

# MK SOFTBALL

**SPONSORSHIP OPPORTUNITIES 2017-18**



[www.mksoftball.co.uk](http://www.mksoftball.co.uk)



# ABOUT SOFTBALL

Softball is a **co-ed sport**, with teams generally consisting of 6 males and 6 females, lending itself to a **fun and social sporting experience**.

Unlike more traditional sports, softball is not a sport best suited to one type of person making it much more welcoming to people from all walks of life and more likely to be taken up by people from a myriad of backgrounds.

Softball has a **strong brand identity linked to Major League Baseball and to common references in American culture**, making it popular with teenagers and young adults.

**WITH BASEBALL AND SOFTBALL BACK IN THE TOKYO 2020 OLYMPICS, AND PARTICIPATION AT AN ALL-TIME HIGH, BASEBALL AND SOFTBALL ARE ON THE CUSP OF BECOMING SOCIALLY AND CULTURALLY SIGNIFICANT HERE IN THE UK.**



# ABOUT THE LEAGUE

Launched in May 2016, in response to continued demand from the MK Diamonds Softball Club and surrounding teams for competitive local playing opportunities.

Starting as a four team league, in just one year the league has grown to **seven teams** which equates to **over eighty players**, and we are confident this will expand even further during the summer.

**PLAYERS CURRENTLY COME FROM ACROSS FOUR COUNTIES:**  
**BUCKINGHAMSHIRE, BEDFORDSHIRE, HERTFORDSHIRE & NORTHAMPTONSHIRE.**

We have a **large membership and fan base** regularly accessing our website and receiving weekly newsletters.

The MK Softball League has an **active and highly visible presence on social media** platforms, with Facebook, Twitter & Instagram posts frequently record of over 1000 views.

The league **runs all year round:** Outdoors during the summer at Woughton on the Green Playing Fields, MK6 3EA, and indoors during the winter at the Radcliffe School, MK12 5BT.

The **ages of our players range from 16-50**, with plans on the horizon to expand to juniors as well!

The MK Softball League aims to be the friendliest around, and was shortlisted for the Leap 'Project of the Year' Award in 2016.

As well as weekly trips to the pub following fixtures the league has a **full social calendar** with members and their families getting together for a range of activities, plus a large scale **Awards Night** at the end of the summer season.



## ABOUT THE MK DIAMONDS TOURNAMENT TEAM

Our tournament team, the MK Diamonds, competes in over 10 tournaments during the summer.

Tournaments are held around the country (e.g. East Midlands, Slough, Liverpool, Leeds, Nottingham, and Leicester) and span either 1 or 2 days of the weekend. Teams and players travel from across England, Scotland and Wales to attend softball tournaments.

The MK Diamonds tournament team compete in the recreational division of tournaments, where games are competitive but sociable.

**THE MK DIAMONDS ALSO HAVE A NUMBER OF PLAYERS COMPETING IN THE NATIONAL SOFTBALL LEAGUE (THE HIGHEST LEVEL OF COMPETITION WITHIN THE UK FOR SLOWPITCH SOFTBALL) AND ONE PLAYER RECENTLY SELECTED FOR THE GB SLOWPITCH TEAM.**

# HOW YOU AND YOUR ORGANISATION CAN HELP

## LEAGUE

### SPONSORSHIP PACKAGE £1000

- ✓ Title sponsor of the league.
- ✓ Acknowledgement and advertising on league website, social media pages and newsletter.
- ✓ Opportunity to include seasonal promotions once a month in newsletter.
- ✓ Logo included on promotional materials used by club including flyers, pop up at fixtures, posters & pull up at venues.
- ✓ Logo on all Coaching kit.
- ✓ Logo on all MK team's kit (that's over 50 people advertising your company!)
- ✓ Free attendance for two representatives to attend Awards night and present league trophy.

## TOURNAMENT TEAM

### SPONSORSHIP PACKAGE £500

- ✓ Acknowledgement and advertising on league website, social media pages and newsletter in relation to all tournament events.
- ✓ Logo on MK Diamonds team's kit (this is our tournament team made up of representatives from all the MK teams, and they could be advertising your company as they travel the country!)
- ✓ Free attendance for two representatives to attend Awards night.

## LEAGUE TEAM

### SPONSORSHIP PACKAGE £200

- ✓ Acknowledgement on league website's team page.
- ✓ Logo on chosen team's kit.
- ✓ Opportunity to host the team's social events.

## SOCIAL SPONSORSHIP PACKAGE

### £100 PLUS 'IN KIND' SPONSORSHIP

We are looking for two local restaurants or pubs to act as our home venue after fixtures, one April-Sept close to MK6 3EA, and one October-March close to MK12 5BT. This venue would provide us with a designated area every Tuesday from 8pm, and complimentary or discount price on food.

- ✓ Guaranteed footfall and income during an off peak time of the week.
- ✓ Opportunity to host committee meetings and further social events.



FOR MORE INFORMATION CONTACT  
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