

University of Western Australia Baseball and Softball Club

Sponsorship Proposal



Season 2010-11

INTRODUCTION

Welcome to the world of Baseball, Softball and UWA. Whether you are new to the club or a long time supporter, we have a range of **new & exciting sponsorship opportunities available** as we launch into the upcoming season.

UWA Baseball & Softball Club is offering sponsors an opportunity to **promote their business to club members, guests to UWA Sports Park, the greater community of the University of Western Australia and metropolitan Perth.**

UWA Baseball & Softball Club is a non-profit organisation and we are looking for assistance in providing improved facilities, equipment and social environment for our members. All money raised goes directly into the club. Our members play for the love of the game and the club.

As you can imagine, many pieces are required to build and maintain a strong, healthy, successful, volunteer based sporting club. Your sponsorship will go a long way in supporting on field participation and infrastructure.

As detailed in this proposal, we have several levels of potential sponsorship for you to choose. So whether your contribution is large or small, any level is greatly appreciated.

Join us as we move ahead into the 2010 / 11 season.



WHO WE ARE



Located at the picturesque UWA Sports Park in Mt Claremont, the UWA Baseball & Softball club has a long and prestigious history, dating back to its foundation in 1947. From its inception to present day, the UWA Baseball & Softball Club has had some very talented sportsmen and colourful members, who later became the focus of public attention.

Second baseman **Bob Hawke** went on to become Rhodes Scholar and subsequently Prime Minister. He was a natural and a valuable asset to the team.

Brian Oliver, State triple jump champion, left everyone for dead once he got on the bases.

Laurie Sawle, later to become State opening batsman and then for many years chairman of the national cricket selectors, was brilliant at shortstop.

Rolf Harris, champion swimmer and subsequently entertainer of world acclaim, was mischievous but dependable in the outfield. When a fly ball came his way he would deliberately run in the wrong direction or fall over or do something outrageous but always seemed to be in the right position to actually take the catch when the ball got to him!!

As we move forward into our 61st year, UWA Baseball & Softball Club is one of the most successful clubs in the league. Our record speaks for itself:





2010 PLR3 Premiers

UWA Baseball and Softball Club, currently has almost 110 members competing in 4 Men's Baseball Teams, 4 Women's Softball Teams, 1 Women's Baseball Team and 1 Men's Softball Team. We pride ourselves on catering for all levels of participation, from the serious high performance player to the social one. The club is recognised for having strong and experienced leadership both on and off the field with a commitment to developing its members.

2002 & 2003 B and D Grade back to back Premierships

2003 Our Most Successful Season Ever

Baseball:

B and D Grade Minor Premiers & Premiers,
AA Grade Minor Premiers and Grand Finalists
Oxford Cup Grand Finalists
Silver Sands Cup Champions

Women's Softball:

B1 - Minor Prem and Grand Finalists
B2 - Semi Finalists
Juniors - Grand Finalists

2004 All six teams in Finals (Baseball & Softball),
three (3) Grand Finalists, D Grade Minor Prem.
Silver Sands Cup Champions (back to back)

2007 Baseball: Provincial League Champions

2008 Softball: B3 Grand Finalists

2009 Baseball: Provincial League Semi-finalists
Softball: A2 Champions, A3 Grand Finalists

2010 Baseball: Provincial League Preliminary
Finalists, Provincial League Reserve 3 Premiers
Softball: A2 Preliminary Finalists, B1 Grand
Finalists



WHAT WE CAN DO FOR YOU



UWA Baseball and Softball Club has almost 110 members (10 teams) competing in sanctioned Baseball (Baseball WA) and Softball (Western Australia Softball Association) competitions. The demographics of the club's members vary widely. The majority of players are professionals being ex-students of the University of Western Australia. The club hosts close to 20 visiting metropolitan teams throughout the season, so not only will your business be promoted within the club, but also the wider Perth community.

