

OSHAWA N.A.S.C Softball

2023-2024 Softball Sponsorships

Proposal for Sponsorship Package



## **Who Are We?**

### About Us

Since 1948, we have successfully organized recreational softball for the children. We are the grassroots softball house league program supporting all softball/fastball, slo-pitch and umpire programs in the Durham Region.

Our focus is to provide a wholesome softball environment for recreational softball for the players, coaches, parents, and league officials. Our objective is to introduce, establish, teach, and promote youth softball to the children in an environment that encourages self-confidence and self-worth.

We provide softball for children ages 4 through 20. The season runs from May to August.

Oshawa N.A.S.C. Softball is a non-profit, 100% volunteer organization. Since its inception, it has dedicated itself to delivering a quality softball program to the youth of Oshawa.

## **Our league Divisions and Programs**

### **TEE-BALL**

Tee-ball includes learning the basic skills of softball with the desire to improve their skill level. The players will learn new skills by participating in the activities/drills at the practice portion and weekly games. The children hit off a "TEE". The program is designed for 4 and 5-year-olds. It is focused on FUN, ACTION, and a positive atmosphere. The program consists of 10-12 games and the fun festival at the end of the year.

### **LEARN TO PLAY**

The Learn to play program is designed for children 6 years of age. The program ensures children have fun while improving their fitness and developing their skills. It provides children the opportunity to practice the necessary skills to successfully take part in a higher level of the game. Children begin the season hitting off a "tee" and move toward the coach pitching to them. The program consists of 10-12 games and/or practices and the fun festival at the end of the season. Minor Mite

### **MINOR MITE**

The Minor Mite program is designed for children 7 & 8 years of age. Among teammates of their own age and experience level, players begin building and refining fundamental softball skills while they begin to understand more about game strategy. The team will practice once a week and also have one game a week.

### **MITE TO MIDGET**

Players in the Mite to Midget divisions will play 2 nights a week. There may also be one practice per week, depending on coach availability. Coaches will help develop players in the skills of the game of softball, with a strong emphasis on sportsmanship. A positive learning experience must be obtained; win or lose; through competitive spirit of a team.

## How do you get involved?

Over our 75 years history, we have had the opportunity to work with many great sponsorship partners throughout the community to bring many great seasons of softball to the young athletes in our community.

Our goal is for Softball to remain accessible to everyone, we aim to maintain low registration costs as well as our family assistance programs to ensure anyone can join.

Sponsorships make this possible and help getting kids out on the diamond.

## What is in it for you?

Sponsoring youth sports in your community can be very rewarding in many ways. On top of the feeling of helping your community, and contributing to the development of our youth in athletics, leadership, and team work, there are some advantages that come along with your sponsorship:

- Additional revenue from teams, families, and the community patronizing your business
- Exposure within the youth sports community with the opportunity to participate in our events, tournaments, and festivals. Options to have a booth or table at our events.
- Unique media exposure via team social media coverage
- Participation in the league ranges from 250-500+ families
- Exposure to youth and their families and friends spanning all age groups

If our league has caught your eye and you are ready to jump on board, please respond in kind either via email or phone. Otherwise, read on and browse sponsorship packages.

If you have any questions, please contact Krystal Robertson at (289) 685 -2446 Monday to Friday 9 a.m. to 5 p.m. or email at [nascsoftball@nascsoftball.org](mailto:nascsoftball@nascsoftball.org).

## Sponsorship Packages:

**Umpire Sponsorship (3 available)** \_\_\_\_\_ **\$500**

Our umpires have to go through Softball Ontario and their training program. The cost for this program has increased, along with the cost of their umpire equipment. This has made it difficult to generate interest in becoming an umpire. The upfront cost takes many games to recoup. An Umpire sponsorship brings the umpire program costs within reach of more young adults. The umpire program contributes to real work training, leadership skills, and confidence in these young adults as they enter the workforce in the future.

### What do you get for your sponsorship:

- Company name or logo on umpire shirts
- Company logo on league website and social media
- Company Logo promoted along with Umpire of the week
- Advertising and/or table at our events
- Optional Thank you plaque with team photo

**Full Division Sponsorship (4 available)**

**\$1500**

The opportunity to sponsor one of our divisions, each division typically consists of 4-6 teams.

**What do you get for your sponsorship:**

- Company name or logo on all team shirts across one age division
- Company logo on league website and social media
- Option for Advertising and/or table at our events
- Optional Thank you plaque with team photos from division

**Team Sponsorship**

**\$500**

Our team sponsorship option provides the opportunity to sponsor one of our many teams from our mite division and up. Provides for team uniforms to outfit the players.

**What do you get for your sponsorship:**

- Company name or logo on team shirts
- Company logo on league website and social media
- Option for Advertising and/or table at our events
- Optional Thank you plaque with team photo

**Youth Festival and Events Sponsorship**

**\$200-500**

As a League, we aim to host multiple events including our youth festival, participation in the Santa Claus parade, and Select tournaments. There are many ways which sponsorships can help make these events something special for the kids.

**Sponsorship options and what you get:**

Food sponsors \$200, 4 available

- Advertising space at the food concession for the event
- Company logo on league website and social media

Loot Bag Sponsors \$300, 4 available

- Company Logo on loot bags
- Option for advertising material added in loot bags
- Advertising space at the event
- Company Logo on league website and social media

Event Medalion Sponsorship \$500 (2 available)

- Name on Medalion or Ribbon
- Advertising space at the event
- Company Logo on league website and social media

**Brochure sponsor (4 available)**

**\$250**

Brochures will be distributed in public recreation facilities in Oshawa, as well as hand delivered in select neighbourhoods.

**What do you get for your sponsorship:**

- Advertising Space in our brochure
- Company logo on league website and social media

**Clinic Sponsorship**

**\$300**

During our off season, the league likes to offer indoor clinics at no charge to our players for added value to their registration. Sponsorship in this area will provide an opportunity for additional skills training and provide an afternoon of physical activity for the kids during the cold winter.

**What do you get for your sponsorship:**

- Advertising space at the clinic
- Option to set up a table at our clinic
- Company logo on website and social media

**Byron Howells Memorial year end tournament Sponsorship**

**Options**

Every Season ends with our Byron Howells Memorial year end tournaments. This provides the kids an opportunity to experience the tournament atmosphere and enjoy a weekend of softball to close out the season. There are many costs the sponsorship would help with for the tournaments.

**Sponsorship Options and What you get:**

Tournament Division Medallion Sponsor - \$1000(4 available)

- Name on medallion and/or ribbon
- Advertising space at year end tournament
- Option to set up table or booth at tournament
- Company Logo on league website and social media
- Option for a Thank you Plaque

Tournament Sponsor - \$200

- Advertising space at year end tournament
- Option to set up table or booth at tournament
- Company Logo on league website and social media
- Option for a Thank you Plaque

**General Donations are welcome also**

**Any Amount**

**Thank you in advance for your consideration to NASC Softball, we look forward to hearing from you!**