

# ROY HOBBS WORLD SERIES

## Lee County 1993-2018 ... by the numbers

2018 will be Roy Hobbs 30th year, 26th in Lee County. Roy Hobbs anticipates 245-250 teams this fall and more than 6000 participants & families. Surrounded by 29 years worth of RHWS program covers, please enjoy these fun facts about the impact of the Roy Hobbs World Series on Lee County!

### Economic Impact

#### On Lee County

2005 — **\$8 Million**  
2010 — **\$10.5 Million**  
2016 — **\$15 Million**

Source: Lee County Sports Development  
+ an estimated 10-15% of Roy Hobbs participants have purchased homes, condos or timeshares in Lee County in the past 20 years.



### Lodging Nights

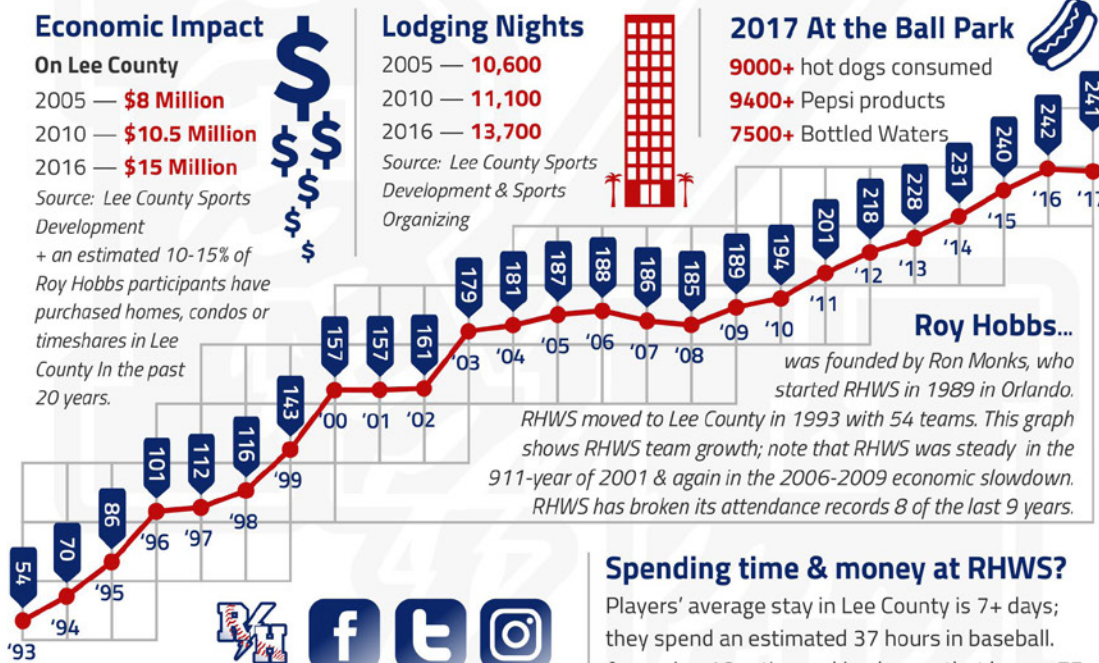
2005 — **10,600**  
2010 — **11,100**  
2016 — **13,700**

Source: Lee County Sports Development & Sports Organizing



### 2017 At the Ball Park

**9000+** hot dogs consumed  
**9400+** Pepsi products  
**7500+** Bottled Waters



### Roy Hobbs...

was founded by Ron Monks, who started RHWS in 1989 in Orlando.

RHWS moved to Lee County in 1993 with 54 teams. This graph shows RHWS team growth; note that RHWS was steady in the 911-year of 2001 & again in the 2006-2009 economic slowdown. RHWS has broken its attendance records 8 of the last 9 years.

### 2017 on the Web

More than **300K** unique web visitors during last year  
**8K** monthly E-newsletters — 52% open rate

Roy Hobbs Baseball Dugout group **Facebook** page

Join us on FB, Twitter **@therealroyhobbs** &

Instagram **royhobbsbaseball**



### Spending time & money at RHWS?

Players' average stay in Lee County is 7+ days; they spend an estimated 37 hours in baseball. Assuming 16 active waking hours, that leaves 75 hours in many activities ...



