

# GOCAVSGO

CANBERRA  
**CAVALRY**



**2022/23  
SPONSORSHIP  
PROSPECTUS**







# THE CANBERRA CAVALRY

READY TO #CHARGE INTO SEASON 2022/23 WITH THE HOTTEST TEAM IN TOWN?

We are so pleased to invite you to join the team as a Cavalry sponsor for the 2022/23 Australian Baseball League (ABL) Season.

Fires, Covid-19, isolation, it's all in the past. The ABL is back in full force, with all 8 teams returning for Season 2022/23, competing against international players from around the world and, of course, our CBR superstars for the Claxton Shield.

Success on the field can only be achieved by being strong off the field, where we rely on our corporate partners and their vital support they bring to every game.

We believe our sponsorship packages represent the best value of any summer sport in Canberra and provide your business with a unique platform for brand exposure and community engagement.

Whether your organisation is focused on reaching the club's passionate members and greater Canberra community, the growing national baseball footprint, or the massive international baseball market, step up to the plate and let a Cavalry sponsorship help you meet your objectives.

If you have any questions or wish to discuss alternatives to sponsorship, please feel free to contact me. We look forward to welcoming you to our Cavalry family in Season 2022/23.

Best Regards,

BRENDON MAJOR  
Chief Executive Officer, Canberra Cavalry

M 0410 724 169

E [brendon.major@canberracavalry.com.au](mailto:brendon.major@canberracavalry.com.au)





# CANBERRA'S OWN

LAUNCHED IN 2010, THE CANBERRA CAVALRY HAVE BECOME A PREMIER CLUB IN THE AUSTRALIAN BASEBALL LEAGUE.

Supporters from around Canberra, including baseball clubs, local businesses, and individuals, banded together to support the "Let's Do It, Canberra" campaign to win an entry bid into the ABL. Since 2010, 240 players have worn the Cavalry orange and over 215,000 fans have visited the ballpark to see their team in action.

Partnering with the Canberra Cavalry will help your business meet the following objectives:

- Promote your brand to a large and passionate local fanbase
- Provide brand exposure nationally and internationally into Asian and North American markets
- Drive digital traffic through web and social media interactions
- Engage with the Canberra Community in a meaningful way
- Reward staff with entertainment and volunteer experiences
- Entertain key customers, clients, and stakeholders with unique corporate hospitality opportunities.

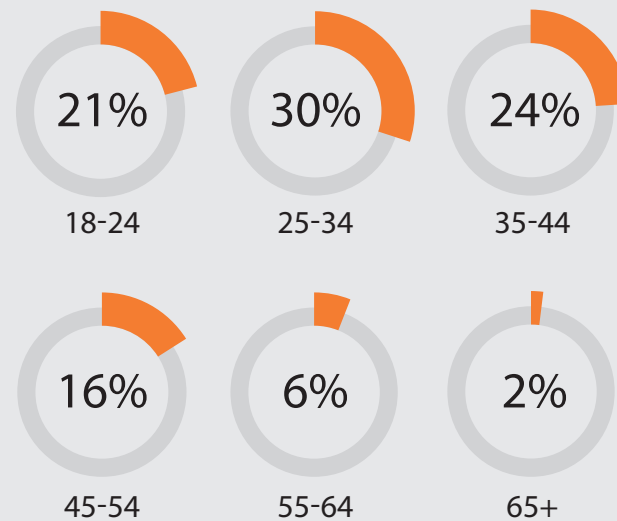


# DEMOGRAPHIC SNAPSHOT



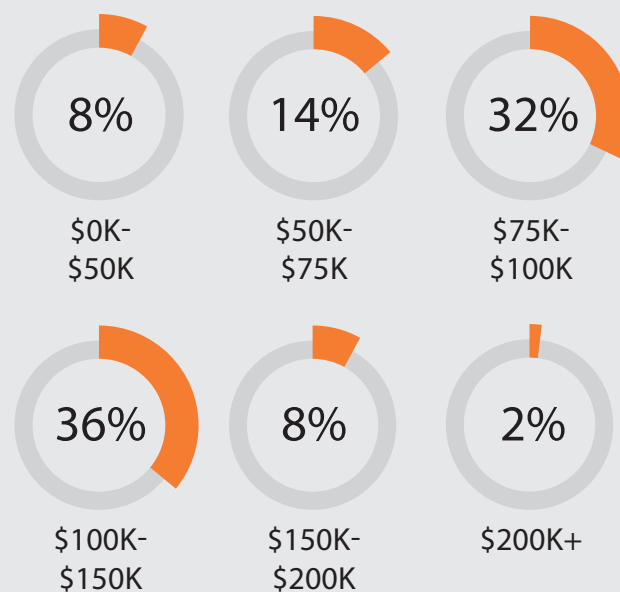
The Cavalry community is a passionate group of members, supporters, and stakeholders who **BLEED ORANGE!**

FANS BY AGE



While our community is diverse, the two segments most strongly represented are **18-34 YEAR-OLD** Social Event Attendees and **35-54 YEAR-OLD** Families.

FANS BY INCOME



Our community trends slightly above the median household income of **\$102K**.

