



33rd Annual NAGAAA GAY SOFTBALL WORLD SERIES SPONSORSHIP PROSPECTUS

August 29 – September 7, 2009

Synopsis

The Saturday Softball League (SSBL), a Milwaukee 501(c)3 organization has been awarded the privilege as host city for the 33rd Annual Gay Softball World Series (GSWS) in 2009.

The series attracts 150-200 softball teams and roughly 4,000 players, coaches, officials and fans from throughout the United States and Canada for 10 days of competition and events. Recent host cities have included Phoenix, Ft. Lauderdale and Seattle who each experienced **economic impacts from \$5 to \$8 million**, making this a sizable event for the region.

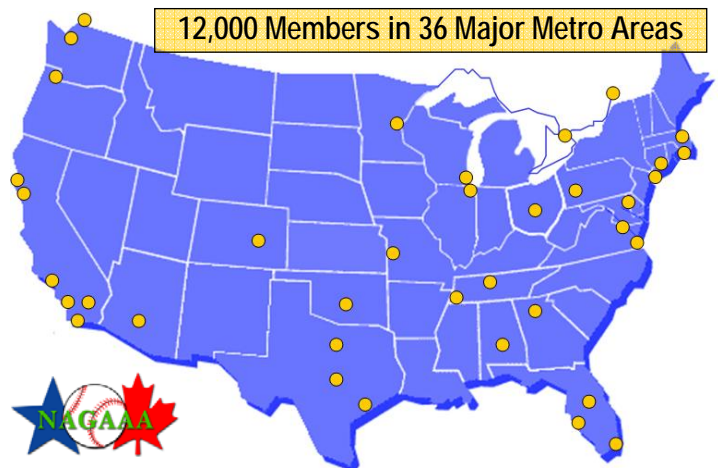
The Milwaukee host committee brings extraordinary experience and a 30-year track record producing its own highly successful tournament. We look forward to placing Milwaukee on a national stage to gay and lesbian athletes and fans, allowing them to experience the city we love.

Please join **VISIT Milwaukee**, the **City of Milwaukee**, **Milwaukee World Festivals**, **Pabst Theatre** and dozens of others in making NAGAAAFest a truly amazing experience.

What is NAGAAA?

Created in 1977, the North American Gay Amateur Athletic Alliance is a non-profit, international organization comprised of men and women dedicated to promoting amateur athletics for the gay and lesbian community, specifically softball. It has grown to include 56 leagues in 36 major cities in the US and Canada that make up the 12,000+ individual members.

Teams in these 56 leagues compete in four divisions of play – A, B, C and D with the winning teams in each division earning the right to compete in the Gay Softball World Series hosted each year in a different member city. The city of Milwaukee is one of the four founding member cities of NAGAAA.



NAGAAA Fest 2009 – Tentative Schedule

Leave it to the “City of Festivals” to create a World Series experience unlike any before it. As the host city in 2009, Milwaukee presents – *Fun and Friends First*, after all, that’s what makes competition truly rewarding!

From the moment our guests arrive to the moment they leave, they will develop one unforgettable memory after another as they experience unique venues, national entertainment, stellar competition, amazing community, unbelievable hospitality and exclusive attractions.

Friday, August 28, 2009

Welcome Dinner – NAGAAA Delegates
Delegate & Sponsor Boat Cruise
Parties in Walkers Point

Saturday, August 29, 2009

NAGAAA – Summer Meeting
Parties in Walkers Point

Sunday, August 30, 2009

NAGAAA – Summer Meeting
Welcome Party & Registration

Monday, August 31, 2009

Round Robin Competition



Opening Festivities

Henry Meier Festival Grounds
National-caliber entertainment
Attendance Goal: 5,000+

Post Parties in Walkers Point

Tuesday, September 1, 2009

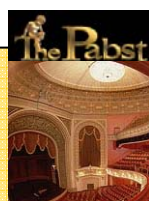
Round Robin Competition
NAGAAAFest Idol Competition
Post Parties in Walkers Point

Wednesday, September 2, 2009

Round Robin Competition

Charity Talent Show

Benefiting local charities
Historic Pabst Theatre
Attendance Goal: 1,000+



Thursday, September 3, 2009

Tournament Opening Rounds
Hall of Fame Induction Dinner

Taste of Milwaukee

East Town Assoc and SSBL Hosts the
Taste of Milwaukee on Milwaukee Av
In conjunction with Jazz in the Park

Post Parties at Walkers Point

Friday, September 4, 2009

Elimination Round – 8AM – 7PM
“Loser” Cruise

NAGAAAFest Street Bash

Walkers Point Area (street closed)
Prominent National Entertainment
Attendance Goal: 4,000+



Saturday, September 5, 2009

Championship Rounds

Closing Celebration

HD Museum or Summerfest Grounds
National-caliber entertainment
Attendance Goal: 3,000+



Sunday, September 6, 2009

TBD

Monday, September 7, 2009

TBD

Sponsorship Opportunities

The Milwaukee Host Committee is seeking corporate partnerships up to and including designation as the Title Sponsor.

With 10 days of events and activities (several with national entertainers and marketing to the greater Milwaukee, Madison and Chicago areas) a myriad of sponsorships can be tailored to meet marketing objectives.

This is your opportunity to market yourself to an audience throughout 36 major metropolitan areas who are notoriously brand-loyal audience and have above average discretionary income.

Further you'll enjoy experiential marketing to the thousands of athletes, coaches and fans that attend one or more of the activities and events.

