



THE BASEBALL CONVENTION

January 18 - 19, 2025

MANDALAY BAY HOTEL AND CASINO | LAS VEGAS, NEVADA

PRESENTED BY: (Title Sponsor & Logo Placed Here)



AN EXPERIENTIAL & INTERACTIVE BASEBALL EXPO
Featuring Ben Joyce and Jarren Duran, 2024 MVP All-Star



info@thebaseballconvention.com



<https://thebaseballconvention.com/>

ABOUT TBC + THE FOUNDERS



John Novak / Founder

A little about John:

John Novak, a former professional baseball player, spent time in the Texas Rangers Organization (1999-2000). Following his playing career, he parlayed his success as a competitor and founded Showball Baseball. With grit, vision and determination, Showball Baseball revolutionized the recruitment process for young athletes, with exposure and development opportunities, helping countless players secure college scholarships and professional contracts



Taylor Cole / Co-Founder

A little about Taylor:

Taylor, a former MLB pitcher for the Toronto Blue Jays, had a successful career marked by his strong fastball and mental toughness. After being drafted in 2011, he rose steadily through the minors before making his MLB debut in 2015. Although injuries cut his playing career short, Taylor's impact on the game continues as he now focuses on mentoring young athletes

TOGETHER...

They've created The Baseball Convention, a one-of-a-kind, interactive exposition, aimed at shaping the future of youth + professional baseball in America. The expo will feature top athletes like Ben Joyce and Jarren Duran, alongside expert instructors, offering players and families valuable insights and opportunities to learn and grow. It's a unique space for the baseball community to connect while highlighting the vital role of families in supporting our young athletes.

The Baseball Convention is the culmination of John and Taylor's careers and their shared vision to foster a culture that brings together players, families, industry leaders - committed to inspiring and empowering the next generation of baseball stars.

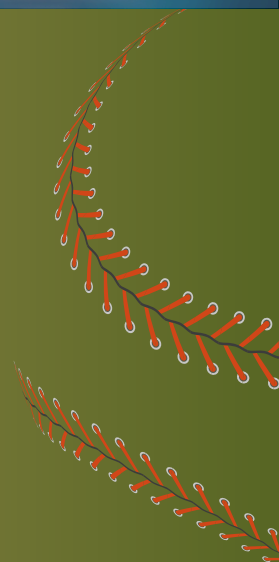


“We recognize that baseball is more than just a sport; it’s a catalyst for leadership, character development, and long-term success. This event is about creating a space where families can gain the resources and insights they need to help their children succeed—not just on the field, but in life.”

-John Novak

THE VISION

We envision an integrated culture within baseball that emphasizes family integration, engagement and support. By creating a dynamic environment for players and their parents to grow and thrive together, The Baseball Convention seeks to redefine the traditional expo experience, making it an inclusive and evolutionary space for all levels and participants of the baseball community to converge.



THE MISSION

Our mission is to curate an innovative expo experience that connects brands with a passionate audience of baseball players and their families. We are dedicated to facilitating meaningful interactions and direct access to youth and high school players, empowering them with the resources and knowledge they need to thrive in the sport they love longterm. The sport itself is a calling card for future leadership development, and we are committed to supporting the cultivation of our youth’s influence on the world and the culture itself.



FEATURING MAJOR LEAGUE BASEBALL'S RISING STARS



Jarren Duran [KEY NOTE SPEAKER]

Jarren William Duran is an American professional baseball outfielder for the Boston Red Sox of Major League Baseball. Listed at 6 feet 2 inches and 205 pounds, he bats left-handed and throws right-handed. He has played for the Mexico national baseball team. Duran was named the MVP of the 2024 MLB All-Star Game.



Ben Joyce

Knoxville native Ben, a standout at the University of Tennessee, was drafted by the Los Angeles Angels in the third round of the 2022 MLB Draft. He made his major league debut on May 28, 2023, and has since gained attention for throwing the third-fastest pitch in MLB history at 105.5 mph, establishing himself as one of the hardest-throwing prospects in the league.

