



1350 Judson Road

THE LAKESHORE'S LARGEST YOUTH INDOOR TRAINING FACILITY

Over 25,000 sq. ft. Clear Span Building with 50 ft. high ceilings that Features:

- 24,000 sq. ft. of Turf Housing
- A full infield with adjustable base dimensions 46/60 50/70 60/90 & 185 ft. to outfield fence.
- (2) 13'X20'X55' Hitting/ Pitching Tunnel
- (2) 13'X20'X70' Hitting/ Pitching Tunnel
- (1) 13'X20'X55' Iron Mike Automated Batting Tunnel
- (1) 13'X20'X70' Iron Mike Automated Batting Tunnel

Offering:

- Field Rental
- Tournaments
- Baseball & softball basics Leagues/ competitive Leagues
- Kickball Leagues/ Wiffle ball leagues
- Team lock-ins/ knockerball parties
- Private lessons/ Video analysis
- Tunnel rentals
- Football
- Lacrosse
- Indoor track
- Clinics
- Cheer/ color guard
- Private parties



LEAGUE/TOURNAMENT/ SPECIAL EVENT SPONSORSHIP

Cost: \$1,000/ Event

Sponsorship Includes:

- **Sponsorship Mention Banner**

- Banner (10' H x 4' W) featuring Sponsorship and event name to hang in highest traffic-visible area of the facility. Once produced, banner will hang in Shoreline Sports Academy for minimum of 30 days prior to event start until event is complete.

- Banner to include a 7' graphic section of event details and a 3' section featuring sponsors logo.

- **Event T-Shirts Sponsorship**

- Event T-Shirt to include Sponsor Logo on the backside of the t-shirt and event logo on front.

- **Summer Camp Guide Logo and Business Information**

- Business logo and company contact information will be placed in the Shoreline Sports Academy Flyer/Guide.

- This Flyer/Guide will be distributed to all of Shoreline Sports Academy & Norton Pines Fitness Center Members as well as made available to all area schools and youth programs, other areas of distribution to be determined, such as private schools, church groups, and corporations.

- Ability to distribute promotional items and information to event participants. Items and information must be approved.

- To be included in email blast to Parents and All Facility Contacts. Business Logo and website link included in email.

- Logo Placement on Shoreline Sports Academy Website Event Page & Link to sponsor's business website:

- <http://www.shorelinesportsacademy.com/home/event/>

- Logo Placement on Shoreline Sports Academy Facebook Page:

- <http://www.facebook.com/shorelinesportsacademy>



ADVERTISING PROGRAM

Scoreboard Package- Only 2 available

- **\$15,000 for 2 years**

- After two (2) years if sponsor decides to continue with sponsorship, only \$5000 will be required per consecutive year thereafter.
- Naming rights for large scoreboard located on Right Field wall space above turf field.
- Your company will receive one League/Tournament/Event Sponsorship (See League/Tournament/Event Sponsorship section for more details).
- Your logo on display for two (2) weeks per year on Shoreline Sports Academy Facebook page and (30) status mentions of your company on Shoreline Sports Academy Facebook page. <http://www.facebook.com/shorelinesportsacademy>
- Your logo and link to Sponsor website will appear on Shoreline Sports Academy website. <http://www.shorelinesportsacademy.com>

Tunnel Package- Only 6 available

- **\$5,000 Annually**

- Your logo printed on an approximately 3ft by 10ft banner hanging on tunnel.
- For a period of (1) year the tunnel will take on the name of your company.
- Your logo and company name will be listed on the website in reference to the reservations of tunnel.
- Your logo and company name will be listed on the reservation book at the front desk.
- Your company will receive one League/Tournament/Event Sponsorship (See League/Tournament/Event Sponsorship section for more details).
- Your logo and link to Sponsor website will appear on Shoreline Sports Academy website. <http://www.shorelinesportsacademy.com>
- Company logo display on banner for (2) weeks on Shoreline Sports Academy Facebook page and (20) status mentions of your company on Shoreline Sports Academy Facebook page. <http://www.facebook.com/shorelinesportsacademy>



ADVERTISING PROGRAM

Platinum Package

- \$1,500 Annually

- Your logo printed on a 3' by 16' full color banner hanging on the main wall facing the Main Entrance, Field, and Tunnels.