### 2017 RHWS in numbers...

Games Played: **809** in 28 days

Games Lost to Rain: **0**

Baseballs Used: **4045**

Extra-Inning Games: **17**

Undefeated Teams: **2**

Local Staff Hired: **43**

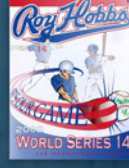
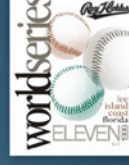
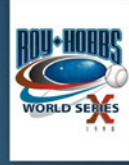
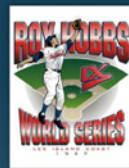
Umpires Hired: **83**

Games Broadcast: **4**

M&Ms Eaten in Reception: **23lbs**



In 2017, **6,000+** players and families came from **48** states, DC, Puerto Rico, Dominican Republic, Russia, Germany, Ukraine and 6 Canadian provinces.



# PRINT MEDIA PROGRAM

"THE NATURAL" CHOICE FOR ADVERTISING IN ROY HOBBS' "PEARL" YEAR



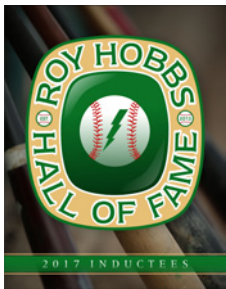
## ROY HOBBS WORLD SERIES COMMEMORATIVE GUIDE



The Roy Hobbs World Series Commemorative Guide is the definitive program for what to do, see and visit in Southwest Florida during your stay. The Guide is distributed to every attendee as well as sold individually.

- 7,500 Printed
- Premium Position | Inside Covers | Full Page (8x9.625), Full Color — \$1,400
- Full Page (8 x 9.625), Full Color — \$1,000
- 1/2 Page (8 x 4.75 or 3.875 x 9.625), Full Color — \$700
- 1/4 Page (3.875 x 4.75 or 8 x 2.25), Full Color — \$400

## ROY HOBBS WORLD SERIES HALL OF FAME YEARBOOK



Celebrate the History of Roy Hobbs Baseball, and the players who made the Roy Hobbs World Series the 800-game spectacle as it is today, with our Hobbs World Series Hall of Fame Yearbook.

- 5,000 Printed
- Premium Position | Inside Covers | Full Page (8 x 9.625), Full Color — \$1,000
- Full Page (8 x 9.625), Full Color — \$700
- 1/2 Page (8 x 4.75 or 3.875 x 9.625), Full Color — \$400

## THE INSIDE PITCH

Those in the know get the best information and the most out of their experience. Filled with statistics, scores, stories and schedules, it is the go to guide for those who live, breathe and sweat the Roy Hobbs World Series.

- 500 Printed | 4-5 Days Per Week (Monday, Tuesday, Wednesday, Friday and 2 Thursdays)
- 18+ Print Editions @ 500 Copies Each | 25,000+ Views on Website
- 1/4 Page (3.875 x 4.75 or 8 x 2.25 page toppers), Full Color — \$500

## SCHEDULE PAGE COMMEMORATIVE GUIDE INSERT

Event schedules are included in the Roy Hobbs World Series Commemorative Guide, distributing each week's game schedule. A daily reference guide to game schedules and participants can fill in their own results.

- 2,500 Printed each week, 10,000 overall
- Front Page | Masthead Ad with Logo (8 x 2), Full Color
- Inside Page | Anchor Ad Each Page (8 x 1), Full Color
- \$750 for 4 Weeks



# ADVERTISING ACTIVITIES, PLUS

"THE NATURAL" CHOICE FOR ADVERTISING IN ROY HOBBS' "PEARL" YEAR



## ROY HOBBS WORLD SERIES LEE COUNTY MAP

Shows all Roy Hobbs activity sites as well as interesting locations and all Roy Hobbs World Series sponsors/partners.

- 10,000 Printed, distributed to all participants of Roy Hobbs World Series and February's Sunshine Classic, as well as hotels and sponsor partners.
- Premium Position | Full Panel (4 x 9), Full Color — \$1,000
- Full Panel (3.625 x 8), Full Color — \$700.
- 1/2 Panel (3.625 x 4), Full Color — \$475
- 1/4 Panel (3.625 x 2), Full Color — \$350

## WELCOME BAG

Giveaways, maps, brochures and coupons distributed to all participants. RHWS retains editorial control over content/giveaways.

