



**INAUGURAL  
SEASON 2021**

**SPONSORSHIP  
INFORMATION**

**COME PARTNER WITH US!**

# #SPUDSNATION

## WOLFE FIELD

The Canyon County Spuds are a circus-like collegiate summer baseball team who play home games at Historic Wolfe Field in Caldwell!

***This is the most FUN you will EVER have at a baseball game!***

Known to have outrageous entertainment like dancing players, blindfolded pillow fights, dunk an intern, and ATV-riding mascots, Spuds fans will see non-stop excitement in the summer of 2021.

Canyon County Spuds is a proud member of the Expedition League collegiate summer baseball league. The Expedition League is celebrating its 4th season in 2021. The "EL" features 12 teams playing in North Dakota, South Dakota, Montana, Nebraska, Wyoming, Manitoba Canada, and now Idaho.

Teams play a 64-game season beginning in late May through mid-August. The league hosts a mid-season All-Star Game and an end of season playoff to crown an Expedition League champion. The league's inaugural season of 2018 featured 8 teams. Ultimately, the vision for the Expedition League is to grow to 30-40 teams.

Baseball is truly America's pastime and the Expedition League is all about fun, affordable, memorable family entertainment. Our games provide enjoyment for the entire family in a dynamic ballpark atmosphere. Expedition League games are loaded with unique between inning activities and entertainment in a fan-focused, interactive environment. League affiliated teams provide hands-on activities for kids and offer an incredible entertainment value with high quality, creative and unique food, and drink options.

The Expedition League players use wood bats and play 64 games in a 75-day season in front of large crowds in some of the finest ballparks in North America. EL players are top tier collegiate baseball players from across the country who gain exposure to professional scouts. The players stay with host families from the local communities. Host families are a very integral part of the Expedition League, and these host family relationships provide a lifetime of memories for both the host families and the players.

League affiliated teams are involved in various non-profits and community fund raising activities. Expedition League players are positive role models in the community, making public appearances and participating in baseball clinics for the youth in their community. The Expedition League and its teams showcase the communities that we are a part of and enhance the quality of life in those communities.



# 32 GAMES OF THE ULTIMATE EXPOSURE

The Canyon County Spuds thank you for the opportunity to present you with corporate partnership packages that are designed to enhance exposure to thousands of customers who will attend events at Wolfe Field in Caldwell every summer.

## WHO ARE THE CANYON COUNTY SPUDS?

The Canyon County Spuds are joining the Expedition League in 2021, bringing professionally-operated summer collegiate baseball and family entertainment to Canyon County. The Spuds play at the 1100 Seat Wolfe Field in Caldwell. Summer Collegiate Baseball is the fastest-growing segment of the sports industry, with nearly 500 teams in more than 40 leagues throughout North America. The sport's popularity with fans, players and sponsors is proven and growing every year. Summer collegiate baseball is one of the best family-friendly summer destination events available.

## WHY SHOULD YOU BE INVOLVED?

The Canyon County Spuds will provide a major marketing tool for businesses throughout the Treasure Valley. By tying your name to a family-friendly, fun atmosphere, your corporate image is enhanced and noticed by everyone who enters Wolfe Field. You are directly enhancing the quality of life in Canyon County by supporting this community asset.

## WHAT KIND OF OPPORTUNITIES ARE AVAILABLE?

We have several opportunities to fit every budget. Whether it's season tickets, outfield signage, promotional sponsorships, program ads, or specialty jerseys, we have something for everyone. You'll find our corporate partnership packages listed on the following page. Have a different budget in mind? Looking for something else? We will work with you to build a custom package to fit your needs and stay within your budget. We strive to create a partnership that works the best for both of us and love to think outside of the batter's box! If nothing below fits into your vision, let's talk and come up with an idea that does. Custom packages, à la carte options, and multi-year discounts are available. Don't hesitate to get onto the field with us and commit to a partnership today!

## WHO SHOULD I CONTACT FOR MORE INFORMATION?

Our Corporate Sales Manager John McGee is happy to answer any questions you might have. Feel free to reach out via e-mail at [john@spudsbasesball.com](mailto:john@spudsbasesball.com) or give him a call or text at 208-899-7515. You are also invited to stop by our office located at 212 South 4th Ave Suite A, Caldwell, ID 83605





# FIREWORKS CLUB PACKAGE ~~\$18,699~~ \$15,000

## POST GAME FIREWORK SHOW - \$8000

*20-25 minute unbelievable display of fireworks. Captures the entire audience and is our most prestigious event. Only four lucky sponsors will have a firework night.*

## GAME DAY SPONSOR - \$2000

*Your business will be recognized as the official game sponsor of one Spuds home game. Wolfe Field will be available for your business to advertise throughout the ballpark. Business card handouts, marketing kiosks, rack cards served with food, and Spud players interaction will all be included. This is great hands-on advertising and it will be very effective to promote your business in such a fun setting.*

## PLAYER/MASCOT APPEARANCE - \$2000

*The Canyon County Spuds mascot, Spudly Dudly, will make an appearance at your place of business. Spudly will be accompanied by a handful of players and will spend 2-3 hours interacting with customers. Photos taken from the event will be posted on Spuds social media pages. This is great for businesses who generate a lot of foot traffic.*

## WEBSITE ADVERTISEMENT - \$2000

*The logo or content of your choice will be posted to [spudsbasketball.com](http://spudsbasketball.com). The advertisement will stay up the entire year for all of Canyon County to see. Businesses posting links to their websites is common. This is ideal for businesses who want to have a strong online presence.*

