

HUMBOLDT CRABS BASEBALL

SPONSORSHIP/DONATION FORM 2020

HUMBOLDT CRABS BASEBALL, INC., is a 501(c)(4) community owned organization. A volunteer board of directors rely on the support of community members, volunteers and sponsors to keep the Humboldt Crabs Baseball operation running. 2020 will be the Crabs 76th season. That's 76th consecutive seasons of summer baseball on the North Coast!



WAYS TO GIVE:

There are many different ways to sponsor or support the Crabs that will fit any marketing budget:

Check off your selections on the right side of this form. **You will receive free tickets and/or season passes for your generous donation, see page 2 for more info.**

Company Name: _____

Contact Person: _____

Phone/Cell: _____

Email: _____

Mailing Address (where we should mail your tickets/passes):

State: _____ Zip: _____

Notes: _____

If you don't have a physical mailing address, your tickets will be left in the ticket booth at the ballpark at the beginning of the season. They will not be mailed prior to the season start.

• You may contact the Crabs volunteer accountant Mary Ellen Barthman at accounting@humboldtcrabs.com to use a credit card.

CRABS SPONSORSHIP OPPORTUNITIES:

- Sponsor Foul Balls** Your company can purchase all the team's baseballs for the summer and every time a foul ball is hit, your company will be mentioned over the P.A. to 800+ fans as the sponsor of that foul ball.
- \$5,000 for entire summer \$2,500 for June or July
- \$100.00 per game

Purchase a Ballpark Sign

- Outfield Fence Sign \$1,000
(You Provide a Vinyl 10 feet wide x 4 feet tall sign)
- Inside the ballpark sign \$500
(You Provide Vinyl 4 feet wide x 2 feet tall sign)

Purchase a Crabs Program Ad (Program 8.5 x11 size)

- Inside Cover, Back Cover or Inside Back \$650
(include at least a .25 bleed for cover ads)
- Full Page \$600 (8.5 inches wide by 11 tall)
- Half Page \$350 (7.5 inches wide x 4.85 tall)
- Quarter page \$250 (3.6 inches wide by 4.85 tall)
- Eighth page \$155 (3.6 inches wide by 2.25 tall)

Misc items for purchase

- Your company's mention on the live, radio broadcast and YouTube stream during Crabs games \$150
- Crabs Website Banner Ad \$125
- Box of Baseballs for the team \$100

TOTAL AMOUNT of your pledge from above: \$ _____

Hire a Crabs player for the summer

- Please contact Crabs volunteer Larry Zerlang at (707) 496-4802 or larryzerlang8737@sbcglobal.net

Media Trade or In Kind Services or Fan Giveaways

- Media Trade: _____
- In Kind Services: _____
- Fan Giveaway: Host a special themed night at the park and/or your organization can donate items for a special fan giveaway. Examples: Gift Certificates or Baskets, Hats, T-shirts, Novelty Items. It's FREE! (Please keep in mind this is a family-friendly ballpark)

Describe or list your donation that will be submitted for approval. _____

Donation value: \$ _____

MAIL CHECKS & THIS FORM TO: **HUMBOLDT CRABS/ATTN: SPONSORSHIPS, PO BOX 4422, ARCATA, CA 95518**

CRABS PROGRAM ADS

Your business will be featured in the Crabs annual program that is sold at the ballpark during the summer months of June to August. The Crabs average more than 30,000 fans every summer. More than 1,000 copies are printed. The program is considered a part of history as the Crabs are the oldest summer, collegiate, wood-bat team in the country!

