

# PENRITH BASEBALL CLUB SPONSORSHIP PACKAGES



GWBA JUNIOR CLUB CHAMPIONS

## WHO WE ARE

The Penrith Baseball Club is one of the oldest baseball clubs in Greater Western Sydney, having being established in 1968. The Club is now one of the largest in the region with an excess of 400 members and caters for all ranges of abilities from ages 4 and into Senior, Women's and State League competitions. The Penrith Baseball Club has the distinction of being the sole State League Club for the region.

The Club relocated to its current grounds at the Andrews Road Baseball Complex in Penrith in 1988, and the facilities currently include two major league sized diamonds with mounds, training lights and a full dolerite running track on the main diamond, a third Junior-sized diamond, 2 sealed parking lots, canteen with an extensive seasonal menu, male and female toilets and two change rooms.

## WHAT WE DO

The Penrith Baseball Club have junior teams competing in leagues ranging from U7's through to the U9's (T-Ball), Little League Minors U11's, Little League Majors U13's, Junior League U15's and Senior League U17's, NSW Women's League, Senior teams in the Sydney Metro League and the Premier League being State League 1<sup>st</sup> 2<sup>nd</sup> 3<sup>rd</sup> grade and under 18's. Penrith has a strong representation amongst most of these divisions.

The 2019-20 playing season starts in early September and finishes at the end of March. The sport of baseball is open to, and welcomes everyone. There is a place for all community members in the sport and in our club.

The Club liaises with local schools, community groups, social media and the local paper to expose community members to the sport and the social and health benefits the sport brings. Initiatives used within the community include "come and try" days and the implementation of a special needs competition run by the club.

One of the benefits of baseball is the ability to utilise every skill within an athlete, however the cost to play compared to other sports currently offered in the region is high due to the equipment and insurance required to play. The club endeavours to minimise the cost for each player in an attempt to make it financially feasible in meeting all socio-economic groups.

With such a focus on childhood obesity, baseball is well positioned to engage children in this area, from T-Ball (4-9yrs), to Junior's (10-16yrs) and Senior's (17+yrs) baseball.

## WHERE WE DO IT

Our home ground is located at Andrews Road Baseball Complex in Penrith. Baseball is a growing sport in Australia and it has the largest Little League participation rate of any country outside of North America. Our baseball facility provides an opportunity for all community members in participating in a growing sport along with associated stakeholders.

## WHY PBC NEEDS SPONSORING PARTNERS

Although we are attempting to keep our sport affordable and accessible as possible to ensure our duty of care to our players is met, we do incur many non-negotiable overheads such as, replacing equipment, ground maintenance and importantly playing insurance. These costs are not all recouped by player fees, and it is up to the Club to fund the shortfall.

Penrith 1<sup>st</sup> Grade State League have successfully won the State League Championship twice in the past five seasons which was last achieved in 1996. To continue with the club's success and remain comparable in fee cost along with maintaining the adequate training facility, assistance is required. The Junior side of the Club have managed to hold the GWBA Association Club Champion for 11 of the last 12 years.

Penrith Baseball has a vision to grow the sport with the community which is an exciting time for our sport and our local community. Through community promotion, the club entered a further two teams last season into the junior ranks increasing our member base.

## OUR AIM

The population of the Greater Western Sydney region is growing rapidly and as such the demand for a wide range of community sporting opportunities is also increasing. The presence of the Penrith Baseball Club in the region can directly fill this need. Penrith is planning to significantly increase its player base in both junior and senior ranks and continue to build on last year's developments.

Active strategies and planning will be implemented and reviewed to ensure the growth of the Club continues to trend upwards and reflect the growing needs of the Greater Western area we now call home. Penrith is actively working with Council to develop one of the best local baseball facilities in the country over the next few years.

## OUR MISSION STATEMENT

The Penrith Baseball Club is dedicated to teaching the fundamentals of baseball and to foster an environment that gives players an opportunity for anyone to participate in the game of baseball and to further develop skills, experience personal achievement in a team atmosphere, practice good sportsmanship and teamwork, and to promote positive parent participation in all aspects of the organisation.

We aim to provide a safe and caring environment, meet the needs of the group as a whole and make a positive difference in the individual lives of all members as they become competent in the game of baseball.

