

# **Manly Warringah State League Baseball**

## **2020 SPONSORSHIP PROPOSAL**







# Manly Warringah State League Baseball

*- To provide our players with the most professional  
baseball experience possible -*



# Why your business will benefit from being involved with the Manly Eagles State League Baseball Club...



Baseball has been played in the Manly Warringah area since 1898 and still enjoyed today.

Hi, I'm Mike O'Neill, President of the Manly Warringah State League Baseball Club. Having been in the sport for over 35 years, great changes have happened in baseball in that time. The Manly Eagles play in the Sydney wide NSW State League competition where its players are one step away from being selected into ABL teams, the Blue Sox that compete in our National League.

Our growth last year saw a Manly Eagles Women's team play in a NSW State League competition for the first time. This is on the back of a great history in the men's game having formed in 1950 as the District Representative Club. We have a great home ground at Aquatic Reserve, built by it's members that today is one of the best baseball facilities in Sydney. Complete with a club house and a fully lit diamond, our facility is well used by both juniors and seniors year round.

We are a proud and successful club having recently won premierships in various grades. We have players and coaches represent District, State and Country. We have players playing on the National stage, players who have signed professionally with US teams and players committed to US Colleges.

Manly Eagles Baseball Club offers great potential and exposure to your business through our baseball community. We presently live stream our home games, recently starting our own media channel EBSN, Eagles Baseball Sports Network, on YouTube. EBSN has been a fantastic innovation already receiving a great following right across Sydney from other District teams.

Our newly designed website is also widely viewed across the greater baseball community on the Northern Beaches and Sydney. We actively use social media getting our brand out to the members and supporters on Instagram and Facebook, which can all add noise to your brand.

We are a non for profit community based sport where sponsorship from local businesses like yours will allow us the opportunity to continue to develop a pathway for other local juniors to reach the same heights our players achieve each year whilst also becoming better members of our community.

I invite you to become a valued sponsor of our club and share in the successes together. Please consider the following sponsorship options or please contact me to discuss how your business can be involved with Manly Eagles Baseball.

Thanks for your time as we're hoping to build a strong relation with you and your business.

Regards

Michael O'Neill

Club President



# ABOUT THE CLUB

The Manly Warringah District Baseball Club was formed in 1950 by a group of friends who wanted to play Baseball together upon the suggestion of Lenny Soman. The Club had its first official AGM on 20th February, 1951 in the Sporting Union Rooms with Mr. G. Lowe acting as chairman. An inaugural meeting of the Club had been held prior to the AGM to present and adopt a set of Rules and Constitution governing the proposed club. In 1960, MWDBC was invited to become a member of the NSW Baseball Union (now called NSWBL Inc) and has continuously fielded teams in the various competitions under the jurisdiction of NSWBL as well as affiliated associations.

## COMPETITIONS

- The State League Club presently fields teams in the NSWBL State League competition which comprises 1st, 2nd, 3rd & Under 18's Grade
- The club also fielded a Women's team in the NSW Div 2 competition
- Teams are also fielded in other metropolitan competitions when numbers permit.
- The District representative scene in Manly sees players competing in Sydney, State and National tournaments from u10 Little League right up to 1st Grade State League

## SOCIAL MEDIA & FUNDRAISING



PINK HOPE

The club actively promotes its events and games to its members, fans & sponsors.

Recent events have been our annual Ladies Day where we raised over \$2,500 for Pink Hope, a local charity supporting Women's breast and ovarian cancer.

Old Boys Nights, Sponsors Nights, Christmas Function, Presentation Awards Night all add to our fun and your exposure

## AQUATIC BASEBALL PARK

Our home ground is part of the greater Manly Dam catchment near the Manly Warringah Aquatic Centre. The main diamond is one of 5 baseball diamonds the District Baseball Association has built up on 4.5 hectares that makes up Aquatic Reserve. Our club's past members worked hard to build a fantastic clubhouse and recently installed lights that sees fantastic Wednesday Night Game Food Promos

