



The Baseball Market

Active Marketing Group helps you hit a home run with baseball players.

This document has been designed to provide you with:

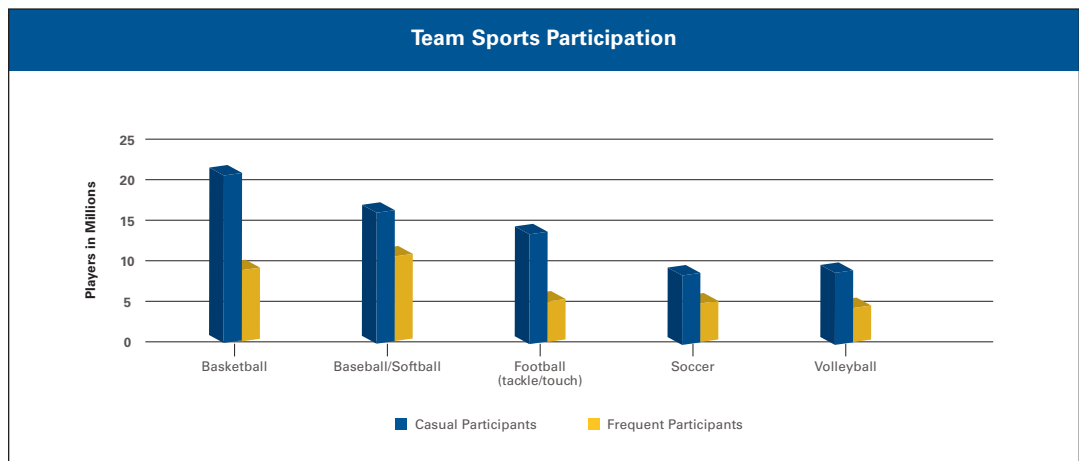
- Background information on the industry
- An understanding of why these consumers are important
- Programs & Promotions that can help you reach them

This year nearly 15 million people will play baseball in the United States. From Little Leaguers to adults, these enthusiasts will spend more than \$615 million annually on bats, shoes, gloves, and balls just to excel on the diamond.

America's Pastime: baseball is indeed a sport that unites millions from coast to coast. It is a unique game that embodies the discipline of teamwork, challenges players to perfect physical skill, and utilizes the excitement of tactics and strategy. Major League attendance and revenue are at all-time highs, while frequent participation at the amateur level has made recent gains. For many of the young players across the nation, baseball has become a year-round sport, as they travel from state-to-state seeking out the next game, tournament or camp.

Advertisers continue to focus on this market as a opportunity to reach active youth, teens and, of course, American families. Youth baseball survives because of its legions of dedicated parents, friends, siblings, and volunteers that help to make it happen, and marketing savvy companies recognize this. From Bank of America to Subway to Honda, companies from all industries are advertising to this market through major national sponsorships as well as high impact localized events. By partnering with Active, brands are able to make an imprint with this valuable market and activate turnkey marketing programs that demonstrate measurable, effective results.

 **Baseball equipment sales reached \$615 million in 2005, an increase of 12% over the previous year.**





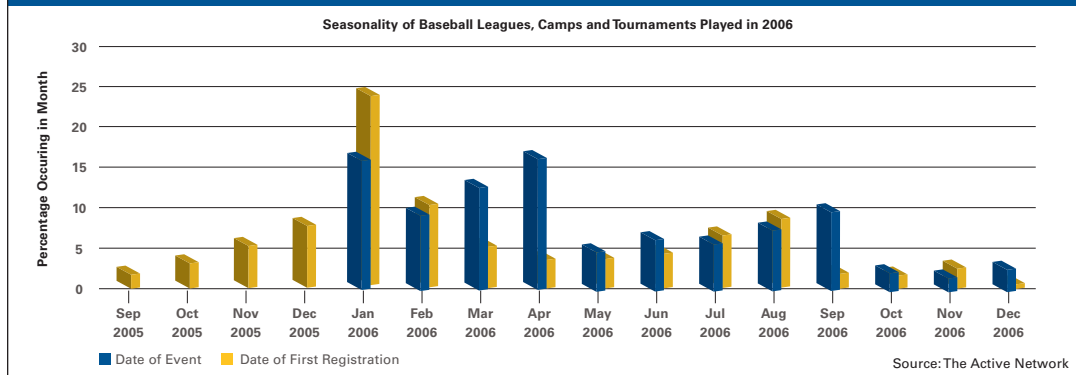
Baseball Facts and Figures

Why Baseball Players are Attractive to Marketers

Of the 14.6 million Americans who play baseball, 5.1 million are on the field more than 50 days per year; nearly 2 million more than a decade ago. This enthusiasm and dedication for the sport is reflected in the increase of baseball academies, travel and select teams, organizations and tournaments that have become a year-round business. High school baseball participation also continues to rise. The most avid youth participants can play more than 120 games per year, and their families have been known to spend \$10K to \$30K annually on travel, team fees, equipment, and private instruction.