BASEBALL'S MOST SOUGHT-AFTER INSTRUCTORS



NATE TROSKY

TODD COBURN

CASTRO BROTHERS

IAN JENKINS

SCOTT HAASE

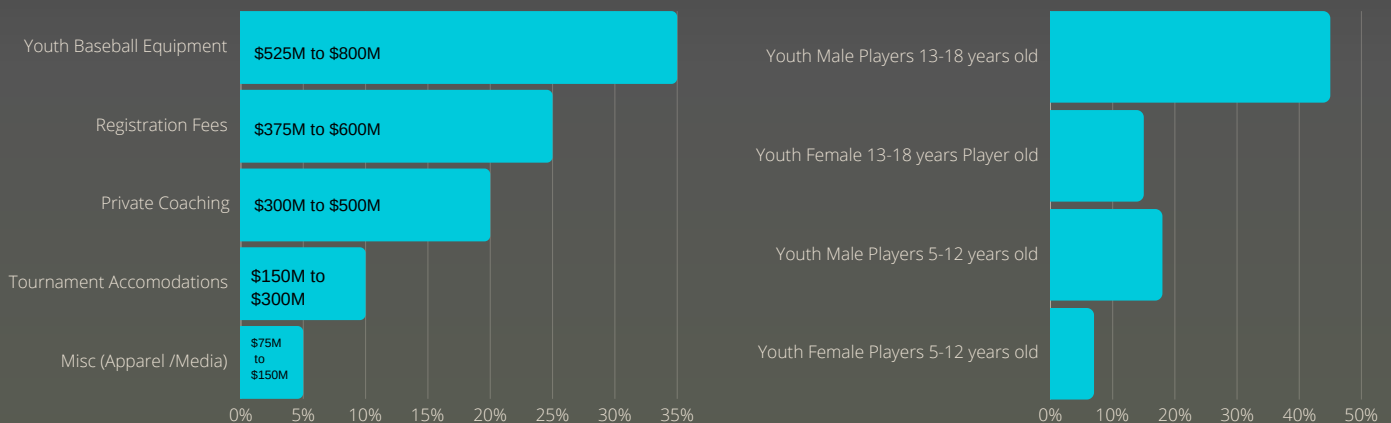
Statistics & Demographics

Did you know...

Youth baseball is estimated to represent approximately **10-15% of the total market for youth sports**. This figure includes spending on equipment, league fees, training, travel, mentorship, and events.

In terms of total youth sports-related spending, which includes all sports (baseball, soccer, basketball, etc.), **the youth baseball segment specifically makes up about \$1.5 billion to \$2 billion annually in the U.S.**, based on market research.

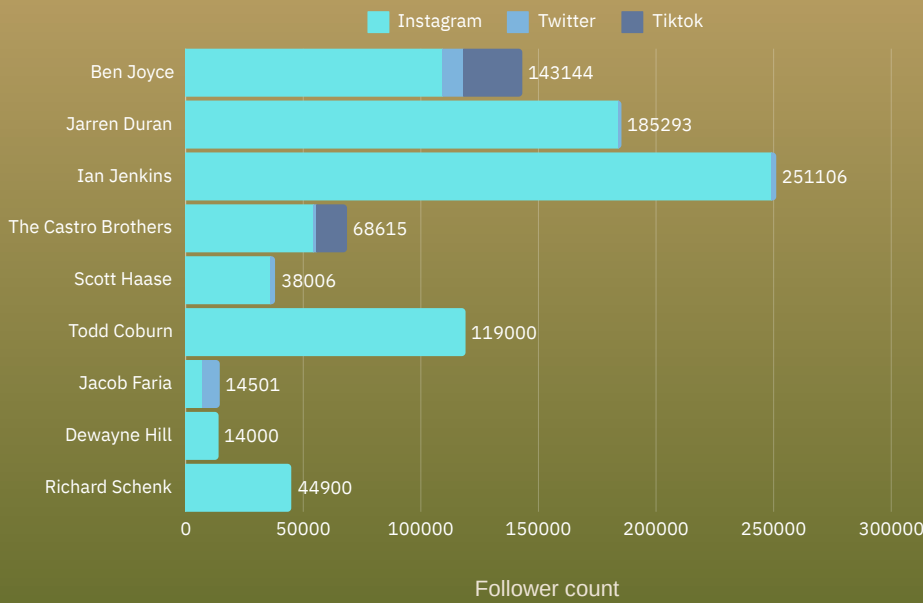
Youth Baseball Market Breakdown:



