



LETHBRIDGE

BULLS

2026



SPONSOR DECK



HERE'S OUR PITCH

Align yourself with fun, friendly, family summer entertainment! Discover what the Bulls bring to our community and join the growing list of partners. Select the opportunities that align with your brand and our team will quickly deliver a tailored proposal to you.

Signage



Pages 4-7

Digital Branding



Page 8

Naming Rights



Pages 5-12

Game Day Sponsor



Page 9

Groups & Tickets



Pages 13-14

DIGITAL IMPACT

Extend your brand beyond the ballpark with powerful digital exposure. From social media to live streams, connect with fans wherever they follow the Bulls and build lasting impressions on and off the field.

Social Media

14.3 K

Total Followers
(Up 34% From 2024)

1.91 M

Total Views
(Instagram, Facebook, X)

149 K

Profile Visits
(Instagram, Facebook, X)

34.2%

Increase In Link Clicks
(From 2024)

39.2 K

Likes on Instagram

**24 DAYS,
9 HOURS**

Total Watch Time

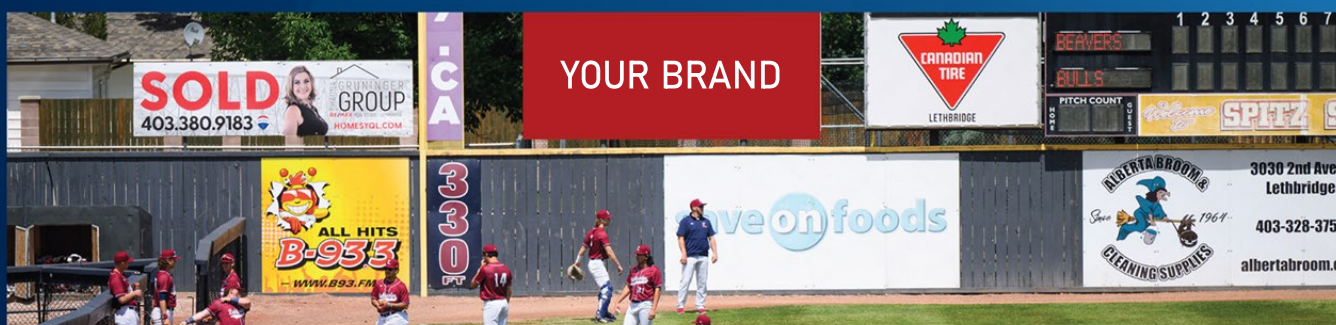
Website & Streaming

129K SITE VIEWS (JAN - SEPT 2025)

29K UNIQUE VIEWS (JAN - SEPT 2025)

FLO SPORTS - EST. 22,000 LIVE VIEWERS FROM 8,950 LOGINS

Excludes additional audiences from YouTube rebroadcasts and other media.



STADIUM SIGNAGE 1/4

Showcase your brand across high-visibility locations including the outfield, infield, concourse, and concession areas. Additional opportunities are available in exclusive spaces such as patios, the Kid Zone, the Terrace, and premium concourse areas.

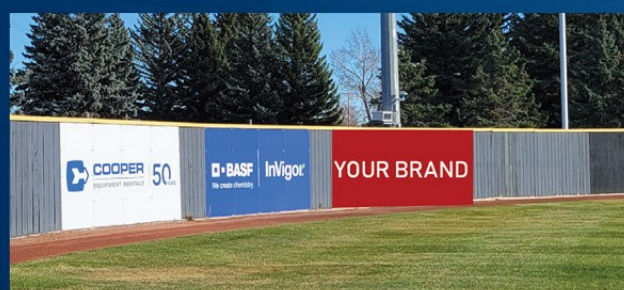
Illuminated Sign

Advertise your business with one of our illuminated signs! All of our illuminated signs are in left centre field for all our fans to see!



Outfield Sign

Keep your brand in view with an outfield sign sponsorship, where 40,000 annual fans watch the game with your brand as a back-drop.



Around the Backstop

Get in on the action with backstop ads seen by thousands on social media, Flo Sports, and in-stadium as fans watch each at-bat.



STADIUM SIGNAGE 2/4



Keep your brand front and center with high-impact signage behind home plate and in the bleachers. These prime spots reach fans in-stadium, while also gaining exposure through social media highlights and live game streams.

