



Major League Baseball Roadshow



Major League Baseball, in partnership with the Confederation of European Baseball (CEB), is offering organisers of international baseball tournaments the chance to bring the **Major League Baseball Roadshow** to their events. The MLB Roadshow is an interactive travelling baseball festival featuring an inflatable batting cage and pitching tunnel that allows kids and adults to “have a go” at the game’s two central skills: batting and pitching.

- § **Batting Cage:** The batting cage is an enclosed, inflatable hitting tunnel which allows participants to take their turn at bat. Soft baseballs are pitched to the batter from a pitching machine.
- § **Pitching Tunnel:** The pitching tunnel lets participants measure their speed and accuracy when pitching a baseball at a target. The pitching tunnel is inflatable and enclosed and has a professional radar gun and display unit.

When used as part of a larger marketing plan, the Roadshow can be a valuable addition for a baseball event. It is a highly visible way to attract sponsors and media, and helps to create a more fan-friendly environment at the park.

In agreeing to host the MLB Roadshow, local organisers will be responsible for all operational costs as well as the staffing of the activities. MLB will provide the inflatables, baseball equipment and a small event management team to supervise the event.

MLB will provide:

- § A qualified event manager
- § Inflatable batting cage
- § Inflatable pitching tunnel
- § Baseball equipment
- § MLB-branded signage

Local organisers will provide:

- § Event insurance
- § 3 – 5 full-time volunteers
- § Local sponsorship*
- § Print materials
- § Transportation of the inflatables and equipment
- § Accommodation and meals for event managers

*All local sponsorship must be approved by Major League Baseball. Please contact Megan McNamara for more information.

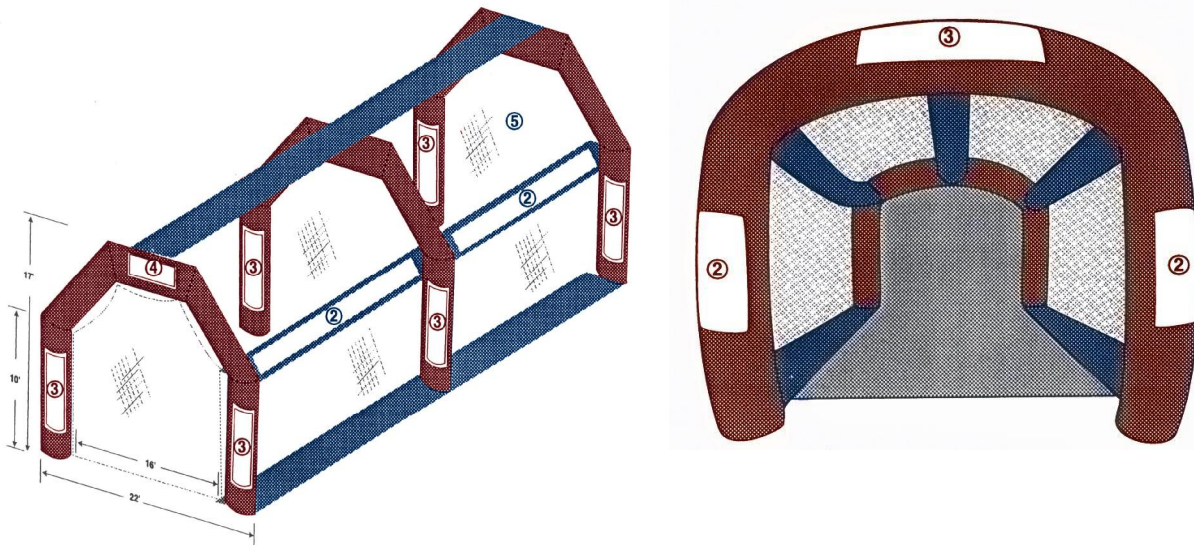


Costs for the Roadshow vary based on the location and duration of each event, but estimated costs for a one-week tournament range between €2000 - €4000. In an effort to make this more feasible for local organisers, CEB has agreed to subsidise these costs with an amount that will be determined on a case-by-case basis.

Using the Major League Baseball Roadshow is a great opportunity to enhance a CEB-sanctioned international tournament and will give any baseball event a bigger feel. The Roadshow can be utilised either at the event itself or in a town centre before or after. In addition to providing even more fun for the event attendees, the Roadshow is ideal for generating sponsorship opportunities.

To take advantage of this great opportunity to raise the profile of baseball events across Europe, email Major League Baseball's Megan McNamara at megan.mcnamara@mlbi.co.uk by 1 February for summer 2009 events.

Roadshow Inflatables - Dimensions



Equipment	Packed Dimensions	Inflated Dimensions	Packed Dry Weight
Batting Cage	6 x 4 x 2 ft (1.8 x 1.2 x 0.6 m)	45l x 18w x 15h ft (14 x 5.5 x 4.5 m)	260kgs (573 lbs)
Pitching Tunnel	3 x 2 x 2 ft (0.9 x 0.6 x 0.6 m)	10w x 10h x 14d ft (3 x 3 x 4 m)	60kgs (132 lbs)