



THE LEGACY AGENCY

- **Identify the name, date, location of your event, and host hotel if applicable along with the proposed sponsorship request.**

Name – Baseball City

Date – Saturday, March 7th & Sunday, March 8th, 2015

Location – Downtown Scottsdale

Host Hotel – The Saguaro Scottsdale, W Scottsdale Hotel, or Hotel Valley Ho – Downtown Scottsdale

- **Describe event, participants, attendees and how you will provide qualitative and quantitative information regarding event attendees and participants.**

Baseball City follows in the tradition of Comic Con and the PGA Merchandise Show by providing a fully packaged and immersive experience. It redefines the current trade show and fan fest for the baseball industry and enthusiasts alike. Each year, 1.7 million tickets are sold for Cactus League Spring Training games to fans from 15 different markets across the country. Baseball City taps into this growing fan base, and provides fans with a “best in class” baseball trade show coupled with the latest interactive consumer technology platforms available. Of the fans who attend spring training in Arizona, the majority are ages 25-54, and 40% have a household income of over \$100,000. The event will also be populated by a host of current and former professional baseball stars, including such names as Orlando Cepeda, Willie McCovey, Willie Mays, Pablo Sandoval, Gaylord Perry, Angel Pagan, Aaron Hill, Martin Prado, Edgar Martinez, Andre Dawson, and Steve Garvey.

On-site at Baseball City, we will set up booth(s) with giveaways/promotional items provided by the event and our partners to entice attendees to take surveys and provide their personal information – such as name, age, size of family, origin, favorite team, and how they heard about the event. This will be an excellent way for the City of Scottsdale to gauge not only the type of consumer Baseball City is attracting, but also the markets that people were drawn from.

- **Include all levels of sponsorships in your proposal including the level you are requesting for the City of Scottsdale.**

HOME RUN/TITLE SPONSOR - \$150K

TRIPLE/PRESENTING SPONSOR - \$100K (LEVEL REQUESTED FOR SCOTTSDALE - \$75K)

DOUBLE SPONSOR - \$50K

SINGLE - \$25K

MVP VENDOR (10'x20') - \$2,000

ALL-STAR VENDOR (10'x10') - \$1,000

- **Describe how the event will contribute to the Scottsdale CVB branding efforts as well as provide exposure nationally, internationally and/or outside Maricopa County for Scottsdale’s attractiveness as a destination to our target upscale resort visitor.**

Baseball City will bring the epicenter of the national pastime to the City of Scottsdale. Our property brings fans from 15 MLB Teams/Top US Markets to one location. This will display Scottsdale to people from San Francisco to Chicago, to Dallas, to Seattle – simultaneously.



With the level of partnership that we are proposing, the City of Scottsdale and/or its logo will be mentioned on all Baseball City event materials – including, but not limited to, advertising and sales materials, event day maps and/or brochures, and in all facets of our media plan. Having a presence in our media plan (last year’s was valued at over \$400,000 and garnered over 30 million impressions) would have 5x the value of your proposed investment alone.

For 2015, The Legacy Agency will rely on the City of Scottsdale to leverage its current relationships to promote Baseball City in The Greater Phoenix/Valley Area (local) through earned media and its existing communication channels. This will allow for our team to focus its efforts and funds to expand our media presence through the major markets of Cactus League teams. As a result of the City of Scottsdale being affiliated with all Baseball City marketing materials and advertising, Scottsdale’s place on the national stage will be enhanced.

Partnering with the event will also further affiliate the city with professional baseball and enhance Scottsdale’s already profound baseball history, since Baseball City will bring endemic brands and high end talent to your grounds. Baseball City’s inaugural year had 16 current and former All-Stars on-site, including four Hall of Famers, and we look to expand upon that in 2015. We will also include a social media platform for contracted players to “tweet”/”post” references to the City of Scottsdale on their respective social media feeds. With most players having an international following/outreach, this will greatly expand the level of the city’s visibility/exposure to outside markets through the Baseball City platform.

- **Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale and generate room nights as well as enhance the length of stay.**

Appearances by Hall of Famers and current/former All-Stars, a memorabilia show, on-site interactive elements and games, and clinics will attract passionate baseball fans and the rising stars of Arizona’s youth baseball leagues and their families.

Due to the enthusiasm and preliminary support shown by the San Francisco Giants, we will allocate a portion of our budget to contracting current/former Giant greats to appear at Baseball City. We will begin dialogue with the team to ensure that home games will be played during the event’s weekend, stressing that Baseball City will be a source to provide off field opportunities for their current/former players. Ultimately, our goal is to partner with the franchise so that the team will promote the event at their stadium throughout Spring Training, which will raise awareness.

Baseball City may be revising its ticketing structure for 2015, changing it from a general admission charge to a “pay for play” system. We are considering making this change in respect to the City of Scottsdale’s standard policy of events in the town square being free to attend, which ultimately should draw a greater number of consumers to the city. Our “play for play” system will entail different pricing for the various interactive activities offered at Baseball City – batting cages, mini baseball fields, speed pitch areas, base running pits, memorabilia/autograph areas, social media dugouts, etc.



THE LEGACY AGENCY

We also aspire to host a beer garden on-site to attract the young business professionals that reside and travel to downtown Scottsdale on weekend days/nights. A consideration is staging a “Taste of Scottsdale” food truck/food vendor area on-site, which would drive revenue and exposure for local Scottsdale businesses, as well as attract “foodies” who may not have traveled to the city for baseball games/event(s).

Baseball City will, additionally, capitalize on the vast history that both the Charros Baseball event and the Spring Training festival had in Scottsdale, paying homage to both events while enhancing the experience for the consumer that was had at both of those events.

