

SPONSOR – Partner/Sponsor Programs

**2012**  
**PARTNER/SPONSOR PROGRAMS**



***Inside the Business of Baseball Symposium***

**Learn what's on deck for your favorite team.  
Leave with major league strategies for building  
your own championship organization**

**Friday, February 24, 2012  
Hilton Scottsdale Resort & Villas  
Scottsdale, Arizona**

## SPONSOR – Partner/Sponsor Programs

*Dear Business Leader,*

### **Grab your ball cap and head to the Scottsdale Hilton for The inaugural “Inside the Business of Baseball Symposium”**

Join us for this unique, one day event. A rare opportunity to see and hear some of the most admired leaders in the world of professional baseball, representing the 15 teams that make Arizona their Spring Training home, as they discuss what’s on deck for baseball in 2012, what’s happening with your favorite teams and what’s in store for Spring Training this season.

It’s the perfect combination of business and baseball where sports enthusiasts, business owners, executives and managers can hear their favorite team’s GM’s, club managers and players reveal their personal stories, business philosophies, management styles and methods of decision making required to build a winning team. In addition, key personnel in the areas of player development, marketing and analytic research departments will contribute tools and strategies about their operations that can benefit your business.

Each panel will be moderated by a local sports reporter from TV, Radio and newspaper. You can expect some thrilling moments, honest opinions and uncensored commentary at the symposium. You will leave with the inside scoop on the new season and business knowledge you can use to create your own championship organization. Compare the future of their game with your company game plan. Anything can happen and you will want to be there to see it.

Bring your favorite clients and your entire staff to hear what your favorite MLB teams have to say. Hang out and network with a diverse audience of influential business people who are also consumers of your products, users of your services and the decision makers with the checkbook. Demonstrate your community citizenship and put your business marketing promises into action as one of the premier sponsors of this one-of-a-kind event.

Baseball is America’s favorite pastime and you will not find more enthusiastic fans than those who descend on Arizona for Spring Training. In 2011 an unprecedented 15 MLB teams made the Valley of the Sun their home base delivering 450 entertaining games in 30 days. Over 1.47 million baseball lovers filled ten stadiums around the state to revel in the excitement making a 350 million dollar impact on our economy in the process. There is simply no other event that can compare.

Don’t miss this opportunity to gain valuable information and show your support for Arizona Spring Training games and Major League Baseball in our community. Please review the many benefits you will receive from the sponsorship options below. Some levels are limited so don’t delay. Make your selection today.

Warm Regards,

Susan Ratliff, Event Producer  
Mike Roberts, Event Manager

## SPONSOR – Partner/Sponsor Programs

### EVENT INFORMATION

**PURPOSE:** **Inside the Business of Baseball Symposium** will bring together Baseball fans, influential leaders and business professionals in the community to learn from the best in this major league sport, celebrate the love of the game and discover the secrets, gain insight and dispel the myths about baseball as a business. Promoting attendance for spring training at all the ballparks in the communities throughout Arizona while learning business strategies from these pros, will be a “Home Run” for the every team and the state of Arizona.

#### **Event details:**

After a continental breakfast and power networking, local sportscasters from radio and TV will moderate panels of ball club management, players and popular personalities in professional baseball who will discuss their views and experiences on a variety of topics throughout the day. Attendees will enjoy a three course lunch and hear an afternoon speaker from the world of baseball.. A charity raffle will be held with proceeds donated to the Urban Youth Athletic Association. When the conference ends, the energy and electricity is transported to the Extra Innings Reception where attendees can enjoy appetizers and a cash bar while they mix and mingle with some of the dynamic speakers of the day and network with their peers to share their conference experiences.

