

s o f t b a l l



Sudbury Minor Girls



Softball Association

SPONSORSHIP PACKAGE



Why You Should Tie Into The Sudbury Minor Girls Softball Association

- The SMGSA promotes a fun grassroots baseball program for girls from the ages of 9 to 25
- The SMGSA has been around since 1985 And its foundation is stronger than ever
- This year, we look to expand the league with more teams and a longer post-season
- The SMGSA is the largest girls league in Sudbury
- Hoping to form a elite traveling team which will bring more exposure to the talent found in Sudbury
- Great way to give back to the community while gaining valuable exposure

Sudbury Minor Girls Softball Assoc.

The 2005 SMGSA season will again be played from several diamonds across Sudbury with 2 major tournaments being held at the Terry Fox sports complex. A new committee with fresh ideas was formed to bring new lustre to this fun-filled season. Strong ties in the community are needed in order to create a long lasting partnership as well as to replenish much needed protective gear and playing equipment.

History and Format

Supporting over 20 years of excellence, The SMGSA is continuing to honor tradition in assuring a greatly organized baseball program focusing on win-win situations for their sponsors, coaches, players and spectators.

The summer months are filled with excitement as three divisions (based on age) battle it out to find out who can be dubbed “Sudbury’s Best”.

The season itself sports several main components. The regular season, two tournaments and a banquet to complete the year. This year, organizers hope to include a 2 week post-season playoffs.



Exposure Statistics

With a current upswing in sport participation, the SMAGSA is looking to maximize its player base.

In 2004, the league enjoyed 121 participants from the ages of 9 to 25. This year the league hopes to house at least 150 players in the hopes of creating one extra team per division.

The two tournaments are a perfect conduit for increased exposure. On these two weekends, all players unite, with parents and friends alike.

Again, with the league catering to several different age groups, the market attained is very diversified which proves advantageous since you are able to target more people in one convenient place.

Added Benefits

In Sponsoring this grassroots baseball league, your company will touch tangible and non-tangible benefits and rewards. Most of the tangible benefits are listed through the various packages. However, it is important to note the non-tangible rewards.

In sponsoring this league, your company will be able to enhance its image, promote brand awareness and brand differentiation. As well the opportunity is present to increase visibility and benefit from the conjunction of target markets. As well, the main advantage is knowing that your company has made a difference in at least 1 person's life.



Corporate Packages

Title Sponsor - 3,000\$

- Will have the benefit of Naming the League
- Name will be included on all mail-outs and brochures
- Will have the opportunity to have a banner present at each field*
- If a 4 year minimum commitment is made, each player will showcase your name or logo on the back of their jersey.
- Will have the benefit of setting up a promotional Table and putting forth cross-promotions.
- Will have the benefit of naming the MVP awards (i.e. the M.V.P. award could become The “sponsor’s name” award of excellence.)
- Will be invited to join the players for their year end banquet
- 1st choice in customizing and adding additional items as part of the package (at additional costs)

* All marketing initiatives will come at the sponsor’s cost.



Tournament Sponsors - 1,500\$

- Limited to 2
 - Naming rights for 1 of the tournaments
 - Ability to promote and advertise during the 3 day tournament following city and league guidelines.
 - if a 4 year commitment is made, each player will showcase your logo on the sleeve of their jersey.
- * All marketing initiatives will come at the sponsor's cost.

Division Sponsors - 600\$

- Limited to 3
 - Opportunity to name your own division
 - Allows you to promote and advertise throughout the season within your division following city and league guidelines
 - Will be the official player of the game sponsor and prizes will be decided upon by both the sponsor and the committee.
- * All marketing initiatives will come at the sponsor's cost.

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Team Sponsors - 350\$

- First Come First Serve
- Naming rights of 1 team
- Logo on team jersey
- Ability to promote with own team

Terms

In order to secure your sponsorship, 50% of the contract cost is due at the contract signing, and the additional 50% will be claimed at a later date, no earlier than 2 weeks after signing and no later than the beginning of the regular season.

As well, sponsoring companies are responsible for the costs incurred for their signage and they are thus liable and responsible for meeting deadlines as set fourth by the executive committee. A sign that is not submitted in time, may be omitted entirely from the event