Bleachers

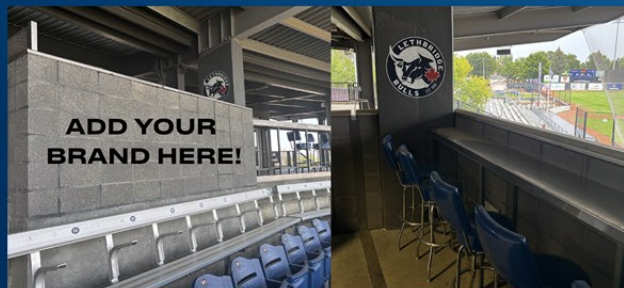
Showcase your brand with top-of-bleacher signage, available in sizes up to 5' x 12', giving fans a clear view all game long.



Diamond Box



Diamond Box signage with prime visibility - an 8 seat suite, this package includes naming rights and premium suite perks.



Home Plate Club

Have your brand on one of our staircases leading up to the seats at Spitz Stadium for all the events held during the spring and summer.



Dugout Club

Get in on the action with backstop ads seen by thousands on social media, Flo Sports, and in-stadium as fans watch each at-bat.



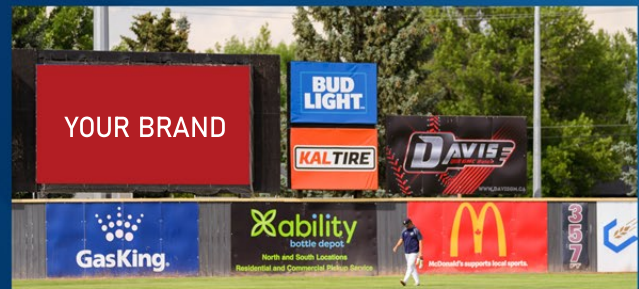
STADIUM SIGNAGE 3/4



Highlight your brand in the most visible spaces at the ballpark. From dynamic videoboard features to prominent dugout signage on both the top and interior, these placements ensure your logo is seen during every pitch, every highlight, and every fan interaction.

Videoboard

A prime location right next to the scoreboard, our 21'x11.75' 1080p videoboard is a dynamic way to showcase your brand.



Dugout Roof

Keep your brand in sight as fans watch the action with a prominent top side dugout ad.



Inside Dugout

Get close to the players and showcased in in-game photos with your ad inside the dugout.



Dugout Padding

Wrap the dugout padding with your brand for maximum visibility - reaching fans in-stadium, in photos, and across live webcasts.



STADIUM SIGNAGE 4/4



Take your brand beyond the basics with unique placements on staircases, field tarps, and even on the field itself. We'll also work with you on custom ideas to create standout visibility that connects with fans in new ways.

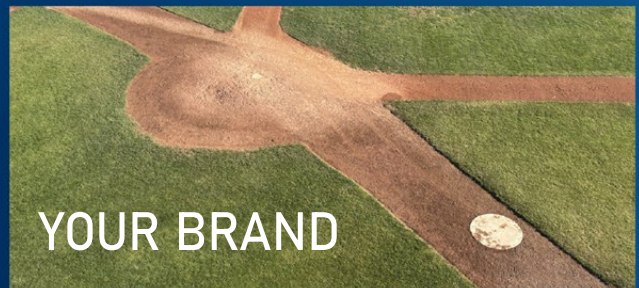
Field Tarp

Show the efficacy of your brand by protecting the beauty of our field while fans look eagerly on, waiting for the first pitch.



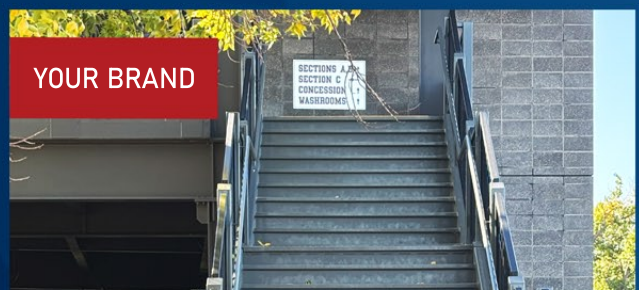
On Field Logo

Showcase your logo on the Spitz Stadium field, visible to every fan who walks through the gates. Make your brand part of game.



Staircase Signage

Have your brand on one of our staircases leading up to the seats at Spitz Stadium for all the events held during the spring and summer.



Let's Get Creative

Have an Unbelieva-Bull idea we haven't listed? We're flexible and ready to work with you to create a placement that fits your brand.