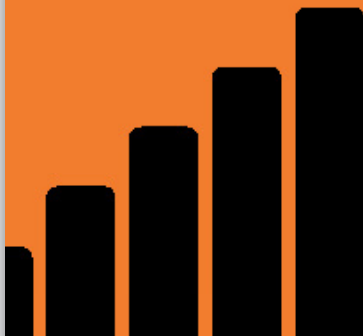




OVER THE YEARS  
TEAM & BRAND PERFORMANCE



25,426  
TOTAL ATTENDANCE



1,271  
Average per game  
(highest in the ABL)

HOME RECORD

13-7

RECORD

.650

WIN PCT

SUCCESS

WINNER

2012/13 ABL Champions  
2013 Asia Series Champions



SECURED

Play-Offs Appearances  
Last 4 Consecutive Seasons



DIGITAL PRESENCE



13.9K  
Facebook  
Followers



5K  
Instagram  
Followers

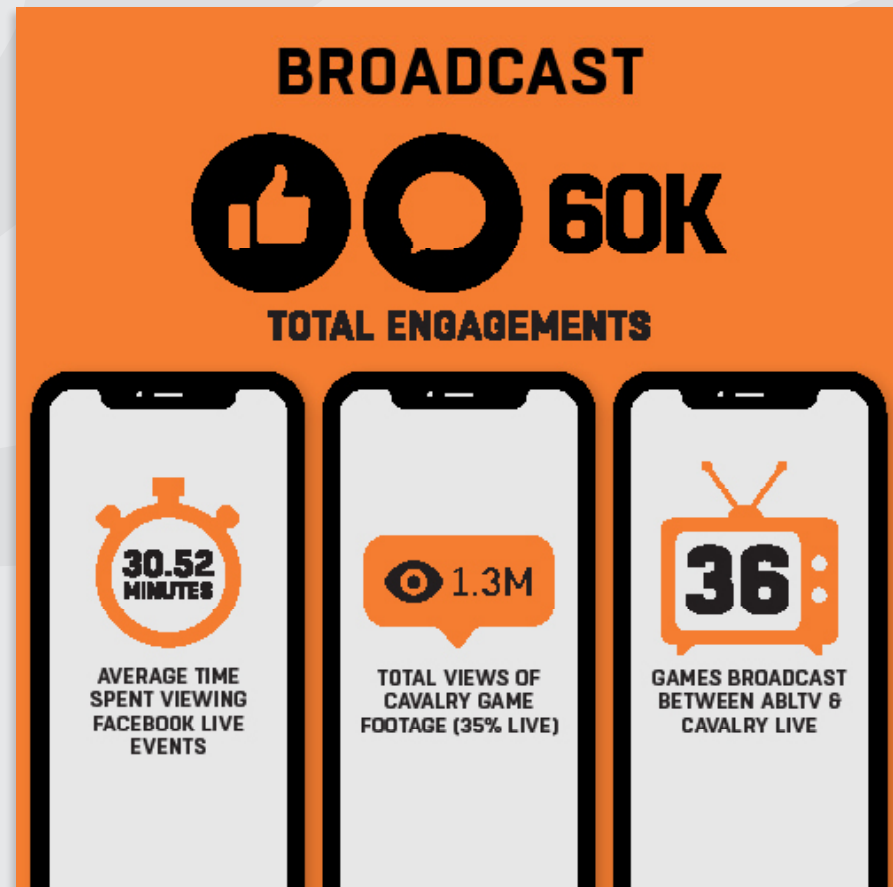
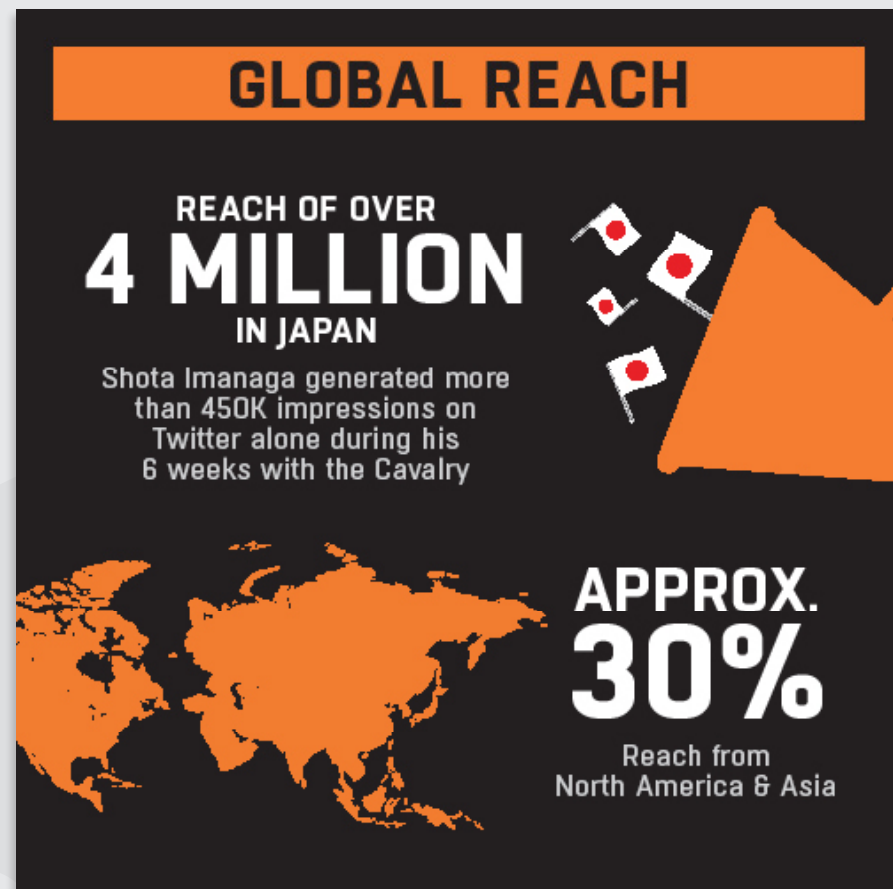


