

Email us your camera ready ad to:
humboldtcrabs@gmail.com
PDF preferred • JPGs accepted

MAIL IN FORM TO:

Humboldt Crabs Sponsorship
PO Box 4422, Arcata, CA 95518

**DON'T GET LEFT OFF
THE TEAM FOR 2017!**

Crabs Program Ad Sizes:

1/8 Horizontal = 3.6" wide x 2.25" tall

1/4 Vertical = 3.6" wide x 4.85" tall

1/2 Horizontal = 7.5" wide x 4.85" tall

1/2 Vertical = 3.6" wide x 10" tall

Full Page = 7.5" wide x 10" tall

Inside and Back Covers: 8.5x11 with .25 bleed

Email Ad to: humboldtcrabs@gmail.com by May 22.
Program will go to the printer by June 1.

Outfield Fence Sign:

Local printers who make Crabs outfield fence banners:
Advanced Display & Signs in Eureka, Scrapper's Edge in Eureka and Visual Concepts in Arcata.

Outfield Signs must be made of vinyl and be 10 feet by 4 feet in size with grommets on the corners in order to hang on chain link fence with zip ties. If you ordered a outfield sign from last year, we have placed it in storage and can reuse it again for this season. If you would like to know about signs for inside the ballpark that are at a discounted rate, shoot us an email for more details! Get more views near the beer line.

Signs can be delivered to a Crabs employee when the Crabs take possession of the ballpark on June 1. Season starts in June 2.

Note: The Crabs do not own the Arcata Ballpark. It is owned by the City of Arcata. The Crabs rent the ballpark for the summer months. A portion of your sign payment goes toward the City of Arcata. Please do not drop off your banner at the ballpark without contacting someone from the Crabs.

Hire A Crab:

Some of our collegiate baseball players are looking for part-time employment when they come to Humboldt. Players can do yardwork, hauling, house maintenance, painting, and light office work. Contact Crabs board member Larry Zerlang at larryzerlang8737@sbcglobal.net

Check off all your selections:

CRABS PROGRAM ADS

- \$600 FULL PAGE AD
- \$350 1/2 PAGE AD
- \$250 1/4 PAGE AD
- \$155 1/8 PAGE AD



SPONSORSHIP EXTRAS

- \$1,000 OUTFIELD FENCE SIGN
- \$300 PRODUCED RADIO AD
- \$125 RADIO BROADCAST MENTION
(live read on air by the broadcasters during the games)
- \$100 WEB BANNER AD
- GIFTS/AUCTION ITEMS
(get mentions on the PA & radio during the game)

PAYMENT OPTIONS

- CHECK ENCLOSED (make out to Humboldt Crabs)
- CREDIT CARD Contact Ellen / Crabs Board Treasurer at accounting@humboldtcrabs.com or leave message at (707) 840-5665.
- TRADE/IN KIND Will send email to humboldtcrabs@gmail.com

Company Name: _____

Your Name: _____

Email: _____

Phone/Cell: _____

Address to mail you your tickets/passes once we receive your payment: _____



**Sponsors will receive free tickets
and passes for various packages**

P.O. Box 4422, Arcata, CA 95518
humboldtcrabs@gmail.com
Voice Mail (707) 840-5665

www.humboldtcrabs.com



Program Ad Sponsorship Packages

What sponsors will receive in return for your generous donation

HOME RUN

- Full Page Program Ad
- 2 Season Passes
- Two 10-Strips of Tickets
- Web site Link on Crabs Web site in sponsor list
- Mention on the Crabs Facebook page

DOUBLE PLAY

- Half Page Program Ad
- 1 Season Passes
- One 10-Strip of Tickets
- Web site Link on Crabs Web site in sponsor list
- Mention on the Crabs Facebook page

SINGLE

- 1/4 Page Program Ad
- One 10-Strip of Tickets
- Web site Link on Crabs Web site in sponsor list

BUNT

- 1/8 Page Program Ad
- 4 Tickets
- Web site Link on Crabs Web site in sponsor list

*** We cannot mail you your passes/ticket package until this sponsorship form is completed, mailed in and a payment is received by our board treasurer.**

Find last year's program link on our website under the SPONSOR the CRABS tab. www.humboldtcrabs.com

Humboldt Crabs Baseball Program Ad Sizes

SINGLE
1/4 page
\$250

HOME RUN
Full Page
\$600

BUNT
1/8 page
\$155

DOUBLE PLAY
1/2 page
\$350

Program Book is 8.5 x11

Ad deadline: May 26

Other ways to sponsor the Crabs:

■ \$1,000: Outfield Fence Sign

Signs must be 10 foot wide by 4 foot tall, made of vinyl and include grommets in order to hang up on outfield fence. We recommend only a logo and vital information as the sign must be read from a distance. Reach 32,000+ fans!

■ \$300: Produced Radio Ad

A produced radio spot will be played on KGOE 1480 AM during the games. Send us a brief ad script that will fit in 30 seconds and we'll have our radio personalities record it for you.

■ \$125: Broadcast Mention

Send us a 3-sentence script about your business and our Crabs announcers Ben & Hoke will read it several times live on the air on KGOE 1480 AM during the games when there are breaks.

■ \$100: Web Banner Ad

We'll make you a web site banner ad to place on the Humboldt Crabs web site to be up for 7+ months of the year. Ads are 728 wide pixels by 90 pixels tall. Send us your logo and artwork.

■ Giveaways to Crabs fans

Donate gift certificates, t-shirts, hats, etc., for any game or participate in our special events at the ballpark (ex: Pirate Night or Father's Day). All items donated to our fans for special events & giveaways at the ballpark will receive a live PA/Radio mention over the loudspeaker to our 800+ Crabs fans.

Mail your 2017 Crabs Sponsorship Paperwork & Program Ad To:
Humboldt Crabs Baseball
P.O. Box 4422, Arcata, CA 95518
or email: humboldtcrabs@gmail.com

Special Events at the Ballpark

■ **Rent the Exclusive Right Field BBQ Area**
Purchase the Right Field BBQ area for your large group or company event for any home game! Great for company parties, Alumni reunions, clubs, or large group events. Right field includes a BBQ and picnic tables. Bring and cook your own food. No outside alcohol allowed. Non-refundable deposits required. The weekend dates go fast, so don't delay!

■ **Have your child's Birthday Party in Left Field**
Let the Crabs plan and throw the best birthday party for your child or family member. Birthday parties include 2 tables, a limited amount of chairs and decorations. We'll even send over team mascot, a couple of Crabs players and a special gift for the birthday boy or girl.

■ **Group Ticket Discounts for Little Leagues**
For large groups or teams: Have your little league team, your non-profit group, family reunion, or company attend a game and receive a group ticket discount.

For more information:
CrabsSpecialEvents@gmail.com or visit the Crabs website (humboldtcrabs.com) under the FAN INFO/GROUPS tab