

A background image of a baseball player in a blue and white uniform swinging a bat. The bat has the "marucci" brand name visible. The player is wearing a blue helmet and white pants. The background is a blurred stadium.

2023 PARTNERSHIP GUIDE

July 20-23, 2023
Harrisburg, PA
www.BIG26.com

Partnership Guide

All-Star High School Baseball
& Special Needs Buddy Program
Pennsylvania Hosts Maryland



HERSHEY HARRISBURG
SPORTS & EVENTS AUTHORITY



Dear Business & Community Leaders,

Our team is thrilled to be planning the 2023 Big 26 Baseball Classic®, an annual summer high school baseball all-star event in Harrisburg, PA that also includes a Buddy Program for special needs children, teens, and young adults. Big 26 promotes excellence in athletics, sportsmanship, and state pride while also highlighting the importance of sharing athletic experiences with people of **all ages and abilities** throughout our community.

We hope to build **meaningful community partnerships** that give sponsors an opportunity to reach an active audience in targeted and customized ways throughout the year.

We invite you to browse the Big 26 Partnership Guide for an overview of the various opportunities for your business or organization to become involved. **The best event partnerships are built TOGETHER.** Let's connect soon to talk about mutual goals and find a dynamic sponsorship plan that's exciting, engaging, and that works for you.

Thank you for taking the time to consider a new or renewed partnership with the Big 26 Baseball Classic!

A handwritten signature in black ink that reads "Gregg Cook". The signature is written in a cursive, flowing style.

Gregg Cook
Hershey Harrisburg Sports & Events Authority
Executive Director
717.231.2990
gregg@hhsportsandevents.com

Big 26 is operated by Hershey Harrisburg Sports & Events Authority (HHSE). HHSE is a division of Visit Hershey & Harrisburg, the 501c6 non-profit Destination Marketing Organization for Dauphin County. We have tremendous pride in how the event has grown under our stewardship, and we are committed to its continued growth and success as a community asset and summer staple for baseball fans of all ages.

ABOUT BIG 26 BASEBALL

MISSION

The Big 26 Baseball Classic® is committed to encouraging the highest levels of sportsmanship and excellence in high school baseball, and - through its Buddy Program - to offering a welcoming environment for athletic participation for children, teens, and young adults with special needs.

EVENT

The Big 26 Baseball Classic® is an annual summer event featuring high school players entering their junior and senior years. Pennsylvania is the host team, with Maryland as its playing partner since the series originated in 2012. Rosters are built through a tryout process each spring. College coaches and pro scouts attend for player evaluations and recruiting, and the event is open to the public. The event takes place at FNB Field on City Island in Harrisburg.

THE BUDDY PROGRAM

The event features a Buddy Program, where individuals ages 5-21 with special needs are connected with Big 26 players. Relationships forged through the Buddy Program are often carried beyond the event. Activities include a picnic, Challenger Game, on-field introductions and more. Players have many opportunities to compete throughout the year, and we're often told by players and parents alike that the Buddy Program is what sets our event apart from the rest!

There is **never a fee** for Buddies to participate.

COMMUNITY INVOLVEMENT

Big 26 encourages baseball fans of all ages to come out to the ballpark to cheer on their favorite team and to engage with Big 26 sponsors and partners offering educational programming and/or services. Through the Youth League Fundraising Program, Big 26 offers fundraising opportunities for youth leagues in Dauphin and surrounding counties. Big 26 is proud to support youth baseball activities and to encourage participation in all youth sports as an important component of community wellness.

LEADERSHIP

The Big 26 Baseball Classic® is owned and operated by the Hershey Harrisburg Sports & Events Authority (HHSE), a division of Visit Hershey & Harrisburg (501c6 non-profit). The event was founded in 2012 by the former Big 33 Foundation (Football), and acquired by HHSE in 2017.





AUDIENCE

Sponsor reach for the Big 26 Baseball Classic can impact at the state level and/or concentrate on a local demographic in different ways throughout the year based on sponsor goals.

Big 26 reaches an active and dynamic audience through a variety of digital and in-person interactions. Our audience is primarily - but not limited to - **active families** with school-aged children in elementary school, middle school, and high school and/or college-bound.