6K  
Twitter  
Followers



15K  
Email  
Database







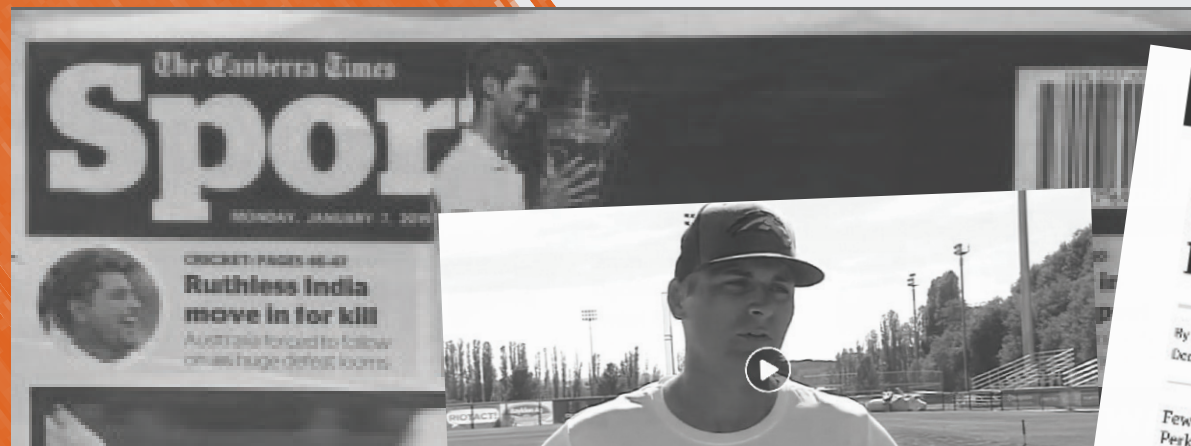
# A LOCAL INSTITUTION

Cavalry games have become a popular addition to the Canberra summer event calendar. As the sun sets on a warm summers night, there are few better places to be than The Fort at MIT Ballpark. It's a great place for families, singles, and couples to spend a memorable night out. It's also a top family destination with various kids activities that focus on making the players accessible to youngsters.

## AND THE MEDIA IS ON BOARD!

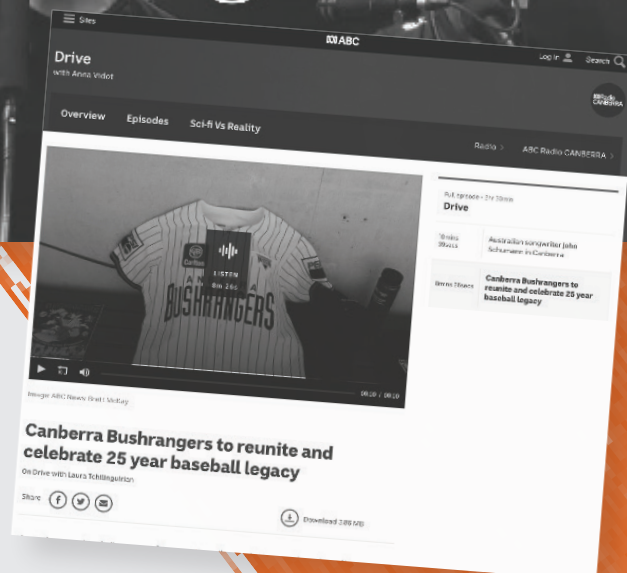
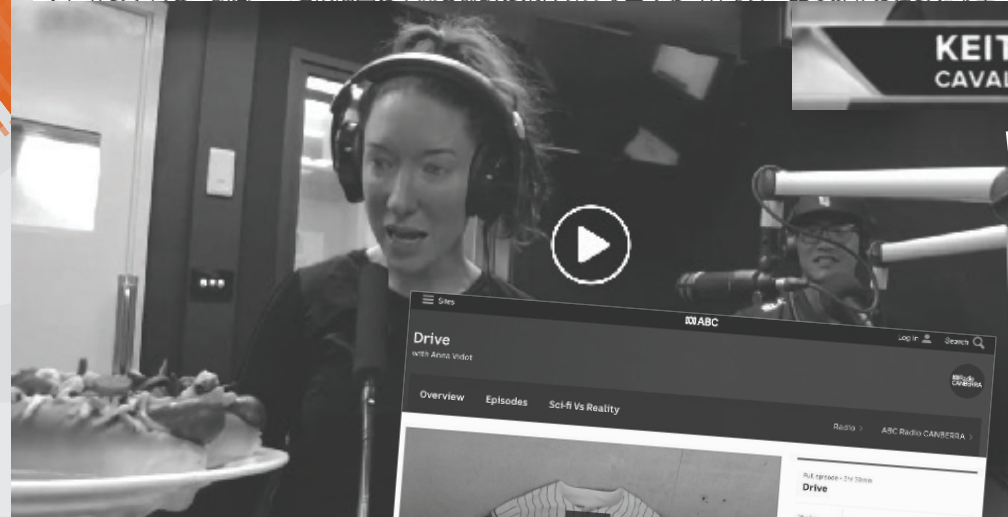
The Cavalry receive significant media coverage throughout the year with the majority of content occurring during the summer season (November - February). Our strong media partnerships provide a platform to grow the Cavalry community and provide opportunities to increase wide brand exposure.

After a significant upgrade led by the ACT Government prior to the 2018/19 Season, MIT Ballpark has developed a strong reputation as the best baseball stadium in the country and shows the Territory's commitment to the growth of the sport.



