

Goal: \$1M for Youth

STAKES have never been THIS HIGH

Six Things to Know about Battle at the Ballpark

- 1 Save the Date: Saturday, June 4, 2022
- 2 Rock Paper Scissors played live on Busch Stadium Field
- 3 64 Companies/Institutions will enter a “March Madness” style throw-down with all the flare and smack they can muster
- 4 Employee engagement and friend-to-friend fund raising campaign runs 5 months (February – June 2022)
- 5 Every participating organization will get an official game kit to support their planning
- 6 Two BIG awards await the winners—Most Money Raised and Game Winner

Rock Paper Scissors, a beloved child’s game, delivers unique playability. It is the only game that gives every player—regardless of skill or age—an equal chance at winning. Throughout Eastern Missouri, players can challenge family, friends, co-workers, and industry competitors and their employees to enter a “battle” that is not only fun, and silly, but also plays it forward for youth futures.

Why Sponsor Battle at the Ballpark?

Powered-Up Partnership

Scale and reach are key to the success of this unique partnership. Combining two well-known and trusted brands can exponentially magnify results. Funds raised will fuel the programs and services of BBBSEMO and Cardinals Care.

Our Youths’ Future

Independently and as partners, BBBSEMO and Cardinals Care show up for young people. From facilitating relationships to on- and off-field support, we empower young people in their pursuit of a meaningful, stable, and independent life.

Innovation Drives Community Success

This first-time battle is like no other run, walk or golf tournament. It’s innovative. Our partnership is innovative. Your participation allows us to strive to innovate within our work and the development of new offerings.

For the Sake of Fun

Let’s create child-like energy. Battle at the Ballpark offers a chance to boost morale, engage teams and launch communities. Here’s a chance to **challenge one another joyfully and further our cause to show up for youth.** Let’s show the world who we are, together, by cheering one another on and by raising up our children.

Sponsor the Battle!

DIAMOND "ROCK" SPONSOR

\$100,000

As the **Diamond Rock Sponsor**, your commitment to youth will be recognized front and center throughout this 5-month campaign. You'll see benefits pre, during and post event. You'll also have a unique and fun way to boost morale and team engagement, while building external awareness in our community.

Benefits

- Organization name/logo prominently displayed on Busch Stadium digital Scoreboard(s)
- Name/logo showcased on the Battle at the Ballpark Center Ring
- Name/logo featured on high-value printed and digital signage
- Name/logo highlighted on Big Brothers Big Sisters of Eastern Missouri's website
- Logo displayed on event swag/merchandise
- Logo shared on event emails and/or tickets
- Four (4) Tables of 10, plus tableside concierge
- Organization recognized, on field, between event battles by Master of Ceremonies
- Name/logo featured on videos, social media and during the event
- Organization showcased in focused posts on social media
- Organization included in media mentions (primarily radio)
- Receive 200 ticket vouchers for St. Louis Cardinals' Home Game
- Complimentary use of Big Brothers Big Sisters Anew Rooftop (4 hours)



Let's Play!

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GRAND SLAM SPONSOR

\$50,000

As a **Grand Slam Sponsor**, your commitment to youth will be recognized front and center throughout this 5-month campaign. You'll see benefits pre, during and post event. You'll also have a unique and fun way to boost morale and team engagement, while building external awareness in our community.

Benefits

- Organization name/logo prominently displayed on Busch Stadium digital Scoreboard(s)
- Name/logo showcased on the Battle at the Ballpark Center Ring
- Name/logo featured on high-value printed and digital signage
- Logo shared on event emails and/or tickets
- Three (3) Tables of 10, plus tableside concierge
- Organization recognized, on field, between event battles by Master of Ceremonies
- Name/logo featured on videos, social media and during the event
- Organization showcased in focused posts on social media
- Organization included in media mentions (primarily radio)
- Receive 100 ticket vouchers for St. Louis Cardinals' Home Game
- Complimentary use of Big Brothers Big Sisters Anew Rooftop (4 hours)



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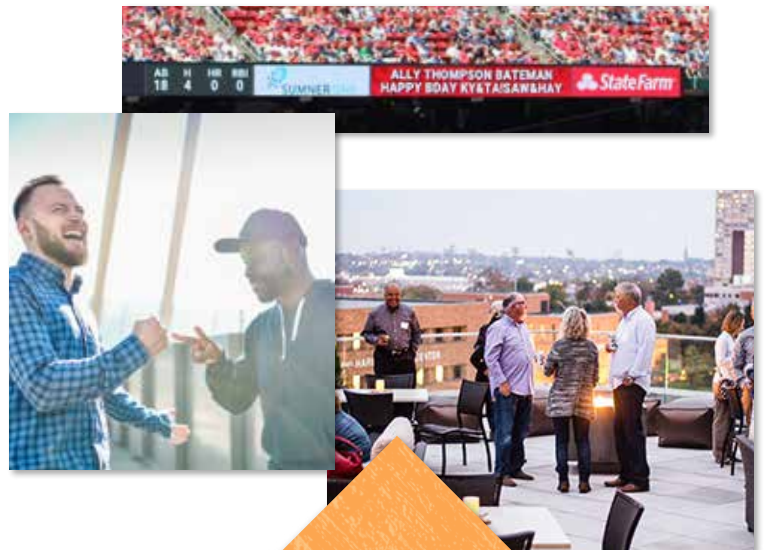
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“PAPER” CUT SPONSOR
\$25,000

As a **Paper Cut Sponsor**, your commitment to youth will be recognized throughout this 5-month campaign. You'll see benefits pre, during and post event. You'll also have a unique and fun way to boost morale and team engagement, while building external awareness in our community.