- 4,500 Kits
- Full Color — \$400
- Sponsor Provides Giveaways/Coupons (Minimum 4,500)

## WEBSITE ADVERTISING & VIDEO SPONSORSHIP

Crawl or banner display ad on royhobbs.com/world-series plus either a 20-second video spot or banner ad at the beginning of the Roy Hobbs World Series Video and game-site Drone Video posted on royhobbs.com.

- 11-Month Agreement (October thru August)
- 20-Second, Sponsor-Supplied Spot or banner at Beginning of Videos
- Crawl or Display Ads (1920x1080)
- \$600 for both

## ON-SITE BANNER (AT SITE LOCATION)

Displayed at fields to be viewed by participants and sponsors.

- 30 Days of the Event
- 5 Banners (4'x3'), Full Color — \$1,000
- 1 Banner at Each of 5 Field Complexes (Sponsor Provides Banners)

## ON-SITE ENTRANCE WELCOME LOGO

Roy Hobbs World Series Complex entrance logo welcome, posted at the player entrance to 4 RHWS playing sites. Roy Hobbs' created entrances will have 8 positions for 2' x 2' sponsor logos.

- 30 Days of the Event
- Full Color — \$150 per site, \$500 for all sites.
- 1 2' x 2' transparent Cling Banner per Complex
- One-time \$50 art charge for cling banners

# DIGITAL MEDIA PROGRAM AND MORE

"THE NATURAL" CHOICE FOR ADVERTISING IN ROY HOBBS' "PEARL" YEAR



## SOCIAL MEDIA

Inclusion in Facebook, Twitter and Instagram accounts with hashtags during the event and throughout the year.

- 2-3 Social Media Posts Per Week, starting October 5 thru November 17
- 15 Posts during remainder of the year — \$500

## E-NEWSLETTER PROGRAM

10 newsletters a year are sent to 9,000 opt-ins. Advertiser receives an ad on the E-NEWS Roy Hobbs Website's Landing Page and is featured in 3 newsletters a year with either a banner or an article of interest. RHWS retains editorial approval.

• Annual 36,000 Views.

6 Positions Available.

650 x 150 -- \$750

## PLAYER ID CARD

Black or white printing on the back of Player ID Cards, which certifies player's eligibility. Also used by umpires, staff and vendors.

• 5,000 Printed

• Back of Card (1.5x1), Black and White — \$500



# A LA CARTE ADVERTISING OPPORTUNITIES

"THE NATURAL" CHOICE FOR ADVERTISING IN ROY HOBBS' "PEARL" YEAR



PRINT PRODUCT	DESCRIPTION	VALUE
Roy Hobbs World Series Commemorative Guide	Premium Position, inside covers	\$1,400.00
	Full page (8x9.625), full color	\$1,000.00
	1/2 page (8x4.75 or 3.875x9.625), full color	\$700.00
	1/4 page (3.875x4.75 or 8x2.25), full color	\$400.00
Roy Hobbs Hall of Fame Yearbook	Premium Position, inside cover or back cover	\$1,000.00
	Full page (8x9.625), full color	\$700.00
	1/2 page (8x4.75 or 3.875x9.625), full color	\$400.00
Inside Pitch	1/4 page (3.875x4.75 or 8x2.25) full color ... 8x2.25 are page toppers for results, schedules and standings.	\$500.00
Schedule Page Commemorative Guide Insert	Front page with masthead logo (10x2) + anchor each page (10x1, Black & White)	\$750.00
	Same setup in color	\$1,000.00
DIRECTIONAL PIECES	DESCRIPTION	VALUE
Roy Hobbs World Series Lee County Map Guide	Premium position, full panel (4x9), full color	\$1,000.00
	Full panel (3.625x8), full color	\$700.00
	1/2 panel (3.625x4), full color	\$475.00
	1/4 panel (3.625x2), full color	\$350.00
Tournament Player ID Card	Back of Card, Display ad, 1.5x1, Black & White	\$500.00
Welcome Bag	Bag distributed to all participants / Sponsor supplies swag, up to 4500 pieces; \$300 if bundled	\$400.00
DIGITAL	DESCRIPTION	VALUE
Social Media Advertising	2-3 #hashtag mentions for 45 days, starting October 5; 15 #hashtag mentions throughout remainder of year.	\$500.00
Website Advertising / royhobbs.com/World-series	Digital banner ads on Roy Hobbs World Series Website; Sponsor Banner on World Series & Drone videos	\$600.00
E-Newsletter Advertising	Published 10 months a year, 6 positions available	\$750.00
ONSITE MARKETING	DESCRIPTION	VALUE
Banner placement on location	5 banners (4'x3'), 5 field complexes for 30 days; sponsor supplies banner	\$1,000.00
Roy Hobbs World Series Complex Entrance Logo Welcome	2'x2' sponsor logo advertising at the entrance to each facility, full color, \$150 per site	\$500 for 5 sites
<b>DISCOUNTS: 10% on \$1500 orders, 15% on \$2250 orders, 20% on \$3000 orders</b>		
<b>ART CHARGES: \$50 per hour art charge for any art work Roy Hobbs needs to do for the presentations.</b>		