## プレミア12、そして東京2020へ

彼らが見据えているのは、この秋のプレミア12だ。東京五輪の予選も兼ねたこの大会はオーストラリア球界も重要視している。日本を除くアジア・オセアニア各国の最上位のチームが五輪切符をつかむことになっている。韓国、台湾の強豪を上回る成績を挙げればオーストラリアは、銅メダルを獲ったアテ















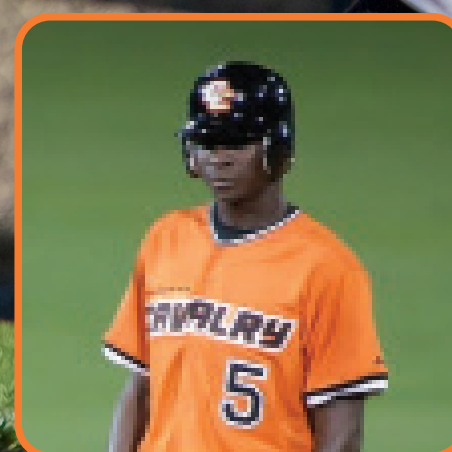
## Shota Imanaga



Yokohama DeNA BayStars  
2016-present



Canberra Cavalry



## Didi Gregorius



New York Yankees  
2015-2019



Canberra Cavalry





# JOIN THE CAVALRY

THE SPONSORSHIP OPPORTUNITIES AND BENEFITS THAT ARE AVAILABLE FOR THE 2022/23 CANBERRA CAVALRY SEASON ARE:

- Naming Rights Partner
- Diamond Partner
- Broadcast Presenting Partner
- Gold Partner
- Silver Partner
- Bronze Partner
- Gameday Takeover
- Player Partner



# NAMING RIGHTS PARTNER

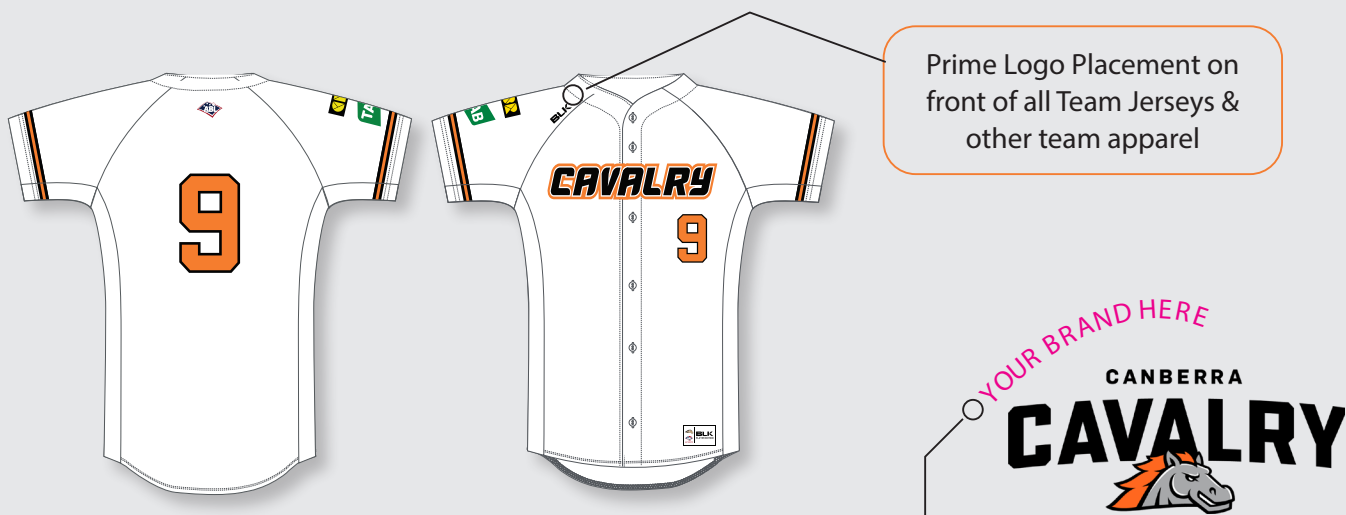
## BY NEGOTIATION

[Plus GST and leveraging costs]



As a Naming Rights Partner you will receive:

- Naming rights + integrated logo
- Prime logo placement on front of all team jerseys & other team apparel
- Prominent signage locations including 2x outfield signs, 4x baseline signs, and 1x behind home plate sign
- Media release announcing partnership
- Exclusive PA announcement integrated with the start of each Cavalry game
- Invitations to all Cavalry exclusive networking events and gala days/nights
- Logo placement on cover of all gameday programs & full page advertisement inside program
- Logo featured on website banner and social media profile home pages
- Use of integrated logo and TVC allotment during Cavalry LIVE game broadcasts
- Corporate batting practice day
- 10x tickets to each Cavalry home game for staff, customers, and partners
- 2x ceremonial first pitch opportunities
- Full-season corporate hospitality package tailored to specific interests
- Merchandise credit & merchandise discount
- Scoreboard activations
- Charity of choice partnership



Prime Logo Placement on front of all Team Jerseys & other team apparel



Naming rights + integrated logo



Logo placement on cover of all Gameday Programs & Full Page Advertisement inside Program



