

2015 Babe Ruth World Series

Marketing Plan

Tourism Grant Proposal

Submitted to: Klamath County Finance Tourism Grant Program

Submitted by: Babe Ruth World Series Local Committee

Contact Person: Brianna Metzler

TRADITIONAL TOURISM GRANT APPLICATION

Title of Project: 2015 Babe Ruth World Series Marketing Plan

Funds Requested: \$25,000

Organization Applying: Babe Ruth World Series Local Committee

Contact Person: Brianna Metzler

Phone Number: (541) 285-7854

Email Address: sponsorbaberuthws2015@gmail.com

Mailing Address: PO Box 7459 Klamath Falls, Oregon 97602

Web Site Address: www.2015baberuthworldseries.com

Brief Description of Project including date, time and location:

Please see enclosed grant proposal for all details and questions on following page.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant _____ Date _____

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization _____ Date _____



2015 BABE RUTH BASEBALL
16-18 WORLD SERIES
AUGUST 8-15, 2014

P.O. Box 7459
Klamath Falls, Oregon 97602

Jason Link
Klamath County Finance
Tourism Grant Program
305 Main Street
Klamath Falls, Oregon 97601

Dear Mr. Link:

The Babe Ruth World Series Local Committee is respectfully requesting a grant in the amount of \$25,000 for the Babe Ruth World Series 16-18 Tournament, coming to Klamath Falls, Oregon, August 5th - 15th, 2015, utilizing the historic Kiger Stadium as the primary headquarters for this tournament.

This event intends on bringing over 1,500 individuals, ranging in age from adolescents through the elderly, into our county for eight days, bringing an influx of dollars into Klamath's economy. We are excited to be working with sponsors and committees' like yours to make this event remarkable and memorable.

Thank you for your consideration of our request. Having the opportunity to host a World Series Tournament is both an honor and a tourist gem, as bringing people to Klamath County from all over the nation (and from Canada), is exactly what this event will do. Should you have any questions in the interim, please feel free to contact myself, Brianna Metzler, the Local Sponsorship Director, or Keith Stotts, our Host President, at (541) 891-7980, or keithstotts@aol.com.

Sincerely,

Brianna Metzler
Local Sponsorship Director
(541) 285-7854
sponsorbaberuthws2015@gmail.com

ENCLOSURE

Executive Summary

This proposal for Klamath County Tourism Grant funds, are requested to assist in the marketing of tourists coming from all over the United States and Canada, to watch the Babe Ruth World Series play out, and award a champion.

The Babe Ruth World Series is in contract with the City of Klamath Falls, and the Kiger Association, granting tournament rights for the 16-18 Babe Ruth World Series, to be held at the historic Kiger Stadium from August 8th – August 15th, 2015. All players, coaches and officials are required to arrive August 5th, 2015. Hosting this tournament, will bring our community together and provide residents with a sense of pride due to the prestigious event title, and lasting effects that will carry over for years to come.

The local committee for Babe Ruth World Series and Discover Klamath are partnering together for marketing efforts, to benefit both parties. Without Discover Klamath, attempting the marketing plan alone would use valuable resources that could be utilized elsewhere for higher overall success rates for the tournament.

Organization Information

Babe Ruth League, Inc., a non-profit, educational organization, named after one of the greatest baseball players of all time – George Herman “Babe” Ruth – has come a long way since its modest start over 60 years ago.

In 1951, ten men, who believed that the future of their community depended upon the proper development of the young people, met at the historic Yardville Hotel in Hamilton Township, New Jersey, for the purpose of developing a baseball program for young men between 13 and 15 years of age. Babe Ruth League, Inc. recognizes Marius D. Bonacci as the Founding Father of the program.

Babe Ruth Baseball has increased steadily from its first 10-team league in Hamilton Township, New Jersey, to its present combined size of well over one million players on some 60,000+ teams in more than 11,000 leagues and over 1.9 million volunteers. The divisions: Cal Ripken Baseball (for ages 4-12), Babe Ruth Baseball 13-18, Babe Ruth Softball, Bambino Buddy Ball and Xtreme Fastpitch are successful due to the millions of volunteer hours spent every year. Every volunteer from the Local League Manager to the Chairman of the 17-member International Board is dedicated to the betterment of youth, while at the same time, producing better baseball and softball players.