## WHAT YOUR SUPPORT REPRESENTS

The Sponsorship of the Penrith Baseball Club provides the opportunity to promote your brand, product and service directly to the club's 400+ playing members as well as their families, and to the wider baseball community throughout New South Wales. Your sponsorship will be associated with a club that is culturally inclusive, community minded and values the environment we live in. Your sponsorship will support a club that promotes good sportsmanship and encourages its members to be the very best they can.

# WHAT YOUR SPONSORSHIP MEANS

Sponsorship assistance allows the club to:

1. Provide upgrades to our club facilities and equipment so that a comfortable and enjoyable environment can be provided for all the members, supporters, parents and the wider community who attend training or games throughout the season,
2. Provide improved support to all our teams through coaching programs, up-to-date equipment, and providing the best resources available; and
3. Provide assistance and resources for the many volunteers who give up their time to provide service to the club.

## CLUB SPONSORSHIP PACKAGES SEASON 2019/20

Please review the following sponsorship packages available to become a sponsor of the Penrith Baseball Club in season 2019/20.

When you are ready to become a sponsor of the club, please complete the application form at the end of this document and email to the Club President at [President@PenrithBaseball.com.au](mailto:President@PenrithBaseball.com.au)

MAJOR SPONSORSHIP PACKAGE	\$20,000
GOLD SPONSORSHIP PACKAGE	\$10,000
SILVER SPONSORSHIP PACKAGE	\$5,000
STATE LEAGUE SPONSORSHIP PACKAGE	\$3,500
METRO TEAM SPONSORSHIP PACKAGE	\$1,500
JUNIOR TEAM SPONSORSHIP PACKAGE	\$1,000

Please note: All prices are excluding GST All sponsorship agreements are for 12 months unless otherwise specified.

# MAJOR SPONSORSHIP PACKAGE

## Advertising on Game Day Playing Tops

Business logo added to the game day playing tops of all State League and Women's League playing tops for 2 seasons.

## Advertising on Training Tops

Business logo added to the back of training tops of all 400+ club members including State League, Women's League, Junior League and Metro League players.

## Advertising on Drink Bottles

Business logo added to drink bottles supplied to all junior club members.

## Advertising Signage at Andrews Road Baseball Complex

- Advertising on Permanent Signage (2440mm W x 1220mm H) displayed on Diamond #1, which is the main playing diamond at the Andrews Road Baseball Complex.
- Advertising on Permanent Signage displayed outside the canteen at Andrews Road Baseball Complex.
- 4 x teardrop style advertising flags with the sponsor logo displayed on them placed in high foot traffic areas around the Andrews Road Baseball Complex during all games.

## Website Advertising

- The business logo will be placed at the top of the club's website in the header location promoting the business as the club's major sponsor, and a clickable link will be added to link to your website.
- Exposure via our Team App, internal & external Facebook pages, and our Instagram page.
- Sponsorship will include 3 boosted Facebook posts for your business per season.
- Your company will feature in all game day announcements (4 per week), and 3 sponsored posts across the social media platforms per week.

## Other Advertising

- Business logo to appear in all team photos.

## For the Business Owner

- 4 x Tickets to the Club Presentation Dinner.
- 4 x Penrith Baseball Club Sponsor Shirts.
- 1 x Framed Playing Top.
- 1 x Glass Plaque.

**Price: \$20,000**

# **GOLD SPONSORSHIP PACKAGE**

## **Advertising on Training Tops**

Business logo added to one sleeve of training tops of all 400+ club members including State League, Women's League, Junior League and Metro League players.

## **Advertising on Drink Bottles**

Business logo added to drink bottles supplied to all junior club members

## **Advertising Signage at Andrews Road Baseball Complex**

- Advertising on Permanent Signage (2440mm W x 1220mm H) displayed on Diamond #1, which is the main playing diamond at the Andrews Road Baseball Complex.
- Advertising on Permanent Signage displayed outside the canteen at Andrews Road Baseball Complex.
- 3 x teardrop style advertising flags with the sponsor logo displayed on them placed in high foot traffic areas around the Andrews Road Baseball Complex during all games.

## **Website Advertising**

- The business logo will be placed at the top of the club's website in the header location promoting the business as the club's major sponsor, and a clickable link will be added to link to your website.
- Exposure via our Team App, internal & external Facebook pages, and our Instagram page.
- Sponsorship will include 2 boosted Facebook posts for your business per season.
- Your company will feature in game day announcements for our State League and Women's League (3 per week), and 3 sponsored posts across the social media platforms per week.