Opportunity for in-game promotional setup

# DIAMOND PARTNER

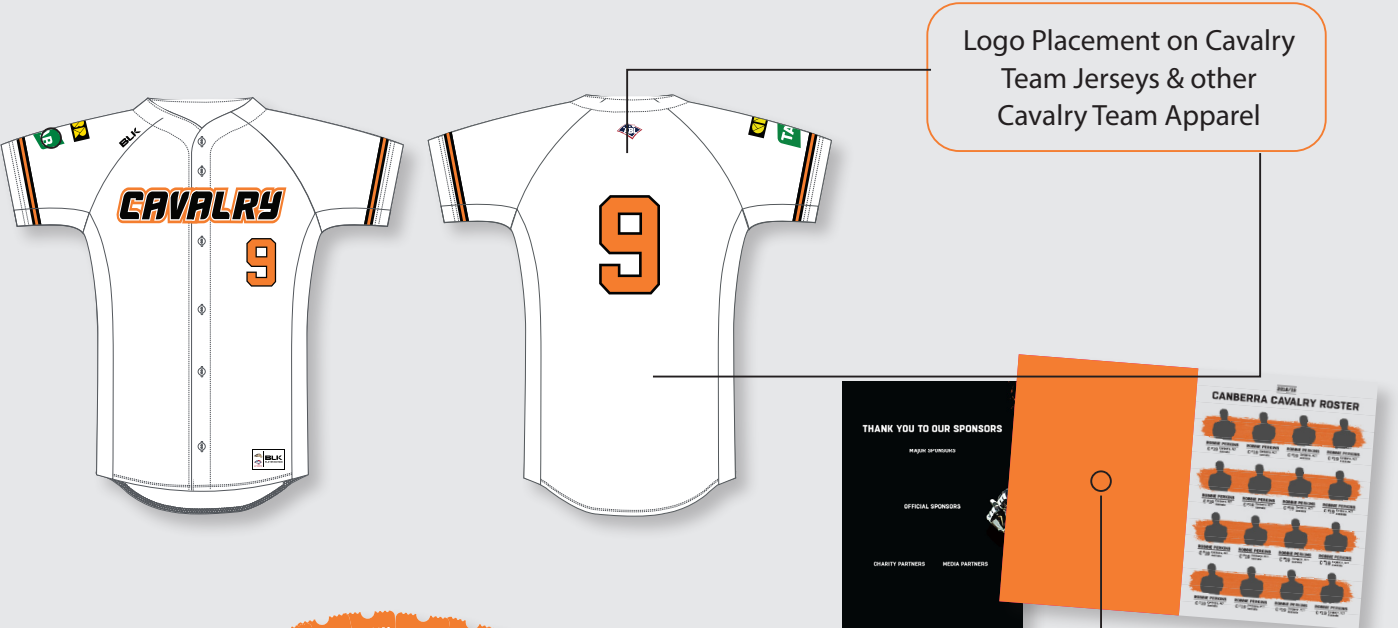
## \$50,000

[Plus GST and leveraging costs]



As a Diamond Partner you will receive:

- Logo placement on Cavalry team jerseys & other Cavalry team apparel
- Prominent signage locations including 1x outfield sign and 4x baseline Signs
- Exclusive PA announcements during Cavalry home games
- Sponsorship of 1x mid-inning promotion
- Sponsorship of 1x full home series (4 games) with logo integration in promotional materials and opportunity for in-game promotional setup
- Full-page advertisement in all gameday programs and logo on partners page
- Rotating advertisements and logo featured on Cavalry homepage
- 4x co-branded social media posts customised according to unique Cavalry connection
- TVC allotment during Cavalry LIVE game broadcasts
- 10x tickets to each Cavalry home game for staff, customers, and partners
- 1x ceremonial first pitch opportunity
- Half-season corporate hospitality package tailored to specific interests
- Signed team jersey and additional item
- Media release announcing partnership
- Merchandise credit & merchandise discount



Logo Placement on Cavalry Team Jerseys & other Cavalry Team Apparel

Full-Page Advertisement in all gameday programs and logo on Partners Page



10x Tickets to each Cavalry Home Game for Staff, Customers, and Partners



# BROADCAST PRESENTING RIGHTS PARTNER

**\$35,000** [Plus GST and leveraging costs]

ONLY 1 AVAILABLE

As a Broadcast Presenting Partner you will receive:

- Naming rights to Cavalry LIVE game broadcasts, i.e. "XXX Cavalry LIVE", including:
  - Mention of sponsorship association at the top or tail of every inning of Cavalry LIVE broadcast games.
  - Your logo to be incorporated in your choice of on-screen score bug or Cavalry LIVE logo graphics, visible for a minimum of 90% of each of 11 CHARGE TV broadcasts.
  - Presenting rights on Cavalry LIVE social media, Twitter and Facebook including logo placement.
- Sponsor credits (on screen graphic/logo) ahead of highlight videos to run on Canberra Cavalry website, Facebook, Twitter, and Cavalry LIVE Facebook and Twitter. Minimum of 40 per season.
- Additional Facebook and Twitter post engagement on CHARGE TV/Canberra Cavalry outlets to feature special offers and promotions.
- Minimum 8xTVCs to run during each Cavalry LIVE game.
- 2x lower-third graphics/logos/promotion details during each Cavalry LIVE game, accompanied by commentator live read.
- Sponsorship of the broadcast box at MIT Ballpark for all 20 Canberra Cavalry home games with a brand mention at opening of every broadcast.
- Placement of your logo inside the ballpark providing visibility through a large proportion of all Cavalry home games.
- PA announcement during each Cavalry home game.
- Quarter-season corporate hospitality package tailored to specific interests
- Signed team jersey and additional item
- Media release announcing partnership
- Merchandise credit & merchandise discount
- 5x tickets to each Cavalry home game for staff, customers, and partners

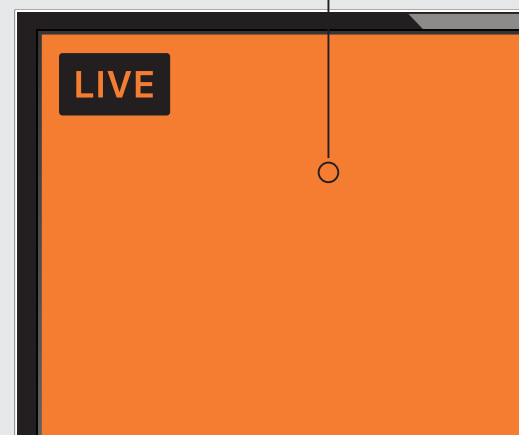


Placement of your logo inside the ballpark



Presenting rights on Cavalry LIVE social media, Twitter and Facebook including logo placement

Minimum 4xTVCs to run during each Cavalry LIVE game



# GOLD PARTNER

**\$20,000** [Plus GST and leveraging costs]

ONLY 4 AVAILABLE

As a Gold Partner you will receive:

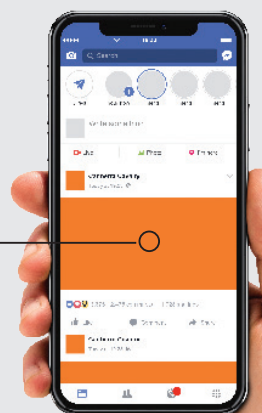
- Logo Placement on a Cavalry Team Jersey or other Team Apparel
- 1x prominent outfield sign and 4x prominent baseline signs
- Sponsorship of major game element (i.e. home runs) with announcement at occurrence promotional tie-in
- Sponsorship of 1x mid-inning promotion
- Sponsorship of 2x gamedays with logo integration in promotional materials and opportunity for in-game promotional setup
- Half-page advertisement in all gameday programs and logo on partners page
- 2x co-branded social media posts customised according to interests
- Sponsorship of weekly social media graphic
- TVC allotment during Cavalry LIVE broadcast
- 5x tickets to each Cavalry home game for staff, customers, and partners
- 1x ceremonial first pitch opportunity
- Quarter-season corporate hospitality package tailored to specific interests
- Social media post announcing partnership
- Signed team bat or helmet
- Merchandise credit & merchandise discount

Logo Placement on a Cavalry Team Jersey or other Team Apparel



5x Tickets to each Cavalry Home Game for Staff, Customers, and Partners

2x co-branded Social Media posts customised according to interests



Half-Page Advertisement in all gameday programs and logo on Partners Page



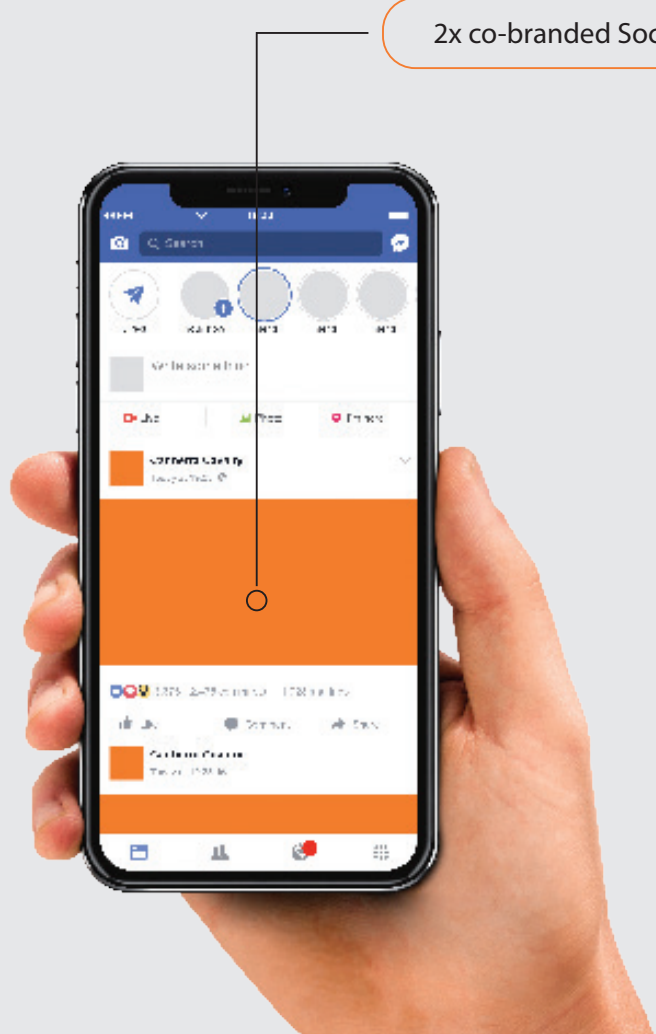
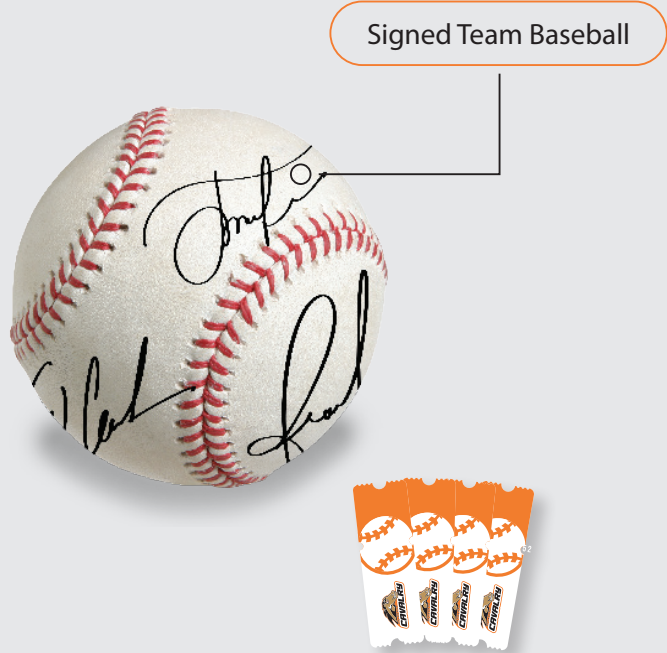