A 16-member full-time staff, assisted by seasonal employees, maintains Babe Ruth's International Headquarters at 1770 Brunswick Pike in the suburban community of Lawrence Township, New Jersey.

Babe Ruth League, Inc. offers an unparalleled, prestigious tournament trail for its participants. A tournament team from each chartered local league enters its district tournament. District winners advance to statewide competition, with the successful team qualifying for one of eight regional tournaments. The eight regional champions from across the United States and Canada compete in each World Series. Babe Ruth League, Inc. has grown from its inaugural 13-15 World Series in 1952, to seven baseball and two softball World Series - the Cal Ripken 10-Year-Old, Cal Ripken Major/60, Cal Ripken Major/70, 13-Year-Old, 14-Year-Old, 13-15, 16-18, Softball 12U and Softball 16U World Series.

The Babe Ruth League, Inc. programs above all, are of, by and for youth. Its mission is to make better citizens through proper supervision of regulation competitive baseball and softball in addition to promoting mental and physical development. In adopting rules, in establishing standards and in all planning, the primary consideration is what is best for the participants.

Babe Ruth League, Inc. would make the baseball immortal for whom the program is named very proud. Youth always had a special place reserved in "The Babe's" heart.

The Mission Statement of Babe Ruth League, Inc. states:

*"The Babe Ruth Baseball/Softball program, using regulation competitive baseball and softball rules, teaches skills, mental and physical development, a respect for the rules of the game, and basic ideals of sportsmanship and fair play. In all aspects, Babe Ruth League, Inc. is committed to providing our participants the very best educational, sports experience possible. It is our fundamental belief that every child with a desire to play baseball or softball be afforded that opportunity."*¹

Statement of Need

The need for the Babe Ruth World Series Marketing Plan is great. Based on previous host locations for this tournament, budgeted costs for the total event are near \$250, 000. Estimates for just marketing costs, equate to roughly \$40,000. In order to properly market this event to tourists, nationwide and in Canada, collaboration with other states' visitor centers, regional tournament locations and nationwide awareness is key.

¹ (Babe Ruth League, Inc., 2015)

Leaving all the funding to come from local supporters, is irrational thinking, and will drain the local economy before the event has taken place. We have reached out to corporate sponsors to lighten the load on local and state sponsors, also allowing for greater impact of awareness for the event in general, however; these sponsorships are not designated for marketing efforts, but utilizing the sponsorship for day-of event related costs.

The Babe Ruth League, Inc. is committed in their efforts to support smaller communities, as the impact from the program is greater on the teams participating, their coaches and families, fans and enthusiasts, and the local community where the tournament takes place.

If the marketing of this tournament, is not a high priority, the event will bring in less people, and efforts to track the number of tourists, greatly diminishes, as publications will have the correct information of event happenings, and where to stay, dine, and travel to in our immediate area. Tournament schedules are established to promote the local area, allowing visitors to take advantage of local attractions. Collaborating other attractions with our marketing efforts will benefit not just the tournament and local businesses, but the county as a whole. Discover Klamath has come on board to assist with the marketing efforts, to ensure the highest number of potential tourists is reached.

Project Description

Our marketing plan consists of a wide array of media that is strategically collaborated with Discover Klamath's marketing initiatives, helping both organizations build off the Babe Ruth World Series for tourism activities. There is a mix of in-kind donations, cash match, and grant funds that will allow this marketing plan to come to fruition, reaching thousands of individuals.

Discover Klamath's mission is to strengthen Klamath County's economy by attracting involvement from local and visiting tourists and taking part in local events. . We are fortunate enough to be concluding our events during the same time the Klamath County Fair begins. Our hope is that our visitors will prolong their stay in Klamath County for this event as well and joint marketing will help ensure attendance at both events. The Babe Ruth World Series attracts diverse families from across our nation and neighboring country of Canada for a whirl-wind national tournament of America's favorite pastime.