## FENCE SIGN - \$2000

*An 8X4 size sign will be placed in high traffic areas throughout the entire summer at Wolfe Field. Your business sign will be exposed to over 1,000 fans 32 times this summer. This is a traditional sponsorship concept that holds great value and it will stay up all summer long.*



## FIRST PITCH - \$1000

*You will be allowed up to three participants who will have the opportunity to throw out the first pitch at a Spuds home game. The announcer will come over the loudspeakers and introduce the business/sponsor and the participants who are throwing out the first pitch. This is a good way for the people of Canyon County to meet some of your employees and representatives.*

## 30 SPUDS/SPONSOR T-SHIRTS - \$500

*You receive 30 custom created Spuds shirts with the logo from your business incorporated in the design. These shirts will be thrown out to the crowd by our spirit team at your Spuds home game day!*

## SOCIAL MEDIA ADVERTISEMENTS - \$500

*The Canyon County Spuds will post an advertisement from your business. All Spuds platforms will be used including Facebook, Instagram, and Twitter. Every business owner knows the power of social media. Our posts will hold value by driving traffic to websites and encouraging a social media following.*

## PUBLIC ADDRESS - \$500

*Throughout an entire Spuds home game your business/sponsor will be publicly announced. The sponsor will be announced 3 times; in the beginning, middle, and end of the game. Common sponsors tend to be restaurants and insurance companies.*

## TICKET/APP EXPOSURE - \$500

*For one Spuds home game a sponsor will be placed on our online ticketing system. These are effective when businesses allow fans to redeem a free or half-off item with a Spuds ticket stub.*

## TABLE/FOOD/DRINK FOR 1 GAME - \$199

*You will receive a table along the first baseline located in the 10 Barrel Brewing Section. The table seats up to six people in a prime viewing area on the Spuds side of Wolfe Field. All food and drinks (including alcoholic beverages) are provided. The value of this deal is tremendous, with a six person party enjoying all you can drink and eat.*





# FOUNDERS CLUB PACKAGE ~~\$11,699~~ \$9,000

Save over \$2,600 with our exclusive Founders Club Package. Put your brand in front of as many people as possible and save BIG! This package offers the most exposure at an affordable price.

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# SPUDS PACKAGE ~~\$7,699~~ \$6,000

## PLAYER/MASCOT APPEARANCE - \$2000

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## WEBSITE ADVERTISEMENT - \$2000

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## FENCE SIGN - \$2000

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## **PUBLIC ADDRESS - \$500**

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## **TICKET/APP EXPOSURE - \$500**

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## **TABLE/FOOD/DRINK FOR 1 GAME - \$199**

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**YOUR  
BRAND  
HERE**





# TATER PACKAGE ~~\$3,699~~ \$3,000

## FENCE SIGN - \$2000

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## SOCIAL MEDIA ADVERTISEMENTS - \$500

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# CUSTOM JERSEYS/HATS \$7,500

## X40 UNIFORMS INCLUDING CUSTOM HATS

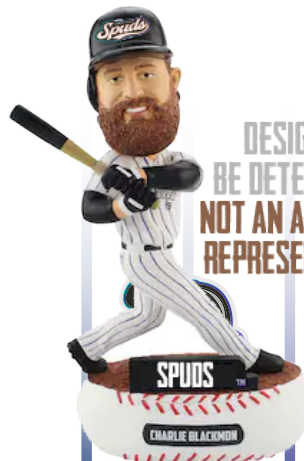
*Spuds will play one home game in this uniform! Sponsor/business will have an entire custom uniform generated by Triton. 40 uniforms are included. 35 Jerseys will be player worn and auctioned off as well as sold for retail. The remaining 5 jerseys will be gifted to the sponsor. All profits will be given to a charity of the sponsors choice. This is one of our coolest sponsorship options.*

# EXAMPLE



# CUSTOM BOBBLE HEAD NIGHT \$6,000

*The Sponsor/business that purchases bobblehead night will receive all the perks of being a game day sponsor at a Spuds home game, plus, custom made spuds bobbleheads with your business' logo on them. Bobblehead night will be one of our best nights of the summer and will explode your brand awareness. These bobbleheads will be inaugural collectors items and will be held onto and appreciated for decades.*



DESIGN TO  
BE DETERMINED  
NOT AN ACCURATE  
REPRESENTATION



# PREMIUM SPACE \$3,000 EACH

## ON-DECK CIRCLES (2 AVAILABLE) - \$6000

*There are only 2 on deck circles in the entire stadium. You will have your business/sponsorship placed on one or both on-deck circles. Almost all eyes are constantly on the field which makes this prime real estate for advertisements.*

## 1ST BASE CLUB/SIGNAGE (1 AVAILABLE) - \$3000

*The sponsor/business will receive an advertising banner that will run across the front of the first base dugout. Very good exposure and exclusive real estate knowing we only have one available.*

## 3RD BASE CLUB/SIGNAGE (1 AVAILABLE) - \$3000

*The sponsor/business will receive an advertising banner that will run across the front of the third base dugout. Very good exposure and exclusive real estate knowing we only have one available.*

# BUILD YOUR OWN PACKAGE

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# The Place to Be... and Be Seen!

YOUR  
BRAND  
HERE



## SPONSORSHIP INFORMATION

### COME PARTNER WITH US!

FOLLOW US:



[SPUDSBASEBALL.COM/SPONSORSHIP](https://spudsbaserball.com/sponsorship)

PHONE: 208-314-0089