



Overview of SABR 35 Convention Sponsorships

Cash Opportunities

- Convention Sponsor (non-exclusive)
- Souvenir Publication
- Audio/Visual
- Research Presentations (all)
- Trivia Contest
- Convention Program
- Awards Luncheon
- Hospitality Suite
- Coffee Break

Opportunities for Smaller Budgets

- Special Breakfast for SABR Donors
- Research Presentation Session
- Scholarship
- Individual Panels

Goody Bag Opportunities

- Goody Bags
- Lanyards
- Quick Jotter
- Photoball

SABR Convention Sponsorship Opportunities

SABR 35

Toronto, Ontario, Canada

Recent Convention Attendance

July 2004	Cincinnati, Ohio	644
July 2003	Denver, Colorado	494
June 2002	Boston, Massachusetts	712
July 2001	Milwaukee, Wisconsin	574

Demographics of registrants at SABR 34

		Response Percent
under 30		4.3%
31 to 40		14.7%
41 to 50		27.3%
51 to 60		32.7%
61 to 70		17.7%
Over 70		3.3%

Data based on sample

Overall Demographics of SABR

% of Members Aged (as of July 1, 2004)

Under 30	4.6%
31-40	12.2%
41-50	19.8%
51-60	34.3%
61-70	16.3%
70+	12.7%

79% of members have e-mail addresses on file

The Society for American Baseball Research is a 501(c)(3) not-for-profit membership association.

SABR Convention Sponsorship Opportunities

Convention Sponsor (non-exclusive)

Make headlines for all 6,800+ SABR members and the 400+ who attend SABR 35 in Toronto by signing up today as a Convention Sponsor.

You can begin to generate publicity for your company and in your product immediately by signing on as a SABR 35 Convention Sponsor. We will issue a press release that you have signed on to be a sponsor, and that is just the beginning of the return on your investment in SABR.

You receive:

- ✓ Mention as sponsor in all promotional materials (“SABR 35, sponsored by you”)
- ✓ Mention as sponsor at awards banquet
- ✓ Link from convention pages of SABR web site to your web site
- ✓ Your banner will be hung on-site through the convention
- ✓ Two all-onsite-events passes with goody bags (Value: 2 x \$registration fee)
- ✓ Two Luncheon/banquet passes (Value 2 x \$luncheon cost)
- ✓ One table in the exhibit room (additional tables can be purchased at a 10% discount).
- ✓ One-half page ad in the SABR 35 Registration Mailer (Value: \$475)
- ✓ Full page ad in SABR 35 Program Guide (Value: \$110)

Get your product and/or service in front of the some of the best baseball fans in the world for an entire weekend of fun.

Your Cost:

\$7,500

SABR Convention Sponsorship Opportunities

Souvenir Publication

All SABR members will receive a copy of the souvenir publication. Support SABR by funding this publication, full of great research about the convention community and general vicinity.

Sponsor receives

- ✓ Two all-onsite-events passes with goody bags (Value: 2 x \$registration fee)
- ✓ Two Luncheon/banquet passes (Value 2 x \$luncheon cost)
- ✓ 50 copies of publication (Value: \$750)
- ✓ Mention in Convention promotions and in Convention program
- ✓ Link from convention pages of SABR web site to your web site

Your Cost:

\$5,000

We are also open to a gift-in-kind arrangement or a co-publishing deal. Contact John Zajc at 1-800-969-7227 to begin discussions.

SABR Convention Sponsorship Opportunities

Research Presentations (all)

Research is the life blood of SABR and the convention is where one can show his/her chops by making a research presentation. Typically, there are over 30 presentations made at each convention, resulting in 15 or more hours of programming. Get your service/product placement in front of the core SABR members with multiple viewings.

Sponsor receives:

- ✓ Mention as sponsor of research presentations in all promotional materials (“All SABR Research Presentations are underwritten by you”)
- ✓ Logo placement on poster boards announcing each day’s schedule
- ✓ Two all-onsite-events passes with goody bags (Value: 2 x \$registration fee)
- ✓ Link from convention pages of SABR web site to your web site
- ✓ Full-page ad in Convention Program (Value: \$110)

Your Cost:

\$3,000

If no sponsor signs on for all the Research Presentations by March 15, we will be marketing them in smaller units (see page 12).

