



OUR CITY. OUR TEAM.
Be part of the herd!



40,000 ANNUAL FANS | 2x WCBL CHAMPIONS | 25TH ANNIVERSARY YEAR



WHO WE ARE

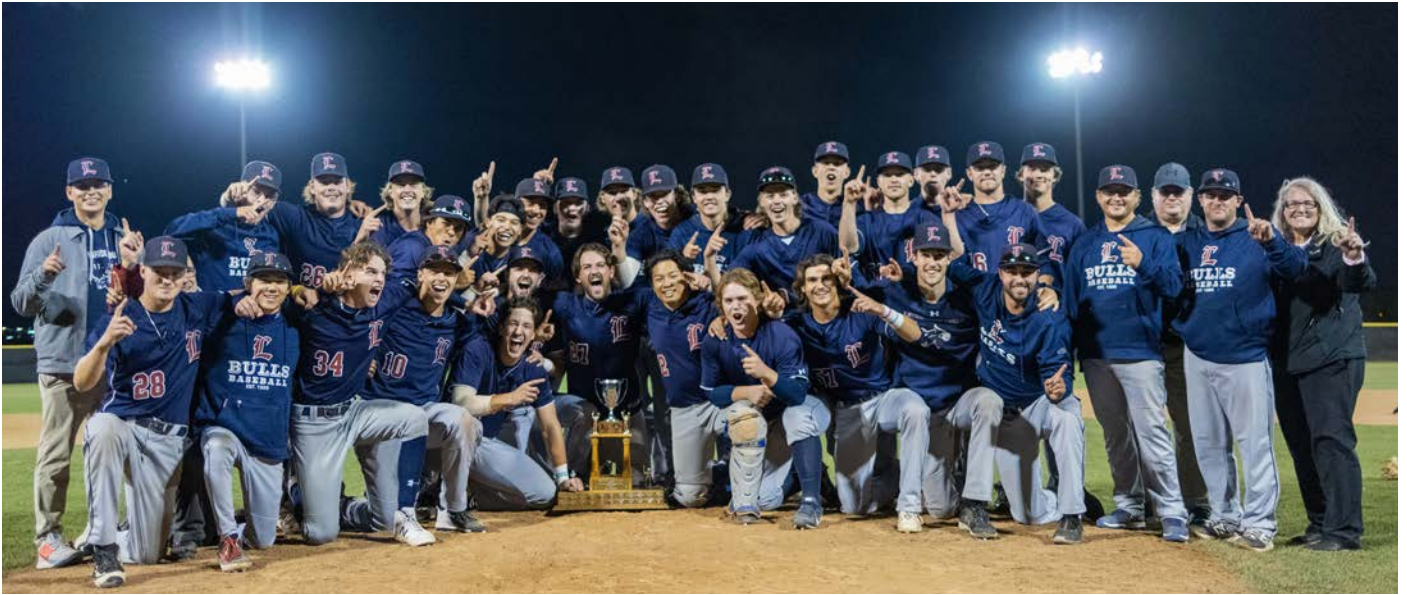
Something more than baseball.



Over 25 years, the Lethbridge Bulls Baseball Club has championed local talent, strived for excellence in both sports and academics, and served our local community with pride while delivering an unforgettable summer experience to Southern Alberta and beyond.

As a member of the WCBL, Canada's premiere collegiate baseball league, the Bulls have strived to craft a competitive on-field product that unites fans and inspires the next generation of ball players and community leaders. With two WCBL Championship titles in our bullpen, our mission to pursue excellence is one that our boys will carry into professional careers, in baseball and beyond.

- ◆ Champions local talent
- ◆ Builds community leaders
- ◆ Athletic and academic excellence
- ◆ Delivers unforgettable entertainment
- ◆ Strives for victory | 2x WCBL Champs



LETHBRIDGE BULLS | 2021 WCBL CHAMPIONS | PHOTO BY LETHBRIDGE SPORTS

BECOME A PART OF SOMETHING MORE

04 OUR FANS

As passionate as we are. Demographics, Social Metrics, and more.

05 OUR HOME

A quick peak into life in Lethbridge and our home, Spitz Stadium.

06 OUR MISSION

To unite Southern Alberta and nurture the next generation of community leaders.

07 OUR HISTORY

Benefit from our successful 25 year history.