Furthermore, Baseball City’s partnership with the Arizona Fall League (AFL), including the Scottsdale Scorpions, will generate more awareness and revenue for the city. Being a baseball agency, we understand and appreciate the importance of the AFL when it comes to developing the top tier minor league talent in the game. We also recognize that a majority of baseball fans outside of Arizona are unaware of the AFL and its impact on the game of professional baseball. We would like to incorporate an activation that will highlight the AFL, give its employees the opportunity to educate attendees about the league, sell tickets/packages to the AFL games, and showcase the various experiences that the league has to offer. Not only will this provide the AFL more visibility, but it will entice baseball fans from outside the state to revisit Scottsdale during the fall to see the next Mike Trout, Bryce Harper, or George Springer – ultimately creating additional revenue for the city.

- **Outline evidence of room nights in Scottsdale hotels as a result of the event will be provided.**

In 2014, Baseball City brought a total of 23 sponsors/vendors and 6 employees to the event, staying in hotels from Thursday to Monday. Taking a modest hotel room price of \$150/night, sponsors/vendors/TLA employees alone generated a total of \$17,400/night in hotel revenue.

Our goal is to double the amount of sponsors/vendors from 2014 to 2015 and have the same number of employees on-site. By using the same prices and average stay of 2014, we would contribute to \$33,600 of hotel revenue from our sponsors/vendors/TLA employees alone.

Furthermore, Baseball City created a total of \$20,000 in new jobs (\$15,000 in security, \$5,000 in local labor), and our plans to expand the event would only increase that amount.

- **Events eligible for consideration should fit one or more of these drivers in order to be considered: Art and Culture, Culinary, Golf, Sports and Recreation, and Western.**

Baseball City falls under the category of Sports and Recreation.

- **A detailed, itemized list of what sponsorship benefits the City of Scottsdale will be receiving as part of the sponsorship package. Please include impression values, quantity, distribution methods.**

Marketing and Promotions

“The Official Home of Baseball City” Designation



THE LEGACY AGENCY

Scottsdale listed as Presenting Sponsor on all print, radio, outdoor, digital and television advertising

Scottsdale listed as Presenting Sponsor on all event promotional material i.e. website, social media platforms, programs, posters, displays, signage, etc.

Category Exclusivity

Scottsdale CVB's Logo/link to website included on homepage of Baseball City website

Four (4) Current/Former Player Tweets promoting @BaseballCityAZ and @ScottsdaleAZ in national and international markets

On-Site Presence

Brand and own One (1) interactive element within the inventory of assets

Two (2) 10'x10' All-Star exhibitor booths to promote the City of Scottsdale to all Baseball City attendees

*Previous fan fest commitments will be honored at no expense to Scottsdale, including but not limited to, "Play Ball Experience", "Science of Baseball Festival" and the Cactus League Memorabilia/Artifacts show.

Media Assets (Plan Below)

Inclusion in all forms of advertising leading up to and during the event: TV, Radio, Editorial, Social, Digital

Media Value

Inclusion in the media assets will provide Scottsdale over \$400,000 in total media value (greater than 5x the investment alone)

Hospitality

One Hundred Fifty (150) Tickets to Baseball City to host clients/VIPs/business contacts

- **Approved funds are based on a dollar-for-dollar match. For example, if the total cost of producer's pre-event marketing expenditures is \$60,000 the request for City funds would be \$30,000, with the balance of \$30,000 to be paid by the event.**

The Legacy Agency will commit to \$150,000 of pre-event marketing expenditures. Said expenditures will include our marketing/advertising plan, creative efforts, and talent budget.

- **Provide economic study or economic impact results of the event and the estimated impact on Scottsdale.**

Baseball City will generate \$33,600 in hotel rooms, at least \$20,000 in new revenue for labor and seasonal hires, and will spend \$150,000 in tourism awareness in markets other than Scottsdale, generating multiple additional hotel rooms, restaurant spending and the like – Baseball City will also look to partner with local restaurants and entertainment businesses to provide inventory to the event, ultimately driving business for themselves as well. Estimated overall value to Scottsdale would be estimated to be \$350,000.

- **Events would have the opportunity to participate in this program for a maximum of three years. After three years of funding support, events would have the opportunity to**



THE LEGACY AGENCY

participate in other city event funding programs.

The City of Scottsdale’s 2015 Investment: \$75,000

Additionally, The Legacy Agency will rely on the City of Scottsdale to leverage its current relationships to promote Baseball City in The Greater Phoenix/Valley Area (local), so we can focus our efforts on out-of-state advertising and marketing to put the City of Scottsdale on the National/International stage. The Legacy Agency will rely on the City of Scottsdale to leverage its current relationships to promote Baseball City in The Greater Phoenix/Valley Area (local).

Media Plan:

| 2015 BASEBALL CITY - MEDIA PLAN | | | | | | |
|---------------------------------|---------------------|--|-------------------------------|------------------------------------|---|---------------------|
| Market | Team(s) | Newspaper(s) | Tv Station(s) | Radio Station(s) | Blog(s) | Spend |
| National | ALL | | MLB Network | | | \$ 50,000.00 |
| National | ALL | | | SiriusXM MLB Radio | | \$ 15,000.00 |
| Chicago | Cubs White Sox | Chicago Tribune Chicago Sun Times | WGN-TV | ESPN CHI 1000 670 The Score | Bleed Cubbie Blue Cubs Den South Side Sox | \$ 18,500.00 |
| Dallas | Rangers | Dallas Morning News | FOX (KDFW-4) ABC (KXAS-5) | Sports Radio 1310 105.3 The Fan | Lone Star Baseball Rangers Blog Dallas News | \$ 17,500.00 |
| Cincinnati | Reds | Cincinnati Inquirer | NBC (WLWT-5) ABC (WCPO-9) | ESPN 1530 FOX Sports 1360 | Red Reporter Blog Red Machine | \$ 5,000.00 |
| Los Angeles | Angels Dodgers | LA Times LA Daily News | CBS (KCBS-2) NBC (KNBC-4) | KSPN-AM 710 KLAC-AM 570 | True Blue LA Dodgers Digest Halos Heaven Monkey with a Halo | \$ 18,500.00 |
| San Francisco (Bay Area) | Athletics Giants | San Francisco Chronicle Oakland Press | ABC (KGO-TV7) CBS (KPIX-5) | KNBR-AM 680 KGMZ-AM 95.7 | McCovey Chronicles Giants Extra Athletics Nation Swingin A's | \$ 20,500.00 |
| Seattle | Mariners | Seattle Times | ABC (KOMO-4) NBC (KING-5) | KJR-AM 950 710 Sports (ESPN) | Lookout Landing Sodo Mojo | \$ 5,000.00 |
| Total | | | | | | \$150,000.00 |