Project Goals

We are expecting to attract approximately 1,500 unique visitors from out of the county. There are eight teams coming from out of the area (including one team from Canada), and two teams

from Klamath County; extended families of local teams may be traveling to watch the games. This includes coaches, families, officials, volunteers, fans, collegiate and professional scouts, and other team support traveling into Klamath County for approximately ten days during the tournament.

During these ten days, there will be a minimum of ten rooms, per team, per night, allocated at one of six local hotels managed by Klamath Falls Lodging Group. All team related visitors are directed to contact Local Committee Hotel contact, Victoria Haley, Director of Sales and Marketing for Klamath Falls Lodging Group, who will insure accurate tracking by hotel system profiling for the guests. The average daily rate is expected to be around \$160 per night; with eight teams, ten rooms, and ten nights, the minimum expected lodging revenue will be around \$130,000.

The event runs from August 8th – August 15th, with arrival dates for the majority of attendees on August 5th, a total of ten days, which is longer than the typical day-and-a-half average for tourists. There are 800 rooms allocated to immediate-player attendees of the Babe Ruth World Series, in which players must stay all ten days with local host families, and must stay till closing ceremonies on August 15th. Anticipation of coaches, families and fans will also stay all ten days as there are activities during the duration of the event.

Regional Tournaments are scheduled two-three weeks prior to the World Series, allowing the teams, time to recover and prepare for the upcoming tournament. Many families and teams will travel with each other, as many players are still minors. This gives Klamath County, Discover Klamath, and local businesses the opportunity to capitalize on travel time, and time spent away from the ball park, but within the county, exploring all the attractions in our area.

Luckily, the Klamath County Fair will be starting while the Babe Ruth World Series Tournament is still happening, and overlap from both events, will bring in different visitors to each. The Fair dates are August 13th – 16th, so some families and visitors may extend their stay to include parts of a small town county fair. Collaboration between the Klamath County Fairgrounds and the local Babe Ruth World Series committee is occurring to plan for event times to not overlap, as many attendees will want to include both events during their stay.

Qualifications of Applicant

Our local committee is volunteer based, hand-picked by our Host President, Keith Stotts. We come from a wide variety of backgrounds, allowing all aspects of the event to be handled by someone best-suited for the role. Together, we have 50+ years of experience putting on events

similar to the Babe Ruth World Series, and have the networking capabilities to reach out to more people in our community, ensuring the best work is completed.

Our Host President is a local business owner for over 21 years in the Klamath Basin, and has assisted in multiple State and Regional tournaments, all of which were successful for Babe Ruth League, Inc. and the local community. Babe Ruth League, Inc. requires multiple State and Regional tournaments successfully held before allowing a World Series to take place in a single community. Because of our previous successes, and our high level of interest in hosting a World Series again, discussions have commenced about the World Series tournament returning to Klamath Falls, Oregon and Kiger Stadium in 2019-2020. This date will be based on how successful the current year's World Series is.

With the partnership from Discover Klamath and our marketing committee, the commitment of ensuring event success is extremely high. We want this to be a reoccurring event that happens in Klamath County every few years. This opportunity is not to be taken lightly, as we are one of hundreds of locations able and willing to host a successful event. Insuring we have the proper team in place to follow through on the commitment that we make with the Babe Ruth League, Inc., is our first priority.

Project Plan

Our Host President has reached out to key businesses, organizations, and members of our community ensuring support of the Babe Ruth World Series, prior to the commitment and contract. The County Commissioners, the City of Klamath Falls, the Mayor, along with the Downtown Association, Kiger Association, and several other businesses are in support of the Babe Ruth World Series coming to Klamath Falls, Oregon. Credit will be given to these community businesses and organizations along with the City and County Governments, because without their support, we wouldn't have the opportunity to host such a prestigious event.

Through a wide variety of media, we will utilize Discover Klamath's relationship with other community based organizations to market our information and spread the word on the event details. With this collaboration, Discover Klamath will be listed as a sponsor within the publications created to further the partnership of Klamath County and Babe Ruth World Series. This will allow additional opportunities for Discover Klamath to capitalize on the outside visitors coming to our area, and let them fully experience all that Klamath County has to offer.

