



Advertising & Sponsorship Opportunities

Babe Ruth League Alumni Association



Advertising and partnering with the Babe Ruth League Alumni Association can be a powerful marketing tool for your company or organization.

- It's affordable
- It's highly visible
- *And it works*

Plus there are several options available to promote your product or service.

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BABE RUTH LEAGUE ALUMNI ASSOCIATION

The Babe Ruth League Alumni Association is a non-profit 501(c)(3) organization that connects and serves the Babe Ruth League community. The Association connects alumni and friends through its DIAMOND LEGACY newsletter, website, publications and emails.



MISSION

The purpose of the Alumni Association is to advance the general welfare of Babe Ruth League by helping youth prepare to meet the challenges of adolescence and adulthood, as well as encourage their drive for personal excellence and achievement.

VISION AND VALUE



Vision: The Babe Ruth League Alumni Association will be nationally recognized as one of the most prominent alumni networks for youth.

Value:

The Babe Ruth League Alumni Association values:

- Our members
- The Babe Ruth League program and the youth it serves
- Lifelong connections and relationships



AUDIENCE OVERVIEW

The Babe Ruth League program currently consists of over 1 million participants and 1.4 million volunteers. When they graduate or retire from the program, many are demonstrating their loyalty and commitment through Alumni membership support. The Alumni Association represents individuals from all walks of life. Many have achieved particular distinction in fields such as business, medicine, law, sports and entertainment while many Alumni have also achieved success by getting an education, raising a family, serving their country, pursuing a career or supporting the community.

Value of Partnering with the Babe Ruth League Alumni Association

Securing a sponsorship or advertising with the Alumni Association is an effective and unique way to reach out to Babe Ruth League Alumni and Friends.

- The Babe Ruth League brand provides instant credibility
- Access to Babe Ruth League Alumni and Friends across the nation
- Flexibility in advertising options to reach your desirable target—participants, fans and consumers—that are passionate about the games of baseball and softball
- Build brand awareness through Babe Ruth League Alumni connections
- Strong endorsement by highly visible and reputable Babe Ruth League organization.



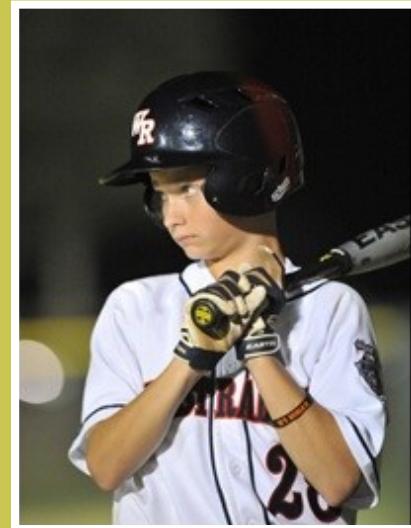


Direct Market Advertising *Alumni Website*

BRL ALUMNI ASSOCIATION WEBSITE
<http://www.baberuthleague.org/alumni.aspx>

The BRL Alumni Association website is the center of our communications hub, providing easy access to the information and resources that keep our Alumni community connected.

- 10,000 unique visitors each month
- Updated content and features compel repeat visits
- Banner Ad —Appears continually on home page
- Premium Ad on Sponsor Page/Other Page



ADVERTISING RATES

- **Banner Ad:**
 - * Cost/Month—\$300
 - * Cost/Quarter—\$1,100
 - * Cost/Annual—\$3,200
- **Premium Ad:**
 - * Cost/Month—\$150
 - * Cost/Quarter—\$550
 - * Cost/Annual—\$1,600





Direct Market Advertising

Diamond Legacy Magazine Dedicated Email

DIAMOND LEGACY MAGAZINE Official Publication of the Babe Ruth League Alumni Association

Diamond Legacy, the official publication of the Babe Ruth League Alumni Association, keeps Alumni and Friends up to date on the Association and everything *Babe Ruth League*.

