



European Slowpitch Softball Championships 8 – 12 July 2008 at Southampton, UK

In 1998, the first ever European Slowpitch Softball Championships took place in London. 2008 is the 10th anniversary of the competition and the British Softball Federation (BSF) is pleased to be the host once again, this time in Southampton.

BSF have invited teams from 16 countries including Czech Republic, Slovenia, Croatia, Ireland, Jersey, Switzerland, Sweden, Austria, Germany and France. These are in addition to the defending champion, Great Britain.

Slowpitch softball was introduced to the UK in the 1980's and has grown to become a thriving action summer sport. The majority of British cities have competitive leagues, including the Southampton area, whilst London also organises an Advertising League consisting of corporate teams.

In 2007, approximately 6,000 adult players are actively competing in over 400 teams throughout the UK. There are relatively similar numbers of men and women competing.

6 days of Softball action and excitement - 08 July to 13 July

Tuesday 08 July to Saturday 12 July	European Slowpitch Championship
Tuesday 08 July to Friday 11 July	Local Schools Program
Saturday & Sunday 12 & 13 July	Solent Euroball Club Tournament

The 2008 European Slowpitch Championship is played over 5 days, commencing on Tuesday 08 July with the final being played on Saturday, 12 July. It is expected that there will be approx 160 visiting players and officials in addition to spectators and other visitors.



At the same venue, on the Saturday and Sunday there is the Solent Euroball Tournament open to UK teams. It is anticipated that there will be 32 teams participating which means that there will be approx 400 additional players, coaches and managers at the venue on both Saturday and Sunday.

Throughout the week, we will be hosting school children to watch the games and receive coaching on the game from qualified coaches in the community. This is also part of our commitment to providing a healthy activity and growing the participation and profile of Softball in the UK. School children will be provided entry to the final on Saturday.

Promotion and spotlight on Softball

A 24 minute highlight of the final will feature on Sport Nation, a long running sports programme which airs on Sky Sports. We are hopeful the final will feature defending champion Great Britain.

In addition to the Sports Nation program, there is exposure on the dedicated 2008 European Slowpitch Championship web site www.softballeuros08.com and inclusion on the ESF web site calendar which will also be directed to the championship site. Further, as appropriate, sponsors will be included in promotional material over the months leading up to the tournament for national and international participants.

The sponsorship packages have been created to deliver value according to the desired involvement, whether this is as the major sponsor with the Platinum package or an opportunity to show your support for Softball whilst gaining exposure for your products or services as a Silver Supporter.

We will also consider proposals for Sponsorship which may be a combination of financial and product or services related. We look forward to your involvement and support of the Euro 2008 Slowpitch Championship in Southampton.

Please contact me at your earliest opportunity

Roger Grooms

British Softball Federation



Platinum Sponsorship Package

Platinum Sponsorship will give you opportunity to increase awareness in international, national and local markets. As the sole sponsoring name of the tournament, this opportunity will maximise your exposure at the event and during the months leading up to the event. This is through the championship web site and all supporting promotional material. The event will also be featured on Sports Nation and of course your name as the major sponsor will extend your international exposure through television.

Platinum sponsorship incorporates:

Television coverage

- Sport Nation will be covering the finals day of the competition which will then feature in a 24 minute slot on their programme which is aired on Sky Sports. Sport Nation will meet with you to ensure your name gains maximum exposure.

Championship Tournament Name Association

- In all press articles and interviews, we will mention your companies name as the sole major sponsor of this event.

Event Programme

- You will be entitled to a full page spread within this programme. You will need to supply us with your artwork for the placement.

Banners

- When you supply your banners to us, we will give them priority placement around the pitches and venue. These will enhance your exposure especially with the television coverage. Up to 5 banners on each of 2 diamonds. Banner dimensions and placement to be confirmed and agreed.

Website Link

- An advertisement link will be made from the European Softball Championships Website to your site.

Hospitality

- Throughout each day of the event you are able to host up to 10 VIP guests. This will include reserved seating, food, drinks and BSF representative host who will also be on hand to answer any of your softball related questions.

Championship Merchandise

- Your company name and logo will be printed on all 2008 Euro Championship merchandise produced and sold at the event.

Trophy Presentation



- The presentation of the trophy to the winning team of the European Championships, with television coverage of this presentation.

Club Tournament Sponsor

- Local involvement and exposure – The sponsorship extends to the exposure of the 2 day Solent Slowpitch Tournament on Saturday and Sunday 12 & 13 July at the same venue. As the Platinum sponsor, banners would remain in place for an additional day.

Product Exposure

- The opportunity for you to display your products at the event, including branding on the apparel worn by volunteers, administrators and management of the tournament.
- Option to include product in the Championship "Welcome goodie bag" for all players and officials

Framed Sponsorship Certificate

- Framed sponsorship certificate acknowledging your support for your office.

Sponsorship Commitment and Value - £20,000



Gold Sponsorship Package

Gold sponsorship offers a range of targeted opportunities to become involved in the event and receive significant exposure to the community. Gold sponsorship gives exposure during the 5 day event, through the championship website in the months leading up to the event and related promotional literature. As the event is also being featured on Sports Nation, you will benefit from the placement of the banners.

Gold sponsorship incorporates:

Event Programme

- You will be entitled to a half page spread within this programme. You will need to supply us with your artwork for the placement.

Banners

- Your banners will be placed around the pitches and venue to help gain exposure especially with the television coverage. Up to 3 banners on each of 2 diamonds. Banner dimensions and placement to be confirmed and agreed. You will need to supply your banners to us a week ahead of the event.

Website Link

- An advertisement link will be made from the European Softball Championships Website to your site.

Hospitality

- Throughout each day of the event you are able to host up to 5 VIP guests. This will include reserved seating, food, drinks and BSF representative host who will also be on hand to answer any of your softball related questions.

Championship Merchandise

- Your company logo will be printed on all 2008 Euro Championship merchandise produced and sold at the event.

Product Exposure

- The opportunity for you to display your products at the event.
- Option to include product in the Championship "Welcome goodie bag" for all players and officials

Framed Sponsorship Certificate

- Framed sponsorship certificate acknowledging your support for your office.

Sponsorship Commitment and Value - £5,000



Silver Sponsorship Package

Silver sponsorship is a great opportunity to demonstrate your support for Softball on a local, national and international stage whilst gaining exposure and recognition for your company, products and services. The event will also be featured on Sports Nation.

Silver sponsorship incorporates:

Event Programme

- You will be entitled to a quarter page spread within this programme. You will need to supply us with your artwork for the placement

Banners

- Your banners will be placed around the pitches and venue to help gain exposure especially with the television coverage. Two banners on each of 2 diamonds. Banner dimensions and placement to be confirmed and agreed. You will need to supply your banners to us a week ahead of the event.

Website Link

- An advertisement link will be made from the European Softball Championships Website to your site.

Product Exposure

- The opportunity for you to display your products at the event.
- Option to include product in the Championship "Welcome goodie bag" for all players and officials

Framed Sponsorship Certificate

- Framed sponsorship certificate acknowledging your support for your office.

Sponsorship Commitment and Value - £500