Our timeline for the marketing plan, starts May 1st and runs through August 15th. Using multiple media sources, we will first target our audience primarily based on location and enthusiasm of baseball. Secondary target markets will include locations based on success at State and

Regional Tournaments. All tournaments will be completed by mid-July, allowing a few short critical weeks to target locations based on the teams coming to the World Series. Marketing efforts will include reaching out to the Babe Ruth Commissioner's by region, to ensure local publications include details about the Babe Ruth World Series location for 16-18 year old players. Collaboration efforts will take place in May and June to reach out to potential teams' hometown Visitor Centers (similar to Discover Klamath) and request to help spread the word about the location for the World Series Tournament.

Our target market is primarily families with 16-18 year old players in the Babe Ruth World Series, and the enthusiasts that follow the tournament. These families and enthusiasts will hail from all eight regions across the United States and Canada. A secondary market includes Southern Oregon and Northern California communities, baseball and softball players, families and fans, and local fans and supporters of Kiger Stadium, and the local Klamath Falls Babe Ruth teams; as a host community, we get the privilege of having up to two teams participate in the tournament.

These media sources include (but are not limited to): TV and Radio commercials, web based advertising through Discover Klamath, social media advertising along with event listings and pages/groups specific to our event, print advertising and collateral, video capturing, public relations and creative development of all listed media. We are collaborating marketing efforts with Discover Klamath to increase awareness outside of Klamath County, and increase return of investment for all parties involved. More details are in the Marketing Plan and Budget attached with this document.

While measuring attendance at the hotels is a simple task, measuring it at the ball park through ticket sales is a bit more complicated. We are pushing pre-purchase electronic ticket sales through our website, and will be able to track attendees from out of town based on billing zip codes. We only have one set of ticket prices, so no discount will be given for local or out of town visitors. Victoria Haley, Director of Sales and Marketing for Klamath Falls Lodging Group, will be managing the hotel aspect of our visitors, and taking into account the numbers of ticket buyers potentially staying at our hotels.

The planning for this event has been underway for many years. As stated before, the Babe Ruth League, Inc. requires multiple events be hosted by the community before the consideration of a World Series can occur. The likelihood of success from this award is great, as it is not only the funding that results from the grant, but the partnership formed with Discover Klamath and (future) other agencies similar in other parts of the nation and in Canada. If we didn't obtain the total amount of funding requested, we would search out other sponsors and partners to assist, however; this award would allow more funds to go to the community, rather than preliminary marketing.

Since this committee runs entirely on volunteers, we can estimate that our committee members will spend approximately 150 hours on marketing efforts over the course of the next few months leading up to the event. We can also assume that volunteers from the community will generate approximately 50 volunteer hours. These hours are valued at \$10/hour, for a total of \$2,000 of volunteered labor.

Per our contract with Babe Ruth League, Inc., we pay \$45,000 for the World Series to take place at Kiger Stadium. This also provides expert support from the Regional Commissioners, and Headquarter support. Our estimated budget for the whole event is around \$250,000. While generated revenue from local and visiting tourists is around \$3.5M. If this year is a success, we can generate this amount in a few years to come as well.

Please see the attached Marketing Plan and Budget enclosed with this application for more details.

Contact has been made with corporate contacts at Wal-Mart, Nike, Pepsi, and Nationwide to assist in sponsoring the daily events during the Babe Ruth World Series. Other additional corporate sponsors will be contacted up through June 15th, 2015, to ensure payment is received prior to publications being printed for the tournament event. Local businesses will also be given the opportunity to sponsor until July 1st, 2015. All details of daily events will be broken down for smaller sponsorships, allowing local businesses to get recognition during the event.

As stated previously, this opportunity to host the Babe Ruth World Series is not a one-time event. Discussions have already commenced to bring the World Series Tournament back in 2019-2020, based on the success of this year's event. Having Klamath Falls, Oregon on a reoccurring schedule for hosting the Babe Ruth World Series will not only bring in more business, but will also attract tourists on off years to explore all that we have to offer here in Klamath County.