UWA Baseball and Softball Club offer its partners the unique benefit of access to the lucrative university market. In addition to the many ex-students of University of Western Australia, there are many student members at the club. Contrary to the popular stereotype, many university students have a high proportion of their income allocated to discretionary spending. Sponsorship initiatives implemented by the club are aimed at increasing the awareness of our club and partners within the university community and surrounding suburbs.

UWA Baseball and Softball Club will work with your company to ensure your partnership return is maximised. You will be welcomed to all home games and functions, to enjoy the passionate, friendly and social atmosphere of the club. Sponsorship initiatives implemented by the club are aimed at increasing the awareness of our club and partners within the university community and surrounding suburbs. Sponsorship can create greater goodwill for your company and you can actively promote your support for the community.



SPONSORSHIP PACKAGES

UWA Baseball & Softball Club is going from strength to strength and we are looking for partners who share the same drive, ambition and determination as we do. In return, we would take every opportunity to promote the sponsor's identity.

UWA Baseball & Softball Club is offering several levels of sponsorship, the details of which are listed below:

Grand Slam \$3,000+

- Warm-up/Playing shirt sponsorship of the premier Men's Baseball Team or Women's Softball Team. These shirts will be worn by players prior to matches for all home and away games throughout the season.
- Signage (digitally printed banner) posted on our Home Run Fence for the season.
- Top profile display of your corporate logo on our website. In addition we will provide:
 - Banner advertisements on-line with up-to-date specials or promotions your company may be running.
 - Your business ad on our website with a direct link to your website and dedicated section of the website for company promotional material.
- Recognition in our club's newsletters, emails and all official correspondence.
- Exclusive rights as a club partner in your field of business.
- Digitally printed sign in our clubrooms acknowledging your business as a club sponsor.
- Two honorary social memberships for the 2010/11 season, including complimentary access to club functions.
- Opportunity to distribute promotional materials. Your company may choose to offer special discounts to members to allow for tracking of return money spent.
- Club merchandise.
- Access to 'Club Sponsor Day' - a VIP event bringing all club sponsors together.



Home Run \$1000+

- Signage (digitally printed banner) posted on our Home Run Fence for the season.
- Display of your corporate logo on our website. In addition we will provide:
 - Banner advertisements on-line with up-to-date specials or promotions your company may be running.
 - Your business ad on our website with a direct link to your website and dedicated section of the website for company promotional material.
- Recognition in our club's newsletters, emails and all official correspondence.
- Exclusive rights as a club partner in your field of business.
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- Club merchandise.
- Access to 'Club Sponsor Day' - a VIP event bringing all club sponsors together.

Triple \$600+

- Display of your corporate logo on our website. In addition we will provide:
 - Banner advertisements on-line with up-to-date specials or promotions your company may be running.
 - Your business ad on our website with a direct link to your website and dedicated section of the website for company promotional material.
- Recognition in our club's newsletters, emails and all official correspondence.



- Digitally printed sign in our clubrooms acknowledging your business as a club sponsor.
- Two honorary social memberships for the 2010/11 season, including complimentary access to club functions.
- Opportunity to distribute promotional materials. Your company may choose to offer special discounts to members to allow for tracking of return money spent.
- Access to 'Club Sponsor Day' - a VIP event bringing all club sponsors together.

Double \$300+

- Your business ad on our website with a direct link to your website and dedicated section of the website for company promotional material.
- Digitally printed sign in our clubrooms acknowledging your business as a club sponsor.
- Free UWA Baseball Cap

Single \$100+

- Your business ad on our website with a direct link to your website and dedicated section of the website for company promotional material.

Although we have established this as a guideline, any sponsorship is welcome and highly appreciated. We will endeavour to recognize the needs of any person or business who wishes to sponsor the club. If you or your business does not need or have use for any of the benefits listed please feel free to contact us and we will work with you to maximise your sponsorship needs.



CONTACT DETAILS

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