

2008 Baseball Australia Diamond Awards





The Facts about Baseball in Australia

The Australian Baseball Federation

The Australian Baseball Federation (ABF) is a national sporting organisation recognised as the official governing body for the sport of baseball in Australia by the Australian Sports Commission, the Australian Olympic Committee, Major League Baseball and other professional baseball leagues around the world.

State Affiliates

There are 7 State Associations affiliated with the Australian Baseball Federation. These include Western Australia, New South Wales, Queensland, South Australia, Australian Capital Territory, Victoria and Northern Territory. The State Affiliates are responsible for governing the sport of baseball in their respective states under the direction of the Australian Baseball Federation.

Membership

Current records indicate that the Australian Baseball Federation has in excess of 300,000 members registered on their National Myclub registration database. Of these 300,000 members approximately 100,000 have been verified as active memberships.

Clubs

The Australian Baseball Federation has 691 baseball clubs registered on their national Myclub registration database.

Silver Medal Success

In 2004, Australian Baseball achieved their greatest success ever on an International stage, winning a silver medal at the 2004 Athens Olympic Games. The medal win identified Australian Baseball as a force to be reckoned with, having defeated Olympic gold medal favourites Japan in the Semi finals. They are hoping to defend their title in 2008 at the Beijing Olympic Games.

Aussies Overseas

Australian Baseball is renowned for producing some of the finest baseball players in the world. Renowned for their dedication and work ethic, Australian baseball players are now one of the most sought after commodities on the international baseball market.

By 2007, Australian Baseball had successfully integrated over 120 players into the USA Professional Playing system (MLB) and over 75 players into the US College Baseball System. There are also 7 players currently playing in the Japanese Professional Leagues. As a result of this success, Australia is now **leading the international ranks of professional players per capita**, worldwide.

Website

To date, the ABF has recorded 5, 609, 593 hits on their website in 2007.



2008 Baseball Australia Diamond Awards

The **Baseball Australia Diamond Awards (BADAs)** are an initiative of the Australian Baseball Federation and were launched in January 2006, providing the Australian baseball community with an opportunity to amalgamate and celebrate the sport of baseball in Australia.

Identified as the most prestigious social event of the Australian Baseball season, the **Baseball Australia Diamond Awards** are utilized to induct Australian Baseball Hall of Fame recipients, as well as to bestow various award honours upon high achievers from all levels of the sport in Australia, from grass roots to elite level.

Celebrating its third consecutive year, the gala event attracts an audience of around 350 guests, including fellow sporting celebrities, Olympic silver medalists and Major League Baseball players.

The **2008 Baseball Australia Diamond Awards** will be held on **Sunday March 2, 2008** at the **Radisson Resort on the Gold Coast**. The gala luncheon is sure to be a spectacular event and will provide the baseball community with an opportunity to reflect on the Australian Olympic Baseball Team's silver medal win at the 2004 Athens Olympic Games and support the Team as they prepare to 'go for gold' at the 2008 Beijing Olympic Games.

In an effort to support the 2008 Australian Olympic Baseball Team, the Australian Baseball Federation are looking to procure sponsorship support for the 2008 Baseball Australia Diamond Awards, namely a Naming Rights Sponsor and Award Category sponsorships.

An overview of the sponsorship packages available to potential sponsors are outlined on the subsequent pages.



Baseball Australia Diamond Awards Sponsorship Packages

Naming Rights Sponsorship

\$10,000.00 + GST

- Naming Rights to the Event
- Full page advertisement in the Event Program
- Primary logo position and link/advertisement on the Event website
- Exclusive Stage and Dais advertising rights
- E-marketing opportunities through ABF database (300,000 people)
- Room promotional opportunities – pull-up banners in room
- Verbal recognition as Naming Rights sponsor (including company overview and advertisement plug)
- Logo and/or Name on all marketing and promotional material for the event
- Inclusion in all media materials and correspondence for the Event
- Opportunity to place promotional material on tables and marketing collateral in Event 'goodie bag'
- Logo inclusion on all trophies presented to Award winners
- Table of 10 at the Event
- Inclusion in the Event 'Special Auction'
- Name and/or logo inclusion in the DVD presentation
- Database promotional opportunities to ABF members
- Name and/or Logo placement on ABF home page
- Inclusion in ABF newsletter – distribution of 150,000 people
- Inclusion in the presentation of the Hall of Fame Inductees

Award Category Sponsorship

\$3,000.00 + GST

- Naming Rights to an Award category (i.e. 'sponsor' Player of the Year)
- Logo inclusion in Event Program
- ½ Page advertisement in Event Program
- Name and/or logo and/or hyperlink on Event website
- Name and/or logo inclusion on trophy presented to winner of your Award
- Inclusion in Event 'goodie bag'
- 8 x tickets to the Event
- E-marketing opportunities through ABF database (300,000 people)
- Name and/or logo inclusion on the ABF website
- In-house Event marketing/promotional opportunities – i.e. pull-up banners
- Verbal recognition of your Award sponsorship and company profile before Award announcement
- Name and/or logo inclusion in the DVD presentation during announcement of Award
- Inclusion in the presentation of your Award to the winner
- Opportunity to provide products for inclusion in the 'Special Auction'