

MAJOR LEAGUE BASEBALL

A HOME RUN FOR YOUR BRAND



TVA SPORTS is an official French-language broadcaster of the Major League Baseball.

Baseball has always had a special place in the hearts of Quebecers, as legendary players like Jackie Robinson, Gary Carter and Felipe Alou have grabbed hold of our imaginations. Helmed by Jacques Doucet, a reference in baseball, the major league season promises to a very colourful series of games!

One of the official French-language broadcaster of the MLB, TVA Sports will present baseball from March to December. With fifty regular season games as well as playoffs games, baseball offers plenty of opportunities to hit it out of the park with baseball fans.

PARTNERSHIPS AVAILABLE

- » L-SHAPED BANNERS
- » 6 SEC « SQUEEZE » FORMAT
- » TITLE SPONSORSHIP
- » GAME SPONSORSHIP
- » PLAYER OF THE GAME
- » PLAY OF THE GAME
- » CUSTOM SEGMENTS



MORE THAN 50 GAMES
MARCH TO
OCTOBER 2021**

	AUDIENCE*			
(000)	MLB	WILD CARD	DIVISION SERIES	CHAMPIONSHIP SERIES
T2+	30,9	66,6	49,8	51,0
A18-49	7,0	21,6	14,0	14,2
A25-54	7,8	21,5	12,7	13,5

*Audience subject to change

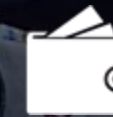
**Season's dates and final number of games to be confirmed



H18-49
INDICE 131



H25-54
INDICE 146



100 K\$+
INDICE 192



ENFANTS 7-11 ANS
INDICE 181



PCP
INDICE 124



PRIX DE -30k\$
INDICE 111



ÉPICERIE 200\$+
INDICE 156



REE
INDICE 187