- Event Dates: July 20-23, 2023
- Event Location(s): Penn State Harrisburg | Team lodging and practice FNB Field | Buddy Events and 3-game series
- Attendance: 2,500+ -- Livestream: TBD
- Website Users (Per year): 8,500+
- Social & Digital Reach: 250,000+ (Ads & organic sharing)

CONNECTIONS

Who We're Reaching

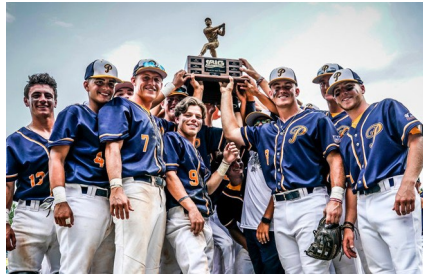
- Families in PA & MD with high school players graduating in 2024 or 2025
- Families with special needs children, teens, or young adults
- PA & MD high school athletic directors and coaches
- Baseball training facility managers and clients
- Local baseball youth leagues in Dauphin and surrounding counties
- Baseball fans of all ages in Pennsylvania and Maryland
- Friends and families of all participants

How We're Reaching Them

- Direct Mail & Email
- Website, Social Media, TV/Radio
- Contests, giveaways, unique interactive experiences, etc.
- Event program & Signage
- Stadium video scoreboard & public address announcements
- Vendor space
- Apparel
- Volunteer opportunities

When We're Reaching Them

The Big 26 Baseball Classic is a multi-day and multi-faceted experience. Audience connections start in the spring, peak at the summer event, and continue into the post-event period. We have multiple opportunities to provide sponsors with impactful audience impressions and interactions over an extended period of time.



PRESENTING PARTNER

Baseball is more than balls and strikes. It's friendship, opportunity, and dedication to excellence. It's community. It's family.

The Presenting Sponsor receives maximum audience reach and premium positioning across all live, print, and digital connections in every phase of the event from tryouts to postgame.

Beyond the qualitative deliverables of a sponsorship, our team will strive to exceed intangible expectations as we welcome an enthusiastic event partner and invested member of the **Big 26 family**.

We're excited about the opportunity to work with you to continue the growth and community impact of this special event!

OPENING NIGHT BUDDY EVENT

The Buddy Picnic Sponsorship is an opportunity to be front and center at one of the Big 26 Baseball Classic's most-loved (and most-Tweeted!) events. Special needs children, teens, and young adults have the opportunity to connect with Big 26 athletes for quality time both on and off the field.

After a picnic meal, players and buddies hit the field together for the Challenger baseball game. Come to the game and cheer them on!

Buddies make a huge impact on us all with their BIG hearts and BIG smiles. It's always a joy to watch them shine!

GOLD GLOVE PARTNER

Gold Glove Sponsors receive a variety of traditional exposures and can add a customized activation such as:

Community Giveback Youth League Fundraising Program

Youth baseball leagues in Dauphin and surrounding counties can raise funds for their organizations by receiving a portion of the revenue from tickets sold with their unique online code. Your logo and message will appear throughout the process.

Social Media Contest

Sponsor a series of engaging online promotions before, during, and after the event.

Direct Mail & Newsletter Sponsor

Sponsor messaging reaches players, families, coaches, and fans in PA & MD.

Photography Sponsor

Smile for lifetime memories! Your sponsorship can help us to offer complimentary professional photos from select events such as the Buddy Picnic & Challenger Game.

Sign-Making Station

Fans will create signs to cheer on their favorite player or team. Your logo can be pre-printed on the front (and back!) of each sign for amplified impact.

Baseball Bingo

Fans play baseball-themed BINGO cards for a chance to win assorted prizes. BINGO cards will be customized with sponsor logo.

Fireworks (*add \$500.00)

We'll celebrate this awesome community event with fireworks after Friday's game.



ALL-STAR PARTNER

All-Star Sponsorships are budget-minded bundles that deliver meaningful sponsor-to-audience connections and play a crucial role in our mission to host an engaging and memorable community sports event.

Sponsor an inning, starting lineups, t-shirt toss, the “Paint the Plate K Club” for recognizing strikeouts, tech support, and more. Have an activation idea? Let’s discuss!