DIGITAL BRANDING

Extend your reach beyond the ballpark with our digital branding opportunities. Showcase your brand across Bulls social media channels, on our official website, and through live game streaming on FloCollege - connecting with fans wherever they watch and follow the action.

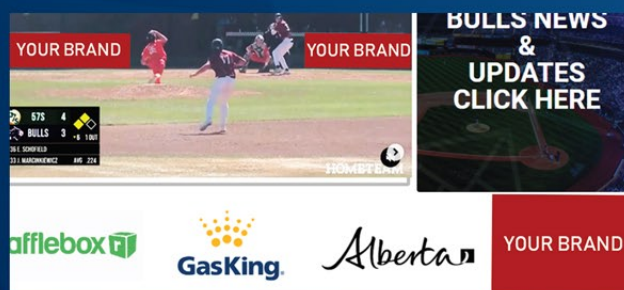
Webcast

Promote your business on the Lethbridge Bulls webcast, streamed live and professionally produced by FloCollege.



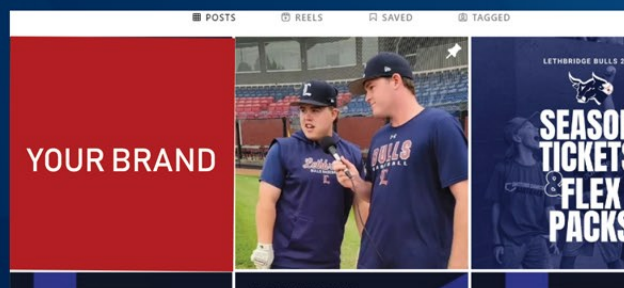
Website

Be featured on our home page at bullsbaseball.com where upwards of 6000+ go to get the latest in Bulls news and updates.



Social Media

Reach fans off the field by sponsoring our fast-growing accounts with 8,000+ followers and exclusive season-long shoutouts.



GAMEDAY ACTIVATION



Bring your brand into the excitement of Bulls gamedays by sponsoring a theme night or contest. Opportunities include giveaways, on-field games, theme jerseys, first pitches, and opening ceremonies - creating lasting connections with fans.

Game Day Sponsor

Tiered packages that bring your brand to life at the ballpark through in-stadium visibility, digital promotion, and fan engagement.



Media Advertising

Put your brand center stage across radio, social media, print, local news, game day programs, roster announcements and more.



On-Site Tent/Table

Take the opportunity to market your brand right in the stadium by setting up and operating your branded tent/table during the game.



Batting Practice

Gain access to early Batting Practice and sponsor it to be announced with the Little League Team of the Night!



ALL PACKAGES & PRICING - 1/3

Page 4

Illuminated Sign -----	\$3500
Outfield Sign -----	\$2500
Around the Backstop-----	\$3000

Page 5

Bleachers -----	\$500-\$4000
Diamond Box -----	\$3500
Homeplate Club -----	\$3500
Dugout Club -----	\$3500

Page 6

Videoboard (Season) -----	\$1000-\$2000
Videoboard (Asset) -----	\$500-\$1500
Dugout Roof (Per Roof) -----	\$3500
Inside Dugout -----	\$1500
Dugout Padding -----	\$2000

Page 7

Field Tarp -----	\$4000
On Field Logo (Per Spot) -----	\$2500
Staircase Signage -----	\$3000

ALL PACKAGES & PRICING - 2/3

Page 8

Webcast (Season) -----	\$4000
Webcast (Game) -----	\$200-\$500
Website (Year Long) -----	\$1500
Social Media (Year Long) -----	\$1000
Social Media (Asset) -----	\$500-\$1500

Page 9

Game Day Sponsor Tier I -----	\$3000
Game Day Sponsor Tier II -----	\$2000
Game Day Sponsor Tier III -----	\$1000
Media Advertising -----	\$250-\$2000
On-Site Tent/Table (Add-On to Other Sponsor Package) -----	\$500
Batting Practice (Season) -----	\$3000

Other Packages (1 of 2)

Player Trading Card & Calendar Sponsor -----	\$600
Player Trading Card Sponsor (Card Only) -----	\$500
Ticket Sponsor (Online Only) -----	\$750
Ticket Sponsor (Physical & Online) -----	\$1575
Ticket Sponsor (Back of Ticket) -----	\$1200
Pull Up Banner Concourse -----	\$1500
Foul Pole Sponsor -----	\$2100

ALL PACKAGES & PRICING - 3/3

Other Packages (2 of 2)

Inning Sponsor -----	\$800
Bathroom Decal -----	\$175
Videoboard (Other) -----	Custom Pricing - Contact Us
Menu Ads -----	Custom Pricing - Contact Us
Patio Naming -----	Custom Pricing - Contact Us
Patio Suite -----	Custom Pricing - Contact Us
Terrace -----	Custom Pricing - Contact Us
Kid Zone -----	Coming Soon
Other Area Packages -----	Coming Soon

Please note: Sponsor package prices do not include the production costs associated with signage, graphics, or other materials.