FULL PAGE \$600

You will receive: 2 Season Passes; 12 Single Game Tickets; Web site Link on Crabs Web site in sponsor list; Mention on Crabs Facebook page (More than 8,950 Likes)

HALF PAGE \$350

You will receive: 1 Season Pass; 10 Single Game Tickets; Web site Link on Crabs Web site in sponsor list; Mention on Crabs Facebook page (More than 8,950 Likes)

QUARTER PAGE \$250

You will receive: 8 Single Game Tickets; Web site Link on Crabs Web site in sponsor list

1/8 PAGE \$155

You will receive: 4 Single Game Tickets; Web site Link on Crabs Web site in sponsor list

Program ads are due BEFORE May 1, 2019. Please send a PDF file of your print ad. If you cannot produce a print ad, we can produce one for you. Send a high resolution logo and copy for your ad. Your ad can be in color or black and white. Some pages in the program will be designated to be printed in color. Guaranteed placement in the program must be reserved and approved after purchase. Send request email to humboldtcrabs@gmail.com

SIGNS IN THE BALLPARK

Your business sign will be seen by more than 33,000 fans who enter the ballpark every summer. The signs will hang from June until August.

Rewards: You will receive 4 season passes for an outfield sign and 1 season pass and 10 single game tickets for a inside the park sign.

OUTFIELD FENCE SIGN \$1000

Signs are to be made out of Vinyl and be 10 feet by 4 feet in size with 6 grommets in order to hang on a chain link fence with zip ties.

INNER BALLPARK SIGN \$500

Signs are to be made out of Vinyl and measure 4 feet by 2 feet with grommets on the corners in order to hang up.

I had a sign from last year the Crabs are storing for me and would like to reuse it again for this coming season.

I will bring a new sign to hang up.

Signs can be delivered to the Crabs when the Crabs take possession of the ballpark at the end of the month of May and the start of June. Please hold onto your signs until May. Email humboldtcrabs@gmail.com to make arrangements for sign drop offs.

CRABS RADIO & WEBSITE ADS

\$150 RADIO BROADCAST MENTION

A live read on air by the Crabs broadcasters during the Crabs games on KGOE 1480 AM. Submit 3 to 4 sentences to describe your business. You will receive: 3 Single Game Tickets; Web site Link on Crabs Web site in sponsor list.

Note: *The amount of reads is determined by the amount of breaks allowed in each game. The Crabs cannot guarantee frequency.*

WEB SITE ADVERTISING

\$125 WEB BANNER AD

Submit a logo and a few lines of info., to create a horizontal ad that will measure 728 pixels wide by 90 pixels tall. You will receive: 2 Single Game Tickets; Web site link on Crabs Web site in sponsor list.

OTHER WAYS TO DONATE TO THE CRABS

Email humboldtcrabs@gmail.com for more information

Donate funds for Ballpark Improvement Projects coming up

The Crabs will be working on future ballpark improvements and upgrades over time to the ballpark. Some new items may include: bleachers, netting, dugouts, PA speakers, digital scoreboard, outdoor grills, picnic tables, web cams, iPads, or any other items used during baseball games. The ballpark is owned by the City of Arcata, but the Crabs are the main tenant of the facility and continue to strive to upgrade the facility whenever we can for better fan enjoyment and for all the other baseball teams that also rent the facility.

Donate Equipment or Hire a Crab Player for the Summer

A large portion of the team's expenses comes from buying baseball equipment, uniforms and baseballs. In addition, our collegiate players during the summer months are available for light yard work or light office work or can even work part-time for your business. *See front page for more info.*

Join the Crabs Green Team

Be a part of the Crabs' tradition by joining the Crabs Green Team. Spend one hour on designated Saturday morning to clean up a section of US HWY 101 as well as help clean up the outfield grass after fireworks nights. Green Team members will receive 4 free Crabs general admission tickets to any game for your service.

Donate T-shirts for the World Famous Crab Grass Band or the Crabs Players/Team

Donate 30 plus t-shirts for the band or the Crabs players to wear during the summer. Your logo or company name will be recognized at a game of your choice and heard over the P.A. Contact Lotus Mountain (707) 682-6182 or Solor Sports (707) 826-9698 Screen Printing to make arrangements and payment. The Crabs can grant you permission to use a Crabs logo on the T-shirts for a one-time useage fee of \$25. Your design must be approved by the Crabs if you wish to use the Crabs logo.

New Ballpark Vendors Application

Download the Ballpark Vendor Application form from the Crabs Web site to submit your product for approval:

<http://humboldtcrabs.com/support-the-crabs>