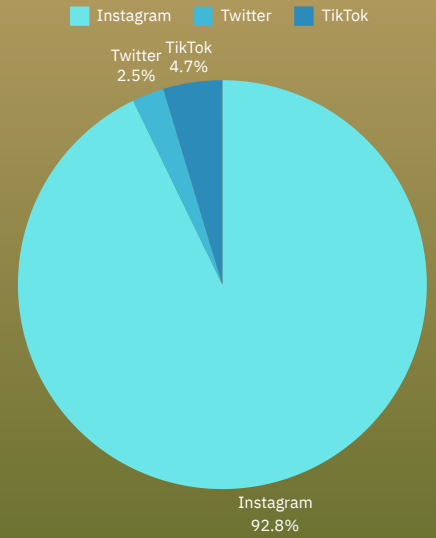
Summary Breakdown of Youth Baseball Market (in USD)

Category	Male (13-18)	Male (5-12)	Female (13-18)	Female (5-12)
Youth Baseball Equipment	\$236.25M to \$424M	\$94.5M to \$240M	\$78.75M to \$144M	\$36.75M to \$80M
Registration Fees	\$168.75M to \$318M	\$67.5M to \$180M	\$56.25M to \$108M	\$26.25M to \$60M
Private Coaching, Clinics, and Lessons	\$135M to \$265M	\$54M to \$150M	\$45M to \$90M	\$21M to \$50M
Travel and Lodging for Tournaments	\$67.5M to \$159M	\$27M to \$90M	\$22.5M to \$54M	\$10.5M to \$30M
Miscellaneous (Apparel, Media, etc.)	\$33.75M to \$79.5M	\$13.5M to \$45M	\$11.25M to \$27M	\$5.25M to \$15M

Check out the Star power + potential social media impressions the TBC & our sponsors / partners are backed by this year:



Potential Social Media Impressions



Total Impressions 879,957

With this much talent + expertise on deck, we're taking Baseball WAY beyond the outfields!

JUST LIKE BASEBALL, MAKING HISTORY IS A TEAM SPORT!

We've got the talent. We've got the programming.

Now all we need is you!

YOU, our trusted community of brand sponsors and partnerships are what will make this an unforgettable debut exposition!

If there was ever a time to hop on the wave and ride it, it would be *this wave and right now*. Here's what we've got for you...

SPONSORSHIP TIERS:



\$100,000

Grand Slam Sponsorship

(Title Sponsorship Qty. 1)



\$50,000

Home Run

(Qty. 3)



\$25,000

RBI Sponsor

(Qty. 10)



\$15,000

Triple



\$10,000

Double



\$5,000

Single



\$5,000

Bunt





\$100,000

Grand Slam Sponsorship

(Title Sponsorship Qty. 1)

A total sponsorship of an expo typically includes a range of benefits designed to maximize visibility and engagement for the sponsor. Here are some common offerings:

Guaranteed Benefits (As outlined for the \$100K package):

- “Presented By” representation on all Expo Branding (Website, Mail, Banners, Stage Design, etc.)
- Main Slot Stage for Brand Presentation / Brand Initiative.
- Pre-Convention Zoom Interview Series: 1 Session hosted by Title Sponsor + 5-minute Brand Plug/Expert Talk.
- Inner Council Access: Exclusive access to the Inner Council Expo Brunch/Dinner.
- Booth & utilities covers for expo exhibitor space? (Is this too much or is this an obvious addition?)