Review of the Economic Impact of 2015 Baseball City

The following report is an analysis of the potential economic impact of hosting the **2015 Baseball City** special event in Scottsdale. In keeping with our firm's many other predictive studies, necessary assumptions have been made and any numbers shared within are intentionally conservative projections.

Situational Analysis

The inaugural Baseball City event was produced by The Legacy Agency and staged in downtown Phoenix at the Civic Plaza in March 2014 and it was billed as a combination baseball trade show and an interactive, technology-based family fan event. First year attendance is unknown (or unstated).

The staging of this year's event is planned for Scottsdale with hopes to tie directly to the San Francisco Giants Spring Training, both prior and during their Cactus League games. It is not clear from the funding request if that partnership agreement is yet in place.

Sponsorships of the 2015 Baseball City are being offered at the following levels:

- Title Sponsor - \$150,000
- Presenting Sponsor - \$100,000 (reduced to \$75,000 for Scottsdale)
- Field Sponsor - \$50,000
- Clubhouse Sponsor - \$25,000
- Booth vendors at \$2,000 and \$1,000

Report Objective

The purpose of this report is to provide an examination of the anticipated economic and media impact from Baseball City on the City of Scottsdale, and how it might generate *incremental* tax receipts from various room and recreational expenditures made throughout the city.



Baseball City Economic Impact

Calculating economic impact of an event such Baseball City is, realistically, no more than a prediction. Because this event is relatively new, there isn't any reliable data to make assessments from, so it is a bit of guesswork.

The Legacy Agency has indicated that the value of the total media exposure surrounding last year's event was \$400,000. That figure is a combination of paid and largely earned media (general publicity and promotion). This year they plan to purchase approximately \$155,000 of advertising in newspapers in Chicago, Dallas, Cincinnati, Los Angeles, San Francisco and Seattle. They will also advertise on the MLB Network and MLB Radio.

Beyond the value of that media/marketing is what, if any, visitation to Scottsdale (from non-Maricopa County residents) will be spurred by this special event.

Because baseball fans are visiting the valley at this time of year for Spring Training, most stay close to their team(s) of interest. Therefore, Scottsdale is not likely to generate significant additional room nights because of interest in attending Baseball City even if they choose to attend..

Last year, organizers suggested that hotel/room night revenue was no more than \$17,500 and they are predicting just \$35,000 for 2015 so the event had little impact on incremental room nights. That said, food and beverage expenditures made while visiting Scottsdale for the day are a distinct possibility.

Baseball City Media Impact

This emerging special event isn't one that will likely attract national media attention (other than lots of local TV coverage), particularly as most of the regional and national press corps is focused on the Cactus League games themselves.

Questions and Considerations

1. What are event organizers predicting as far as attendance at this year's Baseball City event?
2. How many exhibitors are expected this year and will any of these pre-market their participation?



3. While an advertising schedule has been provided, there is not much detail about their public relations effort and this information is necessary to better understand how the City of Scottsdale will be promoted overall.
4. What would Scottsdale's \$75,000 contribution be earmarked for? Has an event budget been created and when will that be provided to the TDC?
5. Who else will be involved (has committed) to become a partner/corporate sponsor?
6. Do the event organizers plan to return to Scottsdale past their 2015 event commitment?
7. Finally, will the TDC receive written summary reports, providing updates on the progress and planning of the 2nd Annual Baseball City?

