



Located on the premise of Norton Pines Athletic Club

1350 Judson Rd. Spring Lake, MI 49456

THE LAKESHORE'S LARGEST INDOOR TRAINING FACILITY

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

A 1200 sq. ft. Retail Area & 24,000 sq. ft. of Turf Housing:

- A FULL INFIELD WITH ADJUSTABLE BASE DIMENSIONS 46/60 50/70 60/90 AND 105 ft. TO OUTFIELD FENCE (RIGHT-CENTER-LEFT)
- (5) 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
- (2) 13'X20'X70 HITTING/PITCHING TUNNEL
- (1) 35'X20'X39' VIDEO ANALYSIS TUNNEL/MEETING AREA

OFFERINGS:

- | | |
|---|-------------------|
| ● FIELD RENTAL | TUNNEL RENTALS |
| ● TOURNAMENTS | FOOTBALL |
| ● BASEBALL BASICS LEAGUES / COMPETITIVE LEAGUES | LACROSSE |
| ● PRIVATE LESSONS | CLINICS |
| ● VIDEO ANALYSIS | CHEER/COLOR GUARD |



LEAGUE/TOURNAMENT/SPECIAL EVENT SPONSORSHIP

Cost: \$1000.00 per 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 the Sports Academy at the pines 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 Sports Academy at the pines Flyer/Guide.
- This Flyer/Guide will be distributed to all of Sports Academy at the pines & 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 Sports Academy at the pines Website Event Page & Link to Sponsors Business Website: <http://www.sportsacademyatthepines.com/home/event/>

Logo Placement on Sports Academy at the pines Facebook Page. <http://www.facebook.com/sportsacademyatthepines>



ADVERTISING PROGRAM

Scoreboard Package- Only (1) available

\$15,000 for Two (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 Sports Academy at the pines Facebook page and (30) status mentions of your company on Sports Academy at the pines Facebook page.
<http://www.facebook.com/sportsacademyatthepines>
- Your logo and link to Sponsor website will appear on Sports Academy at the pines website.
<http://www.sportsacademyatthepines.com>

Tunnel Package- Only 10 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 Sports Academy website.
<http://www.sportsacademyatthepines.com>
- Company logo display on banner for (2) weeks on Sports Academy at the pines Facebook page and (20) status mentions of your company on Sports Academy at the pines Facebook page.
<http://www.facebook.com/sportsacademy>



ADVERTISING PROGRAM

Platinum Package

\$1000 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 Sports Academy at the pines website. <http://www.sportsacademy.com>

Gold Package

\$800 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 Sports Academy at the pines website. <http://www.sportsacademy.com>

Floor Package

\$700.00 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 Sports Academy at the pines website: <http://www.sportsacademy.com>

Big Bullseye Package

\$500.00 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 Sports Academy at the pines website. <http://www.sportsacademy.com>

Silver Package

\$400 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 Sports Academy at the pines website. <http://www.sportsacademyatthepines.com>

Bullseye Package

\$300 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 which will appear on Sports Academy at the pines website. <http://www.sportsacademyatthepines.com>

Bronze Package

\$200 Annually

- Your name printed on a 3' by 6' full color banner with other company sponsors.
- Your logo and link to Sponsor website will appear on Sports Academy at the pines website. <http://www.sportsacademyatthepines.com>

Tournament Day Package

\$100 Weekend

- Your name will be mentioned during and in between games on the day of the tournament.
- Your logo and link to Sponsor website will appear on Sports Academy at the pines website during the tournament weekend. <http://www.sportsacademyatthepines.com>



ADVERTISING PROGRAM

Return Payment Form

- Please accept my payment of \$ _____ by: (Circle One) Check Visa MC
Other
- Please call me directly at the following number / day / time to verbally accept payment information:

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:

Sports Academy at the Pines

Attention: Greg Guzman, General Manager.

sportsacademyatthepines@gmail.com

Ph: 231-343-1231

1350 Judson Rd.

Spring Lake, MI. 49456



ADVERTISING PROGRAM GUIDELINES

These Guidelines set forth standards that govern *Sports Academy at the pines* relationship with its advertising partners and the relationship between Marketing and advertising content. The overriding consideration is that *Sports Academy at the pines* 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.

GENERAL 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.SportsAcademyatthepines.com, www.facebook.com/sportsacademy, and all related mobile and app extensions. (Herein after "*The Sports Academy at the pines*"), including ads purchased under AAAA/IAB Standard Terms and Conditions.
- Sports Academy at the pines will not allow any relationship with an advertiser to compromise *Sports Academy at the pines* marketing integrity.

- All advertising content must be clearly distinguishable from Marketing content. To that end, *Sports Academy at the pines* 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.

Sports Academy at the pines 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 *Sports Academy at the pines* brand.

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

- Advertising that *Sports Academy at the pines* 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 *Sports Academy at the pines* believes includes hateful or violent text advocating against any individual, group, or organization.
- Advertising that *Sports Academy at the pines* determines to be inflammatory.
- Advertising that *Sports Academy at the pines* determines represents a personal attack against an individual, country, or organization.
- Advertising that *Sports Academy at the pines* 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 *Sports Academy at the pines* business-side staff. *Sports Academy at the pines* editors will not be involved in deciding whether to accept or reject specific advertisers.

- *Sports Academy at the pines* 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 *Sports Academy at the pines* 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 Sports Academy at the pines*, 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 *Sports Academy at the pines* marketing team (“Sports Academy at the pines marketing”). *Sports Academy at the pines* allows Sponsor Content in two forms: (1) Content produced by the 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 *the Sports Academy at the pines* editors. Accordingly, *the Sports Academy* will prominently display the following disclaimer on all Sponsor Content: ‘SPONSOR CONTENT.’ *Sports Academy at the*

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

- *Sports Academy at the pin*es 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, *the Sports Academy at the pin*es 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, *Sports Academy at the pin*es 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 *Sports Academy at the pin*es brand.
- *Sports Academy at the pin*es may, at the Sponsor's direction, enable readers to comment on Sponsor Content on *the Sports Academy at the pin*es 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 *Sports Academy at the pin*es employees who implement *the Sports Academy* generally applicable Terms and Conditions (<http://www.SportsAcademyatthepines.com/terms-and-conditions/>)—which prohibit spam, obscenity, hate speech, and similar content—elsewhere on the site.

(PRINT NAME)

Gregory J. 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 *Sports Academy at the pin*es, or its editors, if it comes to the attention of *Sports Academy at the pin*es that an ad, in our opinion, contains demonstrably false or unlawful content, *the Sports Academy* will refuse or remove the ad in whole or in part.