



# SPONSORSHIP PACKAGE

2024



# TABLE OF CONTENTS



- |          |                   |           |                        |
|----------|-------------------|-----------|------------------------|
| <b>1</b> | About TBDMSA      | <b>8</b>  | Player Development     |
| <b>2</b> | Play Ball For All | <b>9</b>  | Clinic Sponsorship     |
| <b>3</b> | Competition       | <b>10</b> | All-Star Game & Travel |
| <b>4</b> | Parent Resources  | <b>11</b> | Sponsorship            |
| <b>5</b> | Risk Management   | <b>12</b> | Development & Safety   |
| <b>6</b> | Membership Survey |           | Sponsorship            |
|          | Results           |           | Playoff Weekend        |
| <b>7</b> | Team Sponsorship  |           | Sponsorship            |
|          |                   |           | Contact Us             |



## ABOUT TBDMSA

Tottenham-Beeton District Minor Softball Association (TBDMSA) has been providing sports to the youth of Tottenham, Beeton and surrounding area for over 50 years. We pride ourselves on creating an environment where children can learn positive life skills such as fair play, teamwork and sportsmanship.



## SPONSORSHIP HELPS



Businesses create a positive reputation within the community, build relationships with potential customers and increase visibility for their brand, while helping the local sport organization achieve their goals.



Sponsorship helps offset expenses such as ball diamond permit fees, equipment, umpires, development programs, awards, team photographs and uniforms.



Sponsorship can also include covering the registration fees so that a child has the opportunity to play without parents having to worry about financial burdens.





# PLAY BALL FOR ALL

INCLUSIVE TO GENDER, RACE AND ABILITY

## A Place to Play

Regardless of gender, race or ability, the TBDMSA welcomes anyone to play and enjoy the game of softball in a fun and community-oriented organization.

## Ages 3 - 21

There are multiple divisions to play softball in the TBDMSA for players aged three to twenty-one years old.

## Record Growth

Record registration rates topped 400 players in 2023 surpassing 2023's total of 347 and the previous high in 2019 of 244 players!



### Female vs Male Registration

2023

#### Female

109

28% of total  
Player Registration

U3 - 33%  
U5 - 28%  
U7 - 29%  
U10 - 23%  
U14 - 28%  
U19 - 25%



#### Male

284

72% of total Player  
Registration

U3 - 67%  
U5 - 72%  
U7 - 71%  
U10 - 77%  
U14 - 72%  
U19 - 75%



TBDMSA  
Coach Profile

77% - 23%  
male-to-female ratio





# COMPETITION

## HOUSE LEAGUE

The TBDMSA is essentially a "House League" meaning we do not have travel teams so all games are played locally in Tottenham and Beeton. There has been demand to add Travel ball for the U14, U19 and U21 Divisions to play in competitions outside of our community.

The level of competition varies but for the most part, games are played for fun. Due to the size of our community, it is very likely that your child will know other players from school or other sports so comradery is very common.

Teams will play once a week on a designated time slot while all teams have practice times available to them. Teams in the U7, U10, U14, U19 and U21 divisions will have practices that may occur once a week or every other week depending on your Coach's decision.

U5 teams will have a practice followed by a two-inning game where every player will have the opportunity to bat during the regular schedule.

There are no championships awarded in U5 and U3 as these divisions are meant for player development and fun.

This low level of commitment provides parents the opportunity to allow their families to enjoy other activities throughout the summer.

**"WE ARE NOT DEVELOPING  
SOFTBALL PLAYERS FOR  
TODAY; WE WANT TO  
DEVELOP SOFTBALL  
PLAYERS FOR LIFE."**







# PARENT RESOURCES

## INFORMATION TO HELP PARENTS

### THE ROLE OF THE TBDMSA

From registration, scheduling umpires, soliciting sponsorship, providing opportunities for player development to ball diamond bookings with the municipality, the TBDMSA is a volunteer-based organization that enable players, parents, coaches and fans to enjoy softball in our community.

### WHEN DO WE PLAY?

The Town of New Tecumseth will release the use of ball diamonds based on the weather conditions and physical conditions of the diamonds typically around the second to third week in May. Our schedule will typically start around this time.

Games start promptly at 6:30 pm and last a maximum of 1 hour and 25 minutes. U14, U19 and U21 divisions also play under the lights at 8:00 or 8:30 pm.

### HOW ARE REGISTRATION FEES BASED AND USED?

Player registration fees are used to offset costs of ball diamond permit fees, equipment, umpires, development programs, awards, team photographs and uniforms.

Older age-groups will see higher fees than younger ages primarily due to the use of lights and senior umpires. We are fortunate to have wonderful support from our sponsors who offset our expenses with generous contributions to our Association. Without their support, we would be forced to increase our rates. Please support them and say thanks.

The TBDMSA is a not-for-profit organization so all funds are allocated back to the organization.



**VISIT OUR PARENT  
RESOURCE PAGE TO  
LEARN MORE!**



## A SAFE PLACE TO PLAY RISK MANAGEMENT

Assessing and managing risk to provide the best possible experience for our participants is a big part of our job. Aside from insurance coverage through Ontario Rural Softball Association, there are new policies that came in for the 2023 season that improve our participant's safety.

**1**

**EACH TEAM MUST HAVE AT LEAST ONE COACH PROVIDE A VULNERABLE SECTOR CHECK (VSC) FROM THE OPP.**

**2**

**EACH TEAM MUST HAVE AT LEAST ONE COACH TAKE THE RESPECT IN SPORT ACTIVITY LEADERS TRAINING COURSE**

In addition to these policies, there are several other actions take including, following strict playing field condition policies and procedures when it comes to weather conditions to ensure that people do not get injured as a result of the weather.

Lastly, the Association provides each team with equipment like helmets and catching equipment. Each piece of equipment is thoroughly inspected at the start of the season by the Association Equipment Manager.

## COMMUNICATIONS

Effective communications helps inform and educate parents, volunteers and participants.

The TBDMSA provides several ways to keep people "in the know".



**TBMSA.ca**

Schedules, news, coach & parent resources, important dates, reminders and more!



**E-Newsletters**

Frequent direct e-mails to Membership inboxes on Association updates.



**@tbdmsa**

Information and fun posts about the Association.

**% OF MEMBERSHIP WHO HAVE  
LIVED IN THE AREA**

**50** 10+ years

**25** 7-10 years

**17** 4-6 years

**8** 1-3 years



**2023  
MEMBERSHIP  
SURVEY RESULTS**

Following the 2023 season, the TBDMSA surveyed the Membership about their overall experience and to gain insights for future planning.

The survey was sent **456 registered Members** and had a **22% response rate**. Here are some of the findings.

- 95%** Believe in supporting local businesses
- 88%** Satisfaction Rate with # of games/season
- 90%** Found it easy to register to play softball.

**TESTIMONIALS**

**“Overall, we had a GREAT 2023 season! The kids learned so much and had an amazing time playing, making new friends and learning the game. They cannot wait to come back next year!”**

**“Fantastic Association!”**

**“I really enjoyed my first year with my U5 team. It was a great experience learning how to coach a new age group. Parents were great, online schedule was easy, and equipment was awesome.”**

**“I don’t have any suggestions for improvement. I thought it was extremely well done compared to other leagues.”**





## SUPPORT US!

# SPONSORSHIP OPPORTUNITIES

Sponsorship plays a vital role in helping the TBDMSA keep registration fees low to make the game affordable and accessible for players and their families. Here are a couple of ways you can support our Association during the Regular Season.

### 1 TEAM PRIMARY SPONSOR

**Team Sponsors** have a team "named" after the company. Logo and company name are displayed on the front of team jerseys and included on trophies of team participants

**\$400** per team

### 2 TEAM SECONDARY SPONSOR

**Team Secondary Sponsors** will have their company name displayed in text on the back of each team jersey for a specific team.

**\$300** per team

### 3 HAT SPONSOR

**Hat Sponsors** will have their company name displayed on the side of over 460 TBDMSA caps. Each Player, Coaches, Umpire receive a cap.

**\$4,000**



## BUILDING SKILLS PLAYER DEVELOPMENT

Player Development is a priority for the TBDMSA. Sponsorship will help offset costs of delivering skill development clinics and programs. Here are a couple of ways you can support.



### 1 PITCHING CLINIC SPONSOR

In February 2023, the TBDMSA offered a free Player Development Pitching Clinic. 46 players aged 8-19 years old registered for the 8-week clinic located at the Tottenham Community Centre. The Clinic was led by a local elite softball pitcher.

Feedback was overwhelmingly positive and Membership requested the TBDMSA continues offering this clinic.

**\$1,000 Title Sponsor**

**\$800 T-Shirt Sponsor** featuring branding on all t-shirts



### 2 BATTING CLINIC SPONSOR

To further player development, Membership requested a Batting Clinic during the off-season. Players will be instructed on various skills to help improve batting.

**\$1,000 Title Sponsor**

**\$800 T-Shirt Sponsor** featuring branding on all t-shirts

If you would like to sponsor both Clinics, a package discount is available.

Additional opportunities to enhance the experience of participants such as Value-in-Kind donations (ie. water bottles) are welcomed.





## PLAYER RECOGNITION ALL-STAR GAMES

Recognizing players for their accomplishments is a rewarding experience. In 2023, the TBDMSA introduced a pilot program with a U14 All-Star Game.

Players were provided ballots and were responsible for nominating their peers to represent their team in the All-Star Game.

Feedback was positive and Membership requested to continue the All-Star Game.

### 1 ALL-STAR GAME SPONSOR

All-Star Games will occur in 2024 for the U14 and U19 Divisions. Your sponsorship will contribute to Division All-Star Games including a t-shirt featuring your company logo, for each player.

**\$500 Title Sponsor for one Division**

**\$900 Title Sponsor for both Divisions**





## DEVELOPMENT & SAFETY

# MAKING THE GAME SAFER

Your support can help provide resources and skills to improve the overall experience in our game by making it safer and improving knowledge with volunteer coaches.

### 1 COACH PROGRAM SPONSOR

According to Softball Canada, "The role of the coach is to ensure a fun and safe environment and to introduce and teach the "FUNdamentals" of softball."

Coaches are vital to success of our athlete's overall development. There are over 60 Coaches in the TBDMSA.

**\$1,500 Program Sponsor** featuring branding on all uniforms and provision of coaching resources.

### 2 JR. UMPIRE PROGRAM SPONSOR

Jr. Umpires are between the ages of 12 and 19 years old. They are responsible for enforcing on-field rules and rendering decisions on judgment calls for the U7 and U10 Divisions. The TBDMSA employs between 8-10 Jr. Umpires per season.

In addition to making the game safer, Jr. Umpires gain valuable skills such as character building, critical thinking, crisis management, confidence and self-worth.

**\$500 Program Sponsor** featuring branding on all uniforms.

### 3 SAFETY SPONSOR

**Safety Sponsor** will have their company logo displayed each league-issued helmet (170) and on every first-aid safety kit issued to all 28 teams. First-Aid Supplies also welcome as Value-In-Kind donation.

**\$1,000**





# PLAYOFF WEEKEND

PRESENTED BY **RUMBER**  
CONSTRUCTION  
INC.  
Est. 1989

In 2023 one of our goals was to increase the overall participant experience at our season-ending Playoff Weekend during the last weekend of August.

With the support of sponsors Rumber Construction, Britton Ronan Realty, Feehely Gastaldi Barristers and Solicitors and Dinoland Family Fun Centre, the TBDMSA introduced a number of fun, family-friendly and community oriented activities resulting in an overwhelming positive response from Membership.

As a sponsor, your brand will reach every team from U5 to U19, a total of 400 players, 60+ Coaches and their families!

## 1 ACTIVITY SPONSOR

Several free activities are planned for the Playoff Weekend. Your company would be the Presenting Sponsor of one or more of the following:

- Baseball Movie Night In The Park
- Pavilion DJ "Rock The Park"
- Cotton Candy Machine / Popcorn Machine
- Pitching Machine / Radar Gun
- Photobooth
- Coaches vs Kids Games (various divisions)
- Action Photography Sponsor
- Bouncy Castles
- Facepainting
- Music sponsor
- Other suggestions are welcomed!

**\$500 - \$1,500 / activity**



## QUESTIONS? **CONTACT US**

Come join our team!

Your support will go a long way to providing our Association with the resources to create the safest and most enjoyable experience of the summer for hundreds of boys and girls in the local community.

100% of sponsorship revenue goes back into Association programming and resources such as new equipment. In 2023, the TBDMSA purchased \$13,000 of new helmets, bats, catchers equipment, balls, and tees to replace outdated equipment or fill the need due to growth of the Association.

*Additional opportunities and ideas that suit your company's goals and objectives are welcomed. Please contact us to discuss.*



[sponsorship@tbdmsa.ca](mailto:sponsorship@tbdmsa.ca)



[www.tbdmsa.ca](http://www.tbdmsa.ca)



[@tbdmsa](https://www.facebook.com/tbdmsa)

**100% of sponsorship revenue goes back into Association programming and resources such as new equipment.**

## 2023 SPONSORS

Visit our Sponsor page on [www.tbdmsa.ca](http://www.tbdmsa.ca) to see a complete list of our 2023 Sponsors.



**Scan this QR-Code to complete the Sponsorship Application.**