# SPONSORSHIP & ADVERTISING AGREEMENT

"THE NATURAL" CHOICE FOR ADVERTISING IN ROY HOBBS' "PEARL" YEAR



Roy Hobbs Diamond Enterprises (RHDE)

## ADVERTISER'S INFORMATION

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_ Social Media: \_\_\_\_\_

Sales Rep: \_\_\_\_\_ Agreement Term: \_\_\_\_\_

## PRINT PACKAGE OPTIONS (circle selections)

### PRINT:

Commemorative Guide    Hall of Fame Yearbook    Inside Pitch    Schedule Information Insert

### DIRECTIONAL:

Lee County Map Sites    Player ID Card    Welcome Bag

### DIGITAL:

Social Media Advertising    Website Advertising    E-Newsletter Advertising

### ONSITE:

Banner Placement on Location    Welcome Logo Presentation

## TELEVISED GAME PACKAGE OPTIONS (circle selections)

Game Sponsor	Inside Pitch Sponsor	RHWS Title Sponsor	Championship Sponsor
15-second spot	Shout-Out Option	\$1500/\$2000/\$2500 print package offers	

## PACKAGE NOTES & COST

Notes: \_\_\_\_\_ Total: \_\_\_\_\_

*I certify that I have read and understand this agreement, its terms, conditions and restrictions.*

Advertiser's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

**DISCOUNTS: 10% Off Orders Over \$1,500 • 15% Off Orders Over \$2,250 • 20% Off Orders Over \$3,000**

**AGREEMENT:** This agreement is made between Roy Hobbs Diamond Enterprises LLC (hereafter RHDE) and the Advertiser as represented by the individual signing this agreement. TERM: The Term of this Agreement shall be for the period set forth on page 1 of this Agreement. The Agreement does not automatically renew.

**ADVERTISING MATERIALS and PRESENTATIONS:** All advertising, bag insertions, banners and respective Advertiser presentations are subject to review and the approval of RHDE, which reserves the right to refuse inclusions of materials with embedded advertisements or items deemed inappropriate at its sole discretion.

Advertiser authorizes the use of Advertiser-furnished artwork, images and digital files delivered to RHDE for use in print, digital, video, online or mobile application and hereby warrants artwork, images, digital files or other items are not under copyright or trademark restrictions and releases RHDE from any infringement.

This agreement cannot be invalidated for typographical errors, incorrect insertions or omission in advertising published. RHDE agrees to remedy errors for which it is responsible with a corrected insertion in the same publication if possible or elsewhere if needed. RHDE shall not be liable to Advertiser for any loss that results from incorrect publication, insertion or omission of Advertiser's presentations.

Advertiser agrees that RHDE is not an insurer against loss and or damage as a result of Advertiser's advertising, bag insertions, banners and Advertiser presentations pursuant to this Agreement and Advertiser shall not be entitled to recover from RHDE any consequential damages, foreseeable or unforeseeable, loss of time, loss of profits, or income, or any other incidental damages.

**PAYMENT TERMS:** Advertiser agrees to make payment within 15 days of the date of RHDE invoices covering advertising elements contracted for on page 1 of this agreement, unless other arrangements have been agreed to in writing between the parties.

In the event that any federal, state or local taxes are imposed on the printing or display of advertising material, or on the sale of advertising space, such taxes shall be assumed and paid by the Advertiser.

The Advertiser agrees to pay a finance charge of 1.5% per month (18% annually) on all past-due balances under this agreement.