In conclusion, the partnership created with Discover Klamath and the Klamath County, will prove to be worthwhile when future contracts come to our community, and we can provide a level of success for all organizations involved. This marketing plan is escalated in timeline, as typically a community has more than eight months' notice before hosting a World Series. Luckily, communication was made, and when another community was unable to host this year, Klamath Falls was the first on the Babe Ruth League's mind. The opportunity to once again host the Babe Ruth World Series is an honor and huge responsibility. It is our goal through our marketing efforts to fill the stands as locals and tourists enjoy the highest caliber of athletes competing in America's Favorite Pastime. With the gracious funding, of \$25,000, we know that we can deliver on an incredible experience for the athletes and spectators, ensuring that Klamath Falls will continue to be in the discussions to hold this prestigious event again.

Version: Taking photos with ROELO
 Event Dates: August 2015
 Babe Ruth World Series
 Marketing Activity by Discover Klamath & Babe Ruth World Series
 Babe Ruth Contribution (Non Grant): \$ 7,950.00
 Babe Ruth Contribution (Grant): \$ 26,100.00
 Discover Klamath Contribution: \$ 2,775.00
 Total Budget: \$ 36,825.00

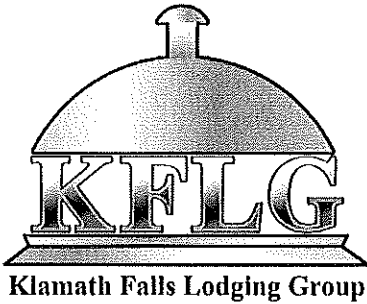
To come from the current collected \$14K sponsorship commitments
 (the rest plus additional funds to be use for operations not marketing).



DISCOVER
KLAMATH
 OREGON UNEXPECTED

Out of County Advertising	D.K. (in-kind)	Cash Match	Grant	Total	MAY	JUN	JUL	AUG
1) Television: 30 sec commercials								
a) Production Management-DK			\$ 500	\$ 500				
b) TV Markets:								
- Rogue Valley (KOB) 2,000			\$ 2,000	\$ 2,000				
- Lane, Linn, Marion, Clatskanie (KTVZ) 2,500			\$ 2,500	\$ 2,500				
- Redding (KROR) 1,500			\$ 1,500	\$ 1,500				
- Bend 1,500			\$ 1,500	\$ 1,500				
- 8 Feeder Regions (for other teams) 8,000			\$ 8,000	\$ 8,000				
2) Radio: 30 sec commercials								
a) Production of 30 second spots			\$ 250	\$ 250				
b) Radio Markets: See Above			\$ 4,000	\$ 4,000				
3) Electronic/Web								
a) DK Calendar of Events	\$ 100		\$	\$ 100				
b) DK Web Leaderboard Ad (11.00 x 125)	\$ 500		\$	\$ 500				
c) DK E-Newsletter Article (200-250 words)	\$ 250		\$	\$ 250				
d) DK E-Newsletter Ad Space (195 x 360)		\$ 150	\$ 150	\$ 150				
e) DK Events Page Ad (300 x 7 Any height)		\$ 200	\$ 200	\$ 200				
f) Submit Event Listing to Travel Oregon	\$ 25		\$	\$ 25				
4) Social Media Activities								
a) Facebook - Non-Paid (4 mentions)	\$ 50	\$ 3,000	\$	\$ 3,050				
b) Facebook - Paid								
c) Twitter (4 mentions)	\$ 50		\$	\$ 50				
d) Pinterest (3 pins)	\$ 50		\$	\$ 50				
e) Google+	\$ 50		\$	\$ 50				
f) YouTube	\$ 50		\$	\$ 50				
5) Print Advertising								
a) Regional Newspaper - Sports Sections (e.g. Bend, Redding, Rogue Valley, Eugene)		\$ 4,000	\$ 4,000	\$ 4,000				
b) Baseball Magazine - Regional Edition		\$ 1,500	\$ 1,500	\$ 1,500				
c) Flyers/ Posters		\$ 600	\$ 600	\$ 600				
6) Print Collateral								
a) Posters - Flyers (500)		\$ 350	\$ 350	\$ 350				
b) Rack Cards (12,500)		\$ 500	\$ 500	\$ 500				
7) Video Capture (for future Sports Marketing)								
a) Production-Dave G	\$ 500		\$	\$ 500				
8) Public Relations								
a) KOBIS on 5	\$ 150		\$ 150	\$ 150				
b) MarComm Public Relations	\$ 1,000		\$ 1,000	\$ 1,000				
9) Creative Development								
a) Graphic Design	\$ 500		\$ 500	\$ 500				
In County Advertising								
2) Print Collateral								
a) Banners	\$ 3,000	\$ 3,000	\$	\$ 3,000				
Grand Totals	\$ 2,775	\$ 7,950	\$ 26,100	\$ 36,825				