## MEMBERSHIP & PLAYERS

- The State League Club's membership presently stands at 120 players coaches and staff
- The full District Representative baseball scene, Juniors and Seniors, tallies an impressive 500 players & families wearing Manly Baseball colours.
- The club also hosts imports from around the world. Last season having 3 imports; Ryan Kalish, ex MLB playing with both the Boston Red Sox & the Chicago Cubs, Treg Haberkorn graduate from Cincinnati University a top Div 1 college and Jules Kremmer, a member of the Dutch u23's National Team
- As the State League Club hosts junior baseball camps and 'Coach the Coaches' sessions for junior clubs, our reach is 1500 players, parents and volunteers living throughout the Northern Beaches





# EXPOSING YOUR BRAND



## Aquatic Baseball Park Signage

Aquatic Baseball Park is next door to one of the associations largest junior Clubs, Forest Baseball Club and also hosts the Summer and Winter Minor League Competitions, and the Masters Competition.

The foot traffic also includes local business houses utilising the grounds for lunch time soccer, fitness and joggers. The ground is within the Manly Warringah War Memorial Park lands that is home to the Warringah Aquatic Centre, mountain bike and walking trails that also pass the main diamond

Business signage and logos will be seen

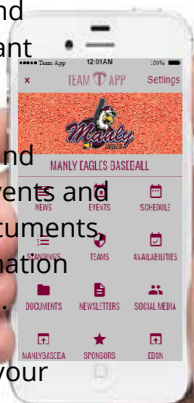
Your business listed in the new sponsors directory for 2020-21 season

## Manly Eagles TeamApp

The club has it's own Team App to communicate to players, parents and members for quick access and instant updates.

This app is very useful to push ground changes and closures, announce events and news to all who subscribe. Club documents, season draws, and sponsors information are all within our members pockets.

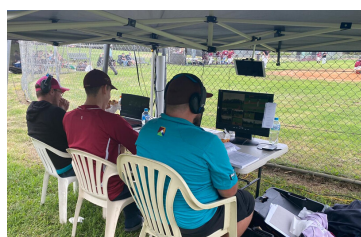
This innovative app helps not only your brand but ours



## Manly Eagles Instagram

@MANLY EAGLES BASEBALL

With Manly Baseball followers in both seniors and juniors & constantly growing, our instagram posts will be seen



Eagles Baseball Sports Network went to air last season and was an instant hit. This is a great vehicle for any sponsor who gets involved with the Manly Eagles



## Manly Eagles Facebook Page

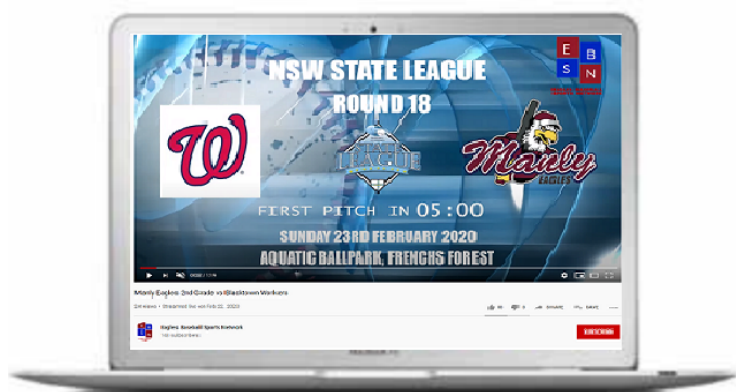
@MANLY EAGLES BASEBALL

The Manly Eagles uses Facebook to communicate between players and our fans. The visits to our site are growing through popular events like our Wed night games.

Every sponsor will get acknowledgement posts throughout the season.



# ACROSS ALL MEDIUMS



## Manly State League Website

Our website combines all three areas of baseball on the Northern Beaches. Manly Warringah District Baseball Association has three standing committees running the game; State League, Minor League and Junior League.

By investing in a Manly Eagles Baseball Sponsorship package your business is not only tapping into the full baseball community in our district but the whole of Sydney as our representative teams play throughout the greater area of Sydney.