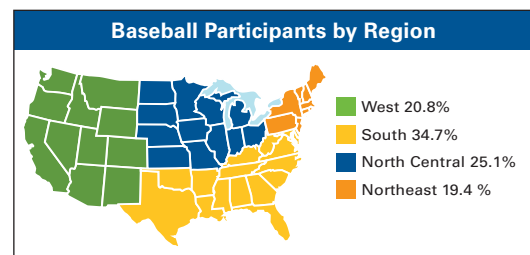
While baseball participation has increased among adults, 56% of all players are still under the age of 18. Of these players, 89% of them come from a household with two or more children. They are supported by busy parents that dedicate hours of free time driving to practice, supporting teams at games and connecting with the community. They are also relatively well off as 33% of baseball participants come from households with an annual income of over \$75K compared to 21% of the general population. With players distributed fairly evenly across the U.S., baseball offers a great way to engage individual kids and parents through programs that are executed nationally.

Baseball is a seasonal sport with the majority of competitive events taking place from January through April. Participants generally register for baseball tournaments and leagues two to three months before play begins.



Top 10 States by # of Participants

California.....1,299,400	North Carolina.....671,600
Texas.....1,109,600	Ohio.....657,000
Illinois.....1,007,400	Florida.....511,000
New York.....1,007,400	Georgia.....452,600
Pennsylvania.....846,800	Louisiana.....438,000



Frequent baseball participation has increased by 50% over the last decade.

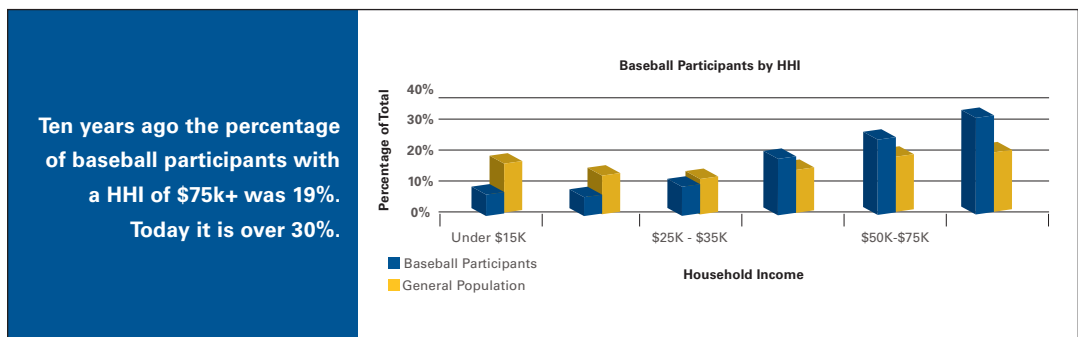
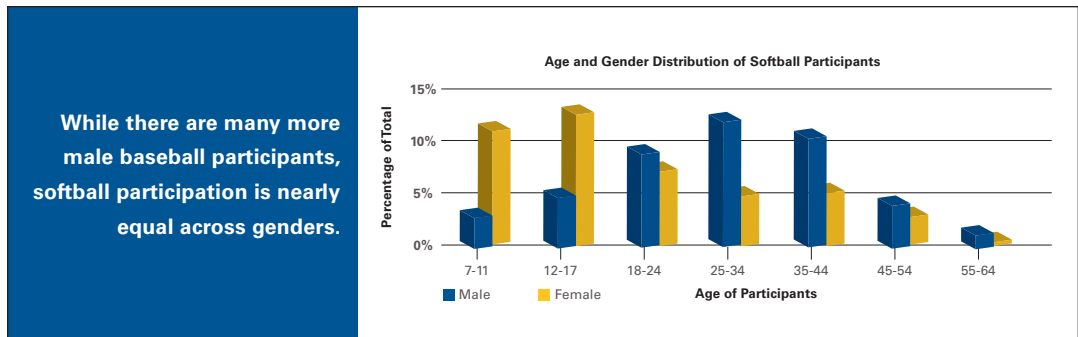
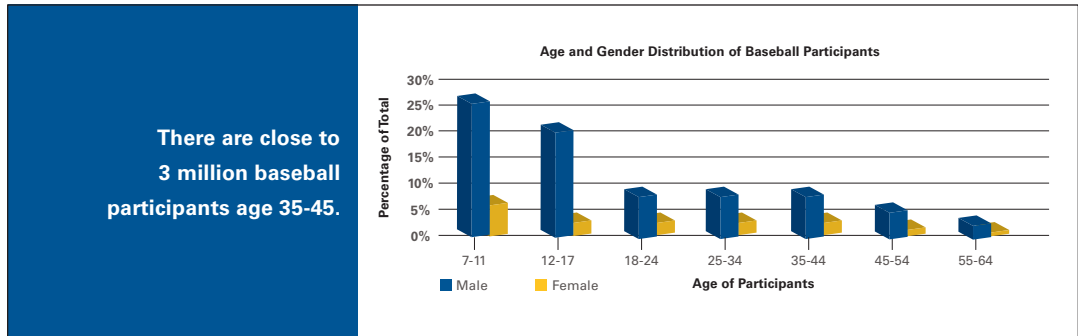
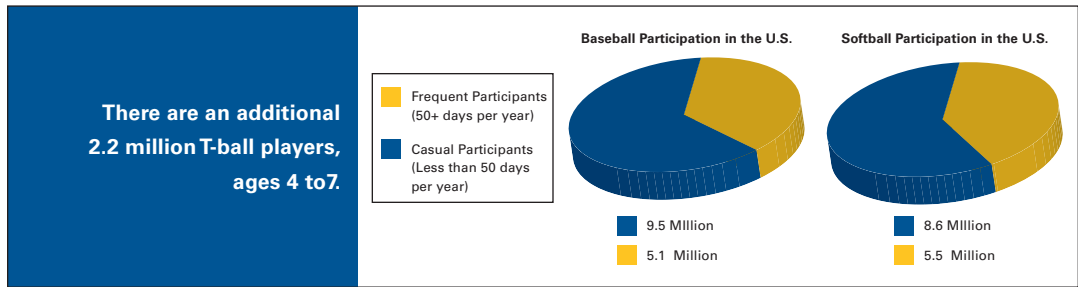
42 million adults traveled 50 or more miles to see or play in softball or baseball games in the past five years.

