



12 Teams | 2 Provinces | 345,000 Fans

Thursday night game of the week airing on
RFD-TV Canada & Water Television Network May - August 2024

About WCBL

In a resounding victory for baseball aficionados across Western Canada, the Western Canadian Baseball League (WCBL) continues to hit it out of the park with thrilling games and burgeoning talent. Since its inception, the league has grown into a premier destination for both players and fans, fostering a love for America's favorite pastime in the hearts of Canadians.

The WCBL has been a beacon of entertainment for communities throughout the prairies of Alberta and Saskatchewan. The WCBL has been in continuous operation for 60 years and have succeeded while other independent leagues have not. The WCBL is a growing product, with our teams focusing on family-oriented, positive, and affordable sports entertainment.

ATTENDANCE IS ON THE RISE!

*In the last five seasons, the WCBL has
has an increase of 26.4% (+71,244 fans)*



Distribution

As attendance figures continue to climb, it's clear that the WCBL has captured the hearts of local communities. The WCBL is present in every major market in Western Canada, with a new stadium in the works in the Edmonton area. Families, friends, and die-hard fans gather in stadiums across the region, creating an electric atmosphere that resonates with the spirit of competition.

Ballpark Digest listed the 2023 attendance numbers for North American summer collegiate baseball teams. Many teams reported significant hikes in total attendance, as it's apparent COVID-19 has ceased to be a factor in fan attitudes.

Top 3 WCBL teams featured in the 2023 *Ballpark Digest* attendance list:



#3. Okotoks Dawgs, **127,622 fans**



#44. Sylvan Lake Gulls, **45,105 fans**



#60. Medicine Hat Mavericks, **35,499 fan**

*** Rankings based on a total of 160 collegiate baseball teams*

12 TEAMS | 2 PROVINCES



About the Networks

Water Television Network is thrilled to announce our latest expansion, which will bring an even broader spectrum of SPORTS, including well known sports talk from Nation Network, Western Canadian Baseball League games, Muay Thai World Cup, and more! Water offers a nationwide presence, appealing to enthusiasts of Sports Talk and Live Sporting Events.

RFD-TV Canada is a dedicated television network 100% committed to Canada's agriculture, equine and western lifestyle. Tune in for important daily agriculture news from around the world, featuring "live" coverage of agri-business, weather, and commodity market information.

All of this is available through your cable and satellite provider.

