



Official Sponsorship Guide

The National Club Baseball Association (NCBA) is thrilled to be hosting its 2017 and 2018 Division I World Series in beautiful, Holly Springs, North Carolina at North Main Athletic Complex from May 26th through June 1st. For seventeen years, student athletes from Colleges and Universities across the country have competed for the chance to play for a National Championship. Eight teams; one from each of the eight regions of the NCBA Division I will be descending upon Holly Springs for a chance at becoming National Champions.

Combining the national scope of the World Series and the NCBA with the fantastic hometown atmosphere of Holly Springs, we hope to partner with a variety of sponsors, both national and local, to help support this fantastic week of baseball in Holly Springs!

For more information about the NCBA and the World Series, please visit:

www.clubbaseball.org

or contact

Christian Smith, NCBA VP of Baseball Operations

412-321-8440 or Christian.smith@collclubsports.com

For sponsorship opportunities, please contact:

Scott Manning, Holly Springs Chamber President & CEO

919-567-1796 or scott@hollyspringschamber.org



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The National Club Baseball Association (NCBA) is thrilled to be hosting its 2017 and 2018 Division I World Series in beautiful, Holly Springs, North Carolina at North Main Athletic Complex from May 26th through June 1st. This event will be the 17th annual NCBA Division I World Series. For seventeen years now, student athletes from Colleges and Universities across the country have competed for the chance to play for a National Championship. 2017 marks the first year that the NCBA Division I World Series will be at North Main Athletic Complex. Eight teams; one from each of the eight regions of the NCBA Division I will be descending upon Holly Springs for a chance at becoming National Champions.

The NCBA is the National Governing Body for Collegiate Club Baseball and represents over 300 club baseball teams from 44 states. With the NCBA being as large as it is, it's currently split up into a Division I and a Division II league with a Division III league opening up for the 2017-2018 season.

For those who are not familiar with the concept of Club Baseball, a Collegiate Club Baseball Program allows students the opportunity to continue playing competitive college baseball after High School. The beauty of Club Baseball is that these organizations are student run. Scheduling, travel planning, equipment purchasing, fundraising, and the rest of the off field management falls directly upon the shoulders of the elected student officers. When young motivated college students put forth the required effort to run a successful Club Baseball Program just for the opportunity to continue playing, what you end up with are perfect ball players. By that we mean those who play for the sheer excitement of the game. They play for the love of the game.

We hope that you will take the time to see what great sponsorship opportunities that we have to offer. These eight teams will be coming from all parts of the country, looking for things to do, so we would love to have your business involved.





SPONSORSHIP PACKAGES

	TITLE	PRESENTING	GOLD	TEAM NIGHT	TICKET
Tournament Name Inclusion	•				
Tournament Logo Inclusion	•				
Tournament Logo Inclusion on all Tournament Merchandise	•				
Championship T-shirt Logo Inclusion	•				
Championship Trophy Presentation Availability	•				
Full Page Color Ad on Tournament Program Back Cover	•				
Tournament First & Last Game First Pitch Rights	•				
Logo Inclusion at all Tournament Press Conferences	•	•			
Championship Trophy Logo Inclusion	•	•			
Inclusion in all Media Releases	•	•			
Logo Inclusion on Front of Credentials Distributed to all Participants	•	•		• Back	
Front of Ticket Logo Inclusion	•	•			
Black & White Full Ticket Back Advertisement/Coupon + Logo					•
Inclusion in Welcome Address Announcement (all games)	•	•			
Web Banner Ad on NCBA DI World Series Page	•	•			
Inclusion in all Tournament Advertising	•	•			
One Day First Pitch Rights Excluding First & Last Days		•			
Presence at Coaches Meeting Availability	•	•			
Flyer Inclusion in Coaches Packet	•	•		•	•
Stadium Point of Purchase Display Booth	•	•			•
Stadium Presence Availability at all Tournament Games	•	•		• on T.N.	•
Business information in Sponsors Section of DI World Series Website	•	•	•		•
Presentation of Championship Game on National Web Radio	•				
3, 30 sec. commercials during Champ. Game on National Web Radio	•				
FanFest Point of Purchase Display Booth	•	•			
Black & White Ad in Tournament Program	Full Page	Full Page	Half Page	Half Page	Half Page
30 sec. National Web Radio Commercial during each game	2	1	-	-	-
Complimentary Tournament Passes	25	20	10	5	10
Al a Carte Advertising Allotment	\$ 2,000	\$ 1,000	\$-	\$-	\$-
Public Address Announcement during each Tournament Game	3	2	1	1 on T.N.	1
Prominent Stadium Signage (Banners)	10	5	2	1	2
INVESTMENT	SOLD	\$ 2,750	\$ 750	\$ 600	\$ 1,000