## **Other Advertising**

- Business logo to appear in all team photos.

## **For the Business Owner**

- 2 x Tickets to the Club Presentation Dinner.
- 2 x Penrith Baseball Club Sponsor Shirts.
- 1 x Framed Playing Top.
- 1 x Glass Plaque.

**Price: \$10,000**

# **SILVER SPONSORSHIP PACKAGE**

## **Advertising on Training Tops**

Business logo added to one sleeve of training tops of the State League squad and Women's League

## **Advertising Signage at Andrews Road Baseball Complex**

- Advertising on Permanent Signage (2440mm W x 1220mm H) displayed on Diamond #1, which is the main playing diamond at the Andrews Road Baseball Complex.
- Advertising on Permanent Signage displayed outside the canteen at Andrews Road Baseball Complex.
- 2 x teardrop style advertising flags with the sponsor logo displayed on them placed in high foot traffic areas around the Andrews Road Baseball Complex during all games.

## **Website Advertising**

- The business logo will be placed at the top of the club's website in the header location promoting the business as the club's major sponsor, and a clickable link will be added to link to your website.
- Exposure via our Team App, internal & external Facebook pages, and our Instagram page.
- Sponsorship will include 1 boosted Facebook post for your business per season.
- Your company will feature in game day announcements for our State League and Women's League (3 per week), and 2 sponsored posts across the social media platforms per week.

## **Other Advertising**

- Business logo to appear in State League & Women's League team photos.

## **For the Business Owner**

- 2 x Tickets to the Club Presentation Dinner.
- 2 x Penrith Baseball Club Sponsor Shirts.
- 1 x Framed Playing Top.
- 1 x Glass Plaque.

**Price: \$5,000**

# STATE LEAGUE SPONSORSHIP PACKAGE

## Advertising on Training Tops

Business logo added to one sleeve of training tops of the State League squad and Women's League.

## Advertising Signage at Andrews Road Baseball Complex

- Advertising on Permanent Signage (2440mm W x 1220mm H) displayed on Diamond #1, which is the main playing diamond at the Andrews Road Baseball Complex.
- Advertising on Permanent Signage displayed outside the canteen at Andrews Road Baseball Complex.
- 2 x teardrop style advertising flags with the sponsor logo displayed on them placed in high foot traffic areas around the Andrews Road Baseball Complex during all games.

## Website Advertising

- The business logo will be placed at the top of the club's website in the header location promoting the business as the club's major sponsor, and a clickable link will be added to link to your website.
- Exposure via our Team App, internal & external Facebook pages, and our Instagram page.
- Sponsorship will include 1 boosted Facebook post for your business per season.
- Your company will feature in game day announcements for our State League and Women's League (3 per week), and 2 sponsored posts across the social media platforms per week.

## For the Business Owner

- 2 x Tickets to the Club Presentation Dinner.
- 2 x Penrith Baseball Club Sponsor Shirts.
- 1 x Glass Plaque.

**Price: \$3,500**

# **METRO LEAGUE SPONSORSHIP PACKAGE**

## **Advertising on Training Tops**

- Business logo added to a central location on the back of the sponsored team's training shirts and supplied to all members of the team.

## **Advertising Signage at Andrews Road Baseball Complex**

- 1 x teardrop style advertising flag with the sponsor logo displayed on it placed in high foot traffic areas around the Andrews Road Baseball complex during all games.

## **Team Photo Advertising**

- Business logo added to the yearly team photo.

## **Website Advertising**

- The business logo will be placed at the top of the club's website in the header location promoting the business as the club's major sponsor, and a clickable link will be added to link to your website.
- Exposure via our Team App, internal & external Facebook pages, and our Instagram page.
- Your company will feature in game day announcements for your sponsored team (1 per week), and 1 sponsored post across the social media platforms per week.

## **For the Business Owner**

- 2 x Tickets to the Club Presentation Dinner.
- 1 x Penrith Baseball Club Sponsor Shirt.
- 1 x Glass Plaque.

**Price: \$1,500**

# **JUNIOR LEAGUE SPONSORSHIP PACKAGE**

## **Advertising on Training Tops**

- Business logo added to a central location on the back of the sponsored team's training shirts and supplied to all members of the team.