- Your logo and link to Sponsor website will appear on Shoreline Sports Academy website. <http://www.shorelinesportsacademy.com>

Gold Package

- \$1,000 Annually

- Your logo printed on a 3' by 13' full color banner hanging on the side wall.

- Your logo and link to Sponsor website will appear on Shoreline Sports Academy website. <http://www.shorelinesportsacademy.com>

Floor Package

- \$900 Annually

- Your 4' x 8' logo printed on the high traffic walk-in floor entrance area.

- Your logo and link to sponsor website will appear on the Shoreline Sports Academy website: <http://www.shorelinesportsacademy.com>

Big Bullseye Package

- \$800 Annually

- Your business name printed on a 8' round circle bullseye located in the high traffic playing area of the field.

- Your logo and link to sponsor website which will appear on Shoreline Sports Academy website. <http://www.shorelinesportsacademy.com>



ADVERTISING PROGRAM

Silver Package

- \$700 Annually

- Your logo printed on a 3' by 6 ½" full color banner hanging on the end wall of building.

- Your logo and link to Sponsor website will appear on Shoreline Sports Academy website. <http://www.shorelinesportsacademy.com>

Bronze Package

- \$600 Annually

- Your name printed on a 3' by 6' full color banner with other company sponsors.

- Your logo and link to sponsor website which will appear on Shoreline Sports Academy website. <http://www.shorelinesportsacademy.com>

Bullseye Package

- \$500 Annually

- Your business name printed on a 4' round circle bullseye located in the high traffic playing area of the field.

- Your logo and link to sponsor website will appear on the Shoreline Sports Academy website: <http://www.shorelinesportsacademy.com>

Tournament Day Package

- \$100 Weekend

- Your name will be mentioned in between games and innings on the day of the tournament.

- Your logo and link to Sponsor website will appear on Shoreline Sports Academy website during the tournament weekend. <http://www.shorelinesportsacademy.com>



ADVERTISING PROGRAM

Return Payment Form

Please accept my payment of \$ _____ by: (circle one) Visa. MC. Other

Card Number _____ Exp. Date _____ CVV2 Code _____

Name: _____

Phone Number: _____

Date: _____

Company Name: _____

Company Address: _____

City/ State/ Zip Code: _____

Representative Name: _____

Email: _____

Company Website Link: _____

Please return this form to:

Shoreline Sports Academy
Attention: Greg Guzman
1350 Judson Rd.
Spring Lake, MI. 49456



ADVERTISING PROGRAM GUIDELINES

These Guidelines set forth standards that govern Shoreline Sports Academy relationship with its advertising partners and the relationship between Marketing and advertising content. The overriding consideration is that Shoreline Sports Academy must maintain its Marketing integrity and the trust of its readers. We believe that establishing, publicly displaying, and adhering to these Guidelines is important to protect the trust and transparency that should exist between a publication, its readers, and its advertisers.

We also recognize that no set of Guidelines can address every situation or issue that may arise in the course of doing business, especially given the pace of change within the media industry. Accordingly, we anticipate that these guidelines will be revisited and updated from time to time. In particular, we will remain teachable and open to suggestions, criticism, and correction from our readers and other interested parties.

Great Advertising Guidelines

· The Guidelines in the following section apply to all advertisements and sponsor content served by or appearing in the all publications of Shoreline Sports Academy and its Digital Properties, which include

www.ShorelineSportsAcademy.com
www.facebook.com/shorelinesportsacademy

and all related mobile and app extensions. (Herein after “The Shoreline Sports Academy”), including ads purchased under AAAA/IAB Standard Terms and Conditions.

· Shoreline Sports Academy will not allow any relationship with an advertiser to compromise Shoreline Sports Academy Marketing integrity.

· All advertising content must be clearly distinguishable from Marketing content. To that end, Shoreline Sports Academy will label an advertisement with the word “Advertisement” when, in its opinion, this is necessary to make clear the distinction between Marketing material and advertising.

Shoreline Sports Academy may exercise its discretion to refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to Shoreline Sports Academy brand.

