



# SPONSORSHIP OPPORTUNITIES 2016-17

Get your brand associated with the  
Olympic Sports of Baseball and Softball



*Played in every park.*



# AN HISTORIC MOMENT FOR BRITISH BASEBALL AND SOFTBALL.

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.

Baseball and softball despite being more frequently associated with North America or Japan, are on the rise this side of the Atlantic. Participation has more than doubled in recent years and there are now more than 23,000 men, women and children playing baseball and softball in the UK.

With the addition of the High Performance Academy in January 2014 we have started to produce even more talented young men and women who have gone on to achieve success both here in the UK and internationally with Great Britain.

BaseballSoftballUK (BSUK), is the development agency for the British Baseball and British Softball Federations. BSUK is funded by Sport England and is responsible for the growth and development of baseball and softball in the UK, but we need more help to support our best athletes to reach their full potential through The Academy and High Performance Academy.



## What is The Academy and High Performance Academy?

The Academy and High Performance Academy (HPA) are the two pillars of our talent development programme.

Supported and funded by both Sport England and Major League Baseball, the Academy, which began in 2000, is a winter training programme open to boys and girls aged 10-25 looking to develop their baseball and softball skills. With over 150 children and young people attending the National and Regional practices, 2015-16 was one of the most successful in The Academy's 16 year history. The Academy features some of the best coaches in the UK, with several coaches from Great Britain Baseball and Great Britain Softball delivering at and supporting sessions.

The High Performance Academy is the pinnacle of BSUK's talent and player development programme. Started in 2014 through investment from Sport England and Major League Baseball the HPA is the only winter training environment of its kind in the UK. Athletes receive the level of instruction and frequency of practice normally found in the United States. Only the very best athletes in the country aged 13-19 are selected to attend the HPA where they are put on an elite player development programme designed to prepare them for the next level – whether that is the US collegiate level, Team GB or even the Olympics!

## Our reach

BSUK and The Academy and High Performance Academy have attracted national media attention, so the benefits of sponsorship include additional exposure of your brand.

Collectively they have been featured in online and print publications such as *The Huffington Post*, *The Telegraph* and *Vice.com* as well as television shows such as *BBC Breakfast Show*, *Sky Sports Game Changers with Louis Smith*, *Sky Sports News HQ*, *Sky Sports Sportswomen*, *BT Sport* and *Islam Channel*.

We have also made radio appearances on *BBC Radio 2's The Chris Evans Breakfast Show* and *BBC Radio 5 live* as well as multiple regional BBC Radio stations. Several of our games and events have been broadcast worldwide or streamed online with many more to come.

## What The Academy and High Performance Academy stands for

We believe in what we do, and we believe in doing it for real. We believe in more than just athlete development, we believe in building the leaders of tomorrow by investing in the young men and women on our programme.

The core values of The Academy and High Performance Academy are Respect, Growth, Discipline, Excellence and Leadership.

## Why sponsor?

The Academy and High Performance Academy offer you the chance to associate yourself and align your company with our values the values of an Olympic sport – and to invest in the future leaders of our great community. Whether you are a business in the services industry, a clothing label, a consumer targeted brand or you just care about the leaders of tomorrow, association with The Academy and HPA provides a unique way of promoting your business.

## Specific benefits of sponsoring

We can tailor an individual sponsorship package to suit your organisation. The core benefits available to our title sponsor can include, but are not limited to the following:

- Title sponsorship – your brand or company name linked to the Academy and High Performance Academy name.
- Logo placement on all promotional materials including fliers, posters, podcasts, videos, facebook, Twitter, YouTube, Academy and HPA website and the BSUK main website.
- Brand placement on Academy and High Performance Academy training apparel and uniforms.
- Presence of brand at all our events and sessions e.g. banners, stall, distribution of promotional material, including at non-Academy events.

- Presence of brand at our national complex – the Farnham Park Baseball and Softball Facility, which attracts 16,000 visits per year.
- Inclusion in newsletters and mailouts (circulation of 17,250).