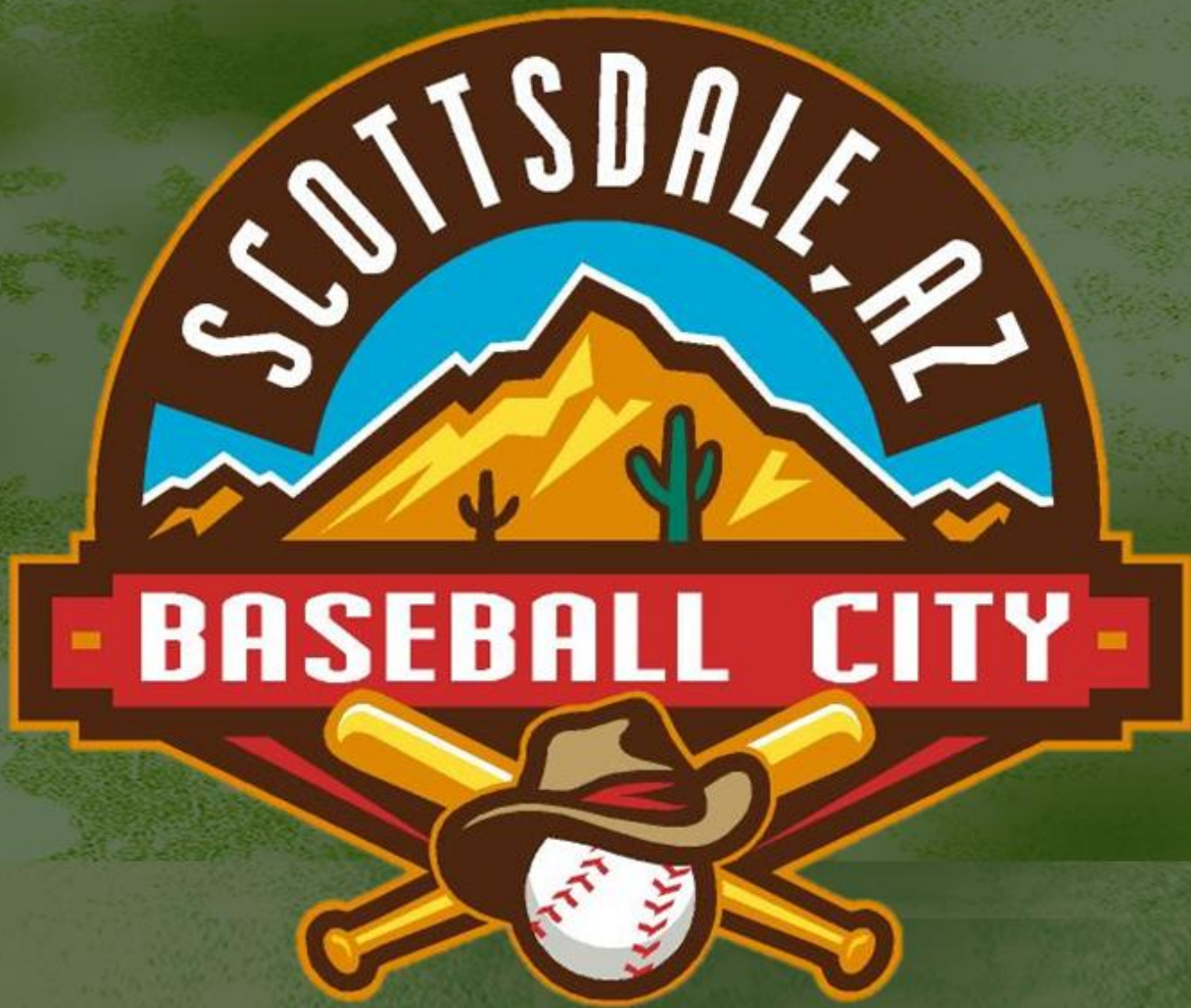
Report Summary

This has been a difficult proposal to assess as there are few details about last year's attendance and how this event will drive tourism (rooms and F&B expenditures) in 2015. It is likely and reasonable that the event organizers don't know themselves.

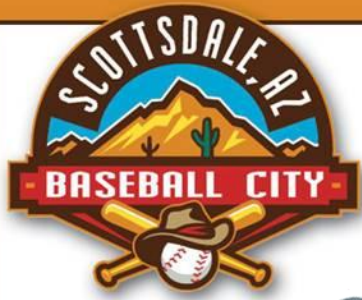
Baseball City is a quality family event that will most likely grow in size and popularity over the years. The unanswered question is will it remain in Scottsdale – possibly with ties to the San Francisco Giants - and through heightened awareness, ultimately stimulate increased tourism.

Rather than attempting to measure actual ROI in terms of visitor spending and incremental tax receipts from this event, we suggest that any financial participation be made based on the opportunity for growth and sustainability of this event. Of course this assumes that The Legacy Agency plans to return to Scottsdale year after year.

***Respectfully Submitted,
The Artigue Agency***



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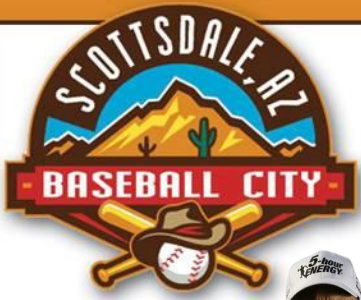


COMPANY OVERVIEW



Founded in 2000 as The Agency Sports Management with a specialization in the marketing of high profile athletes & personalities, corporate consulting and talent procurement. In December 2011, The Agency Sports Management and Legacy Sports Group merged, forming The Legacy Agency, a full service marketing and representation firm.

Headquartered in New York City, The Legacy Agency has affiliated offices in Los Angeles, Houston, San Francisco, Charleston and London.



