



## Community Partnership Guide for Maple Leaf Baseball League

### Our Plan

The **Maple Leaf Baseball League** is a new professional-style baseball league in southern Ontario that will have teams located in a minimum of six vibrant sports communities with strong baseball roots.

The **Maple Leaf Baseball League** will have an affordable, fun, family entertainment package for each city at every home game. The **MLBL** will feature family-friendly promotions, delicious and creative food options, fantastic musical entertainment, positive role models on the field who will engage the community and we will have invaluable business partnership marketing opportunities.

We plan for local teams to be a valued addition to the city entertainment scene and become a treasured community asset.

Our ownership group includes a very well respected group of sports marketing people who have had long term success in the business of minor league baseball in North America.

Our unique sports single ownership business model will be using the fastest growing professional baseball operation model in North America – Summer Collegiate Wood Bat Baseball. We plan to have a baseball product that will be extremely popular for local fans and also take the opportunity to showcase top Canadian talent to Major League Baseball scouts.

### Marketing

The utilization of the single entity business model will allow us to incorporate a league-wide marketing strategy that will be executed across league level and team level platforms with sales staff having the ability to utilize both league and team sponsorship inventory in their sales proposals. Furthermore, we will have a well-trained sales staff working as league office executives and be working as a team with their professional team sales staff colleagues.

The main sales focus of the league staff will be to develop partnerships with corporations at the league wide level with the attempt to engage partners who would a match with the league and team operating needs.

The focus of partnership sales in each city is to provide benefits to local businesses who want to connect with the fan base and supporters of the local team. The main engagement platforms for each team will be on site at team games as well as through local promotions, advertising, social media, special events and game broadcasting platforms on radio, online and local television.

Ticket sales strategies will focus extra attention to special game day promotions to connect with each city's fan base and utilize a strong effort behind group sales strategies and flexible fan options such as "Flex Pack" offers. For all of these strategies, the team will rely on strong relationships and partnerships with local media and community organizations in each city.

There are several types of successful game day promotions such as fan giveaways, game day special guests and in game performers, theme games and of course post game fireworks displays.

Special group offers are built with the idea that people like to attend a fun event with their friends, work colleagues or club members and we organize that fun event for them and include special opportunities, treats and gifts to make the experience extra special. Group organizers respond very positively when making their organizing role painless and even enjoyable.

Flexible ticket options are a great way for the new or busy fan to engage in the experience with little risk of making the ticket purchase and not being available to attend every the game or be “wasting a ticket”.

Fans identify with their heroes in major league baseball and we plan to further engage fans of our league with frequent connections to their major league heroes from the past. Our business plan includes partnerships with former MLB players to play a role in the marketing of our league and our teams in each city. Those roles may include positions within baseball operations and will certainly include roles in the marketing of our league.

All sales marketing is supported with the provision of a terrific game experience for fans and a positive partner experience for corporate sponsors. As well, a strong emphasis will be made in each city to present a very positive family, fun-filled image in the community with every public interaction. Each team will be open and available to engage in a partnership discussion with all entities in each city. We are confident that we can be a partner with almost everyone.

### **Ball Park Experience**

Marketing and promotions will get fans to the game one or two times in curiosity but a positive experience will keep them coming back for years.

The top college players in North America will provide a high level of baseball action for fans in each city. Technically this is the best amateur baseball played in the world with many players going on to professional baseball in the next few years. Fans in each city will see “their” players moving to professional baseball and even to the major leagues. There will also be a strong complement of Canadian talent in the mix. It will be an exciting product.

Food and beverage operation is a major part of the business plan. Fans will respond to good food at a reasonable price point. Fans will be further engaged when there is a wide variety of interesting options for them that include more than the standard ball park fare and that they will be able to enjoy their favourite alcohol beverages when watching a game. The whole food and beverage experience then needs to be presented in an interesting way at the ball park that creates an enjoyable experience that will be shared with their friends by word of mouth.