## Wider benefits of sponsorship

Beyond the Academy and HPA, baseball and softball have more than doubled in participation in the last six years with more people playing every day, giving you an ever growing market to develop a relationship with. Our community of over 23,000 players is a diverse audience, with a broad range of ages, providing access to wider family units with disposable income. We offer a great environment for any brand with exposure to an audience of early adopters and key influencers.

We are giving you the chance to support the development of baseball and softball in the UK. To reap the rewards from an association with the UK's only elite baseball /softball player development programme. And to expand your reach through our rapidly expanding community and the fabulous press opportunities created as we strive for Olympic qualification. community and the press opportunities as we strive for Olympic qualification.



# THE HPA'S IMPACT ON PLAYER DEVELOPMENT CAN ALREADY BE FELT.

**In just three years our talent development programme has gone from strength-to-strength.**

Players from the HPA played in the 2016 Junior European Baseball and Fastpitch Championships, where Team GB made history with its best ever finish in baseball and the U19 Fastpitch Softball team won GOLD!

Five HPA graduates have attended university in the USA or Canada to play baseball or softball with two more starting in August 2016.

Three players were selected to play for the Academies All-Star team in the 2016 Major League Baseball European Academies Spring tournament.

Two players were selected to the 2016 Major League Baseball Elite Camp in Regensburg, Germany

Ten HPA graduates have gone on to attend university in the UK including two who received international colours from the University of Loughborough in 2016

The Academy is about to enter its 17th year of operation and the High Performance Academy's fourth winter cycle. We have many exciting sessions planned for 2016 –2017 winter season across the UK.

Our athletes will be preparing for their club seasons as well as vying roster spots on Team GB. All of these events are exciting opportunities for your brand to be a part of, especially with social media and online news outlets ramping up their coverage of baseball and softball around the Olympic announcement and Great Britain playing in the World Baseball Classic Qualifier in New York this September.

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## Key statistics

(April 2015 to March 2016)

Website hits: 342,250

Twitter followers: 3,620

Facebook likes: 2,860

Mailing lists: 17,225



	£75	£150	£175	£300	£500	£1k	£5k	£12.5k	£35k+
Half-page advert in player/parent pack	●		●	●	●				
Full-page advert in player/parent pack		●				●	●	●	●
Academy hat and t-shirt	●	●		●	●	●	●	●	●
Academy hoodie and back pack			●	●	●	●	●	●	●
Vendor stall at Academy events					●	●	●	●	●
Vendor stall at BSUK events							●	●	●
Logo on website				●	●	●	●	●	●
Logo in Academy programmes					●	●	●	●	●
Logo on Academy slide-shows					●	●	●	●	●
Banner at Academy events*							●	●	●
Banners at Farnham Park*							●	●	●
Logo on staff t-shirts							●	●	●
Logo on flyers and posters						●	●	●	●
Promotions on Facebook and Twitter						●	●	●	●
Logo on Academy and HPA uniforms							●	●	●
Corporate softball day**							●	●	●
Visit from HPA members and coaches								●	●
Workshop with HPA staff and coaches									●
Title sponsorship									●

### Title sponsorship costs

We are expecting title sponsorship offers in the £35,000 to £50,000 range, depending on the brand alignment.

### Other ways to work with us

There are many other ways to work with us if you're not ready to commit to being our title sponsor. We are looking for sponsors at all levels, or you could sponsor a single training session or tournament. If you'd like to take it slow to start with, how about advertising on our website? Or setting up a stall at one of our events? Take a look at the table for more information.



#### Want to know more?

Email: [academy@bsuk.com](mailto:academy@bsuk.com)

Web: [academy.bsuk.com](http://academy.bsuk.com)

Facebook: [baseballsoftballuk](https://www.facebook.com/baseballsoftballuk)

Twitter: [@bsuk](https://twitter.com/bsuk)

YouTube: [baseballsoftballuk](https://www.youtube.com/baseballsoftballuk)

\*Banner to be provided by your organisation. \*\*For up to 100 people. Please contact us if you would like to cater for more people. Space for adverts, banners and logos may be shared with other sponsors. If you would like to have exclusive rights for a particular location or event please contact us to discuss. BSK07 09/16.