Add-Ons (Customizable):

- **Branding Opportunities:** Prominent logo placement on event materials, banners, signage, and promotional items (flyers, program guides, etc.).
- **Exhibit Space:** Premium booth in the central area of the expo with higher visibility and traffic. Includes larger exhibit space for product displays, demos, and attendee engagement.
- **Speaking Opportunities:** Invitation to speak at keynotes, panels, or workshops. Preferential scheduling for brand-led discussions.
- **VIP Access:** Includes passes to exclusive networking events, VIP lounges, meet-and-greet opportunities with speakers, and industry leaders.
- **Marketing & Promotion:** Featured in all pre-event marketing, including press releases, newsletters, and social media campaigns. Logo included in all advertising materials.
- **Digital Presence:** Featured sponsor profile on event website, app, and email campaigns. Access to attendee lists/data for post-event follow-up.
- **Complimentary Passes:** 20 passes for employees, clients, or VIP guests.
- **Post-Event Report:** Detailed analytics on attendee engagement and brand exposure. Summary report with metrics to measure ROI.



\$50,000

(Qty. 3)

HOME RUN SPONSOR

Guaranteed Benefits:

- **Logo Representation:** Prominent logo placement on all event materials, including the website, promotional materials, and banners.
- **Main Stage Brand Slot:** Opportunity for a brief brand introduction or video placement on the main stage during sessions.
- **Pre-Convention Zoom Session:** Participation in the Pre-Convention Zoom Interview Series (1 Session, 3-minute Brand Presentation).
- **Exclusive Access to Inner Council Expo Brunch/Dinner.**

Add-Ons (Customizable):

- **Exhibit Space:** Premium exhibit booth in the expo hall with good placement for high visibility.
- **Speaking Opportunities:** Participation in select panel discussions or workshops.
- **VIP Access:** 10 VIP passes, including invitations to exclusive networking events and meet-and-greets.
- **Marketing & Promotion:** Featured in social media posts, newsletters, and event communications.
- **Digital Presence:** Sponsor profile on event website, app, and inclusion in pre-event emails.
- **Complimentary Passes:** 10 passes for employees, clients, or key guests.
- **Post-Event Report:** Access to attendee engagement metrics and exposure reports.



\$25,000

(Qty. 10)

RBI SPONSOR

Guaranteed Benefits:

- **Logo Representation:** Prominent logo placement on all event materials, including the website, promotional materials, and banners.
- **Booth Space:** Mid-range exhibit space for showcasing products and engaging with attendees.
- **Event Mention:** Recognition as a sponsor during key segments of the event.

Add-Ons (Customizable):

- **Speaking Opportunities:** 1 slot for a smaller speaking session or panel.
- **VIP Access:** 5 VIP passes for the event and networking opportunities.
- **Marketing & Promotion:** Recognition in pre-event marketing campaigns, newsletters.
- **Digital Presence:** Logo on the event website, app, and event-specific emails.
- **Complimentary Passes:** 5 passes for employees or clients.
- **Post-Event Report:** Analytics summary and engagement insights.



TRIPLE SPONSOR

Guaranteed Benefits:

- **Logo Placement:** Visibility on event materials, website, and the event app.
- **Exhibit Space:** Standard exhibit booth for brand presence and product showcase.
- **Pre-Event Acknowledgment:** Featured mention on pre-event emails and promotions.

Add-Ons (Customizable):

- **VIP Access:** 5 VIP passes for special networking events and lounges.
- **Marketing & Promotion:** Featured in event signage, website, and app.
- **Complimentary Passes:** 5 event passes for employees, guests, or clients.
- **Post-Event Report:** Insights into attendee engagement and interaction with the brand.



DOUBLE SPONSOR

Guaranteed Benefits:

- **Logo Placement:** Exposure on event website and select event materials (signage, flyers, etc.).
- **Exhibit Space:** Standard booth in a high-traffic area of the expo floor.