Benefits

- Organization name/logo displayed on Busch Stadium digital ribbon board
- Name/logo featured on high-value printed and digital signage
- Three (3) Tables of 10, plus tableside concierge
- Organization recognized, on field, between event battles by Master of Ceremonies
- Name/logo featured on videos, social media and during the event
- Organization showcased in focused posts on social media
- Organization included in media mentions (primarily radio)
- Receive 50 ticket vouchers for St. Louis Cardinals' Home Game
- Complimentary use of Big Brothers Big Sisters Anew Rooftop (4 hours)



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HOME RUN SPONSOR

\$15,000

As a **Home Run Sponsor**, your commitment to youth will be recognized throughout this 5-month campaign. You'll see benefits pre, during and post event. You'll also have a unique and fun way to boost morale and team engagement, while building external awareness in our community.

Benefits

- Organization name/logo displayed on Busch Stadium digital ribbon board
- Two (2) Tables of 10
- Organization recognized, on field, between event battles by Master of Ceremonies
- Name/logo featured on videos, social media and during the event
- Organization showcased in focused posts on social media
- Receive 30 ticket vouchers for St. Louis Cardinals' Home Game
- Complimentary use of Big Brothers Big Sisters Anew Rooftop (4 hours)



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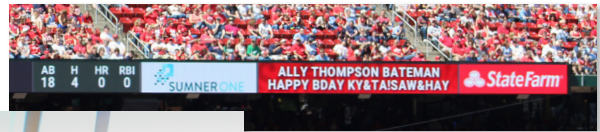
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“SCISSORS” WORKOUT SPONSOR \$10,000

As a **Scissors Workout Sponsor**, your commitment to youth will be recognized throughout this 5-month campaign. You'll see benefits pre, during and post event. You'll also have a unique and fun way to boost morale and team engagement, while building external awareness in our community.

Benefits

- Organization name/logo displayed on Busch Stadium digital ribbon board
- Two (2) Tables of 10
- Organization recognized, on field, between event battles by Master of Ceremonies
- Organization showcased in focused posts on social media
- Receive 20 ticket vouchers for St. Louis Cardinals' Home Game



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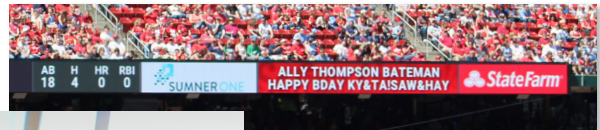
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ON BASE SPONSOR \$5,000

As an **On Base Sponsor**, your commitment to youth will be recognized throughout this 5-month campaign. You'll see benefits pre, during and post event. You'll also have a unique and fun way to boost morale and team engagement, while building external awareness in our community.

Benefits

- Organization name/logo displayed on Busch Stadium digital ribbon board
- One (1) Table of 10
- Organization recognized, on field, between event battles by Master of Ceremonies
- Organization showcased in focused posts on social media
- Receive 10 ticket vouchers for St. Louis Cardinals' Home Game



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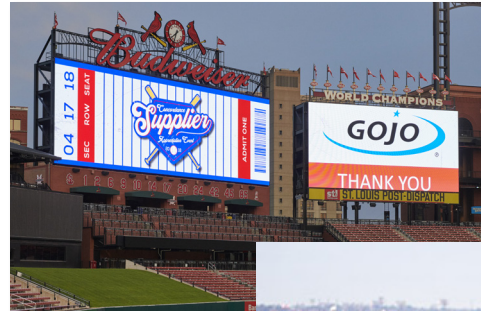
SPECIAL PACKAGES

We'll work with you to create a **Custom Sponsorship Package** that highlights your purpose and our partnership. Your commitment to youth will be recognized throughout this 5-month campaign. You'll see benefits pre, during and post event. You'll also have a unique and fun way to boost morale and team engagement, while building external awareness in our community.

Receive benefits consistent with traditional sponsorship packages. Examples include:

Official

- **Beverage Sponsor**
\$50,000 in-kind value
- **Print Sponsor**
\$25,000 in-kind value
- **Book Tour Sponsor**
\$25,000
- **Battle Wear Sponsor**
\$50,000
- **Food Truck Sponsor**
\$15,000
- **First Aid Sponsor**
\$10,000
- **Fireworks Sponsor**
\$10,000
- **Training Sponsor**
\$5,000
- **Field Games Sponsor** (bullpen, batting cages, cornhole) \$25,000
- **Photo Booth Sponsor**
\$5,000



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