MEDIA SPONSOR

TBD

Media sponsors are designated at various levels based on the value determined of the media to be provided. In exchange for media services, and depending on the level of sponsorship designated, name recognition via the official website, on banners, and in the player program will act as in kind trade recognition.

TITLE SPONSOR

\$20,000+ Cash and In Kind

Title sponsors are at the premium level of sponsorship as they will be recognized as a Title Sponsor for the entire World Series event. Name recognition will be included in all printed material, announcements, and marketing. We will create a program specific to your needs. Title Sponsorship gives you the maximum level of exposure.

Benefits include:

- Program Guide Ad: Two full page ads (one is front inside cover or back)
- Ability to provide promotional item for the Player Gift Bag (4,000 items needed)
- Logo / Name on banners at all field complexes
- Logo / Name on banners at Opening and Closing Ceremonies
- Logo / Name on any welcome posters / flyers
- Logo / Name on front page of www.nagaaafest.com website
- Logo / Name on Volunteer t-shirts which are worn prominently by all volunteers at all field complexes, official events, and opening / closing ceremonies
- Free booth at the street bash
- Other exposure can be discussed with the Sponsorship Director

GRAND SLAM SPONSOR

\$10,000+ Cash and In Kind

Grand Slam sponsors have the opportunity to claim exclusivity in your primary field of expertise for specific individual events throughout the event.

These events could include:

- Player Registration
- Opening Ceremonies / Closing Ceremonies
- NAGAAA Idol Competition
- Talent Show
- Loser Cruise
- Other events to be determined

Benefits include:

- Player Program Ad: One page ad with premium placement
- Ability to provide promotional item for the Player Gift Bag (4,000 items needed)
- Logo / Name on banners at all field complexes
- Logo / Name on banners at Opening and Closing Ceremonies
- Logo / Name on any welcome posters / flyers
- Logo / Name on www.nagaaafest.com website
- Logo / Name on Volunteer t-shirts which are worn prominently by all volunteers at all field complexes, official events, and opening / closing ceremonies
- Free booth at the street bash
- Other exposure can be discussed with the Sponsorship Director

HOME RUN SPONSOR / HOST PARTY SPONSOR

\$7,500+ Cash and In Kind

Home Run sponsors provide the opportunity to have a “host party” at your bar, club, or business on a designated day/evening during the event. As a host party sponsor, you agree to waive any cover charge for World Series participants (if wearing official credentials), provide drink/food specials, and display welcome signage for the event.

If a business chooses to partner with a club or a bar, this investment can help you spotlight your product or service while players and fans relax after a long day on the fields. If there not a need to sponsor a host party event, then you can receive additional exposure at the official events.

Benefits include:

- Player Program Ad: One full page ad, premium placement
- Ability to provide promotional item for the Player Gift Bag (4,000 items needed)
- Logo / Name on banners at all field complexes
- Logo / Name on banners at Opening and Closing Ceremonies
- Logo / Name on any welcome posters / flyers
- Logo / Name on www.nagaaafest.com website
- Free booth at the street bash
- Other exposure needs can be discussed with the Sponsorship Director

TRIPLE PLAY SPONSOR

\$5,000+ Cash and In Kind

Benefits include:

- Player Program Ad: One full page ad
- Ability to provide promotional item for the Player Gift Bag (4,000 items needed)
- Logo / Name on banners at all field complexes
- Logo / Name on banners at Opening and Closing Ceremonies-Prime location
- Logo / Name on any welcome posters / flyers
- Logo / Name on www.nagaaafest.com website
- Free booth at the street bash.
- Other exposure needs can be discussed with the Sponsorship Director

DOUBLE PLAY SPONSOR

\$2,500+ Cash and In Kind

Benefits Include:

- Player Program Ad: Half page ad
- Ability to provide promotional item for the Player Gift Bag (4,000 items needed)
- Logo / Name on banners at Opening and Closing Ceremonies
- Logo / Name on banners at all field complexes
- Logo / Name on www.nagaaafest.com website
- Other exposure needs can be discussed with the Sponsorship Director
- ½ price booth at the street bash

FIELD SPONSOR / FIELD COMPLEX SPONSOR

\$1,500 / Cash

As a field or field complex sponsor, you have the ability to promote your business at a field or at an entire field complex. Since the athletes are at the fields the majority of the day, this is an area to get maximum exposure and have your business displayed all week. As a field or field complex sponsor, we can discuss the best field / field complex option that will work best for your needs.

Benefits include:

- Player Program Ad: Half page ad
- Ability to provide promotional item for the Player Gift Bag (4,000 items needed)
- Logo / Name on banners at designated field or field complexes
- Logo / Name on www.nagaaafest.com website
- Other exposure needs can be discussed with the Sponsorship Director

RBI SPONSOR

\$1,000 Cash

Benefits include:

- Player Program Ad: One third (1/3) page ad
- Ability to provide promotional item for the Player Gift Bag (4,000 items needed)
- Logo / Name on www.nagaaafest.com website and on official map
- Other exposure needs can be discussed with the Sponsorship Director

DAILY EXCURSION SPONSOR

\$500 Cash

These excursion sponsors will be the exclusive alternative on the schedule for any players, fans, etc...not playing softball at that particular time. At any given time more than half of all players are free to visit local restaurants, bars and attractions, tours, stores, etc...before, between, or after scheduled softball games. Your suggested excursion will not compete with any major events.

Benefits include:

- Listing in official agenda for a particular day and time as a suggested gathering place for any softball players/fans not currently playing softball.
- Logo / Name on www.nagaaafest.com website and on official map

**Help place Milwaukee at
the center of the gay
sporting world!**

Most sponsorships may
qualify for tax benefits under
501(c)3

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