GROUP & TICKET OPPORTUNITIES

| Season Tickets: \$381 - \$717

Enjoy every home game all season long with exclusive perks. Choose from five levels of season tickets designed for every type of fan.

| Premium VIP Group Areas: \$20 - \$30 (Per Ticket)

Watch the game in style with the upgraded 2026 premium experience. With amenities and the best views in the ballpark, it's perfect for corporate outings or celebrations.

| Group Tickets: \$5 - \$30

Bring the fun and your favorite people! Group tickets offer discounted rates and reserved seating for parties of 10 or more, perfect for friends, family, or coworkers.

| Flex Packs: \$85 - \$300

Flex Packs offer total flexibility! Choose your games, pick your seats every time, and enjoy up to 20% in bonus ticket credit.

| Single Game Tickets: \$12 - \$30

Join the excitement one game at a time. Single-game tickets are available for all regular-season home matchups.

SPONSOR DISCOUNTS

Sponsors who contribute \$2,500 or more unlock exclusive savings on Bulls ticket packages purchased at the time of their partnership contract. Enjoy 30% off on Season Tickets, Flex Packs, Group Tickets and Single Game Tickets!

Season Tickets

Lock in your seat for the entire season and never miss a moment!

With exclusive perks, it's the best value for dedicated fans.

Flex Packs

Enjoy ultimate flexibility!

Choose your seat and switch it up next time to experience Bulls baseball from every angle!

Group Tickets

Whether it's an outdoor suite or general seating, the Bulls have something for every budget and size of group. From 10 – 100!

Single Game Tickets

Choose any game that fits your schedule and any matchup!

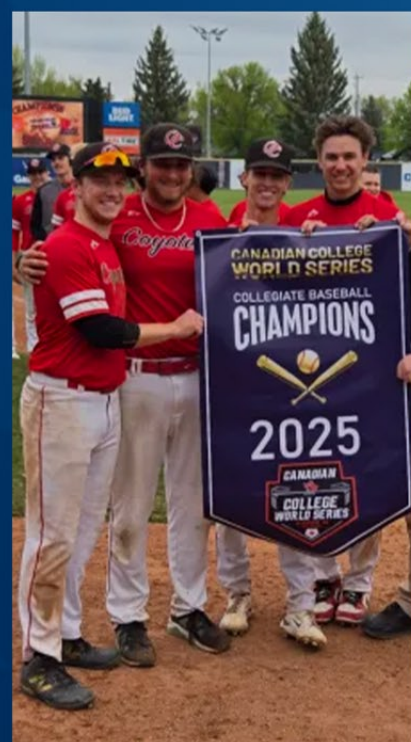
Enjoy the excitement of Bulls baseball under the lights.





IT'S NOT JUST THE BULLS!

Not only will your brand be shown during Lethbridge Bulls games but for all other events that are held at Spitz Stadium as well. Including the Battle of the Badges, PBA games, the Canadian College World Series, American Legion games, High School games, High School Academy, Bantam team games, Baseball Canada qualifiers, AABC events, concerts, and more!



SPONSOR TESTIMONIALS



“

We have been a sponsor since 1999...so it has been a while. We have banners & a fence sign at Spitz Stadium plus name mentions, etc at games which all help to remind fans that Gas King is a community supporter.

Every year we take our employees as a group to a game. We all sit on the patio, eat & watch a game. They have been good to work with.

“



We were drawn to the Bulls because of their strong local presence and the opportunity to support a team that brings the community together.

It felt like a good fit for our values because the baseball games bring families together, celebrate teamwork, and support the local community, just like we do.

“



Sponsoring the Bulls isn't just about having your logo on display - it's about being part of a team that embodies community values. It's an easy "yes" for any business that wants to align themselves with something positive and lasting in Lethbridge.

WE APPRECIATE YOUR SUPPORT



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