

2019/20

SYDNEY *Blue Sox*

SPONSORSHIP OPPORTUNITIES



NOTABLE PLAYERS

The Brut Australian Baseball League (ABL) is owned & operated by Baseball Australia in partnership with the private enterprises that own & operate each of the 8 ABL team franchises.

The Brut ABL serves as Australia's premier professional baseball competition, while attracting players and fans from all over the world.

Due to the unique time of year that the Brut ABL is in season (November - February), high profile talent flocks to Australia from some of the world's top professional baseball leagues.



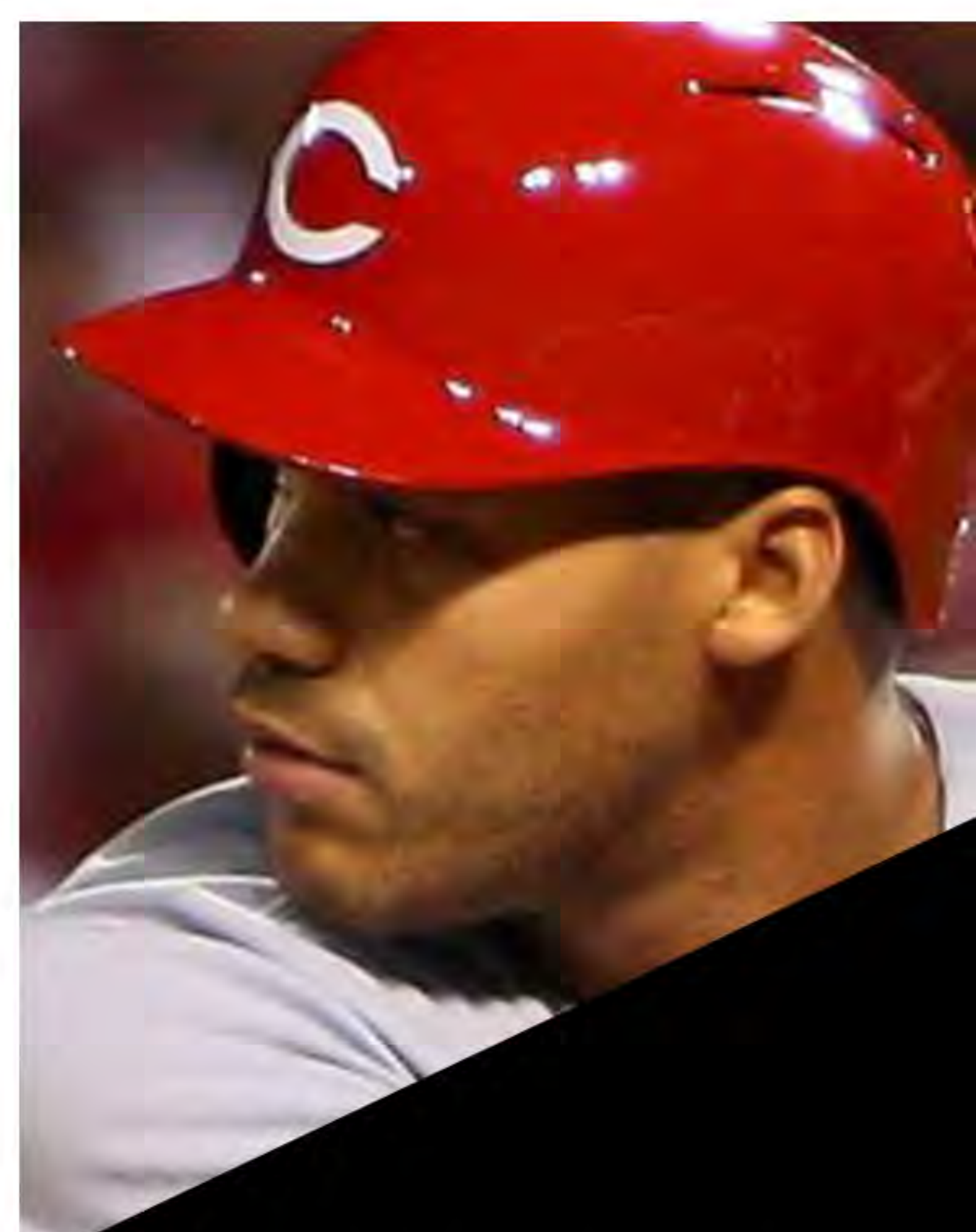
DIDI
GREGORIUS

NY Yankees
short stop
played with the
Canberra Cavalry
in 2012



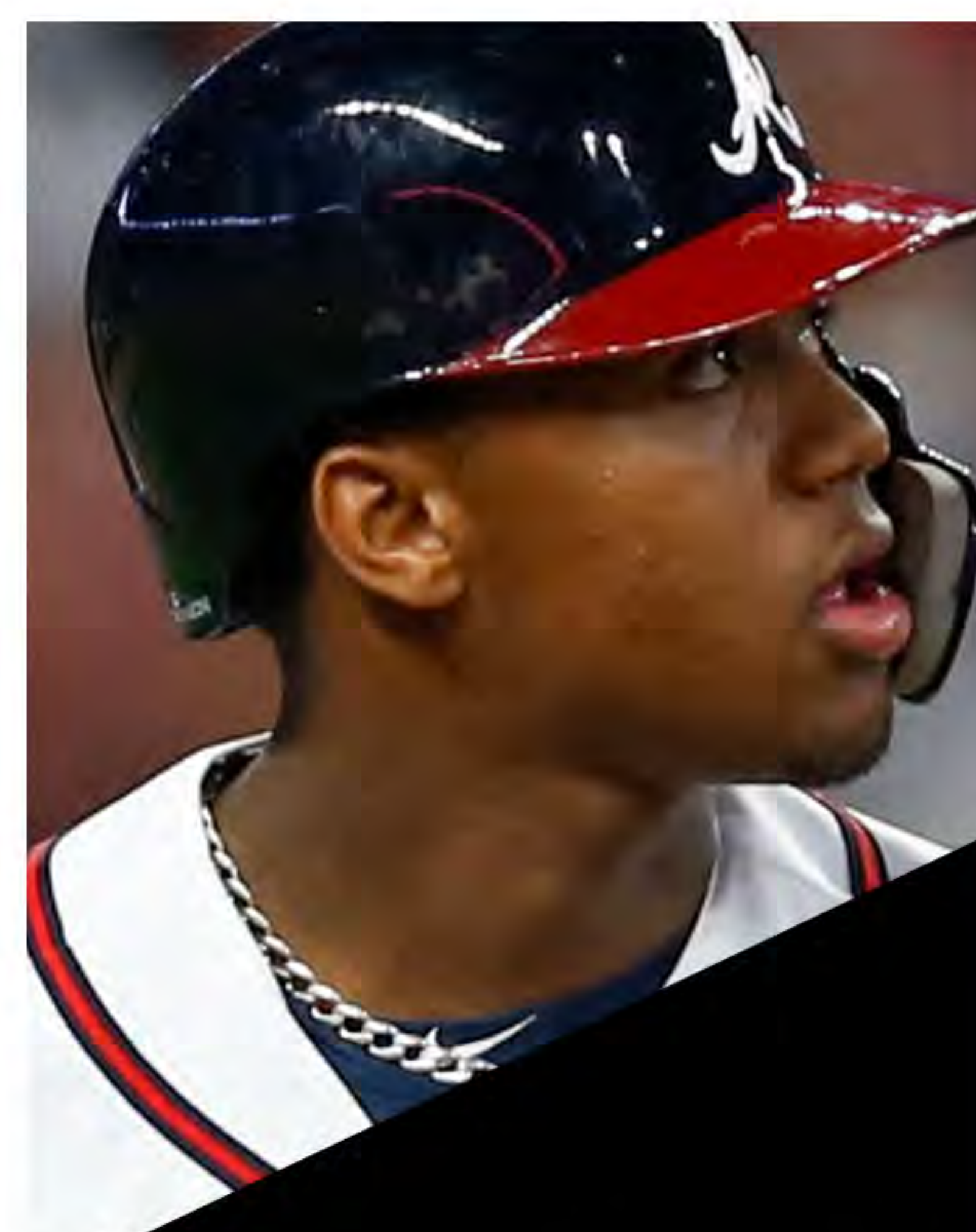
CHRIS
OXSPRING

Lotte Giants
pitcher
played 3 seasons
with the
Sydney Blue Sox



DONALD
LUTZ

Cincinnati Reds
outfielder
current
Brisbane Bandit



RONALD
ACUNA JR

Atlanta Braves
outfielder played
with the Melbourne
Aces in 2016



DAVID
NILSSON

Milwaukee Brewers
catcher
played 8 seasons &
was named to
MLB all star team
in 1999

NOTABLE PLAYERS



RHYS
HOSKINS

Philadelphia Phillies
Outfielder
Record-setting rookie
Played for Sydney Blue Sox
in 2015/16



SHANE
BARCLAY

NSW Patriots Manager
2002-2009
Claxton Shield Winner 2004,2005
IBLA NSW Country Manager
1999-2000
ABL Hunter Eagles Manager
1995-1998
Australian Junior National Team Coach
1993-2002
Australian National Team Coach
1997



GIFT
NGOEPE

Philadelphia Phillies
Short Stop
Pittsburgh Pirates
2017
Toronto Blue Jays
2018
First African-born MLB player

FAN INTERACTION



IN-STADIUM ATTENDANCE

Sydney Blue Sox continue to thrive in attendance with a total of **17,212** fans coming through the gates and recording a 59% increase in 2018/19.

Membership for the 2018/19 season was up a massive **107%** resulting in multiple stadium sell outs!