Each issue contains a message from the Alumni Chairman, a spotlight on a notable Alumnus, as well as many articles, fun facts and special stories. *Diamond Legacy* is emailed quarterly to more than 600,000 unique emails.

ADVERTISING RATES

- **Full Page Ad:**
* Cost/Issue—\$200
- **Half Page Ad**
* Cost/Issue—\$100
- **Quarter Page Ad:**
* Cost/Issue—\$50

DIRECT MARKETING EMAIL CAMPAIGN

Design your own co-branded e-mail to deliver your marketing message to our membership. This premium opportunity will help your company make a powerful connection.

RATES

- **Entire Babe Ruth League and Alumni Membership**
 - Rate— \$1,000
- **Alumni Members Only**
 - Rate— \$400



Non-Exclusive Sponsorship Agreement



Your company can choose to work with the Babe Ruth League Alumni Association through a program sponsorship to promote your products and services.

A non-exclusive licensing agreement requires an annual endorsement fee of \$1,500, plus a 5% royalty, paid quarterly, on each item sold to our membership.

Benefits include:

- Company logo displayed on the website's "Sponsor Page" with a link to company's website.
- Company will receive two revolving stories per year on the website, each time for a 30-day period.
- Company will be featured in two of the ***Diamond Legacy*** Newsletters.
- Company will be able to use the Alumni logo and/or the marks "Babe Ruth League Alumni Association" upon approved items manufactured by company for sales to BRL/Alumni membership.
- Company will be entitled to one direct E-mail campaign promoting company's relationship with the Alumni Association.
- A thank you Tweet and Facebook recognition.

If you want to keep your brand in front of a powerful audience, creating a non-exclusive licensing sponsorship with the Babe Ruth League Alumni Association will help you accomplish this goal and more!



Ad Specifications and Requirements

Website Advertising

- Banner Ad
 - * Size: 960 pixels wide x 250 pixels high
 - * Ad Format: High Resolution JPEG or PNG
- Premium Ad (For Sponsor or Other Page)
 - * Size: 300 pixels wide x 150 pixels high
 - * Ad Format: High Resolution JPEG or PNG

Diamond Legacy Newsletter

- Size: Full page Ad—720 pixels wide x 960 pixels high
- Size: Half Page Ad—380 pixels wide x 480 pixels high
- Size: Quarter Page Ad—240 pixels wide x 240 pixels high
- Graphics Format: High Resolution JPEG or PNG
- Text: Your choice of Font

Requirements

Website Advertising

- Banner ads are limited to two advertisers per month. Premium ads on the Sponsor Page have no limit; however, premium ads on other pages are limited to six advertisers per month.
- Ad Rotations: For quarterly and annual placements, ads are changeable per quarter. Additional changes can be made for \$25 per change (limited to a monthly change).

All Advertising Venues

- Advertiser is responsible for creation/production of artwork—no animation, flash or sound.
- All ads should be submitted in electronic format via e-mail to theresa@baberuthleague.org or via disk.
- It is necessary to receive written approval from the BRL Alumni Association on all artwork and written copy prior to production.
- The Alumni Association assumes no responsibility for content of advertising, including text, representation and illustration.
- The Alumni Association reserves the right to reject any advertising which is perceived not to be up to the Association's standards or in its best interest. Please note that no classified, political, liquor, gambling, or tobacco ads will be accepted.
- Pre-payment is required for all advertising.



Make Powerful Connections

A strong, storied, spirited past.

In 1951, ten men, who believed that the future of their community depended upon the proper development of the young people, founded the Little Bigger League (now known as Babe Ruth League, Inc.) The program has increased steadily from its first 10-team league to its present combined size of well over one million players and 1.4 million volunteers. The Babe Ruth League program is now played in all 50 states and throughout Canada.

Babe Ruth League's alumni are unparalleled in devotion and loyalty to the Babe Ruth program. Tap into the power of the Babe Ruth League Alumni Association. In return, you'll receive exposure to thousands of eager, faithful and affluent consumers.



For those who leave Babe Ruth League,
but for whom Babe Ruth League never leaves.



Thank You!

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