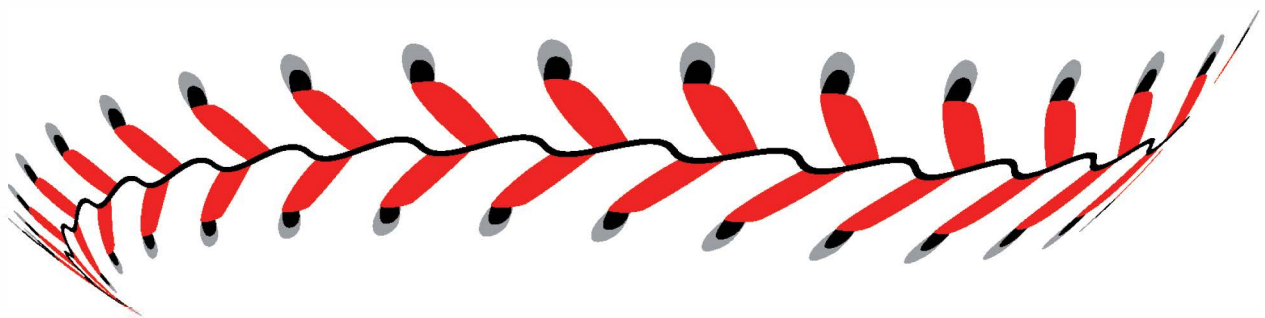




# YD RED SOX

## 2021 MEDIA KIT



Our 2021 Media Kit highlights opportunities for advertisers to get in front of our fans to promote their business while also supporting our non-profit baseball club.



## Here's What WE'RE Doing to Make Sure YOUR AD Is Seen By Tens of Thousands of Potential Customers

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We're driving thousands of people to our website and our ball games next season by advertising across several formats, including:

- Ads on local Cape Cod radio stations and additional mentions about radio station van promotional appearances at our home games
- Targeted Facebook and Instagram advertising throughout the season
- Digital advertising with pinpoint targeting all summer long at beaches and tourist attractions in Yarmouth and Dennis
- 10,000 rack cards distributed to 300 Mid-Cape locations, including hotels, restaurants, stores and attractions
- Thousands of pocket game schedules distributed in Yarmouth and Dennis locations, including hotels, restaurants, liquor stores, and banks
- Print ads in local guide magazines, including the *Cape Cod Best Read Guide*, *The Cape Cod Guidebook*, and *Kids on the Cape Guide*
- Major advertising presence at Yarmouth Tourist Centers on Route 6 and Route 28, including outdoor advertising in the ad kiosk, outdoor digital ad displays and Game Day sandwich boards, along with indoor video ad displays, rack cards, and print ads
- Print ads in *Along Route 28* and *Along 6A* visitor newspapers
- Article in the *Mid-Cape Visitor's Guide* magazine (40,000 copies), including the full Cape Cod Baseball League schedule
- Feature story, plus the Y-D Red Sox full schedule and game listings in the events pages of the *Dennis Visitors' Guide* (20,000 copies)
- Advertising presence at the Dennis Visitor's Center including print ads, rack cards and Game Day outdoor sandwich board
- Game Day listings on both Yarmouth and Dennis online events pages under "Things to Do" and "Kid's Activities"
- Advertiser and Sponsor listings in the print version of our Yearbook, and the digital version of our Yearbook on [ydrredsox.com](http://ydrredsox.com), in addition to the listing on the "Advertisers and Sponsors" page of our website.
- Regular postings on our social media and YouTube Channel, along with broadcast of our game, both home and away games
- QR Codes in much of our advertising with a direct link to our website at [ydrredsox.com](http://ydrredsox.com)
- Hotlink available from your ad on our website (or the digital version of our Yearbook) to your website