This event would not be possible without the support of our All-Stars!



VENDOR ONLY

Interested in vendor space at the event? Contact our team to talk about pricing and availability.

Space may be limited pending the finalization of sponsor package commitments.



IN-KIND, RAFFLE & PRIZE DONATIONS

Big 26 offers a variety of raffles and giveaways. If your business is interested in donating tickets, gift cards, merchandise, etc., please contact our team.

In-kind donations are always greatly appreciated! Food, drinks, technology, etc. are common in-kind donations to Big 26 and the Buddy Program that help us to create a top-notch event atmosphere.

Donation sponsors can be recognized in multiple ways including PA announcements, social media, website, and post-event newsletter wrap up.



CONTACT

Let’s set up a time to talk! We can work together to find an investment scenario that works best for your organization or business goals.

Gregg Cook
Executive Director
717.231.2990 (Office)
717.576.2964 (Cell)
gregg@hhsportsandevents.com

More Than A Game



2023 Partnership Opportunities

Custom Partnerships Available - The Packages Below are Suggested Outlines

Sponsorship Contact - Gregg Cook | gregg@hhsportsandevents.com | 717.231.2990

Presenting	Buddy Program	Gold Glove	All-Star
1 available	1 Available	Multiple Available	Multiple Available
\$10,000	\$5,000	\$2,500	\$1,000

*Fireworks - Add \$500.00

GAME DAYS (3-game series @ FNB Field)

Vendor Space	•	•	•	
Marketing Materials Distributed in Player Bags	•	•	•	
Scoreboard Video	4x per game (:30)	2x per game (:30)		
In-Game Readers by PA Announcer w/Scoreboard Logo	3x per game (:15)	2x per game (:15)	2x per game (:15)	1x per game (:15)
Scoreboard Logo	All-Sponsor Reel	All-Sponsor Reel	All-Sponsor Reel	All-Sponsor Reel
Event Program (Sponsor Page Logo)	•	•	•	•
Event Program Placement	Cover Logo + Full Page Color	Full Page Color	1/2 Page (B&W)	1/4 Page (B&W)
Complimentary Event Tickets	100	50	25	10
Opportunity to Address Crowd/Throw 1st Pitch	•	• (*Buddy Game)		
Select a sponsor activation such as 1) Fireworks *add \$500.00* , 2) Community Giveback Fundraising Program, 3) Social Media Contests, 4) Photography Sponsor, 5) Fan Sign-Making Station, 6) High school coach emails, 7) Baseball Bingo, 8) <i>Have an activation idea? Let's discuss!</i>			•	
Select a sponsor activation such as 1) Inning Sponsor, 2) T-shirt Toss, 3) Communications & Technology Sponsor, 4) <i>Have an activation idea? Let's discuss!</i>				•
Livestream Representation - <i>*Livestream details TBD.</i>	Pending	Pending	Pending	Pending

OVERALL AUDIENCE OUTREACH

Banner Advertising On All Enewsletters	•			
Dedicated Sponsor Message to Newsletter Subscribers	•	•		
Logo & Link on Big26.com Homepage	•			
Logo & Link on Big26.com Sponsor Page	•	•	•	•
Marketing Materials Distributed at Tryouts (*A)	•	•	•	•
Social Media Mentions (*B, *C)	• (Minimum 20)	• (Minimum 10)	• (Minimum 4)	• (Minimum 2)
Mention in all press/paid advertising communications	•			

APPAREL

Logo on Volunteer Shirts & Select Retail Shirts	•	•	•	•
Logo on Buddy Program Personalized Shirts (Sleeve)		•		

*A - Available if sponsor agreement is in place prior to tryouts. Sponsor is responsible for printing and/or shipping & fulfillment costs.

*B - Social media mentions typically run April-August. Additional mentions may occur outside this frame. Minimums apply x3: Twitter, Instagram, Facebook.

*C - Social media mentions for the Presenting Sponsor have high potential for extended reach as we expect to use the "Presented By" tagline on many posts.

RAFFLE DONATIONS

Big 26 Baseball Classic seeks raffle prize donations. Donation sponsors will be recognized in the event program, in games via PA announcements, and via social media.