# SILVER PARTNER

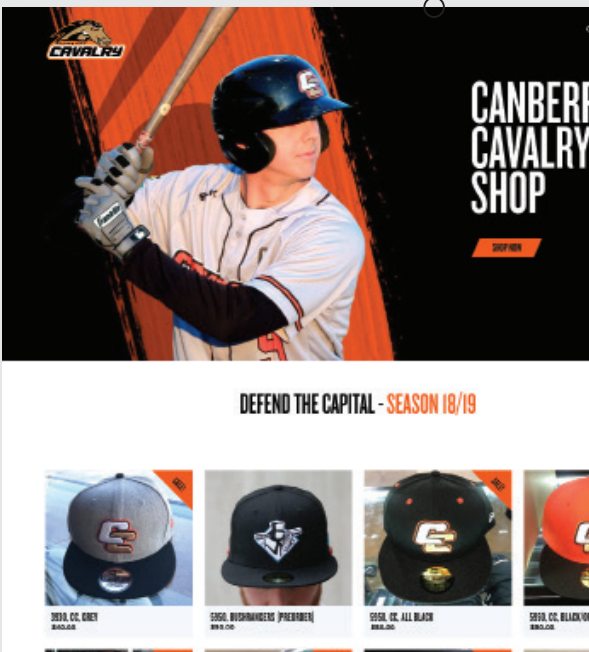
**\$10,000** (Plus GST and leveraging costs)

As a Silver Partner you will receive:

- 1x outfield sign and 2x baseline signs
- Sponsorship of game element with announcement at occurrence (i.e. Foul Balls)
- Sponsorship of 1x mid-inning promotion
- Sponsorship of 1x gameday with logo integration in promotional materials and opportunity for in-game promotional setup
- 2x co-branded social media posts
- Social media post announcing partnership
- Signed team baseball
- Merchandise discount
- 4x tickets to each Cavalry home game for staff, customers, and partners
- 2-game Corporate Hospitality package tailored to specific interests



Merchandise Discount

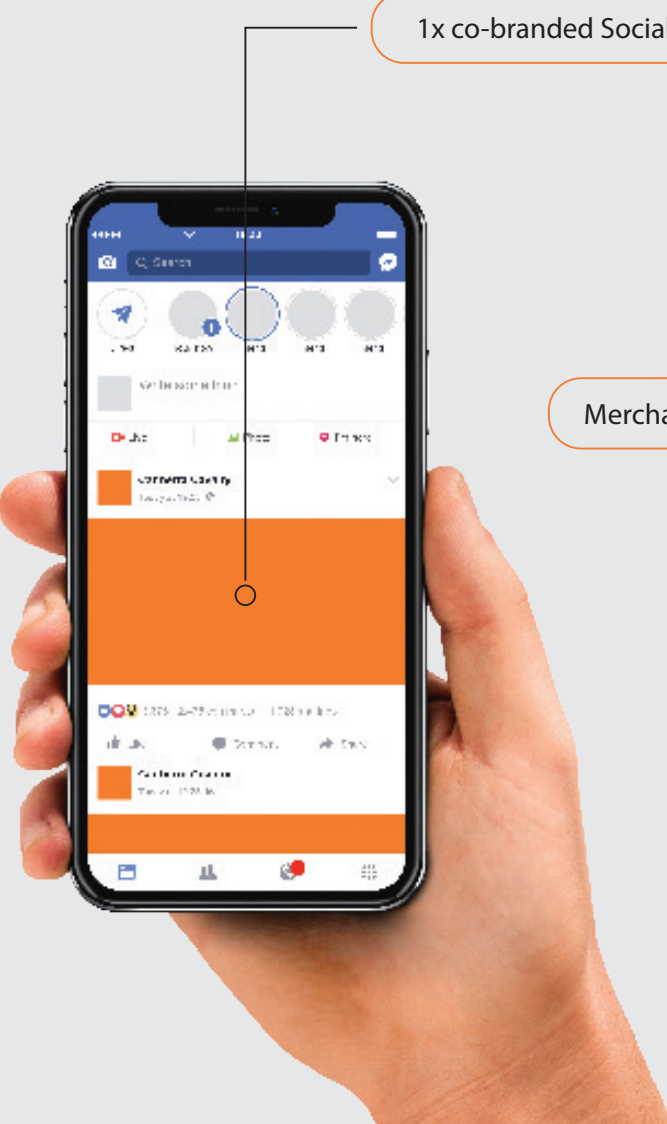
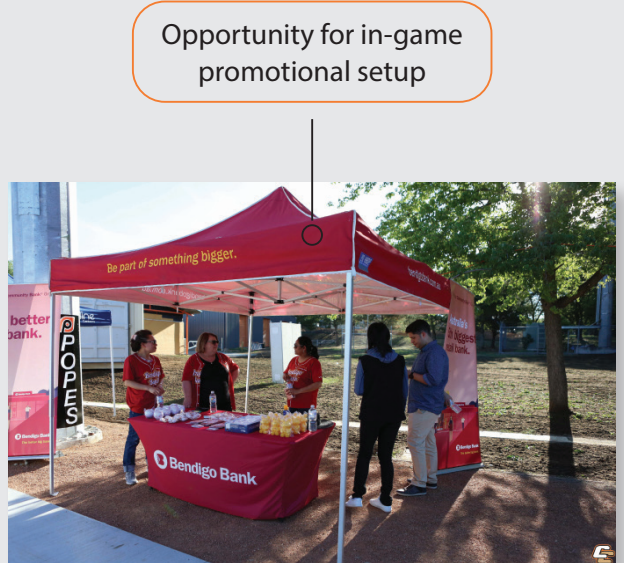