## 2021 ADVERTISING AND SPONSORSHIPS OPPORTUNITIES HERE'S WHAT YOU GET

### **GROUP A – Souvenir Yearbook Advertising Opportunities \*\***

*(All Hard Copy Yearbook Ads Include the Same Ad in the e-Version of the Yearbook on the Website)*

**Back Cover** (8.5 x 11 full bleed) – plus logo ad in carousel of logos at the bottom of each page of the Website, mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* listing on the Website **\$1,800**

**Inside Front Cover** (7.5 x 9.75) – plus logo ad in carousel of logos at the bottom of each page of the Website, mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* listing on the Website **\$1,600**

**Inside Back Cover** (7.5 x 9.75) – plus logo ad in carousel of logos at the bottom of each page of the Website, mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* listing on the Website **\$1,400**

**Full Page** (7.5 x 9.75) – plus logo ad in carousel of logos at the bottom of each page of the Website, mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* listing on the Website **\$ 950**

**Half Page – Horizontal** (7.5 x 4.7) – plus logo ad in carousel of logos at the bottom of each page of the Website, mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* listing on the Website **\$ 600**

**Half Page – Vertical** (3.7 x 9.75) – plus logo ad in carousel of logos at the bottom of each page of the Website, mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* listing on the Website **\$ 600**

**Quarter Page – Horizontal** (7.5 x 2.25) – plus mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* listing on the Website **\$ 425**

**Quarter Page – Vertical** (3.7 x 4.7) – plus mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* listing on the Website **\$ 425**

**Business Card** (3.7 x 2.25) – plus mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* listing on the Website **\$ 225**

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Deadline for Payment and Ad / Logo submission in JPEG, PDF, PNG or Vector is May 1, 2021

**\*\* Don't have an Ad...? Contact Shane at (401) 575-2276 or [sales@devadigm.com](mailto:sales@devadigm.com) and have a custom Ad made for you to keep...starting at only \$49...!**

## **GROUP B – Premium Placement Advertising Opportunities\*\***

### **Website Premium Placement Ad or Logo – Every Website Page** (4 Available) - permanent placement

Ad or your Logo on every page of the Website for One (1) Year (May 1 – April 30) with your Ad/Logo linked to your Website, plus mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* on the Website **\$ 995**

### **Website Premium Placement Banner Ad or Logo – “Come to the Game Page”** (3 Available) – permanent placement Ad or your Logo on the “Come to the Game” Page of the Website for One (1) Year

(May 1 – April 30) with your Ad/Logo linked to your Website, plus mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* on the Website **\$ 495**

### **Field Banner Ad (6’ x 3’, you supply)** – Permanent placement Banner hung at the field for the entire season, plus mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* on the Website **\$ 495**

### **Rack Card Sponsor Logo Ad** (3 Available) - Logo Ad on all 10,000 rack cards distributed to 300 Mid-Cape locations throughout the season, including hotels, restaurants, stores and attractions, plus mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* on the Website **\$ 395**

### **Pocket Schedule Logo Sponsor Ad** (2 Available) - Logo Ad on all 2,000 pocket Schedules distributed around Yarmouth and Dennis throughout the season, including hotels, restaurants, liquor stores and banks, plus mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* on the Website **\$ 175**

### **Stat Sheet Sponsor Logo Ad** - (3 Available) – b/w Logo Ad printed on the Game Day Stat Sheet for each home Game (20 Games, plus playoffs) and distributed to all Game attendees, plus mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* on the Website

**\$395/Season**

### **Game Broadcast Advertising** (18 Available) – Announcer-read Ad (up to 30 seconds) once during every Game broadcast (40 Games, plus playoffs), plus mention on the *List of Advertisers and Sponsors* page in the Yearbook (and the e-version of the Yearbook on the Website) and mention in separate *Advertisers and Sponsors Page* on the Website

**\$395/Season**

Deadline for Payment and Ad / Logo submission in JPEG, PDF, PNG or Vector is May 1, 2021