When fans enter the ball parks to our games we want them to be enthused as soon as they approach the front gates. We want them to see pre-game activities and entertainment, hear fun music and smell the great ball park food that they will be enjoying. They will be greeted by well-trained team staff at every opportunity in the most friendly and helpful way.

Once settled in their seats they will be entertained by the sights and sounds of the ball game that includes not just exciting athletes on the field but in-game promotions led by their host public address announcer to fill the slow spots during the game. Our goal is to entertain each fan for as much of the time that they are with us as our guests.

## Goals

Working with our community partners in each city we plan to average at least 1,000 fans per game across the league in the first year and work to increase that average in successive years. We expect to perform much better than this number in our larger cities with fully developed facilities. In some cities that number will be a challenge due to a smaller population and current ball park limitations but we believe that we can work with our city partners and in time be able to reach those goals together to become a very popular entertainment asset and one of each city's proud gems in the summer.

## Next Steps

The following section below has been developed in order to give potential host cities an understanding of the specific needs of our business plan and the tasks that must be accomplished together to move forward.

**Laker Baseball Properties** suggests that each city should look at the league specifications below and then examine the cost to provide the required needs for our operation.

We are looking for each city to communicate their ability to make those provisions and at what cost to **Laker Baseball Properties**. We would prefer that any contributions that we make to the project be directed to facility improvements over the term of our agreement to not only benefit our operation but also for the other community users and to assist with the city's ability to host special events effectively.

We are very interested to work with each city to negotiate a relationship that works for all parties as well as the other community groups. We will make a decision and determine our founding cities in the fall of 2016 for a May 2018 first season start.

Upon selection of the founding cities, **Laker Baseball Properties** can negotiate a memorandum of understanding with each founding city. Our internal marketing activities can begin and we can work on a multi-year lease agreement with each city.

## Requirements

For City planning purposes, we would require use of the facility an average of 3 days/week from approximately May 15 to August 15 each year.

1. Baseball game facility usage at city's prime baseball venue, which includes:

- a) Provision and maintenance of a professional playing surface and amenities including appropriate lighting
  - The playing surface must be developed to a professional level specification and maintained in that condition for all our dates. This includes all areas inside the interior fencing bordering the baseball field.
    - FENCING STANDARD: The diamond should be enclosed with proper fencing. Any light poles or other objects in the field of play which could cause harm to a player should be safely covered with padding to avoid possible injuries. Padding should be placed on wire fences where any of the wire mesh extends beyond the top horizontal piping of the fence.
    - MAINTENANCE: The diamond should have grounds maintenance staff at all games to carry out possible game maintenance and attend to any in-game touch-ups that may be required. Further, *Surface*, or other materials should be available to be applied to the field after a rain delay, as necessary, to help get it ready for play.
    - BULLPENS: Bullpens should be available for each team, complete with two pitching rubbers and home plates. The bullpens should be positioned in such a way that any ball that gets away from the pitcher should not be a hazard to spectators or other players
      - The bullpens at **Riverside** would need to be re-constructed and the bullpens at **Trent** would need some minor amendments to add a second rubber on each mound
    - LIGHTING STANDARD: must meet the following minimum standards:
      - 30-50 foot candles average in the infield area
      - 20-30 foot candles average in the outfield area
    - SCOREBOARD: We require a working scoreboard, which shows at minimum, the game score, the inning and balls, strikes and outs.
  - The venue should have dressing rooms or clubhouses for the competing teams and the umpires. These facilities should include washroom and shower facilities and be able to be secured to protect the participants' valuables.
    - Perhaps the **Lions** building may be utilized at **Riverside** or a portable solution
- b) Provision of professional style locker room facilities with proper amenities
  - The venue should have dressing rooms or clubhouses for the competing teams and the umpires. These facilities should include washroom and shower facilities and be able to be secured to protect the participants' valuables.
- c) Provision of appropriate seating to host appropriate number of fans in venue for your city
  - In **Peterborough**, both facilities would require a full seating installation. We would also like to explore the idea of development of a hospitality picnic area on the grass area along the 1st base line at either park.
- d) Provision of an appropriate number of washroom facilities for spectators, teams, officials and staff
  - There are currently no washroom facilities at either location

