



Virg Bernero, Mayor

Facility and Ballpark Sign Sponsorships

Lansing Parks & Recreation

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Lifetime Sports

Lansing's Youth and Adult Sports Leader

Lansing Parks & Recreation

Lifetime Sports Office is

committed to creating

positive, safe, and affordable

recreational sports programs

and leagues that promote

good sportsmanship and

healthy lifestyles for people

of all ages and capabilities.

Ballparks and sporting venues are a huge aspect of our youth and adult athletic programs. They are the hub where teams practice and play and where organized and drop-in events happen. Game days see hundreds of spectators, parents, players, grandparents. Each facility draws hundreds to thousands of weekly guests for varying sporting events of local, regional and state caliber.

Our office will work with you to help determine which facility best meets your target market. Per impression, ballpark signs are one of the most inexpensive advertising mediums in terms of reach and frequency. Best of all, they yield, on average, a 2:1 direct return on your investment.

FACILITY AND BALLPARK SIGNS

AVAILABLE VENUES

- ❖ **Kircher/Municipal:** Lansing's premier baseball venue featuring Men's City leagues, plus High School and College games, tournaments and special events.
- ❖ **Gier Park:** Three diamonds, home to over 100 adult softball teams plus tournaments and youth baseball and Fall youth flag football leagues.
- ❖ **Ranney Park:** Premier complex for high school and college fast pitch softball leagues and tournaments.
- ❖ **Davis Park:** two softball diamonds for slow pitch leagues as well as youth baseball/soccer programs.

SIZE • OPTIONS • INCLUSIONS

- ❖ 4' X 8' Full Color Vinyl Banner
- ❖ High resolution artwork provided by the advertiser. Proofs and final art approved before production.
- ❖ Advertisers may supply their own 4' x 8' Banner at a reduced cost
- ❖ Signs stored indoors throughout the Winter months to prevent fading and damage.
- ❖ Annual recognition in the Lansing Parks & Recreation Activity Guide



ALL STAR SUPPORT
Two Seasons
New Banner (\$400)



MVP SUPPORT
Five Seasons
New Banner (\$1,000)



HALL OF FAME SUPPORT

Renewal Packages or
Company Supplied Banner
(\$175 – One Season)
(\$250 – Two Seasons)
(\$550 – Five Seasons)



For more info, call or email:

517-483-4281

mark.simon@lansingmi.gov

Your Parks. Your Programs. Your Community.





Facility and Ballpark Sign Sponsorship Contract

Lansing Parks & Recreation and Lansing Softball Advisory Board

Business Name: _____

Address: _____

Contact Name: _____

Phone: _____ E-mail: _____

Signature: _____ Date: _____

Package Details/Type:

New Sign

- All Star: \$400.00 Two Seasons
- MVP: \$1,000.00 Five Seasons

Renewal or Company Supplied Banner

- \$175.00 One Season Renewal
- \$250.00 Two Season Renewal
- \$550.00 Five Season Renewal

Location:

- Kircher/Municipal Gier Park Davis Park Ranney Park Other: _____

Design/Artwork:

Banner Printing:

Lifetime Sports and the Softball Advisory Board shall provide one (1) four (4) foot by eight (8) foot vinyl sign displaying a design and logos provided by the advertiser. The sign shall be professionally printed and maintained by Lifetime Sports and the Softball Advisory Board. The sign shall be displayed on the outfield fence of a sports field chosen by the advertiser for the duration of the Lansing Parks and Recreation Spring, Summer, and Fall sports seasons (April 1 – October 31)

Banner Replacement:

In the case of damage due to weather or game play, or destruction due to vandalism, Lifetime Sports and the Softball Advisory Board shall pay for the full replacement cost of one (1) Advertising Banner per contract cycle. For five (5) year contracts, up to two (2) banners will be replaced.

Please make check payable to: Lansing Softball Advisory Board
200 N. Foster
Lansing, MI 48912

Lifetime Sports Division/Lansing Softball Advisory Board

Staff Name: _____

Signature: _____ Date: _____