**\*\* Don’t have an Ad...? Contact Shane at (401) 575-2276 or [sales@devadigm.com](mailto:sales@devadigm.com) and have a custom Ad made for you to keep...starting at only \$49...!**

**\*\* Don’t have a Banner...? Contact Charlie at Simple Signs of Cape Cod at (508) 778-0536. Get a Banner that will last for years, starting at only \$99...!**

## **GROUP C – Game Day PA Announcement Opportunities**

***Each Item Below Is For 20 Home Games Plus Playoffs and Also Includes:***

- *Logo Ad in carousel of logos at the bottom of each page of the Website*
- *Mention on the List of Advertisers and Sponsors Page in the Yearbook (and the e-version of the Yearbook on the Website)*
- *Mention in separate Advertisers and Sponsors Page listing on the Website*

**First Pitch Sponsor** (you or someone from your company throws) – Great opportunity to showcase your business from the center of the baseball diamond. Prior to throwing out the first pitch, you get a 15 second introduction/Ad for your company. **\$350/Game**

**First Pitch Sponsor** (Guest of Y-D Red Sox throws) –Great opportunity to showcase your business and acknowledge special organizations in the community, like charities, non-profits and first responders. Prior to our Guest throwing out the first pitch, you get a 15 second introduction/Ad for your company. You can arrange for your favorite charity to throw out the first pitch for any game you choose. **\$175/Game \$1,800/Season**

**Game Balls Sponsor** – Once per Game, we'll acknowledge the Game Balls Sponsor with a 15 second Ad for your company. Great way to be part of making the games happen. **\$150/Game \$1,800/Season**

**Game Bats Sponsor** – Once per Game, we'll acknowledge the Game Bats Sponsor with a 15 second Ad for your company. Can't have a game without bats. **\$150/Game \$1,800/Season**

**6<sup>th</sup> Inning Trivia Contest Sponsor** – During the 6<sup>th</sup> Inning, we'll acknowledge your business as the Sponsor of our Trivia Contest with a 15 second Ad for your company. Be part of a fun nightly event for fans. **\$150/Game \$1,800/Season**

**7<sup>th</sup> Inning Stretch Song Sponsor** – During the 7<sup>th</sup> Inning, we'll acknowledge your business as the Sponsor of our 7<sup>th</sup> Inning Stretch Song with a 15 second Ad for your company. Great way to become associated with ballpark tradition. **\$150/Game \$1,800/Season**

**Beanbag Baseball Toss Contest Sponsor** – (1 Available) Once per Game, we'll acknowledge your business as the Sponsor of our Beanbag Baseball Toss Contest with a 15 second Ad for your company. Be part of a fan experience that is fun and memorable. **\$1,800/Season**

**Signed Jersey Giveaway Contest Sponsor** – (1 Available) Once per Game, we'll acknowledge the Sponsor of the Signed Jersey Giveaway with a 15 second Ad for your company, plus your logo on our sign at the ballpark that contains a QR Code taking fans directly to a page on our Website to sign up for the once a season giveaway. You'll have an exclusive Sponsor Ad or Logo appearing on that page of the Website. **\$1,995/Season**

**Home Run / DY Scholarship Fund Sponsor** – (1 Available) One (1) guaranteed mention during the game acknowledging the Sponsor's contribution to the Y-D Red Sox Scholarship Fund benefiting local High School Students, plus an additional mention after every Y-D home run. You'll also get one (1) Announcer-read Ad (up to 30 seconds) once during every Game broadcast (40 Games, Home and Away, plus playoffs), and have an exclusive Sponsor Ad or Logo appearing on our Scholarship Page on our Website. **\$2,995/Season**

**Kid's Baseball Clinic Sponsor** (3 Available) – Once per Game, we'll acknowledge Sponsors of our Kid's Baseball Clinics, plus your Logo on the Clinic Tee Shirts. You'll also get one (1) Announcer-read Ad (up to 30 seconds) once during every Game broadcast (40 Games, Home and Away, plus playoffs), and have a Sponsor Ad or Logo appearing on our Kid's Clinic Page on our Website. **\$495/Season**