Although Shoreline Sports Academy will evaluate whether to work with advertisers on a case-by-case basis, some examples of advertising Shoreline Sports Academy will not accept are the following:

- Advertising that Shoreline Sports Academy believes, in its opinion, is indecent, vulgar, suggestive, profane, or offensive.
- Advertising for illegal products or services, including drugs, illegal substances, or any related products or services.
- Advertising that Shoreline Sports Academy believes includes hateful or violent text advocating against any individual, group, or organization.
- Advertising that Shoreline Sports Academy determines to be inflammatory.
- Advertising that Shoreline Sports Academy determines represents a personal attack against an individual, country, or organization.
- Advertising that Shoreline Sports Academy believes will undermine the intellectual integrity, authority, and character of its mission and brand.

All determinations of the application of the foregoing standards to particular advertisements or advertisers shall be within the sole discretion of Shoreline Sports Academy business-side staff. Shoreline Sports Academy editors will not be involved in deciding whether to accept or reject specific advertisers.

- Shoreline Sports Academy may remove advertising content at any time if such content is inconsistent with the policies described herein, with or without prior notice to the advertising client and regardless of whether the advertising content has been accepted or displayed within Shoreline Sports Academy for any period of time.

Sponsor Content Guidelines

The guidelines in the following section shall apply to all Sponsor Content served by or appearing in the print and digital publications of The Shoreline Sports Academy, including ads purchased under AAAA/IAB Standard Terms and Conditions. (These are in addition to the general guidelines for advertising content that appear above, which apply to Sponsor Content as well.)

- Sponsor Content is content created or commissioned by advertisers in collaboration with Shoreline Sports Academy marketing team (“Shoreline Sports Academy Marketing”). Shoreline Sports Academy allows Sponsor Content in two forms: (1) Content produced by Shoreline Sports Academy Marketing as commissioned by its advertising partners and (2) Content produced by Advertisers.
- As with all advertising, Sponsor Content does not necessarily reflect the views and choices of Shoreline Sports Academy editors. Accordingly, Shoreline Sports Academy will prominently display the following disclaimer on all Sponsor Content: ‘SPONSOR CONTENT.’ Shoreline Sports

Academy will include a disclaimer on all Sponsor Content that notes the involvement or non-involvement of Shoreline Sports Academy Marketing staff in creating the Content and clarifies that the Content is made possible by a Sponsor. Shoreline Sports Academy may additionally include, in certain areas and platforms, further explanation defining Sponsor Content to Shoreline Sports Academy patrons. In addition, Shoreline Sports Academy will ensure the treatment and design of Advertising and Sponsor Content is clearly differentiated from its Marketing content.

· Shoreline Sports Academy does not require that Sponsor Content steer clear of controversy. Indeed, we expect that Sponsor Content, like our own Marketing content, will sometimes address contested issues and will be written with a distinct point of view. That said, even with the caveat that Sponsor Content does not necessarily reflect the views of Shoreline Sports Academy or its editors, Shoreline Sports Academy will refuse publication of such content that, in its own judgment, would undermine the intellectual integrity, authority, and character of our Enterprise.

· As with all advertising, and consistent with the foregoing General Advertising Guidelines, Shoreline Sports Academy may reject or remove any Sponsor Content at any time that contains false, deceptive, potentially misleading, or illegal content; is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to Shoreline Sports Academy brand.

· Shoreline Sports Academy may, at the Sponsor & direction, enable readers to comment on Sponsor Content on Shoreline Sports Academy sites. If comment functionality is enabled on Sponsor Content, the sponsor will not have any role in moderating such comments. The only moderation of such comments will be performed by Shoreline Sports Academy employees who implement Shoreline Sports Academy generally applicable Terms and Conditions (<http://www.ShorelineSportsAcademy.com/terms-and-conditions/>)—which prohibit spam, obscenity, hate speech, and similar content—elsewhere on the site.

(PRINT NAME)

Greg Guzman

MARKETING REPRESENTATIVE

COMPANY REPRESENTATIVE

(SIGNATURE)

MARKETING REPRESENTATIVE

COMPANY REPRESENTATIVE

Advertisers are responsible for ensuring that their ads are adequately substantiated and comply with all applicable laws, regulations, and guidelines. While the content of advertising does not necessarily reflect the views of Shoreline Sports Academy or its editors, if it comes to the attention of Shoreline Sports Academy that an ad, in our opinion, contains demonstrably false or unlawful content, Shoreline Sports Academy will refuse or remove the ad in whole or in part.

