

World Baseball Classic

Sponsorship: March 7 – March 23, 2017



Dominican Republic win World Baseball Classic - as it happened!

- Dominican Republic 3, Puerto Rico 0
- Robinson Cano is WBC MVP for the undefeated Dominicans
- Samuel Deduno and bullpen overpower Puerto Rico



The Dominican Republic celebrate their 2013 World Baseball Classic title - Robinson Cano shows off his MVP trophy, Fernando Rodney, his platoon. They beat Puerto Rico 3-0 in the final, capping off an undefeated



Engage Active Fans



Engage your audience across all platforms



Lock out the competition

Baseball Lovers

- Guardian readers love baseball, and are 44% more likely to closely follow the sport online, on TV or in person*
- Click [this link](#) to see our coverage of the last tournament, which consisted of 21 pieces of content

Own ALL Conversation

- **100% SOV:** 150,000 impressions across ALL coverage (includes live blog)
- **Audience Targeting:** baseball & related content fans
- **Cross platform:** Deliver across desktop, mobile
- **High Impact:** Sports section Takeover on launch day and final day of Classic

Last held in 2013, the World Baseball Classic is like the Olympics...but just for baseball. As the sponsor, you will receive the following:

- 100% SOV around all live blogs of any key games, optimized for mobile users who are watching the games live
- Ownership around all articles, photo galleries, and other World Baseball Classic pieces written by the Guardian Sports Desk

*Source: Global Web Index Canada 1Q16-4Q16