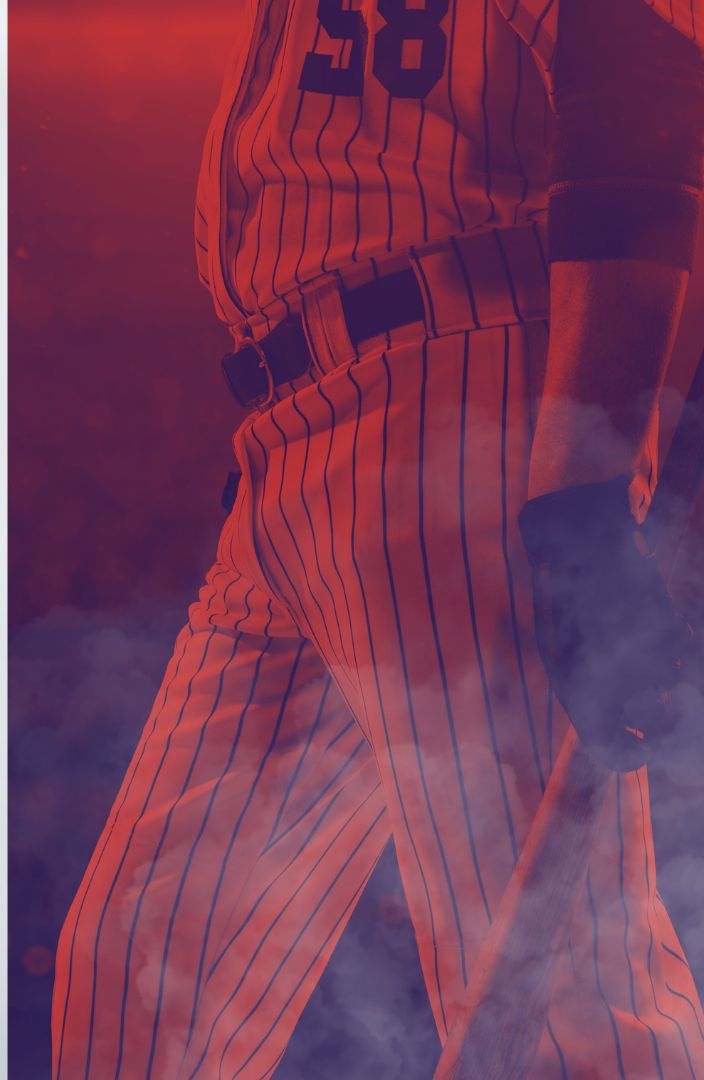


plus

BellAliant



Shaw) Direct



Audience & Demographics



Anticipated Household Reach: 500,000



Audience Gender: 65% Male, 35% Female



Primary Viewer Target: Adults 25-54

→ Secondary Target: Adults 35+



Focus: Sports Talk and Live Sporting Events



Household Reach: 287,000*



Audience Gender: 50% Male, 41% Female

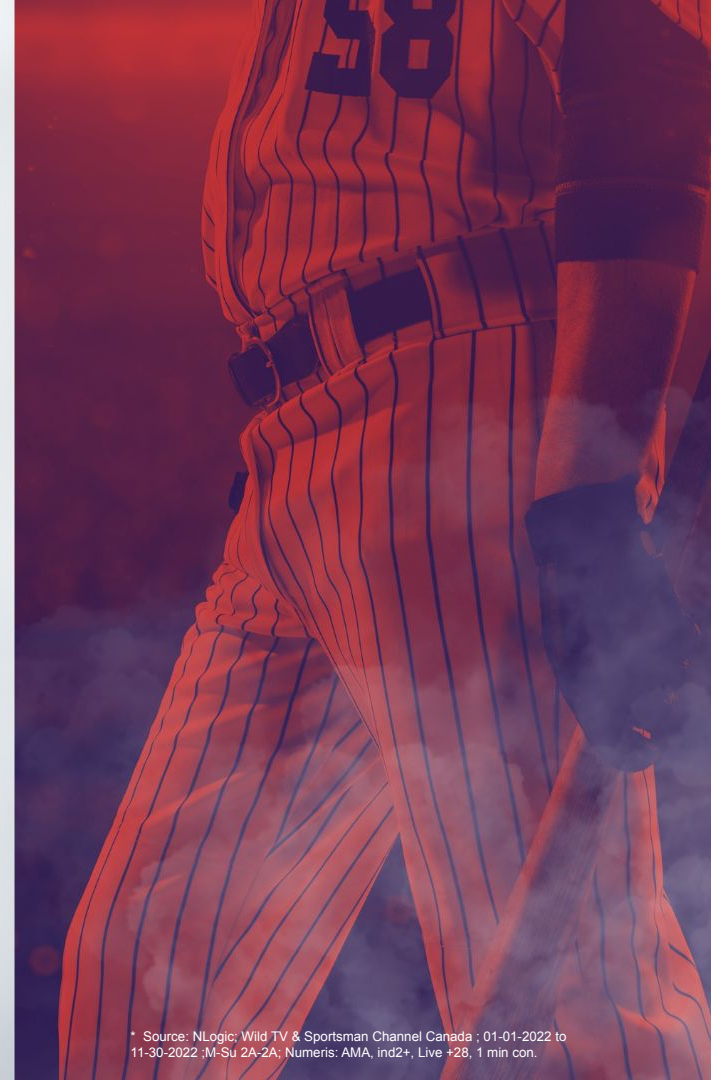


Primary Viewer Target: Adults 35+

→ Secondary Target: Adults 18+



Focus: Canada's Agriculture and Western Lifestyle



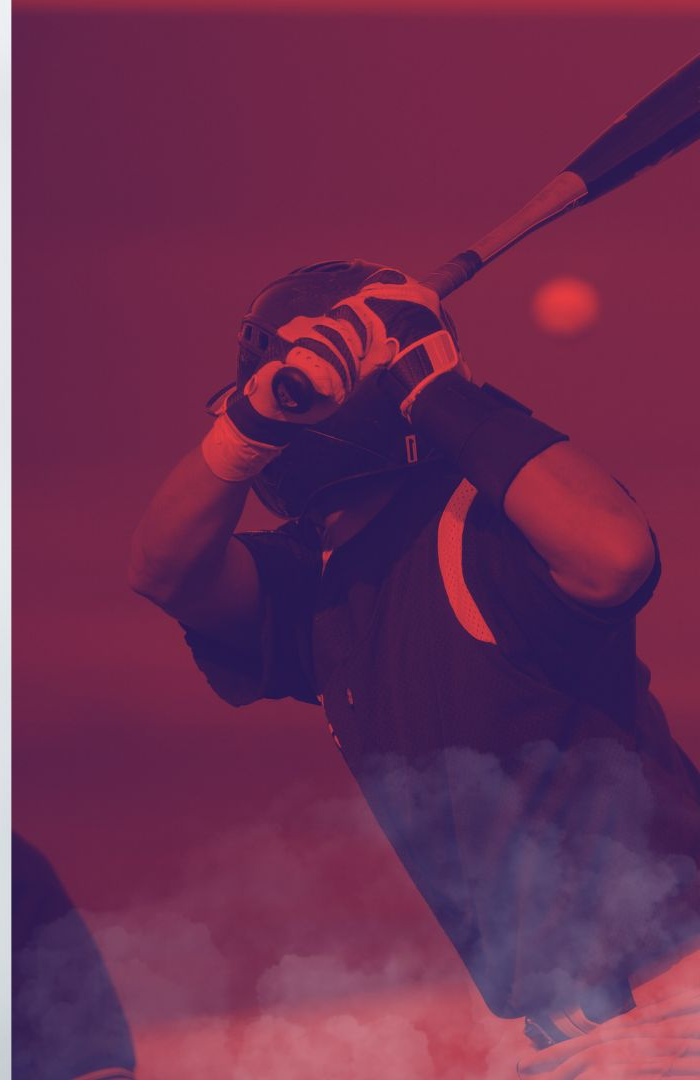
* Source: NLogic; Wild TV & Sportsman Channel Canada ; 01-01-2022 to 11-30-2022 ;M-Su 2A-2A; Numeris: AMA, ind2+, Live +28, 1 min con.

Grand Slam

Title Sponsorship WCBL GAME OF THE WEEK

- Three – 15 or 30 second ads on Home Team Live (all WCBL regular season games) WCBL Video Streaming Company.
- Three – 15 or 30 second ads on Water Television Network & RFD-TV Canada
