



**BASEBALL**  
QUEENSLAND

# **PARTNERSHIP DOCUMENT**



## BUILDING A BETTER FUTURE FOR BASEBALL

Baseball Queensland aims to partner with businesses who align with our passion for baseball and people. We believe that baseball as a sport has the ability to inspire and educate people to learn healthy characteristics that can be utilised on and off the field. We desire to be connected with sponsors who desire the same holistic outcomes for our members and state representative players.

Our intention is to bring value to our sponsors / partners by utilising our unique membership base, engaging events / tournaments and our social media interactivity.

We believe that Baseball Queensland has fantastic opportunities for businesses to engage in whilst also sowing funding into a fantastic sport that celebrates all walks of life.

## WHY PARTNER WITH BASEBALL QUEENSLAND

Our mission is to build a better future for baseball.

This means we focus on:

**EVOLVE**

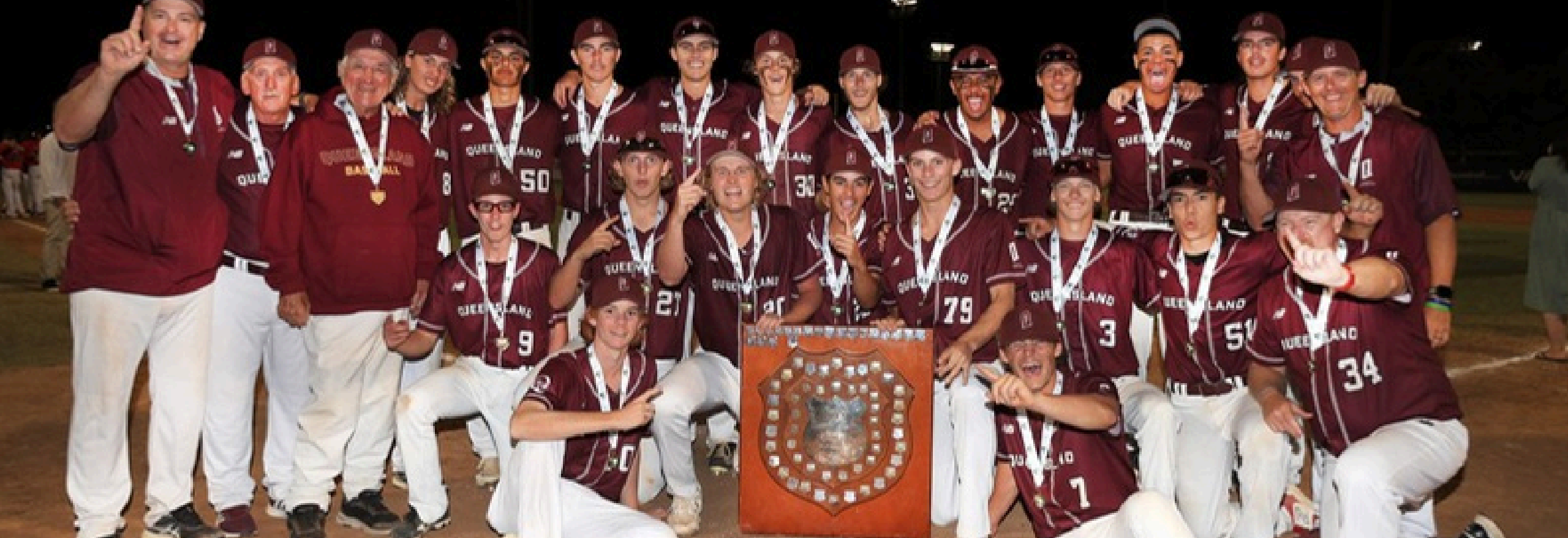
**ENGAGE**

**CONNECT**

Our success at a National Level with our state teams (Gold U16, Silver U18s, Silver Youth Women) in recent years is founded on an increasingly successful Athlete Development Program supported by our health partners and scientific research partner the Australian Catholic University (ACU).

Baseball Queensland continues to lead the way nationally with its digital activations and engagement within baseball and set the tone for innovation.





## STATE TEAM SPONSORSHIP

Baseball Queensland continues to produce excellent high performance athletes who represent our state. Last year three of our four teams completed in gold medal games at National Championships, with the U18s and Youth Women's teams winning gold.

