



BIRMINGHAM BASEBALL CLUB 2024 SPONSORSHIP GUIDE



--- WHO WE ARE ---

We are Birmingham Baseball Club, an amateur baseball club based in Marston Green. We offer access to sport across two teams, the Metalheads and the Bats, both paying homage to the cultural wealth of the region. We are affiliated with the sport's governing body and hold elections for all committee positions on a yearly basis.

We're open to all genders, were represented by 17 different nationalities in 2023, and have members ranging from 15 to 60 years old.

Our mission is threefold:

- Raise the standard of amateur baseball in the Midlands
- Minimise barriers to access
- Grow the game by getting as many people involved as possible

Our only sources of funding are player membership fees and sponsorship, so we rely on the kind work of local and national organisations to help us succeed in our mission. The cost of running Birmingham Baseball Club amounts to around £5000 to £7000 per year.

--- WHY SPONSOR US? ---

The benefits of working with us are extensive, including but not limited to:

- Maintaining a valuable community asset
- Reducing accessibility barriers for sport
- Helping people remain active and healthy
- Being a huge part in growing the sport across the Midlands
- Reputational benefits for your organisation

But we recognise that a sponsorship isn't a one-way road, and should be a partnership. Here are some of the benefits to your organisation:

- Our social media posts are seen over 220,000 times per year¹, primarily by users in the Midlands
- We've kept our promises to both local organisations like Willclare Fitness Club and nationally-recognised businesses like Purplebricks
- We actively seek out extensive local coverage, and are regular guests on platforms like BBC WM

--- SPONSORSHIP CASE STUDY ---

Willclare Fitness Club, a leading Birmingham-based gym became one of our valued sponsors in early-2023.



**WILLCLARE FITNESS CLUB'S
BRANDING HAS REACHED OVER
62,000 LOCAL PEOPLE SINCE
JAN 2023**

Over the two full years of their sponsorship, that projects as a total reach of approximately 148,000² local people across Facebook, Instagram and Twitter.

Based on the approximate Cost Per Mille³ for ads on Facebook's platforms...



**THIS REPRESENTS A RETURN
OF 14 TIMES ON THEIR
INVESTMENT IN US**

In addition to this, their banner was displayed at our league-leading field on every game day throughout the 2023 season.



--- WHAT YOU'LL GET ---

We're simplifying our proposal for 2024 and onwards, so that the benefits you'll receive are clearer than ever.

- Your branding on all game-related posts
- Your branding on the homepage of our website
- A dedicated section on the Our Partners page of our website
- Your social media presence tagged in every social media post across Facebook, Instagram and Twitter
- A 2' x 5' banner displayed at our field at every home game for both teams

Here are some examples of our social media posts...



That's a projected reach of around 250,000⁴ people per year across our social media, website and game day presence.

--- WHAT'S THE COST? ---

We try to be as flexible as possible to make sponsorship accessible to all interested parties, so we're happy to work with you and your budget to come up with a plan.

--- HOW LONG DOES IT LAST? ---

Again, that's up to you! The longer you partner with us, the longer you'll get the benefits of the partnership. We would generally expect a larger sponsorship for a longer-term deal.

--- WANT SOMETHING DIFFERENT? ---

While you'll get everything mentioned previously as part of your sponsorship, if there's something else you'd like to partner with us on, we'd be interested to hear it.

--- FINALLY... ---

Thank you for taking the time to read our 2024 Sponsorship Guide. We look forward to working with you!

--- CONTACT ---

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Email: baseballbirmingham@gmail.com

Facebook: facebook.com/birminghambaseballclub

Instagram: instagram.com/brum_baseball/

Twitter/X: twitter.com/brum_baseball

¹ Based on combined reach of Facebook, Instagram and Twitter posts from Jan 2023 to Oct 2023

² Based on branded social media posts projected across two years

³ <https://blog.hootsuite.com/facebook-ads-cost/>

⁴ Based on projected social media reach, website views and in-person attendance