- Logo placement on the WCBL Sponsor page on www.westerncanadianbaseballleague.com
- Press Release sent by the WCBL announcing the partnership on all its social platforms
- The advertiser will sponsor the 7th Inning stretch on each game of the week broadcast.
- (4) tickets to the 2024 WCBL All Star Game

TOTAL INVESTMENT (\$15,000)



Additional Opportunities

Home Run

- One – 15 second ad on Home Team Live (all WCBL regular season games) WCBL Video Streaming Company
- One – 15 or 30 second ads on Water Television Network & RFD-TV Canada
- Logo placement on the WCBL Sponsor page on www.westerncanadianbaseballleague.com
- (4) tickets to the 2024 WCBL All Star Game

TOTAL INVESTMENT (\$10,000)

Base Hit

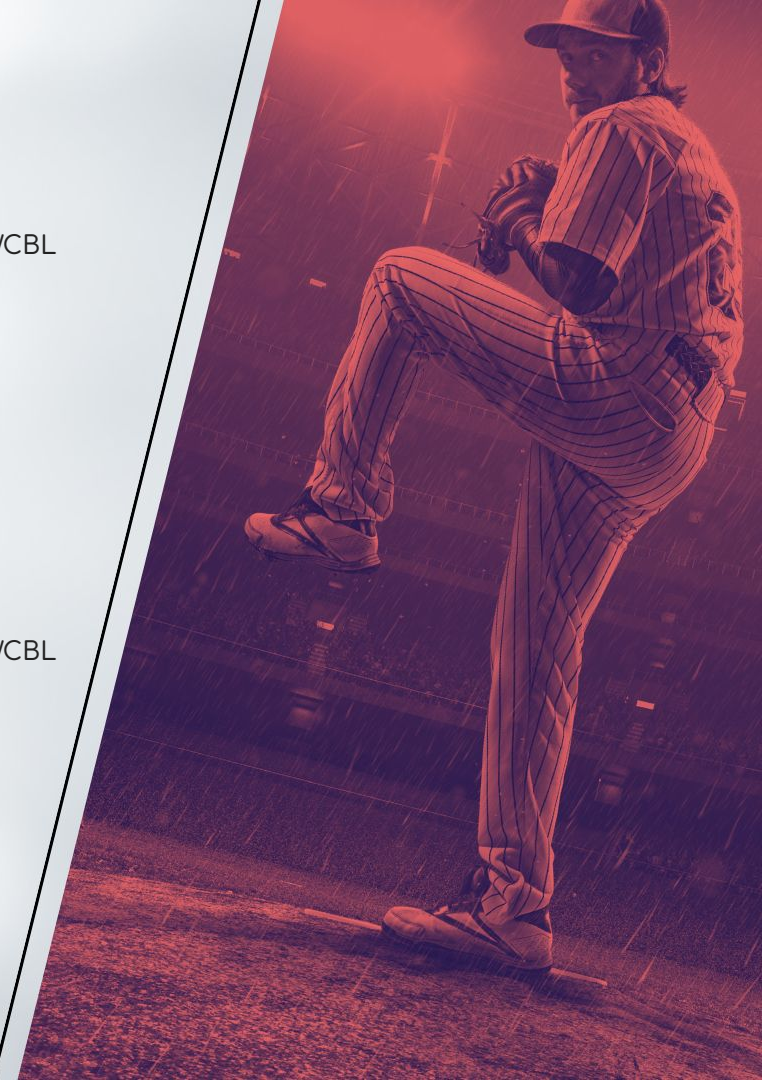
- One – 15 second ad on Home Team Live (all WCBL regular season games) WCBL Video Streaming Company
- One – 15 or 30 second ads on Water Television Network & RFD-TV Canada
- (2) tickets to the 2024 WCBL All Star Game