#### **DEADLINES:**

##### **PRINT ADVERTISING**

1. Camera-ready advertising copy must be provided to RHDE no later than September 28. Schedule Book and Inside Pitch exception: October 12.
2. In the event that RHDE is tasked with creating advertising designs, Advertiser's copy must be provided to RHDE no later than September 17. Schedule Book and INSIDE Pitch exception: October 6.
3. In the case of RHDE creating advertisements, a proof will be supplied via email, and approval/corrections must be returned to RHDE within one business day of the proof being sent. No response will be considered approval.
4. All advertising copy that represents the creative efforts of RHDE remains the property of RHDE unless agreed upon in writing in advance.

##### **WELCOME BAGS & BANNERS**

1. Materials for RHDE World Series Welcome bags should be delivered to the Roy Hobbs offices at the Player Development Complex—4301 Edison Avenue, Fort Myers, 33916—no later than Friday, October 15.
2. Banners for the RHDE World Series should be delivered to the Roy Hobbs Offices at the Player Development Complex—4301 Edison Avenue, Fort Myers, 33916—no later than Friday, October 15. Banners will be returned to the advertiser no later than the Tuesday following Thanksgiving.

##### **ON-SITE PROMOTIONS**

1. Delivery of Materials for RHDE World Series On-Site Promotions will be negotiated between the parties. If Advertiser has materials that RHDE personnel will be responsible for distributing, then said materials must be delivered to the Roy Hobbs offices at the Player Development Complex at least 48 hours prior to their being made available to the public.
2. Left-over materials will be returned to the Advertiser upon request as long as that request is made before play at the World Series is completed.

##### **CLOSING DATES**

1. Print: Closing Date is 5 days prior to final product due at Printer for publication, on or about October 7. When proofs are delivered to Advertiser for approval, the closing date is one business day after proof is sent to Advertiser.
2. Welcome Bags & Banners: October 15.
3. Onsite Promotions: Agreement between parties.

**TERMINATION:** RHDE has the right to terminate this agreement with seven (7) days written notice to Advertiser or immediately for cause or breach of this agreement without notice.

**INDEPENDENT CONTRACTOR:** It is understood, acknowledged and agreed that Advertiser is an Independent Contractor, and is not an agent or employee of RHDE, and is not subject to the control of RHDE.

**INDEMNIFICATION:** Advertiser assumes full and complete responsibility for the content of all advertising copy submitted, printed and published under this Agreement, and for any promotional items presented under the terms of this Agreement, and shall indemnify and hold RHDE harmless from and against all demands claims or liability. Advertisers shall also reimburse RHDE of any amounts paid by RHDE in settlement of claims or in satisfaction of judgments obtained by reason of publication of such advertising copy or distribution of such promotional items, together with all expenses incurred in connection with such settlement including but not limited to reasonable attorney fees and cost of any litigation. Advertiser covenants and agrees to release and hold harmless the RHDE its agents, successors and assignees from any liability to the Vendor for any damages and/or injuries to any party as a result of acts or omissions of Advertiser, Advertiser's agents and employees and/or as a result of Advertiser's products or services. Advertiser covenants and agrees to indemnify and hold harmless RHDE, its agents, successors and assignees from any and all claims or damages arising from any damages and/or injuries to any party as a result of acts or omissions of Advertiser, Advertiser's agents and employees and/or as a result of Advertiser's products or services, including, but not limited to reasonable attorney's fees and costs incurred by RHDE as a result of any claim.

**COMPLIANCE WITH LAW:** Advertiser shall abide by all laws and ordinances in the performance of this Agreement.

**FORCE MAJEURE:** RHDE shall not be liable for failure to present the Roy Hobbs World Series if such failure is caused by or due to acts of God (i.e., rain), acts or regulations of public or governmental authorities, labor difficulties, civil tumult, strikes, epidemics, interruption or delay of transportation services, political instability or any other similar or dissimilar causes beyond the control of RHDE.

**SEVERABILITY:** If any provision of this Agreement shall be held to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable.

**ENTIRE AGREEMENT:** This Agreement constitutes the complete understanding of the Advertiser and RHDE and supersedes all prior agreements, understandings, negotiations and/or arrangements between the parties. This agreement cannot be modified or amended except in writing and signed by both parties. This agreement shall be governed by the laws of the State of Florida and all parties hereby agree to submit to the jurisdiction of the Courts of Lee County, Florida or the United States District Court for the Middle District of Florida.