Al a Carte Advertising

Presentation of Single Game National Web Radio Broadcast + 3, 30 sec. Commercial Spots (excluding Champ. Game) \$ 1,250

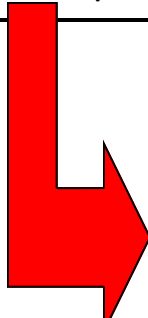
Additional PA Announcements during each Tournament Game	\$ 325	Full Page Black & White Ad in Tournament Program	\$ 200
Additional Stadium Signage (each banner)	\$ 100	Half Page Black & White Ad in Tournament Program	\$ 125
Single Game Front Gate Give-Away + PA read during game	\$ 250	Quarter Page Black & White Ad in Tournament Program	\$ 75
Between Inning Promotion during each game	\$ 150	FanFest Point of Purchase Display Booth	\$ 150

Title Sponsorship: \$ 5,000

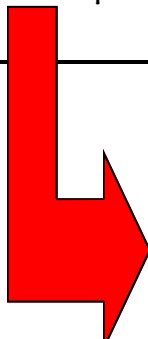
Title Sponsorship Includes the following benefits:

- Tournament Name Inclusion
- Tournament Logo Inclusion
- Tournament Logo Inclusion on all Tournament Merchandise
- Full Page color Ad on Tournament Program Back Cover
- Web Banner ad on NCBA DI World Series Website
- Logo Inclusion at all Tournament Venues
- 3, 30 sec. Commercial during each game on Natl. Web Radio
- Inclusion in Welcome Address
- Presentation of Championship Trophy
- 3 PA announcements during each game
- Stadium Presence Available for all Games
- Business info in Sponsorship Packet for D1 WS webpage
- Full Page, Black & White Ad in Tournament Program
- 2, 30 sec. Commercials during each game on Natl. Web Radio
- Championship Trophy Presentation availability
- Championship T-Shirt Logo Inclusion
- First & Last Home Game First Pitch Rights
- Stadium Banners
- Media Releases
- Logo Inclusion in Front of Credentials
- Tournament Advertising
- Logo Inclusion
- Press Meeting Availability
- Point of Purchase Display Booth
- Flyer Inclusion in Coaches Packet
- Stadium Point of Purchase Display Booth
- 25 Complimentary Tournament Passes
- \$ 2,000 of Al a Carte Advertising Allotment
- Championship Trophy Logo Inclusion

SOLD



Some Examples



Deadline for Materials: April 1, 2017

Materials needed include:

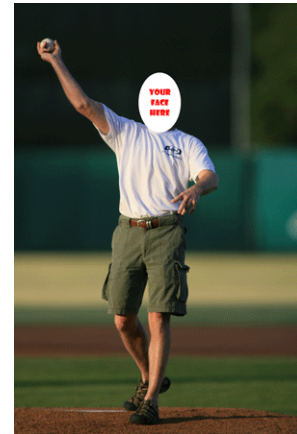
- Company Logo (.gif/.jpeg/.png/.ai Format)
- 25 Informational Flyers for Coaches Packet Insert (8.5" x 11")
- Full Page, Color Ad (8.5" height x 5.5 length")
- Full Page, Black & White Ad (8.5" height x 5.5 length")
- Wording for PA Read
- Wording for Commercial Spots
- 10 Banners for Stadium Signage
- Web Banner Ad (160 x 600 pixels)
- Decision on Al a Carte Allotment

