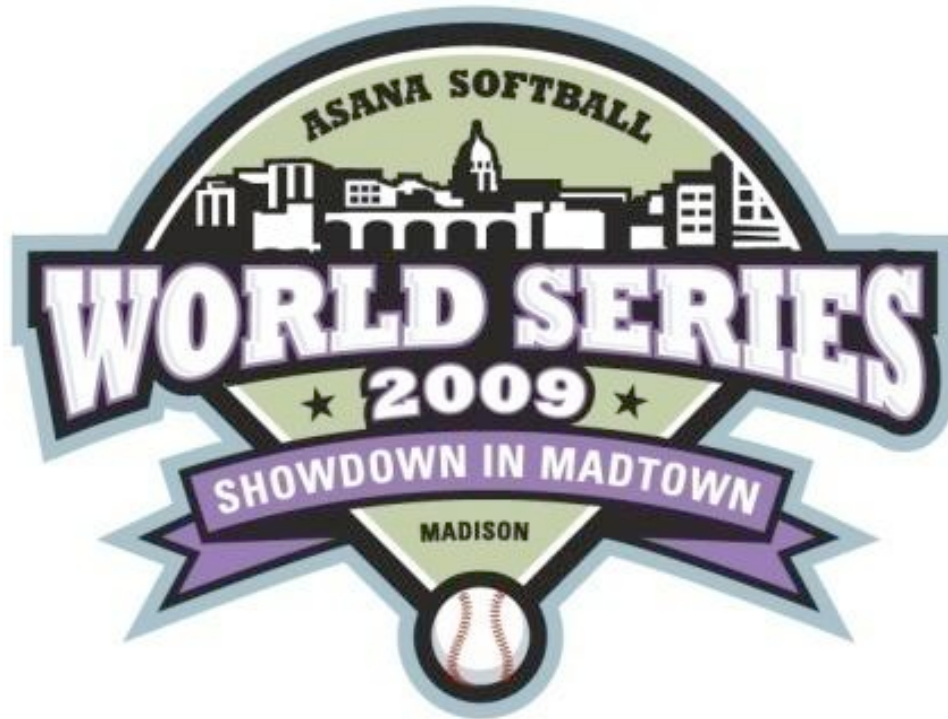


SSBL-MADISON

Presents



SPONSORSHIP GUIDE

*Be a part of a
World-Class Event!*

Welcome

Thank you for your interest in sponsoring the 2009 Amateur Sports Alliance of North America (ASANA) Softball World Series. Madison's LGBTQ softball organization, SSBL-Madison, is honored to be hosting the ASANA 2009 Softball World Series: *Showdown in MadTown*. This event is scheduled to take place Tuesday, September 1st, through Saturday, September 5th, 2009.

The ASANA Softball World Series is the largest annual gay women's sporting event in the United States bringing together over a thousand athletes, umpires, fans, and volunteers from all over the United States; all of which will converge in Madison to participate in this annual sporting event. We would like to invite you to be a part of this great event and allow our guests the opportunity of enjoying everything Madison and southern Wisconsin have to offer, all while maximizing your business or organization's exposure.

Sponsors will play a key role during the *Showdown in MadTown* and our commitment is to provide maximum exposure from point of agreement to the conclusion of the event. We have limited the number of sponsorship opportunities at various levels to allow for this exposure and optimize value for your business or organization.

About ASANA and the Series

The origins of organized softball in the LGBTQ community, and a formal "gay championship," date back to 1977 in San Francisco, where the first contest was played between teams from New York and San Francisco. The concept was more playful than competitive, but both teams took it seriously as well. With a tremendous attendance for the week of games, leaders of both sides met afterwards and thought that a formal championship tournament was a good idea. The annual national championship tournament was born.

In 1985, a women's division was added to the championship tournament, and has grown significantly since its inception. Because of its immense popularity, the women's division formed its own association in 2007 called the Amateur Sports Alliance of North America (ASANA), a non-profit sports organization dedicated to promoting amateur athletics for the LGBTQ community. ASANA's current focus is on the development and support of women's softball, with 27 member cities, and as host to the Softball World Series. Moving forward, ASANA will continue to grow and support LGBTQ athletics for all.

www.asanasoftball.com

By supporting this event, you will receive national exposure. In 2009, teams will be coming to Madison from the following areas:

**Atlanta, GA
Austin, TX
Boston, MA
Chicago, IL
Dallas, TX
Denver, CO
Ft. Lauderdale, FL
Greater Palm Beach, FL
Houston, TX**

**Kansas City, MO
Long Beach, CA
Los Angeles, CA
Memphis, TN
Minneapolis/St. Paul, MN
Nashville, TN
Norfolk, VA
Orlando, FL
Philadelphia, PA**

**Phoenix, AZ
Portland, OR
San Diego, CA
San Francisco, CA
San Jose, CA
Seattle, WA
Tampa, FL
Washington D.C.**

Sponsorship Levels

Grand Slam Sponsor (1) \$5000 Cash and In Kind

The Grand Slam Sponsorship level provides an avenue for prominent name recognition as sole sponsorship of Opening Party and Closing Celebration.

This sponsorship also includes:

- Full page color ad in the official Series 2009 Program
- An advertorial in the official Series 2009 Program pertaining to your business or organization
- Listing of your business on Directory Resource Map
- A booth to feature your business and products at the Opening Party and Closing Celebration
- Placement of your banner or other signage at Opening Party and Closing Celebration
- Recognition of your sponsorship on all series-related advertisements
- Recognition of your sponsorship on Series 2009 web site home and sponsors page
- Ability to provide promotional items for Player Gift Bags (up to 1,000 items needed)
- Recognition on volunteer t-shirts worn during the week
- Recognition in monthly newsletter to member cities



Home Run Sponsor (2) \$4000 Cash

The Home Run sponsors provides the opportunity to have a "host party" at your bar, club, or business. As a host party sponsor, you agree to waive any cover charge for Series 2009 participants, provide drink and food specials, and display welcome signage for the event.

This sponsorship includes:

- Half page color ad for your business in the official Series 2009 program
- Half page color ad for your business' sponsored event in the official Series 2009 program
- Recognition of your sponsorship on Series 2009 web site home and sponsors page
- Listing of your business on Directory Resource Map
- Ability to provide promotional items for Player Gift Bags (up to 1,000 items needed)
- Recognition on volunteer t-shirts worn during the week
- Recognition in monthly newsletter to member cities

Double Play Sponsor (4)

\$2000 Cash

This sponsorship includes:

- Half page color ad in the official Series 2009 program
- Listing of you business on Directory Resource Map
- Joint sponsorship of event
- Recognition of your sponsorship on Series 2009 web site sponsors page
- Ability to provide promotional items for Player Gift Bags (up to 1,000 items needed)
- Recognition on volunteer t-shirts worn during the week



Field Sponsor (6)

\$750 Cash

This sponsorship includes:

- Quarter page b/w ad in the official Series 2009 program
- Listing of your business on Directory Resource Map
- Recognition of your sponsorship on Series 2009 web site sponsors page
- Business name prominently displayed at a designated field throughout the entire tournament



Base Hit Sponsor (4)

\$350 Cash

Benefits include:

- Quarter page b/w ad in the official Series 2009 program
- Listing of your business on Directory Resource Map
- Recognition of your business on the Series 2009 web site sponsors page

Local Media Sponsor - TBD

The Amateur Sports Alliance of North America (ASANA), and the Softball World Series, are both well-known, established names in the LGBTQ community. For over 30 years, this championship tournament has brought national exposure and recognition to the LGBTQ community, and has provided a variety of media outlets the opportunity to be associated with a major sporting event. Subsequently, all media sponsors get tremendous exposure to Dane County's LGBTQ community and their supporters, a strong and loyal audience who support businesses who demonstrate their support.

Media sponsorship includes:

- Full-page ad in the Series 2009 program
- Inclusion in all external media advertising (space permitting)
- Exhibit space at all playing fields during the tournament
- Placement on the sponsors page of the Series 2009 web site
- Ability to provide promotional items in the Player Gift Bags (up to 1,000 items needed)
- Additional placement of your banner or other signage at fields and official event sites

In Conclusion

The 2009 ASANA Softball World Series will be a major boost to the local economy. Your support will benefit from that boost, which means that the entire Madison area will also benefit.

Join us for the Series—*Showdown in MadTown*—and be a part of our world-class event!

About SSBL-Madison

SSBL-Madison grew out of the desire to provide Madison's LGBTQ community with an opportunity to participate in, and grow an appreciation for, the game of softball. What has developed has far exceeded expectations. SSBL-Madison has evolved into an institution that has revitalized the LGBTQ community and enriched the lives of its members, both players and non-players, gay and straight. SSBL-Madison offers members of Madison's LGBTQ community an opportunity to meet other people in a safe, fun, and welcoming environment. The atmosphere on a Monday night during summer when players and fans come together is a liberating occasion where people are comfortable expressing who they are. For some players and fans, this is a rare opportunity as LGBTQ-identified individuals often feel isolated because of they are different. SSBL-Madison builds confidence, promotes leadership, and creates long - lasting friendships. By hosting the ASANA Softball World Series, SSBL-Madison will be able to highlight its warm and friendly LGBTQ community to the nation while allowing our players and fans to be a part of something bigger than Madison. It is truly an honor to be hosting this event in our community.



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	www.madtown2009.org	
	www.asanasoftball.com	

All game photographs courtesy of Melissa Polly Photography.

SSBL-Madison reserves the right to make changes to any of the sponsorship levels and is open to discussion on additional promotional and exposure opportunities.