SABR Convention Sponsorship Opportunities

Trivia Contest

Many consider the Trivia Contest to be the most fun event at the convention. Hundreds of attendees take the preliminary test, with only a few making it to the semi-finals. The finalists enjoy popular support from hundreds of members in the audience.

Sponsor receives:

- ✓ Mention as sponsor of trivia in all promotional materials (“Participate in the Sponsor-SABR Trivia Contest, or SABR 35 Trivia Contest, brought to you by sponsor”)
- ✓ Banner hung at Trivia Contest
- ✓ Two all-onsite-events passes with goody bags (Value: 2 x \$registration fee)
- ✓ Half-page ad in Convention Program (Value: \$60)

Your Cost:

\$1,500

SABR Convention Sponsorship Opportunities

Audio-Visual

The crowds at the research presentations and panel discussions make having the proper audio-visual equipment vitally important. Make your contribution to the overall positive convention experience by defraying SABR's a/v costs

Sponsor receives:

- ✓ Mention as sponsor of audio-visual in all promotional materials (“Your company has underwritten the cost of the audio-visual”)
- ✓ Logo placement on poster boards announcing each day's schedule
- ✓ One all-onsite-events passes with goody bags (Value: registration fee)
- ✓ Link from convention pages of SABR web site to your web site
- ✓ Full-page ad in Convention Program (Value: \$110)

Your Cost:

\$1,000 per room per day

SABR Convention Sponsorship Opportunities

Convention Program

Be the hero of all conventioners by sponsoring the most important booklet of the weekend; the convention program. Your support will allow us to bring more information to the conventioners, making his/her experience much more enjoyable.

Sponsor receives:

- ✓ Mention as a sponsor of convention program in all promotional materials (The convention program is brought to you by)
- ✓ Cover of program (back or inside back, depending on other sponsors; Value: \$200)
- ✓ Two all-onsite-events passes with goody bags (Value: 2 x \$registration fee)
- ✓ Link from convention pages of SABR web site to sponsor's web site
- ✓ 5 copies of convention program (Value: \$25)

Your Cost:

SABR Convention Sponsorship Opportunities

Awards Luncheon

The Awards Luncheon is when SABR members gather to honor the best in baseball research. About 80 to 90 percent of convention registrants attend the awards luncheon and your sponsorship will help defray the costs of the keynote speaker.

Sponsor receives:

- ✓ Mention as a sponsor of panel in all promotional materials (The SABR 35 Luncheon is underwritten by you)
- ✓ Banner hung at Luncheon
- ✓ Up to 4 luncheon/banquet (Value 4 x \$luncheon cost)
- ✓ Half-page ad in Convention Program (Value: \$60)

Your Cost:

\$1,000

SABR Convention Sponsorship Opportunities

Hospitality Suite

SABR members love baseball, and they love to talk about baseball. Sponsor a gathering place for members to talk baseball at the end of the evening.

Sponsor receives:

- ✓ Mention as a sponsor of hospitality suite in all promotional materials (The Friday Hospitality Suite, brought to you by sponsor)
- ✓ Banner hung in Suite
- ✓ Table tents with your name/logo
- ✓ Half-page ad in Convention Program (Value: \$60)

Your Cost:

\$1,000 per evening

SABR Convention Sponsorship Opportunities

Coffee Break

The SABR Convention is almost non-stop for three and a half days. Help the convention attendees to stay fueled up by sponsoring a coffee station.

Sponsor receives:

- ✓ Mention as a sponsor of coffee break in all promotional materials (Enjoy coffee and tea, brought to you by sponsor)
- ✓ Signage at the break table
- ✓ Half-page ad in Convention Program (Value: \$60)

Your Cost:

\$1,000 per day

SABR Convention Sponsorship Opportunities

Sponsorships for Under \$1,000

Special Breakfast for SABR Donors

Help SABR acknowledge and honor its valuable donors by underwriting a special continental breakfast.

Sponsor receives:

- ✓ Placards, signs, etc. at table to note that breakfast provided by sponsor
- ✓ Mention as a sponsor of special donor breakfast in all promotional materials (SABR donors started the day with a special continental breakfast, sponsored by)
- ✓ An invitation to the breakfast
- ✓ Half-page ad in convention program (Value: \$65)

Your Cost:

\$500 per table

Individual Panels, each

The panels are some of the best attended features of the convention. Get your product/service in front of hundreds of SABR members by sponsoring a panel.