8/26/2015 9:50:20 AM



April, 29th 2015

Klamath County Tourism Grant

RE: Letter of Support for of The Babe Ruth World Series

Dear Klamath County Grant Committee,

I am writing on behalf of Klamath Falls Hotel Group in support of the Klamath County Tourism grant application requesting funds for their efforts to market and execute the 2015 Babe Ruth World Series.

This is a once in a life time opportunity for Klamath Falls to showcase not only it's rich baseball heritage, but also the community and recreation that we have to offer. We expect to see a direct financial impact to our hotels. We have personally showed our support of this event in the form of a \$10K sponsorship to help insure the success of this event. We expect to see \$130K in revenue from this event directly to our hotels. We will track attendees of the event through our systems with coding and profiling in our property management systems.

I feel this event should get priority for grant funds over all other applicants for two reasons. One, this is a onetime shot for our community and not an event that will be coming back year after year requesting funds. Two, this will directly and greatly benefit the tourism industry that funds the TRT dollars. I strongly encourage the committee to award the full \$25K being requested.

Thank you for your consideration and support of the 2015 Babe Ruth World Series.

Kind Regards,

Victoria Haley

Victoria Haley

Director of Sales & Marketing

Klamath Falls Hotel Group

PARKS & RATLIFF PC
ATTORNEYS AT LAW

Matthew T. Parks
Nathan J. Ratliff

Sarah M. Hays

620 Main Street
Klamath Falls, Oregon 97601

Telephone:
541-882-6331
541-883-1500
Fax:
541-883-1501

April 30, 2015

Kiger Stadium Association

Re: Babe Ruth World Series

To Whom It May Concern:

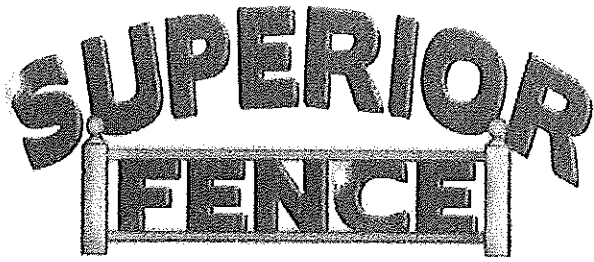
This letter is in support of the Babe Ruth World Series coming to Klamath Falls in August 2015.

We strongly support the World Series coming to our community primarily for the benefit of our youth. We strongly believe that this is a wonderful opportunity to bring visitors into our community to enjoy the World Series and to experience the great things Klamath County has to offer.

Sincerely yours,

Susan Roberts

Susan Roberts
Assistant to Matthew T. Parks



"Building the Best and Repairing the Rest"

Superior Fence LLC
6930 Airway Dr.
Klamath Falls, OR 97603
Phone # 541-882-6944
Fax # 541-884-7883
BB # 181369 CA, Lic. # 633189

April 30th, 2015

The Kiger Association
P.O. Box 7935
Klamath Falls OR 97602

Dear Don Ambers:

As a local business, we would like to express our strong support for Kiger Stadium hosting the Senior Babe Ruth World Series.

Kiger Stadium is an integral part of Klamath Falls. It has been a fixture of the community for many years. Superior Fence has been a huge supporter of Kiger Stadium for the last twenty five years.