TOTAL INVESTMENT (\$5,000)

Closed Caption

- Official sponsor of closed captions

TOTAL INVESTMENT (\$5,000)





Contact Us Today!

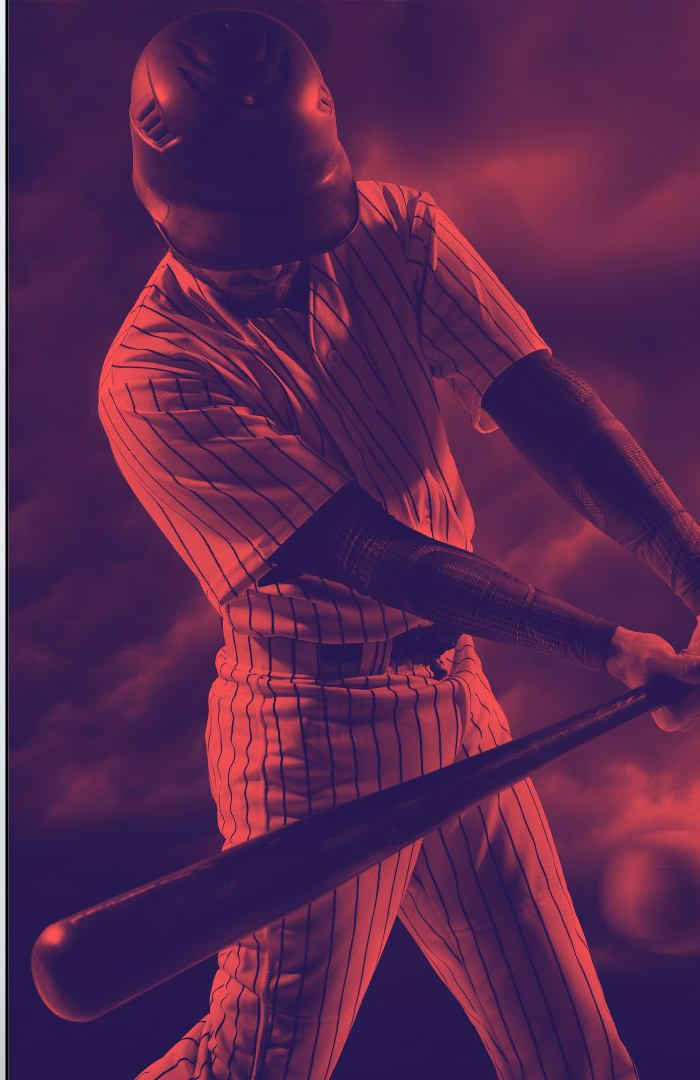
For more information about advertising, Contact:

Kim Fjellner

General Sales Manager

 780-803-3025

 kim.fjellner@wildtv.ca



Contact Us Today!

For more information about WCBL, Contact:

Mark Stiles

WCBL Managing Director of Corporate Sponsorships and Marketing



403-651-7732



mstiles@wcbllbaseball.com



www.westerncanadianbaseballleague.com