Add-Ons (Customizable):

- **VIP Access:** 3 VIP passes for key networking events.
- **Marketing & Promotion:** Inclusion in event's social media and newsletter promotions.
- **Complimentary Passes:** 3 general passes for employees, guests, or clients.
- **Post-Event Report:** General analytics and brand exposure summary.



SINGLE SPONSOR

Guaranteed Benefits:

- **Logo Placement:** Logo on event website and event program.
- **Exhibit Space:** Small booth or table in the expo hall.

Add-Ons (Customizable):

- **Marketing & Promotion:** Mention in event marketing emails.
- **Complimentary Passes:** 2 event passes for employees or guests.
- **Post-Event Report:** Brief report on brand visibility and attendee engagement.



Bunt Sponsor

Guaranteed Benefits:

- **Logo Placement:** Logo on event website and limited promotional materials.

Add-Ons (Customizable):

- **Exhibit Space:** Small table or space within the expo.
- **Marketing & Promotion:** Featured in the event app.
- **Complimentary Passes:** 2 event passes for employees or guests.

Summary of Package Benefits by Tier:

Tier	Investment	Key Benefits	Add-Ons
Grand Slam Sponsor	\$100K	Title sponsor, main stage presentation, exclusive interviews, VIP access, custom branding opportunities.	Premium exhibit space, speaking opportunities, marketing inclusion, complimentary passes, post-event analytics.
Home Run Sponsor	\$50K	Featured branding, main stage branding, pre-convention series, VIP access.	Exhibit space, speaking opportunities, marketing inclusion, digital presence, complimentary passes.
BRI Sponsor	\$25K	Logo placement, exhibit space, event mentions.	Speaking slot, VIP access, marketing and social media inclusion, post-event report.
Triple-Level Sponsor	\$15K	Logo placement, exhibit booth, pre-event acknowledgment.	VIP access, marketing exposure, complimentary passes, post-event insights.
Double-Level Sponsor	\$10K	Logo placement, exhibit space.	VIP access, marketing promotion, complimentary passes.
Single-Level Sponsor	\$5K	Logo placement on website and program, exhibit space.	Mention in marketing, complimentary passes.
Bunt-Level Sponsor	\$5K	Logo placement on website.	Exhibit space, marketing mention, complimentary passes.

Additional Value-Add Considerations for All Tiers:

- **Digital Campaigns:** Sponsors can work with event organizers to feature their brand in additional email campaigns or social media highlights for further exposure.
- **Product Placement:** Opportunities for product placement in event swag bags or during convention breaks.
- **Attendee Engagement:** Special contests, giveaways, or branded activities during the convention for additional sponsor interaction.



THE BASEBALL CONVENTION

Step Up to the Plate: Showcase Your Brand Book Your Booth Today & Leave Your Mark on the Future of Baseball Forever!

We're thrilled to invite you to take part in the **2025 Baseball Convention**—a groundbreaking event in the world of baseball, designed for players, parents, and fans alike. For the first time, we're gathering the entire baseball community for an immersive expo that brings the sport's most innovative products, services, and technologies directly to youth players and their families. This is your opportunity to join us in shaping the future of the game and create lasting relationships with an engaged audience ready to buy, learn, and grow with your brand.

Why Exhibit at TBC 2025?

As an entrepreneur or business owner, you know the importance of connecting with the right customer base. The Baseball Convention is unlike any other expo—this event is **specifically tailored for youth and high school baseball players, their parents, coaches, and fans**. We've created a space where your brand can engage with thousands of potential customers all in one place.

This is **your chance to directly interact with an eager audience** of baseball players (ages 8-18), their parents, and the broader baseball community—all coming together to discover the latest products and innovations in the sport.



