

# Honoring our EMazing Community!

The crux of the Emeralds Featured Nonprofit Program is providing local nonprofit organizations with five pillars of support. Thirty-eight selected nonprofits from the Eugene/Springfield community will be featured during the 2011 season. Below is what is included at the basic level of the program; the program can be tailored to the specific goals of the nonprofit within reason.

## Marketing:

- Concourse booth to be used however the nonprofit sees fit (interactive, informational, collecting donations, selling t-shirts, etc.)
- Pre-game PA announcement with group logo on the video board (can be arranged as a :30 PSA in advance)
- First pitch

## Media:

- Featured article on [www.emeraldsbaseball.com](http://www.emeraldsbaseball.com) profiling your organization
- Half-inning interview with Voice of the Ems Chris Fisher on 95.3 "The Score"
- Plugs on Emeralds Official Twitter and Facebook accounts

## Service:

Not only are the Emeralds wanting to improve the community awareness of our fans, we also want our front office and players to understand what it means to be part of the community. Leading up to the event, the Emeralds would love to participate in a community service project or appearance with your organization resulting in an improved sense of community and an opportunity for media coverage. Additionally, your nonprofit will receive plugs on all of our social media sites as well as our homepage.

## Fundraising:

Nonprofits interested in being featured are required to participate in the ticket fundraising program. The fundraising program is designed to maximize return for an organization by allowing them to purchase discounted tickets and re-sell them at face value. Price breaks start at only 250 tickets, allowing your organization to more than double their investment if they sell all of their tickets!

The program also allows for extra fundraising through the Emeralds Launch-A-Ball promotion. At the end of Emeralds home games, Ems fans can participate in Launch-A-Ball by throwing purchased tennis balls at specific targets on the field to win prizes. The featured nonprofit can sell the tennis balls, usually for \$1 and will get half of the night's earnings. This opportunity is presented to the featured organization before approaching any other organizations.

## Networking:

Invite potential donors, stand-out volunteers or your Board of Directors that are coming to the game to enjoy the NPO Welcome Center in the renovated Emeralds Press Box. Open an hour before the game begins, you will find light refreshments (peanuts, popcorn, soda and water) for your enjoyment.

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***For more information contact Onalee Carson at [onalee@go-ems.com](mailto:onalee@go-ems.com) or (541) 342-5367.***