CLIENTS

JIM FURYK



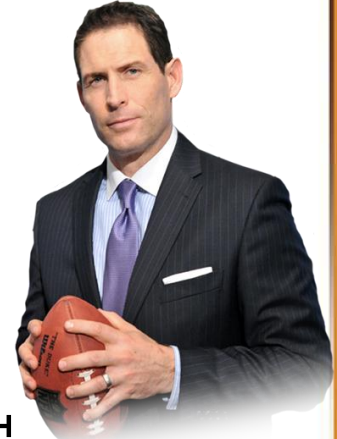
GEORGE SPRINGER



REGGIE BUSH



STEVE YOUNG

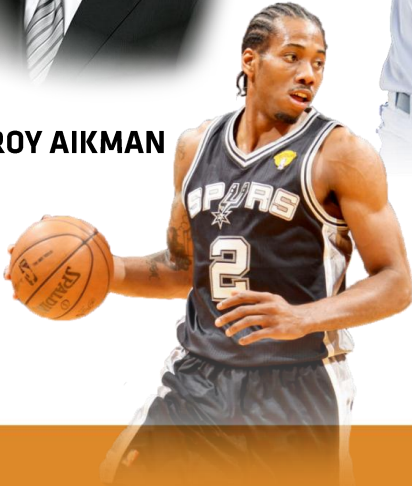


JOSE REYES



**KERRI WALSH
JENNINGS**

TROY AIKMAN



DEMARCO MURRAY



RYAN TANNEHILL



ROBERT QUINN

KAWHI LEONARD

LOLO JONES





BASEBALL



- **AARON HILL**
Arizona Diamondbacks
- **ARISMENDY ALCANTARA**
Chicago Cubs
- **MICHAEL BRANTLEY**
Cleveland Indians
- **BILLY BUTLER**
Oakland Athletics
- **MELKY CABRERA**
Chicago White Sox
- **CARL CRAWFORD**
Los Angeles Dodgers
- **CARLOS CORREA**
Houston Astros
- **R.A. DICKEY**
Toronto Blue Jays
- **EVAN GATTIS**
Atlanta Braves
- **SCOTT KAZMIR**
Oakland Athletics
- **FRANCISCO LIRIANO**
Pittsburgh Pirates
- **STARLING MARTE**
Pittsburgh Pirates
- **IVAN NOVA**
New York Yankees
- **ANGEL PAGAN**
San Francisco Giants
- **AJ POLLOCK**
Arizona Diamondbacks
- **MARTIN PRADO**
Miami Marlins
- **JOSE REYES**
Toronto Blue Jays
- **AARON SANCHEZ**
Toronto Blue Jays
- **JOHAN SANTANA**
Free Agent
- **GEORGE SPRINGER**
Houston Astros
- **MARCUS STROMAN**
Toronto Blue Jays
- **ANDREW SUSAC**
San Francisco Giants





EVENT PRODUCTION

TLA specializes in the creation of proprietary experiences centered around marquee sporting events in the United States. Each event is designed to meet established objectives, reach specific demographics and highlight the transcendent influence sports have throughout Corporate America.

TLA's event production staff specializes in:

- **Event Ideation**
- **Talent Procurement**
- **Venue Acquisition**
- **Strategy Implementation**
- **Sponsorship Sales**
- **Public Relations & Awareness**
- **Event Staffing**
- **Execution**

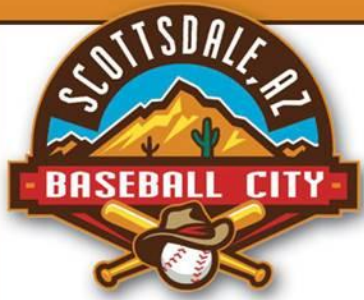




CASE STUDY: RUGBY MATCH CHICAGO

- USA Eagles National Rugby Team vs. New Zealand All Blacks
- November 1, 2014 / 4:00pm EST
- Broadcast LIVE on NBC and Promoted on NBC Sports
- SOLD OUT event (63,500 tickets) to be held at Soldier Field (Chicago, IL)
- 20,000 fans attended pre-match fanfest





BASEBALL CITY 2015





CONCEPT

DETAILS:

- **When:** March 7 – 8, 2014
- **Where:** Scottsdale Civic Center Mall
- **Time:** 11:00 AM – 6:30 PM
- **Estimated Attendance:** 10,000 – 15,000 Passionate Baseball Fans

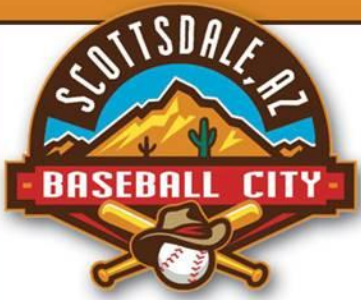
ABOUT:

- **Baseball City combines an annual interactive fan festival with a baseball industry trade show. The event will appeal to sports fans and industry insiders alike, giving both an experiential outlet from the Spring Training games.**
- **Brands have the opportunity to showcase their products and connect with potential consumers on an authentic level.**

THINK “FANFEST MEETS TRADE SHOW”:

- **Examples:** PGA Merchandise Show, Soccerex, NBA Jam Session, Comic Con, MAGIC, WONDERCON

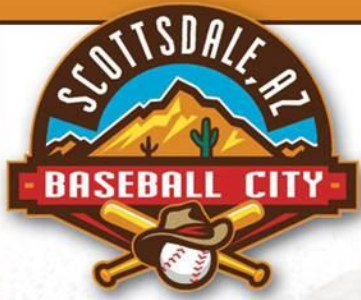




BASEBALL CITY 2014 RECAP



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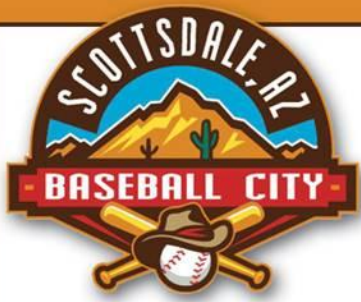


INTRODUCTORY VIDEO

PLEASE CLICK BELOW :
[Baseball City 2014](#)



Major Leaguers Mike Aviles (Cleveland), Billy Butler (Kansas City), Salvador Perez (Kansas City), and Pablo Sandoval (San Francisco) at Baseball City 2014



2014 SPONSORS/PARTNERS



UNDER ARMOUR



Sheraton
HOTELS & RESORTS



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2014 NOTABLE ON-SITE TALENT*



ANDRE DAWSON (BASEBALL LEGEND)

- 2010 Hall of Fame Inductee
- 1987 National League MVP
- 8x All-Star & 8x Gold Glove Award Winner



STEVE GARVEY (BASEBALL LEGEND)

- 1974 National League MVP
- 2x All-Star Game MVP & 2x NLCS MVP
- 10x All-Star & 4x Gold Glove Award Winner



EDGAR MARTINEZ (BASEBALL LEGEND)

- GREATEST DESIGNATED HITTER IN BASEBALL HISTORY
- 7X ALL-STAR & 5X SILVER SLUGGER
- .312 AVERAGE IN 18 YEAR CAREER



FERGUSON JENKINS (BASEBALL LEGEND)

- 1991 HALL OF FAME INDUCTEE
- 3X ALL-STAR
- 1971 NL CY YOUNG AWARD WINNER



JOSE CANSECO (BASEBALL LEGEND)

- 1986 AL ROOKIE OF THE YEAR
- 1988 AL MVP
- 6X ALL-STAR AND 4X SILVER SLUGGER



ORLANDO CEPEDA (BASEBALL LEGEND)