08 OUR LEGACY

Join our legacy as we impact the future of baseball and our communities, in Canada and beyond.

09 SPONSORSHIP

12 - Become a part of something more by sponsoring the Lethbridge Bulls.



ABOUT THE WCBL

The Western Canadian Baseball League is Canada's pre-eminent summer collegiate baseball league.

The summer tradition of showcasing top college prospects from both sides of the border has continued with several former WCBL players being drafted by Major League Baseball (MLB) every year.

The WCBL promotes quality competition, quality coaching and a quality summer baseball experience in Edmonton, Lethbridge, Okotoks, Medicine Hat, Brooks, Fort McMurray, Swift Current, Moose Jaw, Regina, Sylvan Lake, Saskatoon, and Weyburn.



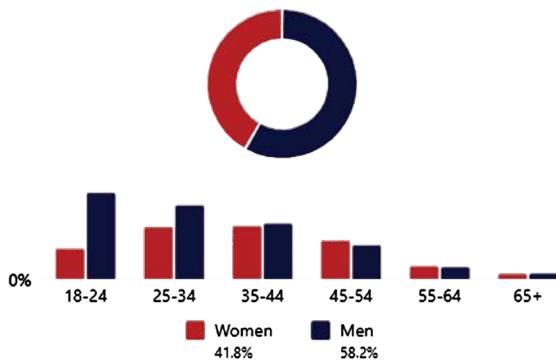


OUR FANS

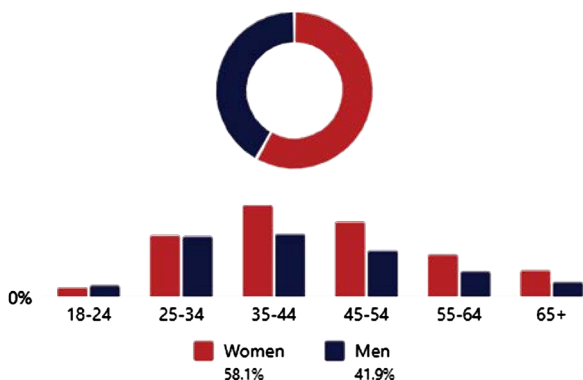
As passionate as we are.

Compared to last year, support for the Lethbridge Bulls and our mission has grown substantially, showing the love our fans have for our entertainment, and the desire of fans to be part of something more.

Instagram Followers: 3,048



Facebook Followers: 3,876



Instagram Reach
64,844 (+4900%)

Facebook Reach
127,615 (+970.1%)

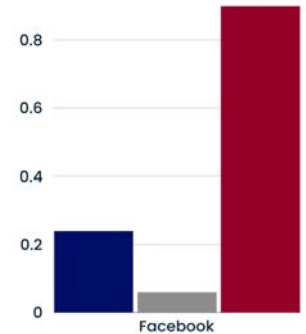
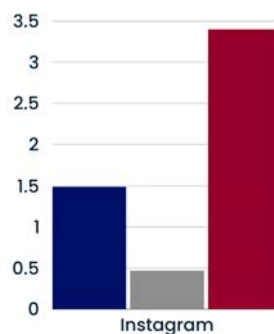
Engagement Benchmarks

Instagram

- ◆ The Bulls: 3.4%
- ◆ Sports: 1.50%
- ◆ Median: 0.47%

Facebook

- ◆ The Bulls: 0.90%
- ◆ Sports: 0.24%
- ◆ Median: 0.06%





SPITZ STADIUM | A WORLD CLASS STADIUM IN YOUR OWN BACKYARD | LETHBRIDGE, AB

OUR HOME

Living from the heart.

The Lethbridge Bulls have called Spitz Stadium (previously Henderson Stadium) our home since 1999. Every home game is played at the Spitz Stadium, where we bring the heart of the game and unforgettable entertainment to our local community. This is where generations of families, ball players, community spirit and love for the game is born and nurtured.

Spitz Stadium Capacity
2,200 fans

Lethbridge is a city rich in athletic and academic values and history, and our organization is no different. With years of partnership with our local schools, the Prairie Baseball Academy, and multiple local businesses, our home is a central hub for pursuing excellence, on and off the field.



University of
Lethbridge



ATHLETE
Josh Kabayama - 2023 Bulls Gold Glove
PHOTOGRAPHER
Lethbridge Sports

OUR MISSION

To unite the community of Southern Alberta through Summer Collegiate Baseball by committing to excellence and delivering exceptional sports entertainment experiences.

OUR GOALS

- ◆ Provide unforgettable entertainment
- ◆ Champion local talent
- ◆ Lay groundwork for successful alumni
- ◆ Create community leaders
- ◆ Promote our incredible community through baseball
- ◆ Strive for victory

ATHLETE
Max Benton - 2023 Bulls Top Pitcher
PHOTOGRAPHER
Lethbridge Sports





OUR HISTORY

25 years of striving for excellence and providing our community with quality summer entertainment.



1999

The Lethbridge Bulls Baseball Club is born.

2005

Kevin Kvame becomes President of the Lethbridge Bulls Baseball Club

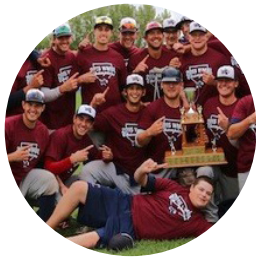


2011

The first annual Tanner Craswell and Mitch Maclean (TCMM) Memorial game.

2014

Head Coach Ryan MacDonald named the WMBL Coach of the Year.



2015

The Bulls claim the 2015 WMBL Championship title.

2016

The first Keith Jorgensen memorial tournament.



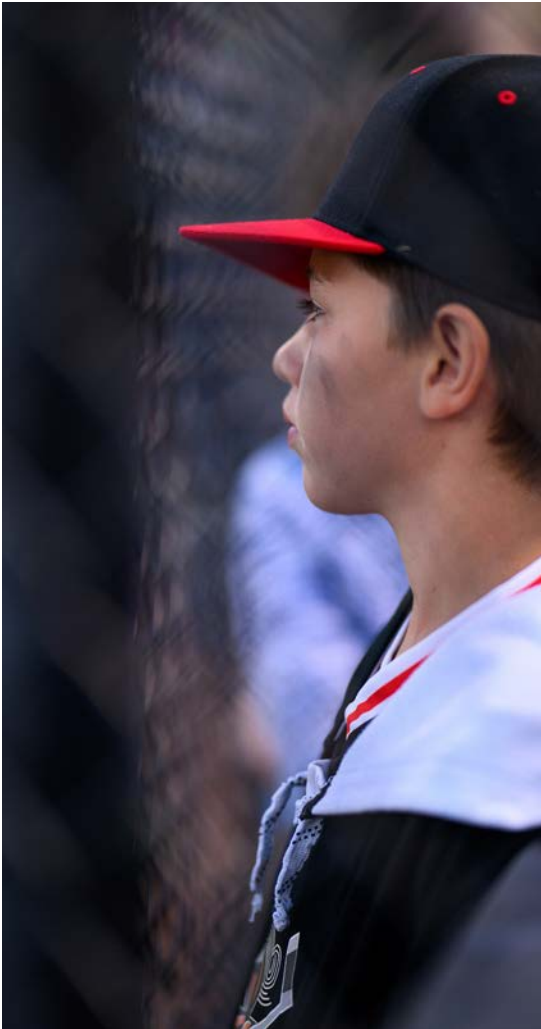
2021

The Bulls claim the 2021 WCBL Championship title.

2023

Javier De Alejandro throws the first no-hitter in Bulls history since 1999, and first in the league during the 2023 season.





A lot of the guys I've played with my whole life, since I was 11. It's been nice to build some of those relationships. These are still some of my best friends. - Kalem Haney, Lethbridge Bulls

ATHLETE

Torrin Vaselenak - 2023 Bulls Top Hitter

PHOTOGRAPHER

Lethbridge Sports

OUR LEGACY

Our legacy is more than just a single night of great baseball - it is 25 years of dedication, hard work, community engagement and pursuing excellence in everything that we do, on and off the field.

Lethbridge Bulls Alumni Damiano Palmegiani chose to finish his post-secondary education before pursuing professional baseball - and was drafted into the Toronto Blue Jays. Ken Falconer was drafted into the Seattle Mariners before completing his post-secondary education and pursuing his career. For others, the incredible summer experience of collegiate baseball may be enough before pursuing professional careers off the field.



Whatever they choose, the Lethbridge Bulls Baseball Club lays the groundwork for successful alumni, on and off the field. With year round support of academic and athletic education through the Prairie Baseball Academy and partners University of Lethbridge and Lethbridge College, to partnering in fundraisers such as the Field of Screams Lethbridge, the Keith Jorgensen Memorial Golf Tournament, and the TCMM memorial games to support both PBA, local food banks, and to remember our beloved local community members that have passed on... we hope that our legacy is one that we, our community, and you - our sponsors - can be proud of for years to come.

BECOME A PART OF SOMETHING MORE

Join our story by becoming a sponsor.

By sponsoring the Lethbridge Bulls, you support the next generation of student athletes and community leaders.

Sponsorships are key to our success. With your support, we can cover player costs, provide our team with equipment, set up team travel accommodations, maintain our beautiful stadium, and provide important opportunities for our players to engage with the community and find pride in their team, on and off the field.

With your sponsorship, you will become a vital part of our mission and our legacy within our community and beyond.



IN PARK BRANDING

Partnering with the Lethbridge Bulls is a strategic win for your brand, offering an opportunity to reach a captive audience of over 40,000 fans annually and 1,500 per game. As a valued sponsor, your brand gains significant visibility among local families, making a lasting impact while supporting our team and our mission.

Annual fans
40,000

Per game
1,500



SIGNAGE & BRANDING

Place your brand image on outfield, infield, concession, or concourse signage. Signage can also include exclusive areas like: Patios, Kid Zone, Terrance, and Concourse.

GAME DAY

Attach your brand and be a part of a Game Day Theme or Contest. Opportunities can include giveaways, on field games, theme jerseys, first pitch & opening ceremonies.



VIDEO & AUDIO

Have your radio, television, or still ad featured during home games. Sponsors can also have messages read over in game announcements.

NAMING RIGHTS

Attach your brand to exclusive naming rights like: foul ball, homerun, pitching, tickets, flex packs, patios, concession, beverages & food, or inning sponsor.



TICKETS

Sponsor game-day tickets to get your brand in the hands of every fan that walks through our gates!

DIGITAL AND COMMUNITY BRANDING

Sponsorship with the Lethbridge Bulls provides impactful digital and community branding opportunities, ensuring your brand's success both online and in the heart of our community.



ONLINE

Website, social media, newsletters, and contesting engagements.

PLAY-BY-PLAY BROADCAST

Partner with the Bulls home game live broadcasts across the world via Hometeam Live.



TRADITIONAL MEDIA

Radio, television, and print opportunities available.





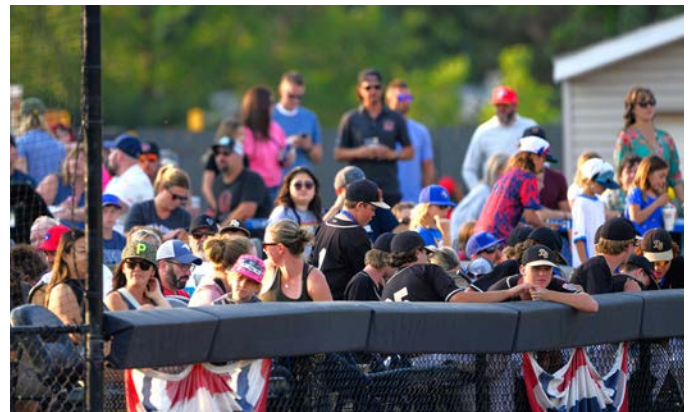
SEE IT FOR YOURSELF

Experience life at the ball-park!

Not ready to commit as a sponsor? Book a patio, enjoy a cold drink, and experience a night of prime summer entertainment!

Whether or not you choose to sponsor the team this season, we would love to invite your business to come out and experience a Lethbridge Bulls game for yourselves.

Enjoy your patio booking as a great team-building night, a celebration of your company successes or just a great way to show appreciation to your hardworking and dedicated staff.



Patio Perks:

- ◆ Exclusive and branded bookings
- ◆ Customized menus
- ◆ Servers bring your food! Avoid lineups at the concession and never miss a moment of the game.
- ◆ Experience the ball-park before committing as a sponsor.





THANK YOU

FOR YOUR SUPPORT!

Whether you join our story as a sponsor, or join the fans in the stands
- we thank you for your consideration and your support for our
25th Anniversary Season!

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