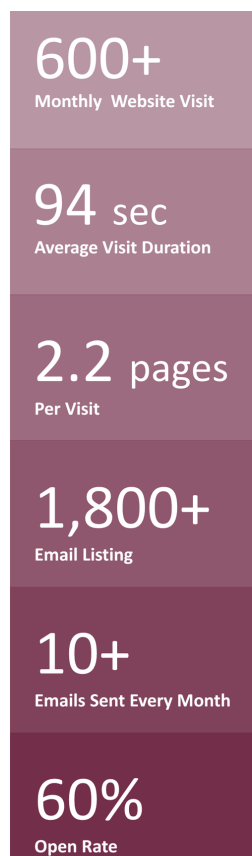
## We constantly promote our corporate partners and sponsors

We promote through all mediums, regularly communicating with members, coaches, volunteers, parents, supporters and sponsors

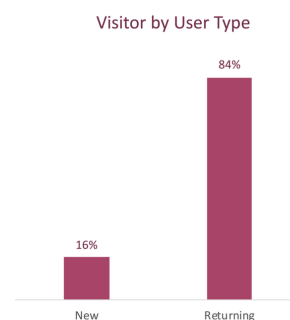
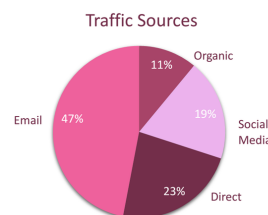


## Manly Eagles Club Events

Manly Eagles State League Official Season launch, Annual Ladies Day, Legends Day, Sponsors Day, the Annual Presentation Dinner and much more throughout the season.



TRAFFIC DATA



## Manly Eagles Club Apparel



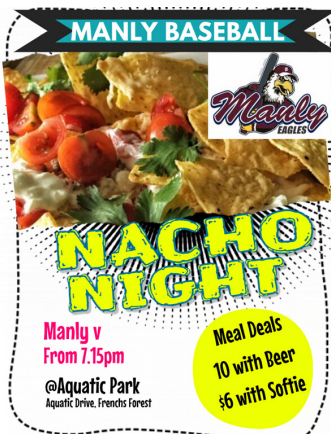
There are plenty of opportunities for your business to be involved on club apparel, Game day undershirts, walk out shorts, training caps, polos to name a few.