# BRONZE PARTNER

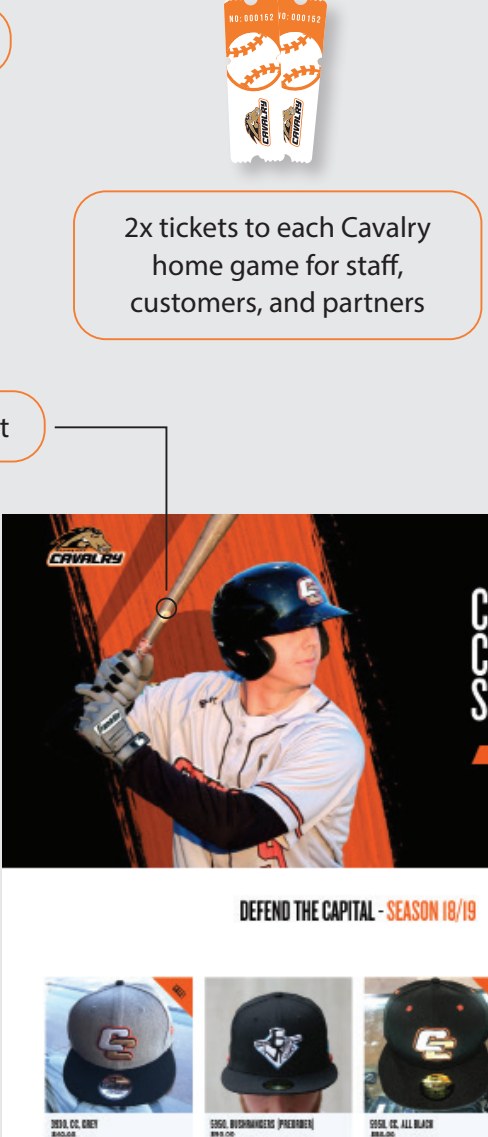
**\$5,000** (Plus GST and leveraging costs)

As an Bronze Partner you will receive:

- 1x outfield sign or 2x baseline signs
- Sponsorship of 1x mid-inning promotion
- Sponsorship of 1x gameday with logo integration in promotional materials and opportunity for in-game promotional setup
- 1x co-branded social media post
- Social media post announcing partnership
- Signed team photo
- Merchandise discount
- 2x tickets to each Cavalry home game for staff, customers, and partners
- 1-game Corporate Hospitality package tailored to specific interests



Merchandise Discount





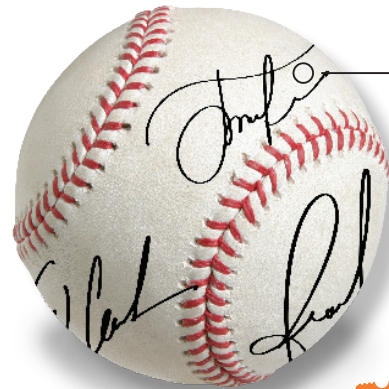
# GAMEDAY TAKEOVER

**\$2,500 - \$5,000** (Plus GST and leveraging costs)

A gameday takeover (from \$2,500 + GST) includes the following:

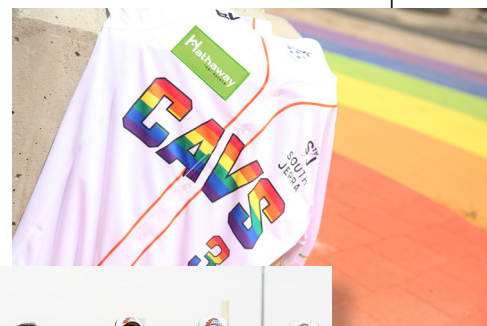
- Social media takeover for specific gameday
- Ground announcement mentions at every opportunity
- On-field promotion opportunities during game (e.g. mid-inning novelty games)
- Logo integration in promotional materials and opportunity for in-game promotional setup
- Signed Canberra Cavalry ball
- Corporate Hospitality package to your requirements
- Ceremonial first pitch opportunity
- Live stream invitation to commentary box for interview
- Option to incorporate special jersey bonus (\$5,000 + GST)

Signed Cavalry Ball

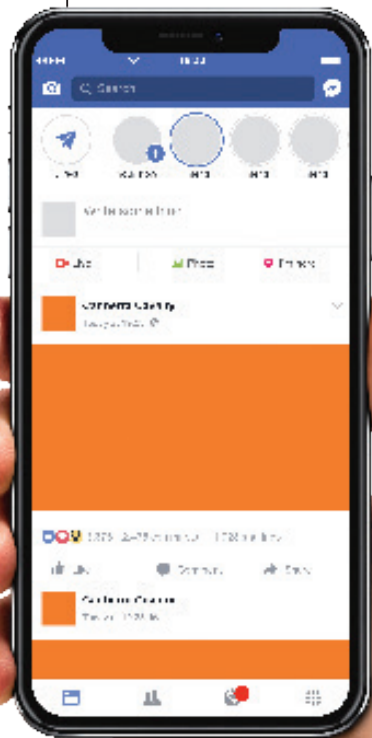


Corporate Hospitality Package to your requirements.

Special Jersey Option



Social Media Announcement



# PLAYER PARTNER

**\$1,000 - \$5,000** (Plus GST and leveraging costs)

There are 3 x tiers of player partnerships for Season 2022/23.

## Tier 1 - The BIG Leaguers (\$5,000 + GST)

- Official player sponsorship of 1 x identified BIG LEAGUE player within 2022/23 Cavalry playing squad
- Social media announcement of partnership
- Scoreboard graphic during team announcement
- Ground announcements when players are named, big moments etc.
- Exclusive meet and greet opportunity and MIT Ballpark or at your organisation's location



## Tier 2 - Team AUSTRALIA (\$2,500 + GST)

- Official player sponsorship of 1 x Team Australia player within 2022/23 Cavalry playing squad
- Social media announcement of partnership
- Scoreboard graphic during team announcement
- Ground announcements when players are named, big moments etc.
- Exclusive meet and greet opportunity and MIT Ballpark or at your organisation's location



## Tier 3 - Go Local (\$1,000 + GST)

- Official player sponsorship of 1 x local Canberra player within 2022/23 Cavalry playing squad
- Social media announcement of partnership
- Scoreboard graphic during team announcement
- Ground announcements when players are named, big moments etc.
- Exclusive meet and greet opportunity and MIT Ballpark or at your organisation's location