SIX MILLION PEOPLE REACHED IN 2018/19



2.6 M

WORLDWIDE
BROADCAST AUDIENCE

+667%



3.1 M

SOCIAL MEDIA
REACH

+45%



347 K

WEB PAGE
VIEWS

+25%



17 K

TICKETS SOLD
IN 2018/19

+59%

PLAYERS % OF TEAM

% OF FOLLOWERS

57% **17**



71%

23% **7**



15%

7% **2**



2%

3% **1**



2%

3% **1**



1%

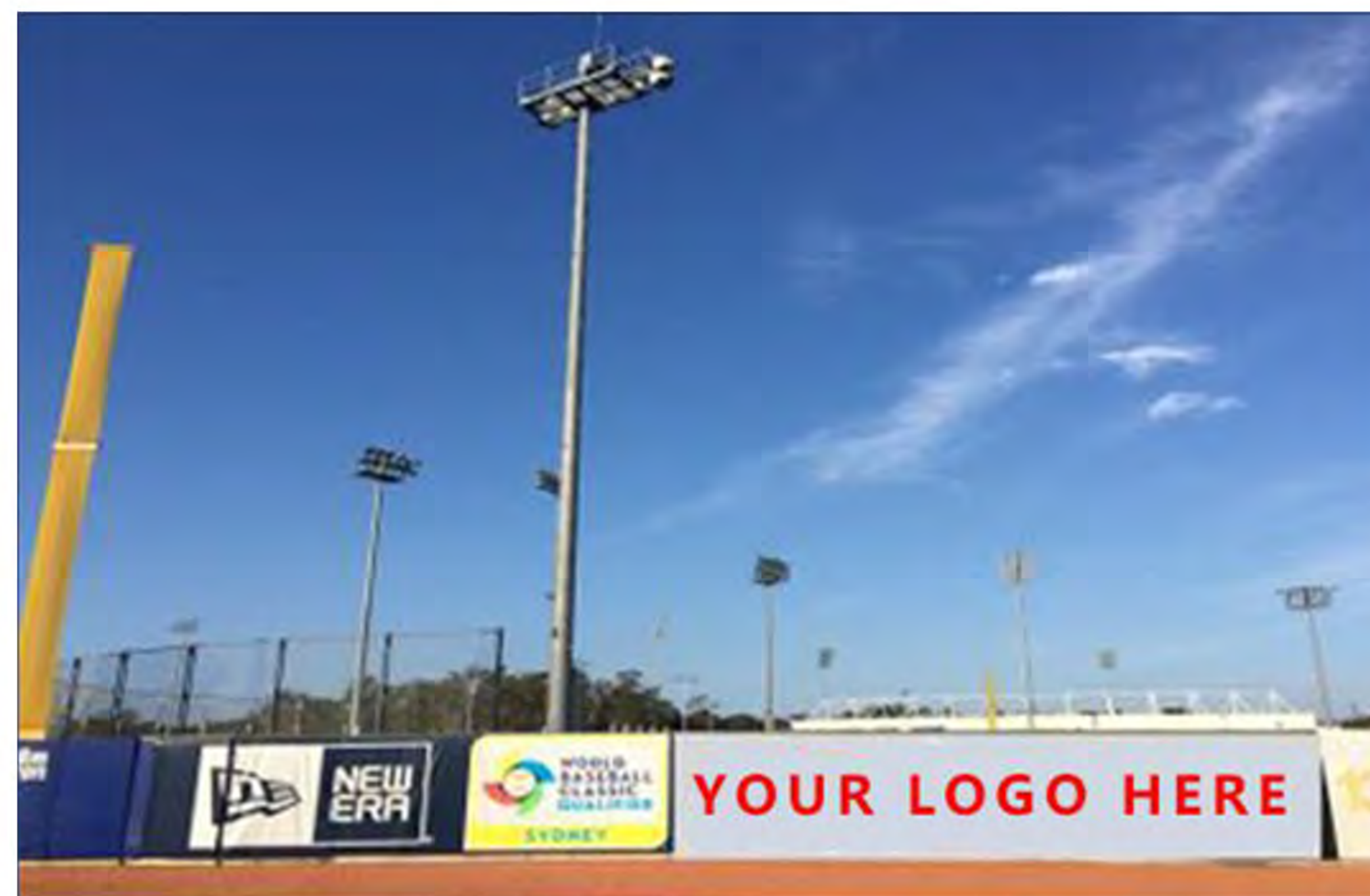
3% **1**



2%



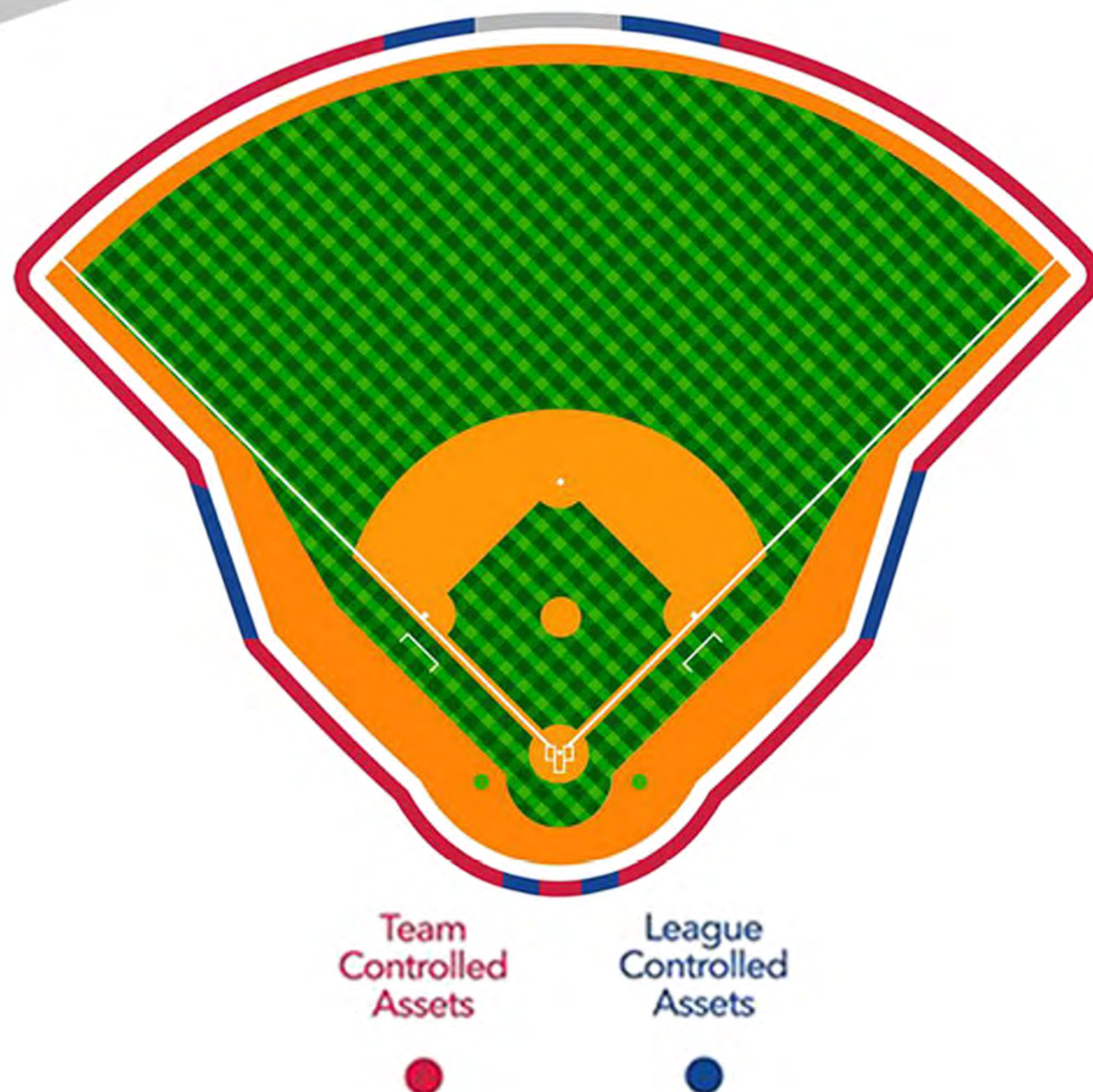
- Behind Home Plate
- Our highest profile space during any video broadcast.
 - In the centre of the action.



- Outfield Fences
- Most noticeable space in the ballpark for fans.
 - Frequently seen during video broadcasts.



- Bullpen
- Highly visible spot in the ballpark
 - Especially noticeable when pitchers are being changed.



SPONSOR

BENEFITS ON FIELD

SPONSOR BENEFITS ON FIELD

SPONSOR BENEFITS AT STADIUM

GAMEDAY PROGRAM

Programs are distributed at every Blue Sox home game during the season. **HALF-PAGE** and **FULL-PAGE** advertisements are available

ACTIVITIES

Sponsor an existing activation or run one of your own.

- * **GIVEAWAYS** at the gate
- * Noisemakers in the crowd
- * Photobooth for Baseball Cards

IN GAME ADS & PROMOTION

VIDEO ADS on the Blue Sox video scoreboard

Banner ads on the Blue Sox video scoreboard

In game **ANNOUNCEMENTS**

In game event (e.g. Home Run, Call to the Bullpen) sponsored by your business

Field location sponsored by your business (e.g. GA Family Area or Beer Garden)

Player sponsorship (e.g. Outfielder Jake Lee sponsored by _____)

On field games sponsorship

FIREWORKS SPONSORSHIPS

Flyer in all membership packs



FIELD SIGNAGE AT STADIUM

SPONSOR BENEFITS

UNIFORMS

- Back of jersey above number.
- Back of jersey below number.
- Sleeves left and right.
- Helmet branding.
- Team travel bags/equipment bags (travel through every airport)



SPONSOR BENEFITS

DIGITAL

DIGITAL NEWSLETTER

- Over 6,000 subscribers
- Delivered weekly prior to the Blue Sox season
- Delivered twice a week during the season
- Advertisements and promotional offers for your business available

SOCIAL MEDIA POSTS

- Posts on Facebook, Instagram and Twitter
- Special offers for your business
- Special announcements and team posts 'sponsored' by your business

WEBSITE

- New Sydney Blue Sox website being launched in the coming months.
- Your logo & website link on our website
- Banner ads on our website

YOUR LOGO HERE



SPONSOR BENEFITS DIGITAL

SPONSOR BENEFITS TICKETING & MEMBERSHIPS

- Season tickets for management or hosting corporate guests
- VIP Dugout Boxes available for corporate hosting
- Reserved seating at games
- General admission tickets for your staff
- Group bookings in Members Lounge or Beer Garden



SPONSOR BENEFITS MERCHANDISE & MEMORABILIA

MERCHANDISE

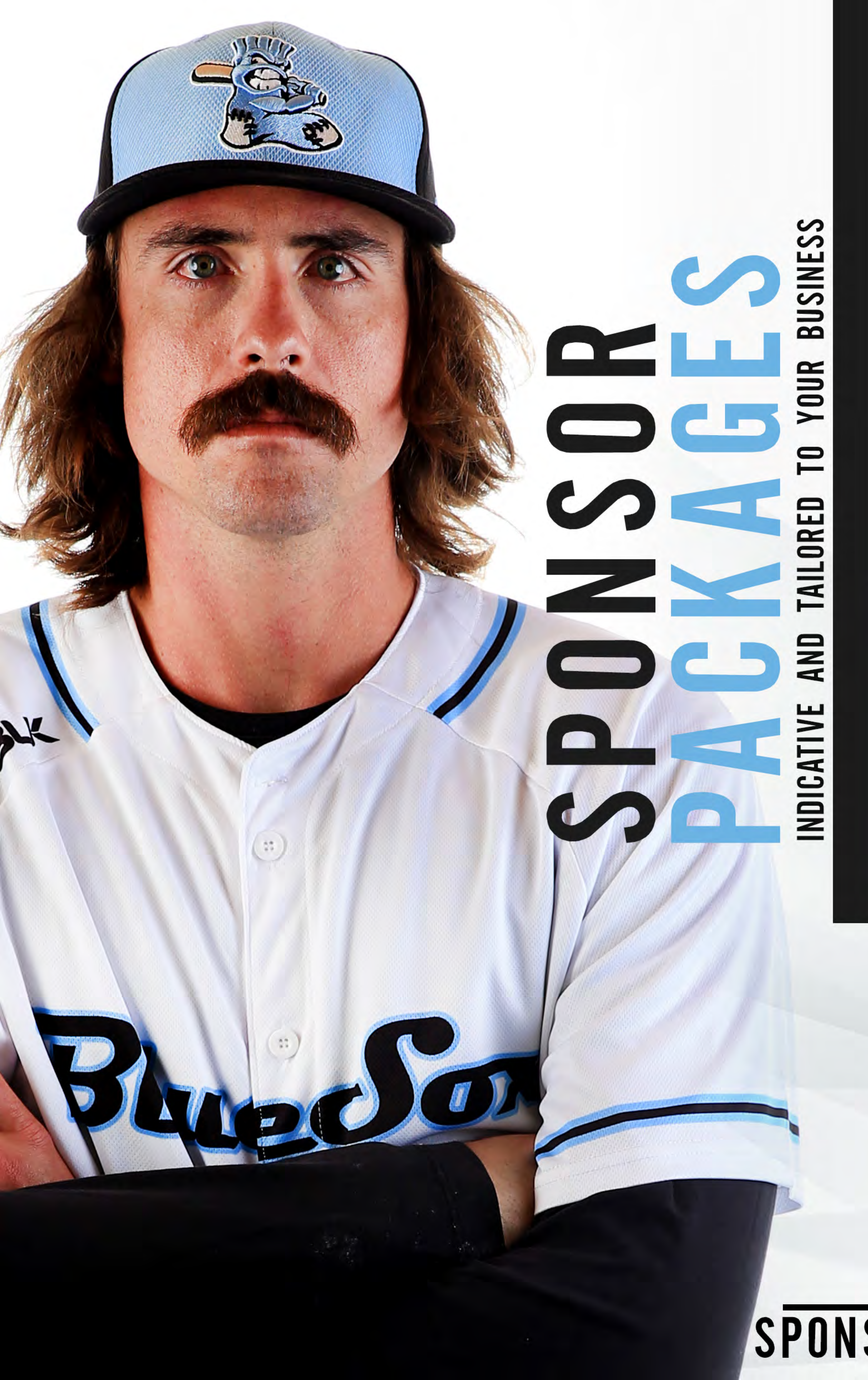
- Jerseys
- Baseball Hats
- Blue Sox baseballs
- T-shirts & Hoodies
- And more!



SIGNED MEMORABILIA

- Baseball hats
- Framed team photos
- Team jerseys
- Official ABL game balls





SPONSOR PACKAGES

INDICATIVE AND TAILORED TO YOUR BUSINESS

	TITANIUM	PLATINUM	DIAMOND
Signage	2 x foul line sign 2 x In-Stadium sign	1 x outfield sign 2 x foul line sign	1 x large outfield sign 1 x Behind Home Plate sign 2 x Dugout Signs
Digital Assets	Logo & link on Blue Sox website Fortnightly Facebook & Instagram posts during season 3 x Ads in Blue Sox EDMs (6,000+ subscribers)	Logo & link on Blue Sox website Weekly Facebook & Instagram posts during season 3 x Ads in Blue Sox EDMs (6,000+ subscribers)	Logo & link on Blue Sox website Weekly Facebook & Instagram posts during season (including 2 dedicated posts about your business) 6 x Ads in Blue Sox EDMs (6,000+ subscribers)
Live Streaming		4 x branded ads during every game stream	Branded ads & announcements throughout all streams
Tickets	1 x VIP Dugout Box for 4 people for 1 game PLUS 4 x General Admission season memberships (Value \$760) OR 80 GA vouchers valid for any game (Value \$800)	1 x VIP Dugout Box for 4 people for ALL games (value \$1,760) 10 x Reserved Seating tickets for a game of your choice (perfect for a staff reward or social media giveaway) PLUS 4 x General Admission season memberships (Value \$760) OR 80 GA vouchers valid for any game (Value \$800)	1 x branded VIP Dugout Box (with signage) for 4 people for ALL games (value \$1,760) 1 x Function Room corporate event PLUS 4 x General Admission season memberships (Value \$760) OR 80 GA vouchers valid for any game (Value \$800)
Player Appearance	1 x Player & Mascot appearance at location of your choice	1 x Player & Mascot appearance at location of your choice	1 x Player & Mascot appearance at location of your choice
Game Day Program	1 x half-page advertisement each series	1 x full-page advertisement each series	1 x full-page advertisement each series
Memorabilia	1 x signed merchandise item	2 x signed merchandise item 1 x framed team photo	4 x signed merchandise item 1 x team autographed jersey 1 x framed team photo
Jersey Logo + Arm Sleeve Logo		1 x Logo on team arm sleeve	1 x Logo on team jersey
Naming Rights			Weekend Series Naming Rights Dedicated Staff Day

Team Naming Rights from \$35,000.
Stadium Naming Rights from \$45,000.

Looking for something specific? You can Build Your Own sponsorship package filled with benefits and perks suitable to your needs.

SPONSOR PACKAGES