Frequent baseball participants play an average of 39 games and travel with their teams eight times per year.

Baseball Facts and Figures

There are an estimated 30,000 travel baseball teams totaling over 2 million participants.

50% of youth baseball participants are affiliated with Little League Baseball. 30% are affiliated with city park and recreation departments.



Frequent Baseball Participants

- 53% visit a restaurant at least once a month with their team
- 25% say coaches influence their purchase decision
- 26% say teammates or other athletes influence purchase decisions



Connecting with Baseball Participants

Active Marketing Group provides Insight and Access to Active Lifestyle Consumers.

Active Marketing Group is a leading marketing and promotions agency that reaches and interacts with millions of baseball players on a daily basis. We know who they are, where they play; we can reach them during the season, at tournaments and while they are practicing. As part of The Active Network, Active Marketing Group has direct access to over 1,800 teams and leagues and up to one million baseball participants that can be activated through off-line, peer-to-peer and direct marketing programs. In addition we have access to hundreds of thousands of teams, leagues and players that can be reached online. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this committed community of athletes.

Our Success Stories

Over the years we've activated marketing programs that reach baseball participants on behalf of leading brands, including:



Strategic Industry Partners



The Active Network



Baseball Tips Newsletter

Baseball "Tips and Drills" newsletter sent monthly by email with articles featuring best practices, the latest techniques, strategies and ways to win:

130,000 Subscribers
5 Featured Events
Opt-in Subscription Process

Reaching Baseball Players Online

The Active Network includes leading online destinations for baseball and team sport participants. Through advertising, custom sponsorships and destination mini-sites, brands can reach with consumers as they are learning about the sport or connecting with coaches and team members.

Active Network Advertising Opportunities

Standard IAB Units including Rich Media
Newsletter Communications
Promotional Emails
Confirmation Emails
Annual Baseball Editorial Features

- Little League Signups (February)
- Summer Camps/Clinics (May)
- Little League Playoffs (July)
- Little League World Series (August)

Active Network Sites That Reach Team Athletes

85 Million Monthly Page Views
2 Million Monthly Unique Visitors
4.2 Million Registered Users
3 Million Opt-in Email Addresses
2 Million Teams

Eteamz.com Baseball Users

130,000 Team & League Sites Dedicated to Baseball
400,000 Registered Baseball Users

Reaching Baseball Players Offline

From turnkey event marketing to sampling that supports a new product launch, our relationships with thousands teams and leagues across the country make it possible to develop integrated programs that have a fresh, measurable impact.

Sampling & Promotions

1,800 Baseball Teams & Leagues
Capacity to Distribute over 500,000 Samples
Geo-targeting, Gender and Age Targeting

Event & Sponsorship Activation

Sponsorship Negotiation
Staffing & Turnkey Event Management
National Promotional/Activation Platforms

Grassroots & Peer-to-Peer Marketing

Sports Specialty/Retail Programs
Team & League Seminars/Promotions
Team & League Sponsorship

Research & Consulting Services

Online Research Studies
Focus Group Recruiting
Product Testing



Active Marketing Group was named by Promo magazine as one of the leading promotions agencies in 2004, 2005 and 2006.