**Plus many other opportunities to promote YOUR business this season**



# OUR SOCIAL MEDIA

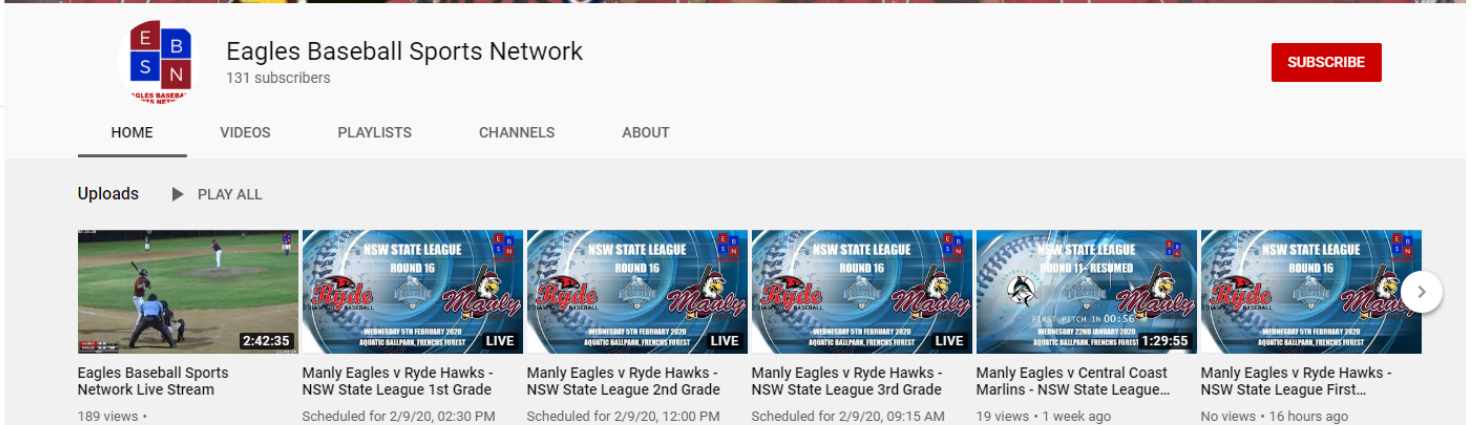
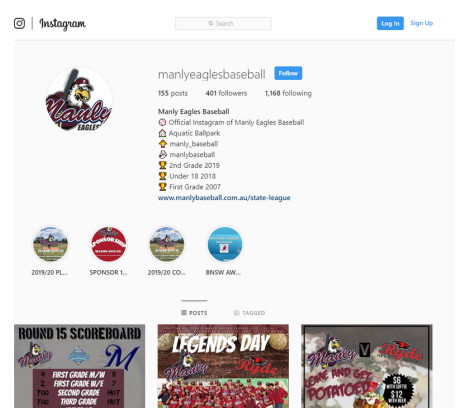
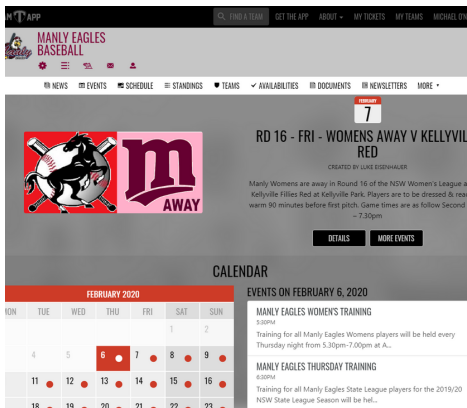
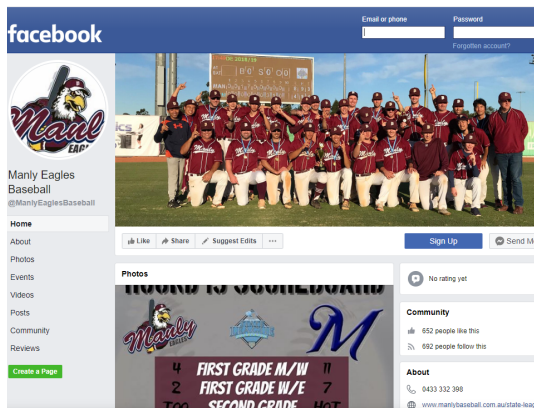
## EXAMPLES OF EVENT MEDIA POSTS



## MANLY EAGLES SPONSORSHIP PROPOSAL



# OUR PLATFORMS



# WHY INVEST IN A SPORTS CLUB

## **We know from research**

**Sponsoring clubs can provide unique opportunities for businesses and help them develop in ways that general advertising doesn't. For example, it may allow the sponsor to show off their capabilities in a way audiences may otherwise not see**

**Consumers are generally aware that official sponsors contribute to events or sports they love, and research shows that sports fans have a more positive perception to sponsor's events**

**Sponsoring sports clubs can help create loyalty to the brand**

**Sponsoring sports clubs can increase brand awareness**

**Access to the families of Manly Warringah District Baseball Association where loyalty and support developed during a season lasts well after a sponsorship ends**

**Sponsoring a sports club can help to grow community support and a positive perception for the business**

**It's fun to support a local team, a sense of team spirit and bonding can flow through to staff**





# 2020 - 2021 SPONSORSHIP PACKAGES



# SPONSORSHIP PACKAGES

We encourage **our sponsors at all levels** to become part of our community by joining us at the club on home games. With the club playing Wednesday and Saturday Nights, you'll find the club welcoming and a great baseball experience awaiting. Our club is inclusive and promotes participation and involvement from members, sponsors, friends, family and new fans!



## GOODS & SERVICES

### AMOUNT : No Minimum

Provides an avenue for community organisations, businesses and individuals to donate goods and services towards Manly Warringah State League Baseball Clubs activities including BBQ's, sporting equipment, events and raffles

### Benefits

- Acknowledged on website, social media and raffle draws
- Name listed on sponsors section of the MWDBA website



## COMMUNITY

### AMOUNT : \$250

Provides an avenue for community organisations, businesses and individuals to donate to help in the running of the Manly Warringah State League Baseball Club.

