



Celebrating 75 Years of Tigers Baseball in Lakeland!

...a collaborative week of events presented by:

The Detroit Tigers

The City of Lakeland

Event Overview

2011 marks the 75th year of Detroit Tigers Spring Training in Lakeland, Florida. Over the decades, millions of Tigers fans had the opportunity to experience the thrill of major league spring training and the magic of meeting Hall of Famers and World Champions.

To commemorate this milestone that is recognized as the longest standing relationship in Major League Baseball, the Detroit Tigers will celebrate with the City of Lakeland in a most historic manner.

Why Participate?

- ◆ Provide a platform to support a significant and high profile achievement that engages area businesses, the community, and consumers
- ◆ Reinforces the sponsor names and increases presence in the community
- ◆ Raise awareness and funds for local charities

Giving Back

Proceeds will benefit the following:

The Boys & Girls Club
The First Tee of Lakeland
Sunflower Preschool Playground
Polk Sheriff's Charities





Tigers 75th Anniversary Week

Tuesday, February 22 –Sunday, February 27, 2011

Event schedule:

65th Annual Tiger BBQ

6pm-8pm

This is the Lakeland Area Chamber of Commerce event that has welcomed the Detroit Tigers to their Spring Training home of Lakeland for more than 60 years. Enjoy "The Famous Menu" and much more.

Tuesday, February 22

Tiger Town

The Tigers Diamond Gala

7pm-11pm

A celebrity event attracting approximately 500 attendees from the community including Hall of Fame Members, members of the Tigers organization, community leaders, supporters and special guests. The Gala is a formal event boasting fantastic cuisine, libations, and celebrity entertainment at the "transformed" Las Vegas style Lake Mirror Center.

Wednesday, February 23

Lake Mirror Center

16th Annual Major League Scramble

1pm Shotgun Start

This annual tournament tees off at Cleveland Heights sporting a scramble format. Each team consists of 4 players plus a member of the Tigers organization.

Thursday, February 24

Cleveland Heights Golf Course

Detroit Tigers vs. Florida Southern College
(Exhibition Game)

1:05pm

Florida Southern College Baseball Team experiences one of the highlights of their season as they play the Tigers at Joker Marchant Stadium in a warm up to spring training.

Friday, February 25

Tiger Town

"Tigers on the Town" Friday Family Night

6:00pm-10:00pm

An old fashioned drive-in themed family evening centered around Lakeland's Historic Munn Park. Enjoy baseball activities, autographs, and good old-style family fun.

Friday, February 25

Downtown Lakeland

VIP Pre-Game Party

7:00pm-10:00pm

This is an intimate and private party at the lake front home of "Major" Tigers Fans, Nancy & Bob Georges. Be in the company of sponsors, VIP guests and visiting opening day celebrities.

Saturday, February 26

Private Lake Hollingsworth Residence

Detroit Tigers-Spring Training
(Opening Day)

1:05pm

A celebration will be in store from the time attendees enter the park to the final out in the 9th inning. Don't miss this chance to say you were part of this 75th Anniversary Detroit Tigers Spring Training Opening Day Game event.

Sunday, February 27

Tiger Town



The Tigers Diamond Gala Vision

This celebrity affair will deliver the flavor of “Las Vegas” to our very own Lake Mirror Center on Wednesday, February 23, 2011. Aptly named *The Tigers Diamond Gala*, this Black Tie special event is planned to be a high profile fundraiser during the celebrated Detroit Tigers/City of Lakeland’s 75th Anniversary Week.

This exclusive event will feature world class entertainment culminating in an interactive billiards competition with none other than Jeannette Lee...better known as *The Black Widow*. Highest level sponsors will have the opportunity to be included in the billiards competition line up. Jeannette will be joined by baseball Hall of Famers, members of the Detroit Tigers, community leaders, and special guests.

Guests attending the gala will be treated to a red carpet entrance complete with paparazzi and all VIP access. A celebrity DJ will mix the music with intoxicating vigor while guests enjoy delectable cuisine and libations. The venue will be transformed to reflect a spirited yet formal occasion indoors while offering a more subdued yet refined ambience outside.