Sponsor receives:

- ✓ Mention as sponsor of panel in all promotional materials (“x Panel, brought to you by sponsor”)
- ✓ Mention at time of panel
- ✓ Banner hung at Panel
- ✓ One all-onsite-events pass with goody bag (Value: registration fee)
- ✓ Half-page ad in Convention Program (Value: \$60)

Your Cost:

\$400

SABR Convention Sponsorship Opportunities

Research Presentation Session

If the entire set of research presentations is not sold as a package by March 15, 2005, we will offer each set of presentations for individual sponsorship.

The research presentations are the life blood of the convention. Sponsor a session (anywhere from 1 to 2 hours) and support the best in baseball research.

Sponsor receives:

- ✓ Link from convention pages of SABR web site to sponsor's web site
- ✓ Mention in Convention Program
- ✓ Placard displayed prominently in Presentation room

Your Cost:

\$200 per hour

Scholarship

Many SABR members want to attend a National Convention, but don't because of financial considerations. You can help a SABR member attend the convention by providing a stipend to help defray the costs of attending the convention.

SABR will award 75% (or more, depending on your generosity) of your commitment to a member chosen for the stipend. The maximum awarded to any scholarship winner will be \$250; if your commitment is more generous, we will award several scholarships in your name.

Flexibility is a main attraction for this sponsorship opportunity. We are willing to talk over almost any scenario.

Sponsor receives:

- ✓ Link from convention pages of SABR web site to sponsor's web site
- ✓ Mention in Convention Program
- ✓ Mention in all material promoted to attendees

Your Cost:

Your commitment is flexible (minimum of \$200 x 2 years)

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Goody Bag Materials

You choose an item, the tote bag itself, or something useful to put inside of it, and a purchasing plan is negotiated (perhaps you want to purchase the items yourself, or you don't want to be bothered with the details, and want SABR do the purchasing). A design featuring your logo and the SABR convention logo is agreed to, and you pay the cost of the production of the item. As part of this package, you also agree to purchase a full-page advertisement in the convention program.

Sponsor receives:

- ✓ Name/Logo on promotional item
- ✓ Mention as a sponsor of item in appropriate promotional materials (Conventioneers received a stylish canvas tote, provided by sponsor)
- ✓ Link from convention pages of SABR web site to sponsor's web site

Some Suggested Promotional Items (feel free to come up with your own)

Goody Bag/Tote

Be seen everywhere throughout the convention, as well as for years later as your name/logo appears on the bag all conventioneers receive and carry with them throughout the weekend. Prices per unit range from \$1.64 to \$3.64. We would place a minimum order of 500, and perhaps more if advanced registration merits it.

Lanyards

Long-time conventioneers will sincerely appreciate you for sponsoring a lanyard, making it easier to wear the convention badge. Your name will be imprinted on every lanyard and thus may be seen for years to come in all kinds of places as the conventioneer uses the lanyard for other purposes. Prices per unit range from \$1.22 to \$3.09. We would place a minimum order of 500, and perhaps more if advanced registration merits it.

Quick Jotter

The Society for American Baseball Research is a 501(c)(3) not-for-profit membership association.

SABR Convention Sponsorship Opportunities

SABR members always need to jot down notes, thoughts, and questions, so why not sponsor a Quick Jotter, a small notepad to be given to every attendee. Your name/logo will appear on the Quick Jotter, reminding the SABR member of your product or service every time she or he uses it. Prices per unit range from \$1.09 to \$2.69. We would place a minimum order of 500, and perhaps more if advanced registration merits it.

A deluxe suggested upgrade for this idea would be to do a padfolio (\$6.53 to \$8.40), or if you wanted to really impress everyone, a portfolio.

Photoball

SABR members love all things baseball, so why not design a souvenir photoball to give to each attendee? Prices per unit range from \$2.75 and up. We would place a minimum order of 500, and perhaps more if advanced registration merits it.

Other ideas are welcome. Call John Zajc at 1-800-969-7227 to discuss what you have in mind.

All goody bag-related sponsorships must be negotiated by May 1, 2005.

Prices mentioned are for informational purposes only. They were taken from sites such as www.pcnametag.com or www.crestline.com.