#### **INSIDE THE BUSINESS OF BASEBALL SYMPOSIUM AGENDA**

7:00-8:15	Registration/Networking/Continental breakfast
8:15-8:30	Welcome address
8:30-9:30	<b>Panel #1 Building a powerful organization</b> <b>Moderated by Jude LaCava Fox 10</b> Team General Managers GM of the Diamondbacks- Kevin Towers GM of the Rockies, Dan O’Dowd, GM of the Angels, Jerry DiPoto, GM of the Indians, Chris Antonetti
9:30-10:30	<b>Panel # 2 Developing that winning team</b> <b>Moderated by Doug Franz KTAR</b> Managers of Player Development Scott Servais – Rangers Bobby Evans- Giants Bill Geivett- Rockies DeJon Watson-Dodgers
10:30 -11:00	Break/visit sponsors/network
11:00-12:00	<b>Panel # 3 Cultivating a connection between team and community</b> <b>Moderated by Mike Muraco The Fan 1060</b> Jon Schmieder- President-Phoenix Regional Sports Commission Mark Coronado- Director- Cactus League Jeff Overton-President/GM Camelback Ranch Steve Cobb – Director- Arizona Fall League Laurel Prieb- VP – Western Operations and Special Projects for MLB.
12:00-1:30	lunch/networking
12:15 – 12:30	Tim Esmay, Head Baseball Coach, Arizona State University
1:00-1:15	Keynote Speaker
1:45 – 2:45	<b>Panel # 4 How analytics can improve performance</b>
2:45-3:45	<b>Panel # 5 Strength and Conditioning for a competitive edge</b> <b>Moderated by Craig Fouhy- ABC 15</b> Mark Verstegan-Founder Athletes performance
3:45-4:0	Snack Break/visit sponsors/network
3:45-4:45	<b>Panel # 6 The keys to achieving major league success</b> Celebrated players Paul Goldschmidt-Diamondbacks Torri Hunter- Angels Gordon Beckham-White Sox Andre Ethier-Dodgers
4:45-6:00	Extra Innings Reception- appetizers and cash bar

## SPONSOR – Partner/Sponsor Programs

### **BENEFITS OF YOUR INVESTMENT**

#### **Support Spring Training in Arizona**

We are privileged to have fifteen major league teams holding their Spring Training in our fine state. The economic impact is enormous and supporting all the teams from Surprise to Goodyear and Mesa to Gilbert is critical to their success in the Valley. Celebrating the love of the game and driving attention to the sport and your team favorites will fill those stadiums and keep the dollars flowing to our community.

#### **Reach a valuable audience:**

There will be 300 attendees from the business community who are established owners, managers, decision makers and influencers in their industry. Attendees are also consumers seeking new resources, eager to learn and qualified to buy business machines, software, website design, transportation, new technology, telecommunications, travel, computers, financial services, investment information, banking relationships, sales training and marketing assistance for their business as well as personal products for themselves and their families.

**Great exposure:** Your Company will receive months of marketing exposure through a variety of media partners covering radio, TV and print publications, web marketing and community outreach from local civic organizations and business associations. There will be wide distribution of promotional literature and an extensive social media marketing campaign with a strong presence on LinkedIn, Face book, YouTube and Twitter. An aggressive publicity campaign will provide reporters and publishers with creative and unique angles of interest which will generate outstanding editorial coverage and publicity.

**Increase brand loyalty:** Loyal customers are your most valuable asset. Connecting to them on an emotional level will separate you from the competition. Your brand will stand out and be remembered when you personally participate in an event that celebrates the enjoyment of this sport while supporting Spring Training and what it contributes to the local economy. Banners and signage featuring all sponsor company names and logos will be strategically placed at the event and used for marketing at tradeshow leading up to the conference.

**Recruit and retain employees:** Receive face-to-face contact with a targeted group of potential applicants. Set an example of advocacy to your staff through personal involvement. Encourage your employees to participate. Reward exceptional productivity with tickets to the event. Invite your most valuable clients to join you.

**Showcase community involvement:** Customers want to know you practice what you preach. If you care about small business and your city, your sponsorship and active participation at the event will reinforce that image and demonstrate your social responsibility.