The Tigers Diamond Gala is a joint effort to raise critical funds for local charities. Organizers from the Detroit Tigers, City of Lakeland, and local event agency Eventrics have come together to produce this unique event. It is estimated that approximately 500 attendees will converge at the gala for this most memorable experience.

“What happens at the Gala stays at the Gala!”



CO-PRESENTING SPONSOR

\$25,000

The Co-Presenting Sponsors will receive the following:

Hospitality and Client Entertainment

- ◆ Right to Play “Billiards” with Celebrity
 - ◆ Twenty Badges to Gala
- ◆ Ten VIP Reserved Seating (Center Hall)
 - ◆ Eight Passes to Tiger BBQ
- ◆ Two Foursomes to Major League Scramble
 - ◆ Eight VIP Tickets to Opening Day
 - ◆ Eight Passes to all VIP Functions
- ◆ Photograph with Featured Celebrities
 - ◆ Commemorative Sponsor Gift

Rights and Recognition

- ◆ First Right to Home Run Sponsorship in 2012 event
- ◆ Detroit Tigers Spring Training 75th Anniversary Program
 - ◆ Participation in the Opening Day Ceremony

Print Advertising

- ◆ 75th Logo Inclusion on Red Carpet Backdrop
- ◆ Logo Inclusion on all Anniversary Event Invitations
- ◆ Logo Inclusion on 75th Anniversary Week Posters (8"X17")
 - ◆ Full Page Color Ad in Spring Training Program

Other Advertising

- ◆ Web Site, Newspaper, Cable TV, Radio, Outdoor

Recognition at All 75th Anniversary Week Events

Tigers Diamond Gala, Major League Scramble, Tigers Barbecue

- ◆ Event Press Release & All Pre-Event Marketing
 - ◆ 75th Anniversary Sponsor Board
 - ◆ Tigers’ Diamond Gala VIP Badges
 - ◆ Tigers’ Diamond Gala Walk of Fame Backdrop”
- ◆ Tigers’ Diamond Gala Pool Table Signage* (Signage provided by event)

Web and Other Media

lakelandflyingtigers.com, lakelandchamber.com, lakelandgov.net

Company Acknowledgement on Joker Marchant Marquee



HOME RUN SPONSORS

\$10,000

Home Run sponsors will receive the following:

Hospitality and Client Entertainment

- ◆ Right to Play “Billiards” with Local Celebrity
 - ◆ Twelve Badges to Gala
- OR

Two Foursomes to Major League Scramble plus Four Badges to Gala

- ◆ Six VIP Reserved Seating (Center Hall)
 - ◆ Eight Passes to Tiger BBQ
- ◆ Four VIP Tickets to Opening Day
- ◆ Four Passes to all VIP Functions
- ◆ Photograph with Featured Celebrities
 - ◆ Commemorative Sponsor Gift

Rights and Recognition

- ◆ First Right to Home Run Sponsorship in 2012 event
 - ◆ Opening Day Recognition on Video Presentation
- ◆ Detroit Tigers Spring Training 75th Anniversary Program
 - ◆ 75th Anniversary Week Poster

Recognition at Tigers Diamond Gala

- ◆ Event Invitation
- ◆ Event Press Release & All Pre-Event Marketing
 - ◆ 75th Anniversary Sponsor Board
- ◆ Pool Table Signage* (Signage provided by event)

Recognition at Tigers Barbecue

- ◆ 75th Anniversary Sponsor Board
 - ◆ Tigers Booth

Recognition at Tigers Major League Scramble

- ◆ Right to be Recognized as Presenting Sponsor* (Golf Package Only)
 - ◆ 75th Anniversary Sponsor Board
 - ◆ On Course Hole Sign
- ◆ On site promotional opportunity and gift bag inclusion

Web and Other Media

- ◆ Event Website, lakelandflyingtigers.com, lakelandchamber.com, lakelandgov.net
 - ◆ Company Acknowledgement on all Radio Advertisements
 - ◆ Company Acknowledgement on Joker Marchant Marquee



TRIPLE SPONSORS

\$5,000

Triple sponsors will receive the following:

Hospitality and Client Entertainment

- ◆ Eight Badges to Gala
Or

Two Foursomes to Major League Scramble plus Two Badges to Gala

- ◆ Four VIP Reserved Seating (Center Hall)
 - ◆ Four Passes to Tiger BBQ
 - ◆ Two VIP Tickets to Opening Day
 - ◆ Two Passes to all VIP Functions
- ◆ Photograph with Featured Celebrities
 - ◆ Commemorative Sponsor Gift

Rights and Recognition

- ◆ First Right to Triple Sponsorship in 2012 event
- ◆ Detroit Tigers Spring Training 75th Anniversary Program
 - ◆ 75th Anniversary Week Poster

Recognition at Tigers Diamond Gala

- ◆ Event Invitation
- ◆ 75th Anniversary Sponsor Board

Recognition at Tigers Barbecue

- ◆ 75th Anniversary Sponsor Board

Recognition at Tigers Major League Scramble

- ◆ 75th Anniversary Sponsor Board
 - ◆ On Course Hole Sign

Web and Other Media

- ◆ Event Website
- ◆ lakelandflyingtigers.com, lakelandchamber.com
- ◆ Company Acknowledgement on Joker Marchant Marquee



DOUBLE SPONSORS

\$2,500

Double sponsors will receive the following:

Hospitality and Client Entertainment

- ◆ Six Badges to Gala

Or

One Foursomes to Major League Scramble plus Two Badges to Gala

- ◆ Two Passes to Tiger BBQ
- ◆ Photograph with Featured Celebrities
- ◆ Commemorative Sponsor Gift

Rights and Recognition

- ◆ First Right to Double Sponsorship in 2012 event
- ◆ Detroit Tigers Spring Training 75th Anniversary Program

Recognition at Tigers Diamond Gala

- ◆ 75th Anniversary Sponsor Board

Recognition at Tigers Barbecue

- ◆ 75th Anniversary Sponsor Board

Recognition at Tigers Major League Scramble

- ◆ 75th Anniversary Sponsor Board
- ◆ On Course Hole Sign

Web and Other Media

- ◆ Event Website
- ◆ lakelandflyingtigers.com, lakelandchamber.com



SINGLE SPONSORS

\$1,000

(based on availability)

Single sponsors will receive the following:

Hospitality and Client Entertainment

- ◆ Four Badges to Gala or One Foursome to Major League Scramble

Rights and Recognition

- ◆ Detroit Tigers Spring Training 75th Anniversary Program

Recognition at Tigers Diamond Gala

- ◆ 75th Anniversary Sponsor Board

Recognition at Tiger BBQ

- ◆ 75th Anniversary Sponsor Board

Recognition at Tigers Major League Scramble

- ◆ 75th Anniversary Sponsor Board
 - ◆ On Course Hole Sign

Web and Other Media

- ◆ Event Website
- ◆ lakelandflyingtigers.com,



Sponsor Commitment Form

Please print clearly.

Company Name _____

Listed Sponsor Name, if different _____

Contact Person _____

Phone _____ Fax _____

Email _____

Mailing Address _____

City _____ State _____ ZIP _____

Digital Art Contact _____ Phone _____

Email _____

Sponsor Levels

Please select the sponsorship level(s) you are requesting.
(All sponsorships will be confirmed on a first-come-first served basis.):

- ◆ GALA CO-PRESENTING SPONSOR (\$25,000)
- ◆ HOME RUN GALA or GOLF (\$10,000)
- ◆ TRIPLE GALA or GOLF (\$5,000)
- ◆ DOUBLE GALA or GOLF (\$2,500)
- ◆ SINGLE GALA or GOLF (\$1,000)
- ◆ OTHER (please indicate): _____

Agreement

By signing below, I agree to be a sponsor of The Tigers' 75th Anniversary Week. I understand that payment for my selected sponsorship(s) is due on or before December 31st, 2010.

Authorized Signature Date

Sponsorship Reservations

Mail this agreement with your check payable to:

City of Lakeland-Tigers' 75th Anniversary
Parks and Recreation Department
228 S. Massachusetts Ave.
Lakeland Florida 33801

Questions?

For additional information,
please contact:
Ron Myers @ 863-413-4118 or
ron.myers@detroitigers.com