- e) Provisional of all health and safety requirements and amenities for all users of the venue
  - This is a standard facility owner responsibility for the City
- f) Provision of adequate facilities for the ability to effectively sell food and beverages as well as merchandise to fans
  - An important part of the business is the ability to sell food and beverages to patrons and we believe that cooking appliances and amenities will have to be added in either location
- g) Rights and provision to sell liquor on premises
  - Again, a very important part of the business; we would need to have facilitation with the proper licensing for the sale of alcohol as well as potential development of sales amenities such as coolers, etc.
- h) Provision of public address, broadcast and media facilities with amenities
  - At either facility in Peterborough the technical needs required are the following:
    - In order to facilitate the distribution of results and other important information we must have wiring for:
      - Telephone
      - Facsimile
      - Internet available at the media centre at all venues.
    - The media centre should also have:
      - A standings board to display the current standings and results
      - A bulletin board to post statistics, notices, etc.
- i) Provision of ticket sales facilities at venue
  - Current ticket amenities at **Riverside or Trent** do not exist but perhaps the Lions venue may be of some assistance at **Riverside**. The venue should be equipped with wired or wireless internet access allowing our league to use live scoring for all games played.
  - The ticketing office or broadcast area should also have the following amenities provided for team or media usage:
    - Facsimile line
    - Phone lines to allow for voice and data transmission
    - Power
      - 200 amp / 208 volts / 3 PH (3phase) – 400 amp is ideal
      - Power source within 150 feet of mobile parking position
      - Adequate house power (30 amps / 110 volts) in press box and studio area
- j) Provision of adequate auxiliary areas for promotions
  - This would refer to the current area behind the first base line fencing that would need to be constructed and in behind the backstop areas.
- k) Assistance with coordination of sufficient parking available for fans at games
  - The current area for parking is adequate for our needs in the vicinity of the ballparks.

2. Anchor tenant status at the city's prime baseball venue, which includes:
  - a) First right to set schedule for team's needs for each season
  - b) First right to sign vendor deals for playing venue
  - c) First right of all facility signage and marketing rights including facility naming rights
  - d) Option for special events management of facility in season
  - e) Right to negotiate major facility improvements

These are all important aspects of the business in order to insure success. We are quite amenable to working with other facility users to build our schedule so that others can utilize prime time as well or to accommodate special event requests forecasted by other users and the City before a season schedule is released.

The ability to sign vendor deals for the facility and to position partner signage are among the most important tools for execution of corporate partnership deals and are fundamental in the success of a professional operation. We would plan to discuss any significant facility usage that has not been utilized in the past before undertaking those steps with partners including discussions and negotiations regarding facility naming rights and implementation in partnership with the city.

3. Business partnership assistance
  - a) Introduction to local business community via economic development departments, chambers of commerce, service organizations, etc.
  - b) Assistance with establishment of local team business facilities and amenities
  - c) Introductions to local business people who may be a good fit as a local business partner for the team

We would appreciate any business relationship assistance afforded to a new business in the community and for an entity in partnership with the **City of Peterborough**.

### **In Summary**

This document is intended as a guide for our prospective cities in working with us to proceed toward a working agreement to bring our professional baseball operation to your city.

We realize that many of the stated requirements may bring upon costs to achieve these standards. We plan to work with your city to negotiate a plan to develop a baseball facility to meet the needs of all users. Please contact us with all your questions and ideas along the way. In the coming weeks we expect to communicate by email, telephone and in person with you to achieve this very exciting opportunity for your city.

Feel free to reach out to us at any time.

Guy Yerama  
[g Yerama@gmail.com](mailto:g Yerama@gmail.com)  
647-295-7222

John Hindle  
[john@johnhindle.com](mailto:john@johnhindle.com)  
204-782-6622