## **Advertising Signage at Andrews Road Baseball Complex**

- 1 x teardrop style advertising flag with the sponsor logo displayed on it placed in high foot traffic areas around the Andrews Road Baseball Complex during all games.

## **Team Photo Advertising**

- Business logo added to the yearly team photo.

## **Website Advertising**

- The business logo will be placed at the top of the club's website in the header location promoting the business as the club's major sponsor, and a clickable link will be added to link to your website.
- Exposure via our Team App, internal & external Facebook pages, and our Instagram page.
- Your company will feature in game day announcements for your sponsored team (1 per week), and 1 sponsored post across the social media platforms per week.

## **For the Business Owner**

- 1 x Penrith Baseball Club Sponsor Shirt.
- 1 x Glass Plaque.

**Price: \$1,000**

## Equipment Sponsor

Instead of an outright sponsorship for the Penrith Baseball Club, perhaps you would like to help out with the purchase of some new equipment we require? All contributions will be advertised within our club communications and recognised by the team players, supporters, members and their families.

Items required for this current season include:

Pitching Machine (for hitting development)	\$5,000
50 Boxes Match Baseballs	\$6,000
30 Boxes of weather proof training baseballs	\$3,000
Junior baseball kit and bag	\$1,000
Senior baseball kit and bag	\$1,000
Uniforms for a team of 14 players	\$3,000
Uniform for the State League Squad (80 Players)	\$6,500
Netting for the hitting cage and safety screens	\$2000
Pitching Mound Cover	\$500
Artificial turf for the hitting cage	\$1,000
Pitching screens for protection when training	\$1,000
5 Club Match Bats	\$2,000
5 Club Batting Helmets	\$550
Ground maintenance mower fuel card	\$500

## Sponsorship Shopping Cart

Customise your sponsorship package by selecting from the table below:



Sponsorship Options	Min Agreement Length	Donation (Per Year)	Selection
Major Sponsorship Package	2 Year	\$20,000	
Gold Sponsorship Package	1 Year	\$10,000	
Silver Sponsorship Package	1 Year	\$5,000	
State League Sponsorship Package	1 Year	\$3,500	
Metro League Sponsorship Package	1 Year	\$1,500	
Junior League Sponsorship Package	1 Year	\$1,000	

## Equipment Price List

Pitching Machine	1 Year	\$5,000		
50 Boxes Match Balls	1 Year	\$6,000		
50 Boxes Training Balls	1 Year	\$3,000		
Jnr Team Kit	1 Year	\$1,000		
Snr Team Kit	1 Year	\$1,000		
1 set (14) Uniforms	1 Year	\$3,000		
Ground Tarpaulins	1 Year	\$750		
Pitching Mound Cover	1 Year	\$500		
Infield Protectors	1 Year	\$200		
Pitching Screens	1 Year	\$300		
5 Bats	1 Year	\$2,000		
5 Helmets	1 Year	\$550		
Mower Fuel Card	1 Year	\$500		
<b>2019 Total Donation Commitment \$</b>				

## ACKNOWLEDGEMENT

I ....., agree to sponsor the Penrith Baseball Club for the above amounts and term.

Signed.....Date.....

Company Name.....Position.....

I .....,on behalf of the Penrith Baseball Club, agree to fulfil the clubs responsibilities to above sponsor, for the term of the agreement.

Signed.....Date.....

Thank you. The Penrith Baseball Club thoroughly appreciates your sponsorship and support of our club. We rely on generous donations from businesses such as yourselves, as without it, we would cease to exist. I hope we can realise your investment in us and continue our partnership for seasons to come.

### PAYMENT DETAILS

#### Direct Deposit

Account Name: Penrith Baseball Club

BSB: **062589**

Account Number: **00903059**

Please include a description with any payments

Use your name as payment reference treasurer@penrithbaseball.com.au

### PBC CONTACT DETAILS

Any questions please contact

Shaun Bowen: **0422 079 487**

### PENRITH BASEBALL CLUB INC

Correspondence Address: P0 Box 4028 Penrith NSW 2750

Email: [secretary@penrithbaseball.com.au](mailto:secretary@penrithbaseball.com.au)

Web: <http://www.penrithbaseball.com.au>