Payment Due: April 15, 2017

Presenting Sponsorship: \$ 2,750

Presenting Sponsorship Includes the following benefits:

- Presence at Coaches Meeting Availability
- Championship Trophy Logo Inclusion
- 1, 30 sec. Commercial on Natl. Web Radio during each game
- Web Banner ad on NCBA DI World Series webpage
- Full Page, Black & White ad in Tournament Program
- Business info in Sponsors Section of D1 WS webpage
- Front of Ticket Logo Inclusion
- 5 Prominent Stadium Banners
- Inclusion in all Tournament Advertising
- Logo Inclusion at all Tournament Press Conferences
- Flyer Inclusion in Coaches Packet
- Stadium Point of Purchase Display Booth
- FanFest Point of Purchase Display Booth
- Stadium Presence at all Tournament Games
- 20 Complimentary Tournament Passes
- \$ 1,000 Allotment for AI a Carte Advertising
- Inclusion in Welcome Address Announcement
- Inclusion in all Media Releases
- Logo Inclusion on Front of Credentials
- One Day First Pitch Rights (excluding First & Last Day)



Some Examples

Deadline for Materials: April 1, 2017

Materials needed include:

- Company Logo (.gif/.jpeg/.png/.ai Format)
- 25 Informational Flyers for Coaches Packet Insert (8.5" x 11")
- Full Page, Black & White Ad (8.5" height x 5.5 length")
- Wording for PA Read
- Wording for Commercial Spots
- 5 Banners for Stadium Signage
- Web Banner Ad (160 x 600 pixels)
- Decision on AI a Carte Allotment

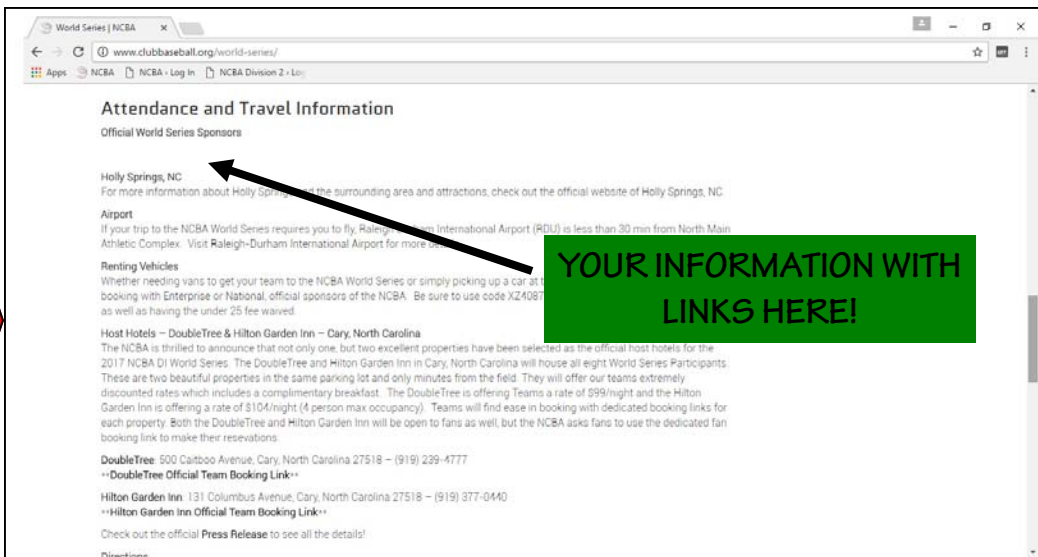
Payment Due: April 15, 2017



Gold Sponsorship: \$ 750

Gold Sponsorship Includes the following benefits:

- Half Page, Black & White Ad in Tournament Program
- 10 Complimentary Tournament Passes
- 1 PA Announcement during all tournament games
- 2 Prominent Stadium Banners
- Business information in Sponsors Section of DI World Series Webpage



Example

Deadline for Materials: April 1, 2017

Payment Due: April 15, 2017

Materials needed include:

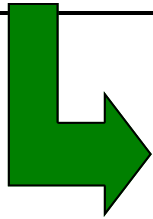
- Half Page, Black & White Ad (5.5” length x 4.25 high”)
- Wording for PA Read
- 2 Banners for Stadium Signage



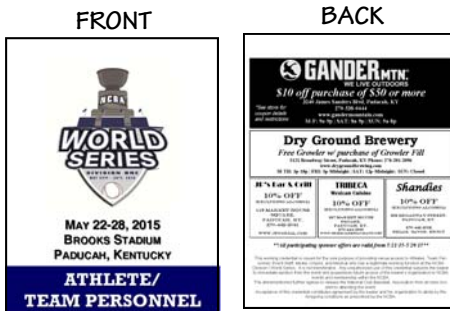
Team Night Sponsorship: \$ 600

Team Night Sponsorship Includes the following benefits:

- Designation as an “Official Team Night Sponsor” on specific night
- Flyer Inclusion in Coaches Packet (distributed to all coaches at Coaches Meeting)
- Stadium Presence availability on Specific Team Night
- Half Page, Black & White Ad in Tournament Program
- 5 Complimentary Tournament Passes
- 1 PA Announcement during all tournament games on Specific Team Night
- 1 Prominent Stadium Banner
- Logo and discount inclusion on Back of Credential (distributed to all Participants & Coaches)



Example



Average Team: 25 players x 8 Teams = 200 potential customers
 Average Bill: \$ 10
 Potential of several thousand \$\$\$'s of revenue!!!

Payment Due: April 15, 2017

Deadline for Materials: April 1, 2017

Materials needed include:

- Company Logo (.gif/.jpeg/.png/.ai Format)
- Discount to include on Credential (Optional but suggested)
- 25 Informational Flyers for Coaches Packet Insert (8.5”x 11”)
- Half Page, Black & White Ad (5.5” length x 4.25 high”)
- Wording for PA Read
- 1 Banner for Stadium Signage

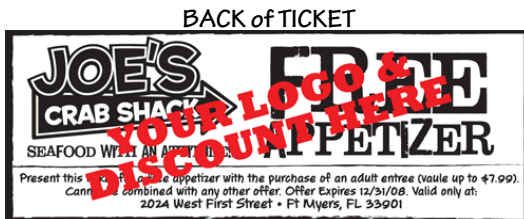
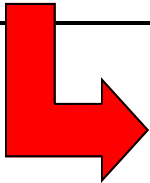
GREAT FOR RESTAURANTS!!



Ticket Sponsorship: \$ 1,000

Ticket Sponsorship Includes the following benefits:

- Stadium Point of Purchase Display Booth
- Business info in Sponsors Section of D1 WS webpage
- Flyer Inclusion in Coaches Packet (distributed to all coaches at Coaches Meeting)
- Stadium Presence availability at all Tournament Games
- Half Page, Black & White Ad in Tournament Program
- 10 Complimentary Tournament Passes
- 1 PA Announcement during all tournament games
- 2 Prominent Stadium Banners
- Black & White Full Ticket Back including Advertisement/Coupon + Company Logo



Example

Deadline for Materials: April 1, 2017

Materials needed include:

- Company Logo (.gif/.jpeg/.png/.ai Format)
- Discount to include on Back of Ticket (Optional but suggested)
- 25 Informational Flyers for Coaches Packet Insert (8.5" x 11")
- Half Page, Black & White Ad (5.5" length x 4.25 high")
- Wording for PA Read
- 2 Banners for Stadium Signage

Payment Due: April 15, 2017