Hosting the Senior Babe Ruth World Series will not only shine a great light on Kiger Stadium, but it will also showcase what a great community we live in. We look forward to watching and participating in the Senior Babe Ruth World Series.

Thank you,

Dan Graham
Superior Fence



2015 BABE RUTH BASEBALL
16-18 WORLD SERIES
AUGUST 8-15, 2014

P.O. Box 7459
Klamath Falls, Oregon 97602

May 21, 2015

Jason Link
Klamath County Finance
Tourism Grant Program
305 Main Street
Klamath Falls, Oregon 97601

Dear Mr. Link:

Thank you for the opportunity to clarify our grant application; there are many organizations involved in this process, so names can easily get confused. In the grant, we gave organizational history about Babe Ruth League, Inc. as they are the governing organization for all Babe Ruth tournaments, including the World Series. We wanted the Grant Committee to understand the history behind the Babe Ruth name, and what the impact of being chosen implicated. Because Klamath Falls, Oregon hosted previous successful tournaments, we were chosen to host our first World Series tournament since the 1960's. As a host community, we chose to operate under the Kiger Preservation name, as they are a local non-profit and their purpose is to preserve the "Kiger" name and stadium. However, we are known as the Babe Ruth World Series Local Committee, which is also the name we used to apply for the grant. The Kiger Association is a group that works closely with the Kiger Preservation and the Babe Ruth League, Inc. for the World Series contract. They are not the applicants or recipients of this grant.

We hope this letter clarifies who the application for the grant coming from, and assists in awarding the full grant funds to the Babe Ruth World Series Local Committee. Attached is our full budget for the event, along with apologies for not including it with the original application.

Should you have any questions in the interim, please feel free to contact myself, Brianna Metzler, the Local Sponsorship Director, or Keith Stotts, our Host President at (541) 891-7980 or keithstotts@aol.com.

Sincerely,

Brianna Metzler
Local Sponsorship Director
(541) 285-7854
sponsorbaberuthws2015@gmail.com

2015 Babe Ruth World Series Accounting

	YTD	Budget	Actual	GL
Receipts:				
Sponsorship Donations	21,500	80,000		4000-0000
Grant Donations	9,000	100,000		4100-0000
Gate Ticket Sales		20,000		4200-1000
Concession Sales		2,000		4300-1000
Banquet Tickets		500		4400-6000
Souvenirs		30,000		4500-1000
Program Sales		1,000		4600-1000
Raffle Sales		2,500		4650-1000
Miscellaneous	58	12,000		4900-0000
Total Receipts	30,558	248,000		
Expenses:				
Babe Ruth Fee	11,250	45,000		5000-0000
Fuel/Mileage Expense	118	5,000		5010-5000
Meals	132	7,000		5025-0000
Liability Insurance		1,500		5050-0000
Banners/Signs		5,000		5100-1000
Website	1,342	4,000		5125-1000
Advertising & Promotion		8,000		5150-1000
Game Ticket Printing		4,000		5200-1000 Gate
Concessions		1,500		5300-1000
Banquet Ticket Printing		500		5200-6000 Banquet
Opening Ceremony		5,000		5425-6000
Decorations		1,000		5430-6000
Banquet		8,000		5450-6000
Souvenirs		20,000		5500-1000
Program Printing		30,000		5600-1000
Media Guide Printing		7,000		5625-1000
Lodging - Coaches & Managers	1,307	15,000		6000-5000
Rental Car/Bus/Shuttle Expense (Transportation)		10,000		6500-5000
Player/Host Family Gift Packages		5,000		6750-5000
Field Improvements		20,000		7000-4000
Equipment (balls)		15,000		7825-4000
Lighting/Garbage		2,000		7850-4000
Umpires		5,000		7875-4000
Miscellaneous Expense	520	10,000		9500-0000
Credit Card Fees		2,500		
Broadcasting		7,000		
Signage/Banners/Sponsor Packets	249	3,000		
Insurance		1,000		
	14,920	248,000		

In-Kind Sponsorships

In-Kind Expenses