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**DOUBLE PLAY** - Pick a minimum of one item from any two groups (full season/year only) – **15% off total**

**TRIPLE PLAY** - Pick a minimum of one item from all three groups (full season/year only) – **20% off total**



**2021 YARMOUTH – DENNIS RED SOX ADVERTISING AND SPONSORSHIPS**

**ORDER FORM**

**GROUP A – Souvenir Yearbook Advertising Opportunities**

Back Cover	\$1,800 / Season	_____
Inside Front Cover	\$1,600 / Season	_____
Inside Back Cover	\$1,400 / Season	_____
Full Page	\$ 950 / Season	_____
Half Page – Horizontal	\$ 600 / Season	_____
Half Page – Vertical	\$ 600 / Season	_____
Quarter Page – Horizontal	\$ 425 / Season	_____
Quarter Page – Vertical	\$ 425 / Season	_____
Business Card	\$ 225 / Season	_____

**GROUP B – Premium Placement Advertising Opportunities**

Website Premium Placement Ad or Logo – Every Website Page (4 Available)	\$ 995 / 1 Year	_____
Website Banner Ad or Logo – Come to the Game Page – 1 Year (3 Available)	\$ 495 / 1 Year	_____
Field Banner Ad (you supply)	\$ 495 / Season	_____
Rack Card Sponsor Logo Ad (3 Available)	\$ 395 / Season	_____
Pocket Schedule Sponsor Logo Ad (2 Available)	\$ 175 / Season	_____
Stat Sheet Sponsor Logo Ad (3 Available)	\$ 395 / Season	_____
Game Broadcast Ads – (18 Available) - All 40 Games, plus playoffs	\$ 395 / Season	_____

**GROUP C – Game Day PA Announcement Opportunities – 20 Home Games & Playoffs**

First Pitch Sponsor (you throw)	\$ 350/Game	_____	
First Pitch Sponsor (Y-D guest throws)	\$ 175/Game	_____	\$1,800 / Season _____
Game Balls Sponsor	\$ 150/Game	_____	\$1,800 / Season _____
Game Bats Sponsor	\$ 150/Game	_____	\$1,800 / Season _____
6 <sup>th</sup> Inning Trivia Contest Sponsor	\$ 150/Game	_____	\$1,800 / Season _____
7 <sup>th</sup> Inning Stretch Song Sponsor	\$ 150/Game	_____	\$1,800 / Season _____
Beanbag Baseball Toss Game Sponsor (1 Available)			\$1,800 / Season _____
Signed Jersey Giveaway Sponsor (1 Available)			\$1,995 / Season _____
Home Run / DY Scholarship Fund Sponsor (1 Available)			\$2,995 / Season _____
Kid’s Baseball Clinic Sponsor (3 Available)			\$ 495 / Season _____

**TOTAL** \_\_\_\_\_

**DOUBLE PLAY** - Pick a minimum of one item from any two groups (full season/year only) – **15% off total**

**TRIPLE PLAY** - Pick a minimum of one item from all three groups (full season/year only) – **20% off total**

**TOTAL (AFTER DISCOUNT)** \_\_\_\_\_

Checks should be made payable to Yarmouth – Dennis Red Sox Baseball Club, Inc.

Our Mailing Address: Yarmouth – Dennis Red Sox, PO Box 1423, S. Yarmouth, MA 02664



## CONTACT INFORMATION

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Business Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

Telephone (In Season): \_\_\_\_\_ Telephone (Off Season): \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Deadline for Payment and Ad / Logo submission in JPEG, PDF, PNG or Vector is May 1, 2021**

### **Y-D Ad Rep Contact Info:**

Contact Person: \_\_\_\_\_

Cell Phone \_\_\_\_\_

Email: \_\_\_\_\_

