



ANKKURITPESIS

Prospectus 2023



ALAJÄRVEN ANKKURIT

Let's succeed together.

Alajärven Ankkurit will start the 2023 season with four teams. The teams playing in blue and yellow jerseys include the men's Superpesis (major league) team, the boys' Superpesis (major league) team, the boys' Ykköspesis (1st division) team, and the men's Suomensarja (2nd division) team.

The season ended with a promotion, and men's Superpesis is once again being played in Alajärvi. We are confident that the player base and promising reinforcements resulting from successful junior work will continue to pave our way towards the top of Finland. We invest heavily in developing club activities and player development pathways from juniors all the way to the top.

The wildly cheering home crowd was widely noted in the baseball circles. In the last season, the average

attendance for home games was 400 in the regular season and up to 800 in the play-offs. The games were also followed by a large number of Ruutu+ live broadcast viewers from all over Finland.

Our website remains one of the most popular among Finnish baseball clubs, with over 400,000 visits a year and more than 3,000 visits a day at best. We have over 5,000 likes on Facebook, over 3,000 followers on Instagram, over 2,000 followers on Twitter, and almost 50,000 viewers on YouTube, so we enjoy great visibility.

We have a long history with many of our partners. We constantly develop our forms of cooperation and strive to ensure that our partners get a return on their investment. The success of our partners and the wellbeing of their employees are a prerequisite for effective cooperation.

ANKKURIT PESIS

ANKKURIT IN BRIEF

- Alajärven Ankkuritpesis ry, founded in 2020, includes the men's Superpesis (major league) team, the boys' Superpesis (major league) team, the boys' Ykköspesis (1st division) team, and the men's Suomensarja (2nd division) team.
- Ankkurit has won 2 gold, 2 silver and 3 bronze medals in men's Superpesis.
- Home field: the prestigious Kitron Stadion (Kitro Stadium) with record audience of 6,240 spectators.
- A high-quality sports club where home-grown players play an important role.
- Diverse fundraising activities. For example, roadside advertising with LED displays in the centre of Alajärvi and Hoisko.



VISIBILITY

GAME EVENTS: The average attendance of 400 for home games in the regular season in 2022 was one of the highest we've seen in the first division. In addition, the games are followed by a large number of live viewers.



DIGITAL MEDIA: Our website is one of the most popular among Finnish baseball clubs, with over 400,000 visits a year and more than 3,000 visits a day at best. Over 5,000 likes on Facebook, over 3,000 followers on Instagram, over 2,000 followers on Twitter, and almost 50,000 views on the club's YouTube videos.

PRINT MEDIA: Weekly coverage in local newspapers with game reports and photos.

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WHAT CAN WE OFFER?

UNIFORMS

- Advertisements on jerseys
- Advertisements on pants

TRACKSUITS

- Advertisements on jackets
- Advertisements on pants

TRAVEL WEAR

- Advertisements on pants and jerseys

GAME BALL SPONSORSHIP

- Game ball sponsors are mentioned several times in the home game.

MEAL SPONSORSHIP FOR AWAY GAMES

- Meal sponsors are mentioned several times in the preceding home game and on the club's social media channels.

GAME SPONSORSHIP

- VIP box seating Food, drinks, snacks, etc.
- 4 audio ads per game
- Ceremonial first pitch and the awarding of prizes
- The game sponsor is mentioned in the game ads in local newspapers and on the club's social media channels.

CLUB BOX

- Club box seating
- Coffee, drinks and snacks during games

ALAJÄRVEN PALLOHALLI SPORTS CENTRE

- Advertising space in the Alajärven Pallohalli sports centre

TRAINING SHIRTS

- Front and back advertisements

LED ADVERTISEMENTS

- A separate brochure is available for LED billboards

KITRO STADIUM ADVERTISEMENTS

- Outfield advertisements
- Grandstand advertisements
- Infield advertisements

PLAYER SPONSORSHIP

- A player's sponsor company is mentioned several times at home games and on the club's social media channels. Company logo on the player's helmet.

RUUTU+ ADVERTISING

- You can buy an advertising slot in the Fancam broadcasts.

We also organise various cooperation days: clearing, cleaning, inventories, etc.

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