### Benefits

- Helping a community based not for profit baseball club
- Featured on our Community Sponsors page on our website
- Acknowledged on EBSN as a club sponsor
- Name listed on the sponsors section of the MWDBA website



## BRONZE

### Amount: \$500

The Bronze Level Sponsorship is a value for money sponsorship providing exposure to business through branding your business with ours whilst providing support to our community based club

### Benefits

- Helping our growth and programs of development in the sport
- Greater exposure from the growing database of MWDBA
- Marketing exposure to a varying demographic
  - Kids (6 to 17 years)
  - Adult players and parents ( 18+ )
- Invitation to our annual Sponsors day game and lunch
- Invitation to our end of season awards dinner
- Certificate of Appreciation

### Features

- Advertised on our social media platforms each home game
- Listed on the sponsors page on our website
- Featured on Club room Sponsors Board
- Website link on MWDBA website
- Club House railing signage for all Manly State League Baseball home games during season
- Fence signage option for \$250 extra and fixed terms of 3 years

# SPONSORSHIP PACKAGES



**Amount: \$1000**

The **Silver Level Sponsorship** provides exposure to over 1500 members of the MWDBA community on the Northern Beaches, and throughout Sydney via EBSN home game broadcasts whilst providing support to our community based club

## **Benefits & Features**

Receive all the benefits and features of the Bronze package with addition of;

- Digital Media Ad produced and shown on EBSN during home game broadcasts as a sponsor
- Digital Media Ad posted on Instagram page leading up to home games as a sponsor
- Invitation to address players and members after a Saturday Night home game
- 2 x tickets to our Annual Awards Presentation Dinner
- Company brochures on display in club canteen on home rounds



**Amount: \$2500 ( x 3 year agreement )**

The **Gold Level Sponsorship** provides exposure to over 1500 members of the MWDBA community on the Northern Beaches, and throughout Sydney via EBSN home game broadcasts whilst providing support to our community based club

## **Benefits & Features**

Receive all the benefits and features of the Silver package with addition of;

- Industry exclusivity - we will not allow another sponsor from the same industry to advertise their business to our sponsors
- Official sponsor of EBSN for season with introduction and ending naming credits to all EBSN Home game broadcasts.

# SPONSORSHIP PACKAGES



## PRINCIPAL

**Amount: \$5000 ( x 3 year agreement )**

Our **Principal Sponsorship Package** is offered to a company that wishes to gain maximum exposure and benefit through our highest level of exposure to our members, players and families throughout the Northern Beaches and Sydney, whilst providing valuable support to a community based sport.

For this level of commitment, in addition to all the features and benefits of our Gold package, we also offer Club House signage, club training shirt naming rights and proud sponsors of our Women's team/s

Participation in Women's sports is growing, and baseball is no exception. To help in that growth we invite your business to join us in promoting and growing the pathway for junior girls to represent a District sport and beyond.



**For further information regarding this Sponsorship Proposal, please contact John Hughes on 0408 245 075 or via email on [jhughes@smpsurveys.com](mailto:jhughes@smpsurveys.com)**



# SPONSORSHIP Acceptance Form



**Principal Level - \$5,000 + per annum**



**Bronze Level - \$500 + option  
per annum**



**Gold Level - \$2,500 per annum**



**Community Level - \$250 per annum**



**Silver Level - \$1,000 per annum**



**Goods & Services**

**NAME:**

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**BUSINESS:**

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**TYPE OF BUSINESS:**

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**ADDRESS:**

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**TEL. NO (BH):**

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**MOBILE:**

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**EMAIL:**

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Please return this acceptance together with your cheque payable to MWDBA (Manly Warringah District Baseball Association) for the amount indicated above  
MWDBA  
P.O.Box 6190  
Frenchs Forest. 2086. NSW

**OR EFT Deposit to**

BSB: 032-096  
Account No: 594216  
Account Name: Manly Warringah District Baseball Club

On receipt of your payment an invoice will be sent to you. We will also be in contact to assist with the design of your advertisement for inclusion

For further information regarding this Sponsorship Proposal, please contact John Hughes on 0408 245 075 or via email on [jhughes@smpsurveys.com](mailto:jhughes@smpsurveys.com)

*We thank you in anticipation  
of your support.*