- 1999 HALL OF FAME INDUCTEE
- 1967 NATIONAL LEAGUE MVP
- 11X ALL-STAR



2014 NOTABLE ON-SITE TALENT*



MARTIN PRADO (3B, ARIZONA)

- 2010 ALL-STAR
- .293 CAREER AVERAGE IN 8 PROFESSIONAL SEASONS



GAYLORD PERRY (BASEBALL LEGEND)

- 1991 HALL OF FAME INDUCTEE
- 5X ALL-STAR
- 1972 & 1976 CY YOUNG AWARD WINNER



BILLY BUTLER (1B/DH, KANSAS CITY)

- 2012 ALL-STAR AND SILVER SLUGGER
- .298 CAREER AVERAGE IN 7 PROFESSIONAL SEASONS



RUSS ORTIZ (BASEBALL LEGEND)

- 2003 ALL-STAR AND 20 GAME WINNER
- 113 CAREER WINS IN 12 PROFESSIONAL SEASONS



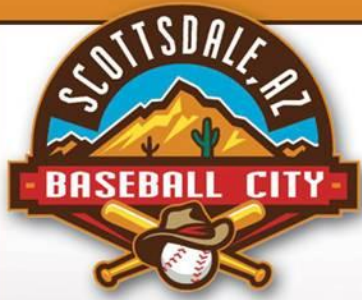
AARON HILL (3B, ARIZONA)

- 2009 ALL-STAR
- 2X SILVER SLUGGER



PABLO SANDOVAL (3B, SAN FRANCISCO)

- 2X WORLD SERIES CHAMPION
- 2012 WORLD SERIES MVP
- 2X ALL-STAR



2014 MEDIA PLAN DETAILS

Baseball City 2014 had an aggressive media push leading up to, during, and after the event. Targeted media coverage, including TV, print, radio and online promised visibility that will span both the local and national levels.

BASEBALL CITY 2014 MEDIA IMPRESSIONS

TELEVISION (MLB Network, Univision, NBC Affiliate)

- *Over 3 million impressions*

RADIO (Univision, ESPN Radio)

- *Over 7 million impressions*

PRINT/DIGITAL (Gannett Media, CineSport, Experience Scottsdale, AZ Key 360, AZ Weekly, Google Display Network)

- *Over 20 million impressions*

Over 30 million total impressions
Media Value in Excess of \$400,000



MEDIA COVERAGE

Baseball City 2014 had an aggressive media push leading up to, during, and after the event. Targeted media coverage, including TV, print, radio and online promised visibility that will span both the local and national levels.

TV

- MLB Network
- 12 News Arizona
- Channel 3 Arizona
- Fox Sports Arizona
- Fox 10 Arizona
- Univision
- Uni Mas

Print

- Arizona Republic
- Arizona Key Magazine
- Cactus League Edition
- AZ Weekly
- New Times
- Baseball America
- Grand Canyon News
- Phoenix Business Journal

Radio

- Univision Radio
- ESPN Radio: 1490 The Fan
- ESPN Radio: Sports 620 KTAR

Online

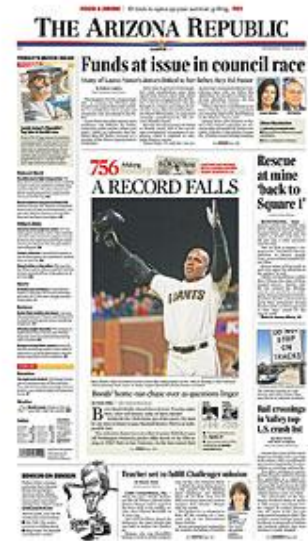
- Azcentral.com
- Azfamily.com
- Baseball America
- Make-A-Wish
- Phoenix Business News
- Sports Business Journal
- VisitPhoenix.com

Out of Home

- 12 Digital Boards

Digital

- CineSport



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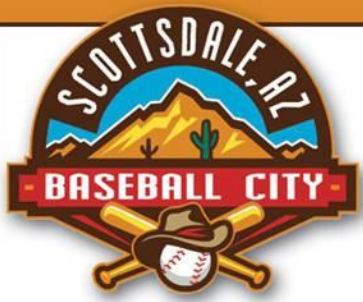
MLB NETWORK

MLB Network was on-site on Saturday, March 15th to create a Baseball City clip that was shown on its Emmy Award-winning, flagship studio show, *MLB Tonight*.

With the *MLB Tonight* coverage, Baseball City was publicized via event coverage and player interviews on a network with over 71 million subscribers nationally.

The *MLB Tonight* Baseball City segments were replayed on MLB Network for two consecutive days.





ONE-OF-A-KIND EXPERIENCES



THE LEGACY AGENCY



ON-SITE BASEBALL CLINICS

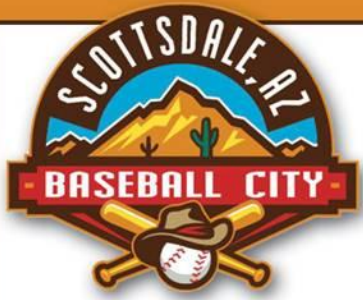


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MEET & GREET OPPORTUNITIES





Q & A SESSIONS



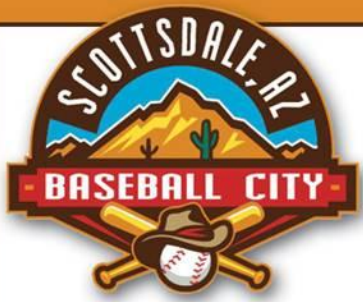
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SPONSOR ACTIVATIONS