Baseball Queensland is now engaging business owners who want to partner with our business and who are passionate about supporting our state representative teams.

## SPONSORSHIP OPPORTUNITIES

### Team Sponsor

- *Business logo added to On field and Off field apparel*
- *Business name used every time team is mentioned in press releases and digital promotion*

U16: **\$2000**

U18: **\$2000**

Youth Women: **\$2000**

Open Women: **\$2000**

### Digital Sponsor Inclusions:

- *Logo on Final Score graphics and mention on social media*
- *Logo on Game Day graphics and mention on social media Logo on photos on end of day photo gallery*
- *Logo on any video content created by Baseball Queensland covering the event.*

U16 and U18s teams to Australian Youth Championships: **\$5000**

Youth and Open Women's teams to National Championships: **\$5000**



## EVENT SPONSORSHIP

Baseball Queensland provides baseball tournament opportunities to players but also creating environments that encourage players to create friendships and memories. With increased player participation and attracting interstate and overseas teams, we believe that our events are a fantastic platform for businesses that want to partner with us.



## SPONSORSHIP OPPORTUNITIES

### Naming Right Sponsor Inclusions:

- *Business logo added to tournament logo*
- *Business name used every time tournament is mentioned in press releases and social media*
- *Business promotion through Corflute Signage on every field and High Foot traffic area.*

Little League, Junior League and Senior League State Title Naming Rights: \$5000

U16 State Title Naming Rights: \$2500

U18 State Title Naming Rights: \$2500

Qld Women Championships Naming Rights: \$2500



### Digital Sponsor Inclusions:

- *Logo on Final Score graphics and mention as digital asset sponsor on social media*
- *Logo on photos on end of day photo gallery*
- *Logo on any video content covering the event.*

Little League, Junior League and Senior League Naming Rights: \$2500

U16 State Title Naming Rights: \$1800

U18 State Title Naming Rights: \$1800

QLD Women Championships Naming Rights: \$1800

QLD Masters Tournament Naming Rights: \$1800



## SIGNAGE SPONSOR

Baseball Queensland are looking for like minded businesses that are passionate about youth athlete development to partner with us in becoming a signage sponsor. As a signage sponsor your business's signage will be viewable at all Baseball Queensland events, and when not in use for an event, be viewable at our state facility at Hendra.

### Signage Sponsor Inclusions

- *Signage at all BQ Events (minimum 6 events)*
- *Printing and storage of sign*
- *1 year activation of signage.*

Outfield Signage (3m x 2.4m): \$1750

Outfield Signage (6m x 2.4m): \$2000

Sideline Signage (5m x .8m): \$1500

*Cost includes printing of sign, storage of sign and 1 year signage activation at BQ Events.*

## ON SITE VENDING

Baseball Queensland would like to partner with vendors offering products relevant to our sport's culture and participants by showcasing those products on site during our events.

### On Site Vending Inclusions

- *Signage at all BQ Events (minimum 6 events)*
- *Printing and storage of sign*
- *1 year activation of signage*
- *On site vending rights at all BQ Events (minimum 6 events)*

Outfield Signage (3m x 2.4m): \$1550

Outfield Signage (6m x 2.4m): \$1800

Sideline Signage (5m x .8m): \$1300

On site Vending Rights \$3000



*Cost includes printing of sign, storage of sign, 1 year signage activation and on sight vending rights at BQ Events. Vending rights include 6m x 6m site at events. Access to standard energy outlets can be included on request. Additional energy requirements to be negotiated. Vendor to provide all hard stand requirements.*



## DIGITAL ASSETS

Baseball Queensland's presence in the digital marketplace continues to grow and leads the nation for Baseball State Organisations. We believe we have an audience with a genuine interest in baseball related products and content.

Annual website views: 150,000 Facebook Followers: 6,278  
Facebook Yearly reach: 97,107 Instagram Followers: 1,951  
Instagram Yearly reach: 7,700

Integrated website and social media marketing packages

- *Website Banner: \$10.10 per banner, per day (GST Inc)*
- *Website Ad: \$500 per month for front page 400x400px add (gif or image)*
- *Social Media ad: \$100 per ad to facebook and instagram (video or image)*

*Digital Ad and accompanying text / call to action to be supplied.*



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