



# 2009 Sponsorship Package

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# who we are

In our seventh year, The Triad Softball League has grown to be the largest sport and social club in the Triad with over 200 participants registered in our leagues, clinics, tournaments, clubs and special events.

TSL was created to provide a different kind of social venue for our community. Softball is a vehicle we use to link the pockets of gay and lesbian groups that exist throughout the Triad. Although many of our members are passionate about the sport, softball is really just a means of bringing people together— this organization is about building community.

# what we do

What started as a small group of friends playing pick up softball games on Sunday afternoons in the spring of 2003 has, by the spring of 2009, grown into a full blown league involving over 300 people, all participating in one form or another.

TSL is committed to showing people how to get out there, have fun and realize a lively and social lifestyle within their community. We are successful at achieving this commitment by focusing our energy in two main areas:

## 1. Softball

With over 100 registered players last season and an anticipated 128 players this season, this is a chance for TSL members to get involved through play, activity and team bonding.

## 2. Social Events

To fuel the social philosophy of TSL, we offer various social events that draw over 200 participants. From after game socials to pre and post-season community involvement, TSL looks to provide a social environment for our community.

# additional benefits

We are presenting you the opportunity to tap another medium to target your key demographic. With this tie in sponsorship you gain access to our members, their partners, friends, family and spectators.



Over 150 participants



Over 300 unique emails in database



10,000 website hits per month

- Heighten visibility of your product or service
- Differentiate your product or service from competitors
- Favorable demographics



18-62 years



Above average income: \$60,000



Male/Female Ratio: 1:1



Vibrant, socially active and involved in the community

# **sponsorship package**

## **grand slam sponsor \$1,000**

- Recognition as a Grand Slam Sponsor by choice of team name, color and logo on uniforms
- Priority placement of company banner at games
- Company listing in TSL advertising
- Company listing in TSL promotional materials
- Company name on signs placed at community events
- Company logo with a link to your site on the TSL homepage reflecting level of sponsorship
- Recognition in TSL's email communications, based on sponsorship level
- Recognition at all TSL events during the 2008 season

## **home run sponsor \$500**

- Placement of company banner at games
- Company listing in TSL advertising
- Company listing in TSL promotional materials
- Company logo with a link to your site on the TSL homepage reflecting level of sponsorship
- Recognition in TSL's email communications, based on sponsorship level
- Recognition at all TSL events during the 2008 season

## **triple play sponsor \$350**

- Recognition as a Team Sponsor by choice of team name, color and logo on uniforms
- Company listing in TSL advertising
- Company listing in TSL promotional materials
- Company logo with a link to your site on the TSL homepage reflecting level of sponsorship
- Recognition in TSL's email communications, based on sponsorship level
- Recognition at all TSL events during the 2008 season

## **double play sponsor \$200**

- Recognition as a Team Sponsor by logo placement on sleeve of one teams uniforms
- Company listing in TSL advertising
- Company listing in TSL promotional materials
- Company logo with a link to your site on the TSL homepage reflecting level of sponsorship
- Recognition in TSL's email communications, based on sponsorship level

## **Base Hit Sponsor \$100**

- Placement with multi-sponsor TSL Banner at games
- Company listing in TSL advertising
- Company listing in TSL promotional materials
- Company logo with a link to your site on the TSL homepage reflecting level of sponsorship
- Recognition in TSL's email communications, based on sponsorship level

## **rbi sponsor "in-kind" donations**

- Company listing in TSL advertising
- Company listing in TSL promotional materials
- Company logo with a link to your site on the TSL homepage reflecting level of sponsorship
- Recognition in TSL's email communications, based on sponsorship level

# SPONSORSHIP AGREEMENT

Please fill out the requested information below to confirm sponsorship.  
This agreement made the day of \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company/Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please indicate choices below:

- \_\_\_ GRAND SLAM SPONSOR - \$1,000
- \_\_\_ HOME RUN SPONSOR - \$500
- \_\_\_ TRIPLE PLAY SPONSOR - \$350
- \_\_\_ DOUBLE PLAY SPONSOR - \$200
- \_\_\_ BASE HIT SPONSOR - \$100
- \_\_\_ RBI SPONSOR - "In-kind" Donations

Enclosed is my check, payable to the Triad Softball League, in the amount of \$\_\_\_\_\_

Sponsorship commitments, logo, banners (if already created) and additional artwork (if banners are to be created) must be received by **March 4th, 2009** to ensure inclusion in all promotional activities and logo placement on uniforms.

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