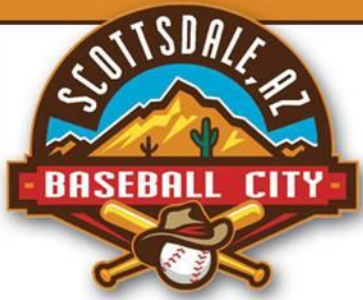


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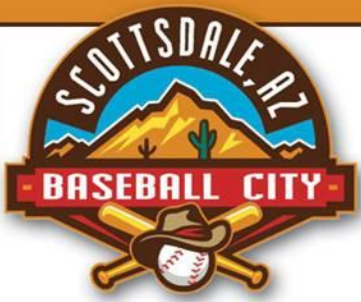
ON-SITE INTERVIEWS





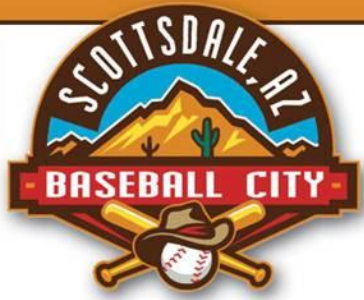
NEW ENDEMIC BRANDS





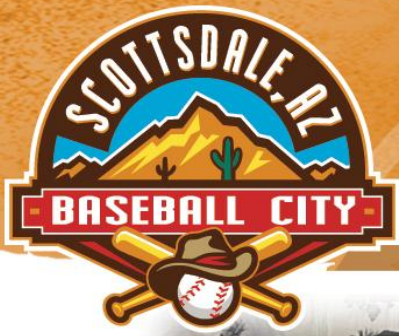
PROMOTIONS & GIVEAWAYS





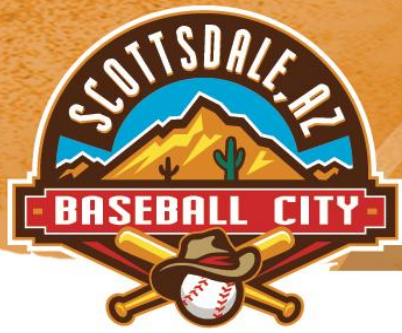
**BASEBALL CITY 2015 VENUE
RELOCATION FROM PHOENIX, AZ**





SITE PLAN

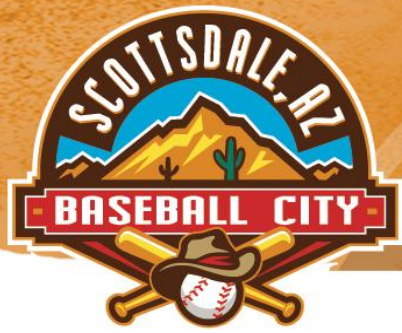




EVENT ENTRY WAY



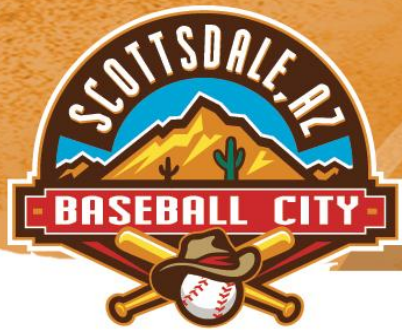
THE LEGACY AGENCY



EVENT STAGE

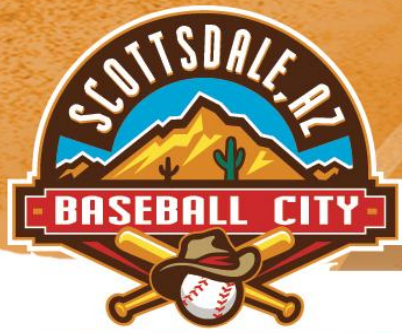


THE LEGACY AGENCY

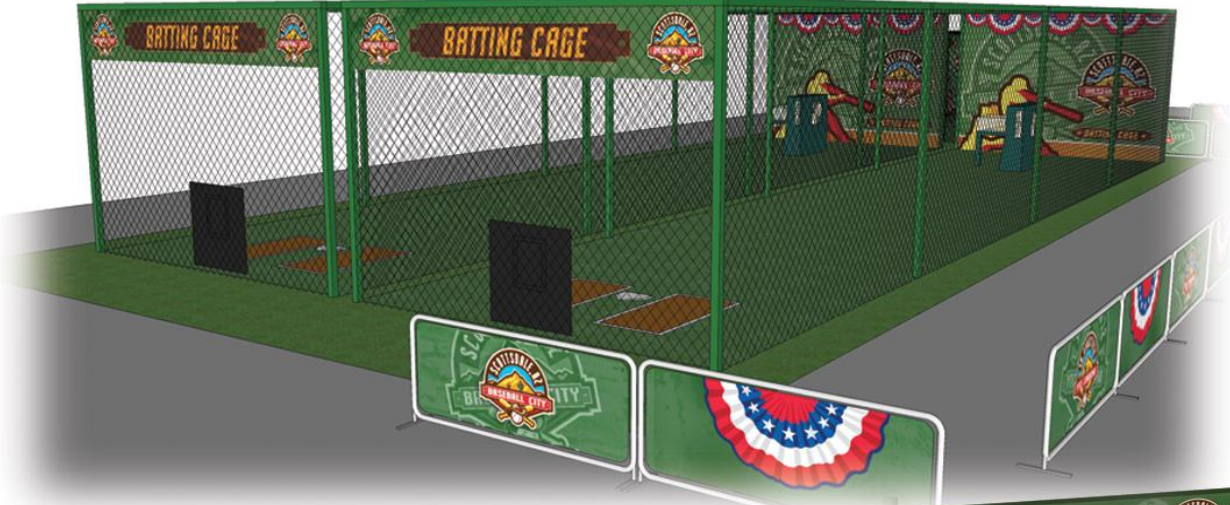


HOME RUN DERBY FIELD





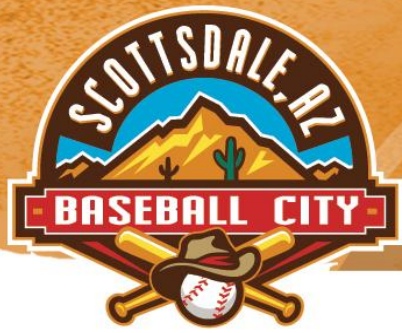
INTERACTIVE GAMES



PROFESSIONAL BATTING CAGES

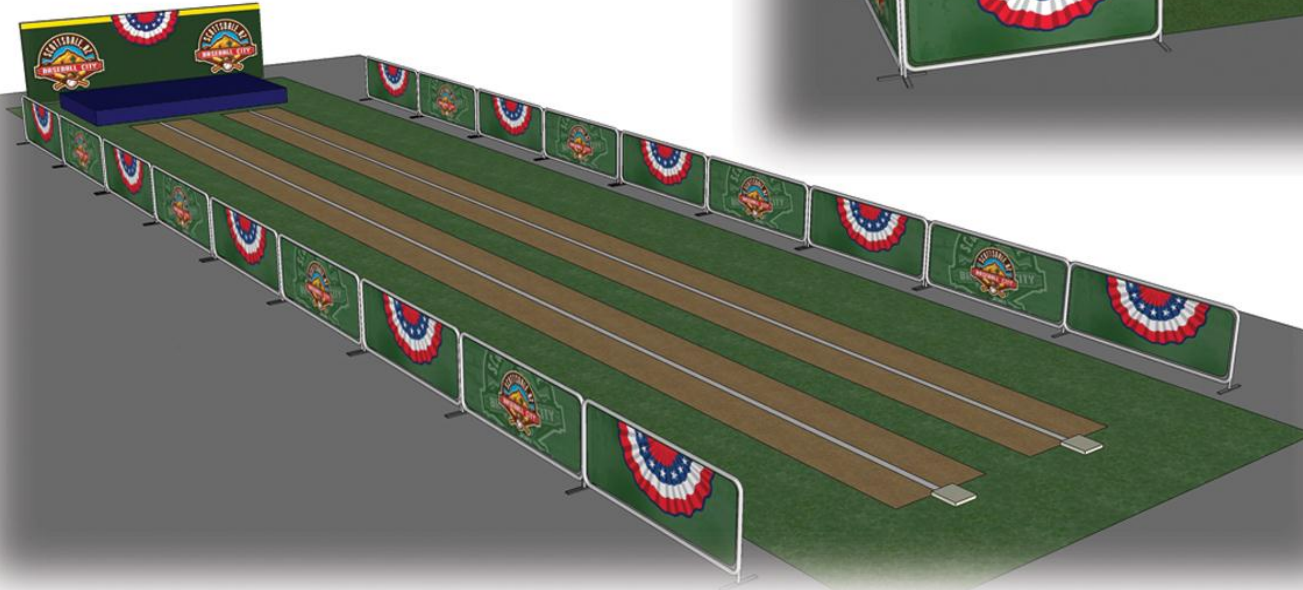


SPEED PITCH



INTERACTIVE GAMES

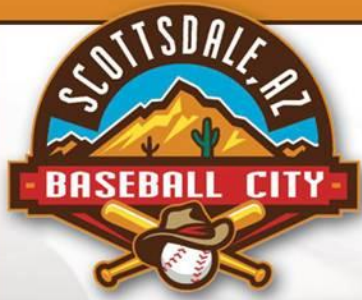
STEAL HOME CHALLENGE



LIL' SLUGGERS

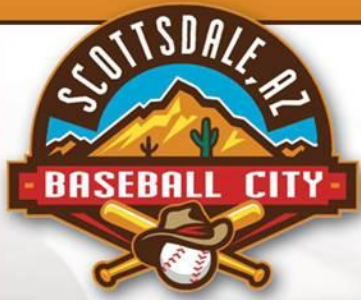


THE LEGACY AGENCY



2015 BENEFITS/GOALS

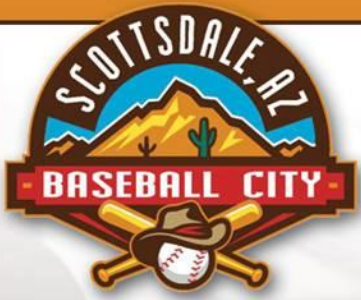
- Will utilize existing market - fanbase of 15 MLB teams - to generate revenue and visibility for the city of Scottsdale
- Will generate \$33,600 in hotel rooms, at least \$20,000 in new revenue for labor and seasonal hires, and spend \$150,000 in tourism awareness in markets other than Scottsdale, generating multiple additional hotel rooms, restaurant spending and the like
- Overall value to Scottsdale would be estimated at approx. \$350,000



2015 MEDIA PLAN

- TLA to spend Baseball City focused advertising dollars in premier US markets such as: Chicago, Dallas, San Francisco, and Los Angeles
- Confirmed Media Partnerships with ESPN Radio, FOX Sports Arizona, Univision TV, and Univision Radio

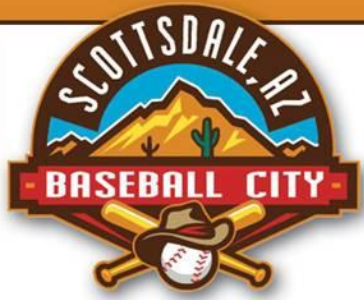




2015 REQUEST

- **First year of Eligibility: \$75,000 Request.**
- **Additionally, The Legacy Agency will utilize the City of Scottsdale to leverage its current relationships to promote Baseball City in The Greater Phoenix/Valley Area (local), so we can focus our efforts on out-of-state advertising and marketing to put the City of Scottsdale on the National/International stage.**





**THANK YOU FOR YOUR
CONSIDERATION AND
SUPPORT**



THE LEGACY AGENCY