**Outshine your competition:** The value and cost-effectiveness of a sponsorship as it compares to traditional media advertising allows for smarter positioning and demonstrates good community activism. Compliment and supplement your current advertising campaigns by becoming a sponsor of Inside the Business of Baseball Symposium.

**Connect with prominent business leaders:** Here is your chance to position yourself as a champion to the decision makers of the companies with whom you want to do business. Network in an atmosphere designed for sharing not selling.

## **SPONSOR – Partner/Sponsor Programs**

### **OUR TEAM OF EVENT ORGANIZERS**

#### **SUSAN RATLIFF**

Susan is an award-winning entrepreneur with twenty five years of experience in sales and marketing and a nationally recognized expert in the tradeshow industry. She is a leader in the community, serves as a director on several boards and is active in many local organizations supporting and educating the small business community. Susan is a published author of four books, a professional speaker and President of Susan Ratliff Presents Inc. In 2005 her production company created and produced the first Women Entrepreneurs' Small Business Boot Camp. This annual conference brings together hundreds of women entrepreneurs, speakers, sponsors and exhibitors who enjoy a day of education, motivation and networking. Susan is a big sports fan and was a three letter athlete in her younger years.

#### **COACH MIKE ROBERTS**

Mike has lived and breathed baseball for over 25 years. He played for two seasons in the Kansas City Royals organization then returned to school earning his Undergraduate and Masters Degree from the University of North Carolina. Mike became the Head Baseball Coach UNC- Chapel Hill at age 26. He's coached a total of 23 years in NCAA Division I baseball, sending 5 teams to the Atlantic Coast Conference Championship and two that played in the Division I College World Series. His coaching skills sent 14 student athletes to the Majors including two that became All-Stars. (B.J. Surhoff and his Son, Brian Roberts). He is currently employed by Athletes' Performance as head of Baseball Business Development and works with Major and Minor League players, Major League Teams and Sports Management and current Head Coach for Cotuit Kettleers, Cape Cod Collegiate Summer League. Mike is a respected leadership and motivational speaker and author with his second book coming out spring 2012.

#### **PAM PAES**

A staple in the business community, Pam is the owner of LPS Sales and Marketing Specialists. She brings 35 years of sales, marketing, management, and event experience to the team. She has proven organizational skills to run the administrative operations, sponsor support, and promotions for the symposium. Pam is known for her fabulous contacts and resources of small business owners that can take on any project. As a sports fan, she loves her home teams.

### **TICKET PRICING AND SPONSORSHIPS**

## SPONSOR – Partner/Sponsor Programs

### Get in the game:

1 ticket - \$135 - **Includes a subscription to the Phoenix Business Journal**

### Bring a friend

Buy one ticket at \$135 get another for \$99

### **FANtastic Team Table \$1250 ONLY 15 team tables**

Best seats in the house. You're the Captain of your favorite team's table tricked out with decorations and gifts from the club you love. **PLUS:**

- ✓ **Three subscriptions to the Phoenix Business Journal**
- ✓ **10 tickets to attend**
- ✓ Sponsor welcome from the podium
- ✓ Company Logo on table
- ✓ Company logo on the sponsor banner
- ✓ Company Logo and link to your business on event website
- ✓ Company name on promotional brochures
- ✓ Company recognition in program

### **MVP PANEL PRESENTERS \$1500 (only 6 panels, pick yours early)**

**Take the stage, introduce your company and the featured participants of one panel.**

- ✓ Exhibit table to showcase your business
- ✓ FIVE tickets to attend including meals
- ✓ Sponsorship welcome and acknowledgement from the main stage.
- ✓ Corporate Logo and Brand on promotional brochure.
- ✓ Corporate name/logo on event banners.
- ✓ Corporate name/logo on event advertising.
- ✓ Full page advertisement in the event program.
- ✓ Logo and name on event website with link to your Company site.
- ✓ Logo and name on all web mass broadcast advertising to thousands of prospects
- ✓ Exhibit Table to showcase your company
- ✓ Two tickets to attend including meals

