic(s) provided by the client.

The client will have the right to review the final product prior to the sign being displayed and can have the final product modified at their expense if they choose to.

The client's sign will be displayed prominently on the walls of UBA's infield in the space reserved by UBA for partner signage. Wall inventory is available on a first- come first-serve basis, beginning with the South and West Walls which are visible from all areas of the facility at all times.

Approved By:

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Kyle R. Fisher  
Omaha Sports Marketing for Ultimate Baseball Academy

Company\_\_\_\_\_

Name\_\_\_\_\_

Address\_\_\_\_\_

Phone\_\_\_\_\_

City, ST, Zip\_\_\_\_\_

Email\_\_\_\_\_

*This agreement is signed by those of authority to enter in this agreement on behalf of the above company.*

In the event that YOUR COMPANY violates any of the terms or conditions of this agreement and continues to violate them for a period of ten days after written notice, then YOUR COMPANY will be deemed in default of this agreement. In event of default, ULTIMATE BASEBALL ACADEMY and/or OMAHA SPORTS MARKETING will have the right to terminate this agreement and accelerate all payments that are due pursuant to the contract. ULTIMATE BASEBALL ACADEMY and/or OMAHA SPORTS MARKETING has the right to cancel this proposal if not accepted within ten (10) days of the date specified in this agreement.

**Limitations on Liability:** If this agreement is terminated for any reason, UBA will remove any signage from the facility, point of sale material, and all logos associated with this agreement as soon as is deemed possible by UBA. UBA is not liable to the Client for any general, direct, indirect, incidental, exemplary, or consequential damages arising out of or in connection with this agreement. In no event will UBA's total liability for any action taken by the Client against UBA exceed \$1,000.

**Entire Agreement:** This Agreement sets forth the entire understanding and agreement between UBA and the Client and supersedes any and all oral or written agreements or understandings between UBA and the Client. This agreement may be amended only by a written addendum signed by both parties.



# 2012 Fall Baseball Opportunity Details

*Display your business to over  
1,500 people who are:*



Married  
With Homes  
Have Children  
And Discretionary Income!

## *Sponsors Receive:*

- Business name on jerseys of 1 team  
Age Levels: 4-6, 7-8, 9-10, 11-12, 13-14, 15-16, 17-18, elite (2)
- “Welcome Bags” given out  
At Fall Ball Parents Meeting
- Sponsors put in an insert of their choice!

***Total Investment per sponsorship:  
only – \$350***

*Multiple team packaging available*

Deadline – July 31, 2012

CONTACT: Kyle Fisher – Omaha Sports Marketing  
402-637-8007

[kyle.fisher@omahasportsmarketing.com](mailto:kyle.fisher@omahasportsmarketing.com)



## Ultimate Baseball Academy Agreement

# 2012 Fall Baseball Opportunity Details

*Display your business to over 1,500 people who are:*

Married — With Homes — Have Children — And Discretionary Income!

“Fall Ball” has grown over the first four years  
from 450 players in 2008 to 1500 players in 2011.

### Sponsors Receive:

- Business name on jerseys of 1 team
- “Welcome Bags” given out at Fall Ball Parents Meeting
- Sponsors put in an insert of their choice!

Approved By: _____	# of Teams _____	Total Amount Due _____ by _____
_____	Date _____	Kyle R. Fisher _____ Omaha Sports Marketing for Ultimate Baseball Academy
Company _____	Name _____	Date _____
Address _____	Phone _____	
City, ST, Zip _____	Email _____	

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