



2010 Sponsorship Package

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For Additional Information, contact:

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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 2010, 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

	Grand Slam \$1000	Home Run \$500	Triple Play \$350	Double Play \$200	Base Hit \$100	RBI (in kind)
Logo/Info on all Team (6) Uniforms	Red					
Company Banner at all Games	Red	Orange				
Logo on all Team (6) Sleeves		Orange				
Team Sponsor with Logo/Color Choice			Yellow			
Logo on one Team Sleeve				Green		
Logo on Multi-Sponsor Banner at all Games			Yellow	Green	Blue	
Logo & Link to your website from TSL Website	Red	Orange	Yellow	Green	Blue	Purple
Company Listing on TSL Advertising	Red	Orange	Yellow	Green	Blue	Purple
Recognition in TSL Email Communications	Red	Orange	Yellow	Green	Blue	Purple

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 3rd, 2010** to ensure inclusion in all promotional activities and logo placement on uniforms.

Triad Softball League, Inc.
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www.triadsoftball.com