### **EXHIBIT YOUR COMPANY \$750**

- ✓ Exhibit Table to showcase your company
- ✓ Two tickets to attend including meals

### **EXTRA INNINGS RECEPTION SPONSOR \$2500 (limit 1)**

- ✓ Exclusive position as sponsor of the cocktail reception following the symposium
- ✓ Two minutes to address attendees at the reception
- ✓ Exhibit tabletop to showcase your company
- ✓ Three registrations to the symposium and reception.
- ✓ Special banner acknowledging your company as the reception sponsor
- ✓ Logo and name on event website with link to your Company site.
- ✓ Company name on all promotional flyers.
- ✓ Company recognition in program

## SPONSOR – Partner/Sponsor Programs

### **GRAND SLAM LUNCHEON SPONSOR**

**\$5,000 (limited to one)**

- ✓ Exclusive Luncheon sponsor position
- ✓ 3 minutes at the podium to address the audience during lunch
- ✓ Premier exhibit space and location at the event.
- ✓ Ten Registrations to the symposium and reception
- ✓ Home Run Luncheon sponsor signage on your corporate table.
- ✓ Home Run Luncheon sponsor recognition on the power point program during lunch.
- ✓ One 30 second radio commercials before the event.
- ✓ Contact list of all attendees and sponsors.
- ✓ Placement of company items and/or collateral in attendee bags.
- ✓ Home Run Sponsorship welcome and acknowledgement from the main stage in the opening session.
- ✓ Home Run Sponsor recognition and company logo on all event signage.
- ✓ One complimentary 4' x 6' Banner created with your choice of copy displayed at event.
- ✓ Premier placement of corporate logo and brand on all print advertising and media.
- ✓ Premier placement of Corporate Logo and Brand on promotional brochures.
- ✓ Placement of an advertisement or item in the attendee bags
- ✓ Home Run Sponsor recognition on the event website home page for one year.
- ✓ A link from the event website to your company website for one year.
- ✓ Logo and name on all web mass broadcast advertising to thousands of prospects.
- ✓ Recognition on social media marketing

### **SPECIAL OFFER FROM THE PHOENIX BUSINESS JOURNAL      \$1552**

Build your brand and exposure in the Valley's No. 1 source of business news, positioning your company as among the leaders in front of an audience of 60,000 readers.

One Quarter Page ad (5" x 6.5" ) Printed in the special Business of Sports new supplement Published 2/17/11 issue and distributed at the symposium 2/24/12.

**MAKE YOUR SELECTION BELOW:**

**SPONSOR – Partner/Sponsor Programs**

**BUY A TICKET- SELECT A SPONSORSHIP AT: [www.InsidetheBusinessofBaseball.com](http://www.InsidetheBusinessofBaseball.com)  
OR FILL OUT THE CONTACT INFORMATION BELOW  
EMAIL IT TO: [Susan@SusanRatliff.com](mailto:Susan@SusanRatliff.com) OR FAX IT TO 602-714-6958**

_____ GRAND SLAM LUNCHEON SPONSOR	\$5,000 (limit one)
_____ EXTRA INNINGS RECEPTION SPONSOR	\$2500 (limit one)
_____ MVP PANEL PRESENTER	\$1500 (limit six)
_____ FANTASTIC TEAM TABLE SPONSOR	\$1250
_____ EXHIBIT YOUR COMPANY	\$750
_____ BUY A TICKET	\$135
_____ BUY A TICKET BRING A FRIEND FOR \$99	\$234

**SPECIAL ADVERTISING IN PHOENIX BUSINESS JOURNAL NEWS SUPPLEMENT**

_____ Special Quarter page ad published 2/17/12	\$1552 black and white
_____ Special Quarter page ad published 2/17/12	\$2327 color

ATTENDEE #1

COMPANY NAME:

E-MAIL ADDRESS:

PHONE:

FAX:

WEB ADDRESS:

ATTENDEE #2

COMPANY NAME:

E-MAIL ADDRESS:

PHONE:

FAX:

WEB ADDRESS: