



SPONSORSHIP PACKAGE

2026



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ABOUT SOFTBALL IN OUR COMMUNITY

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 - 19

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

Record Growth

Year-after-year, the TBDMSA expands. Since 2019, the TBDMSA has grown by 65% making it the largest softball/baseball user-group in the area.

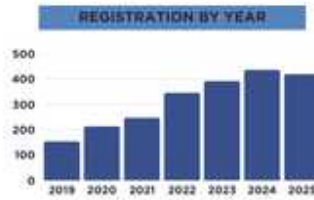


"SUCCESS ON THE FIELD, GROWTH OFF THE FIELD!" 2025 TBDMSA REGISTRATION

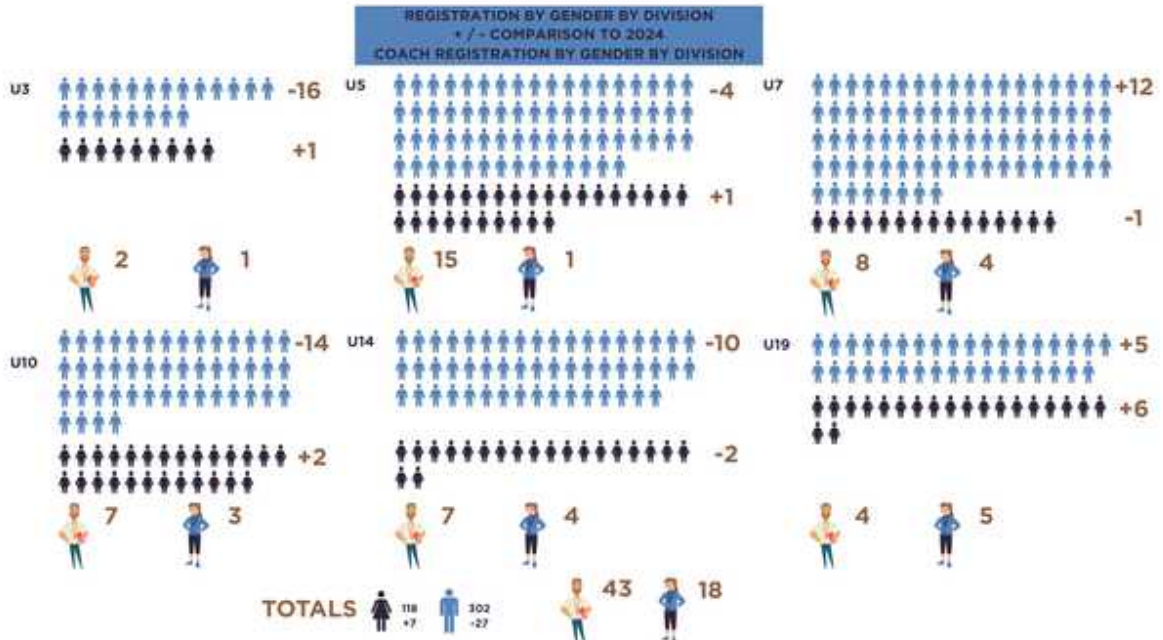
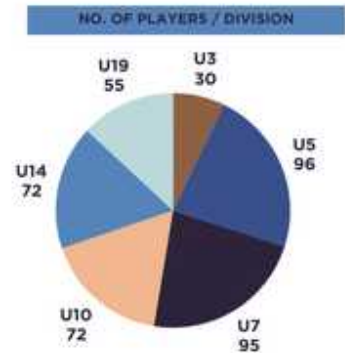
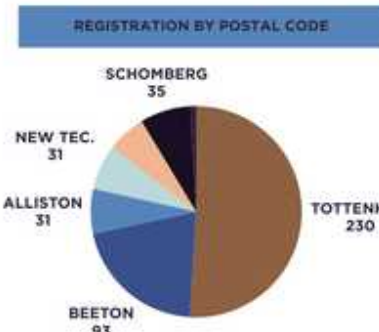
INTERESTING TIDBITS AND FACTS ABOUT OUR AMAZING MEMBERSHIP



FEBRUARY 1 -
121 REGISTRATIONS
9 players on the waitlist



TBDMSA is the largest diamond
user group in the area.



TBDMSA AGE DIVISIONS





COMPETITION

HOUSE LEAGUE



**"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, and U19 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.

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!**



RISK MANAGEMENT

A SAFE PLACE TO PLAY

Assessing and managing risk to provide a safe and enjoyable experience for our participants is a big part of our job. The TBDMSA is insured through Ontario Rural Softball Association.

In addition, the TBDMSA mandates several other safety policies and practices including:

- Each team must have at least one coach provide a Vulnerable Sector Check (VSC) from the OPP.
- Each team must have at least one coach take the Respect In Sport Activity Leaders training course
- 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.
- Each team receives equipment like helmets and catching equipment. Each piece of equipment is thoroughly inspected at the start of the season by the Association Equipment Manager.
- Each team in U10, U14 and U19 also receives free feminine hygiene products sponsored by Shoppers Drug Mart.

With the support of sponsorship funds, the TBDMSA has spent over \$40,000 in the last four years in equipment upgrades.

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.”



TEAM SPONSORSHIP SUPPORT US!

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 some 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. If possible, company brand colours are matched with jersey colour.

Sponsors have a choice of receiving a team photo on a plaque or a digital copy of their team.

\$500 for one 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.

Sponsors will receive a digital copy of their team(s).

\$450 for **two teams** in **two** separate divisions.

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.

\$2,500



ALL-STAR GAMES

PLAYER RECOGNITION



Recognizing players for their accomplishments is a rewarding experience. In 2023, the TBDMSA introduced our first-ever U14 All-Star Game.

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

The following year, TBDMSA introduced a second All-Star game to represent the U19 Division. Both the U14 and U19 All-Star games were played at the Help The Kids Play Slo-Pitch Tournament in front of a large crowd of fans providing players a thrill they will always remember.



ALL-STAR TEAM 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 **two Divisions**





SAFETY

MAKING OUR 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.

\$500 featuring branding on all uniforms.

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. Every Jr. Umpire attends mandatory training at the start of the season and a refresher session prior to Playoffs. The TBDMSA employs between 8-12 Jr. Umpires per season.

Jr. Umpires gain valuable skills such as character building, critical thinking, crisis management, confidence and self-worth.

\$500 featuring branding on all uniforms.

3 SAFETY SPONSOR

TBDMSA issues approximately 170 helmets and 40 first-aid safety kits each year. First-Aid Supplies also welcome as Value-In-Kind donation.

\$500 featuring branding on all Association-issued helmets.



OPENING WEEKEND

KICKING OFF THE SEASON!



While the season officially begins in May, the Opening Weekend at the first weekend of June is the "unofficial" start of the season. Every team plays regular season games and celebrates the opportunity to bond. There are food trucks and other family-based activities planned throughout the weekend.

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 Opening 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





PLAYOFF WEEKEND

CELEBRATE THE SEASON



Our season-ending Playoff Weekend occurs during the last weekend of August. Softball is our focus but so is community development.

With the support of sponsors Britton Ronan Realty, Feehely Gastaldi Barristers and Solicitors and Axis Dental Group, 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

**NOTE:****2 year commitment**

OUTDOOR SIGNS

BE VISIBLE ALL-YEAR LONG

In 2024, the TBDMSA invested in storage units at each of the nine diamonds our organization plays at. The TBDMSA is the largest softball user-group in New Tecumseth and surrounding area.

In addition, the TBDMSA worked with the Town of New Tecumseth on a new storage unit located at Coventry Park in Tottenham. Coventry Park is home to four softball leagues plus minor baseball and tournaments throughout the season making it one of the most popular outdoor recreational parks in the area.

1 STORAGE SPONSOR

Your company logo can be placed on each TBDMSA Storage Bin. Storage bins are located at the following diamonds:

- Keogh Park
- Tottenham Community Centre
- Eastern Avenue Park
- Joan Sutherland Park (2)
- Beeton North Park

\$600 / year for **6 bins** plus production costs

2 SEA-CAN SPONSOR

Coventry Park features a sea-can unit where your company advertisement can go on the roll-up doors.

\$800 / year for **one door** plus production costs

\$2,000 / year for **three doors** plus production costs





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.

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



sponsorship@tbdmsa.ca



www.tbdmsa.ca



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

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

2025 SPONSORS

Visit our Sponsor page on www.tbdmsa.ca to see a complete list of our 2025 Sponsors.

Carmen Camara
PHOTOGRAPHY
Jennifer Gilbert
www.jennifergilbert.ca

A special thanks goes to Carman Camara Photography and Jennifer Gilbert Photography for providing selected images in this package.

www.carmencamaraphotography.com
www.jennifergilbert.ca

JOIN OUR TEAM IN 2025!

BE A PART OF OUR COMMUNITY!