THE BASEBALL CONVENTION

The TBC Experience

Event Dates: January 18-19, 2025

Location: Mandalay Bay Hotel and Casino, Las Vegas

As an exhibitor at TBC, you'll have access to:

- **Thousands of Attendees** – Engage with thousands of active baseball players and their parents eager to learn about and purchase new products and services.
- **Targeted Audience** – Connect directly with youth and high school baseball players, ages 8-18, committed to improving their game and looking for the best in equipment, training tools, and educational resources.
- **Engaging Environment** – A dynamic and engaging floor, with interactive training, keynote sessions, and panels featuring industry experts, including MLB All-Star MVP Jarren Duran and Ben Joyce (Los Angeles Angels).
- **Marketing Exposure** – Prior to the event, your company will receive marketing exposure to our 175,000+ active student-athletes and parents through email and social media channels.
- **Booth Space at the Center of the Action** – Your booth will be positioned at the heart of the convention, maximizing foot traffic and visibility.

Exhibitor Packages & Pricing

We've created several flexible exhibitor packages to accommodate brands of all sizes. Choose the option that works best for you!



THE BASEBALL CONVENTION

The TBC Experience

Event Dates: January 18-19, 2025
Location: Mandalay Bay Hotel and Casino, Las Vegas

For conventions, the five most common booth sizes rented are:


10x10 : The standard size for many trade shows and conventions, suitable for small displays and one-on-one interactions.

10x30 : A good option for businesses needing a bit more space for displays or demos without going as large as a full island booth.

20x30 : Suitable for companies that want a major presence, often used for interactive experiences or large product showcases.

20x 60 : This large footprint allows for a significant brand presence, making it highly visible and memorable to attendees and providing an ideal space for engaging a large number of visitors simultaneously, supporting activities like live demos or presentations.

30x50 : This size is perfect for companies wanting to make a strong impact, allowing for elaborate setups and extensive product showcases. With more space, exhibitors can incorporate creative elements like multimedia displays, larger signage, and interactive installations.

Not seeing the booth size you're looking for? [CLICK HERE](#)  to see the 11 other booth sizes we are offering our exhibitors this year!



THE BASEBALL CONVENTION

1. Grand Slam Package

- **Description:** The ultimate package for maximum exposure and VIP experiences.
- **Includes:**
 - 40x40 custom booth
 - 15 exhibitor passes
 - Premier location in hall
 - 6 social media mentions + live stream spotlight
 - Sponsored content on event website/social media
 - Lead retrieval system with analytics
 - 5 app ad placements
 - VIP dinner + exclusive panel opportunity

2. Hall of Fame Package

- **Description:** Premium package with enhanced visibility and lead generation.
- **Includes:**
 - 30x30 custom booth
 - 10 exhibitor passes
 - Priority location in hall
 - 4 social media mentions
 - Dedicated event email blast
 - Full-access lead retrieval
 - 4 app ad placements
 - Logo on event signage

3. All-Star Package

- **Description:** Strong visibility and networking opportunities.
- **Includes:**
 - 20x20 booth
 - 6 exhibitor passes
 - Prominent logo placement
 - 3 social media mentions
 - Listing with detailed profile
 - Advanced lead retrieval
 - 2 app ad placements
 - Logo on event swag

**RESERVE YOUR BOOTH SPACE
NOW!**

THE BASEBALL CONVENTION

4. Double Play Package

- **Description:** A step-up package with solid exposure.
- **Includes:**
 - 10x20 booth
 - 4 exhibitor passes
 - Logo on event materials
 - 2 social media mentions
 - Enhanced lead retrieval
 - 1 app ad placement

5. Rookie Package

- **Description:** The basic package for first-time exhibitors.
- **Includes:**
 - 10x10 booth
 - 2 exhibitor passes
 - Logo on event website/program
 - 1 social media mention
 - Listing in event directory
 - Basic lead retrieval system

RESERVE YOUR BOOTH
SPACE NOW!



THE BASEBALL CONVENTION

We can't wait to see how our business and our entire community will grow at The Baseball Convention and how together we will shape the future of baseball and its athletes!

If for some reason, your questions, desired booth set up or needs haven't been addressed yet, feel free to reach out with your inquiries and any needed customizations for your booth's buildout!

Swing for the fences,



Michelle Novak
Exhibitor Account Specialist
michelle@thebaseballconvention.com