

STONEWALL KICKBALL

Charlotte, NC | EST. 2014

2015 Spring Sponsorship Package

Jason Boone – Commissioner
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Richard Huggins – Communications Director
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Robbie Stravakas – Events Director
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Treasurer – Open
Technical Director – Open



Stonewall Kickball Charlotte is an LGBTQ & Ally not for profit sports league. We strive to develop a well-connected and diverse community through organized competition and social or fundraising events.

Our vision is that every person should have the ability to feel comfortable playing organized sports and that we have the responsibility to give back to the community.

Our mission is to provide an inclusive, low cost, high FUN kickball league that is managed as a non-profit with a philanthropic heart.

Fall 2014 Facts and Figures

- 147 Registered Players
- 6 Teams
- 5 Regular Season Game Days
- 2 Championship Game Days
- 5 Special Events
- 506 Attendees (Special Events)
- 560 Attendees (After Game Activities)
- Over \$3,500 donated to TOY

Spring 2015

- February – Registration
- March – Regular Season Games
- April – Regular Season Games
- May – Regular Season Games and Playoffs
- TBD – North Carolina All Star Game

Sponsorship Levels

ALL SPONSORSHIP LEVELS ARE TAX DEDUCTABLE

Home Sponsor \$2500

(1 Available)

Benefits:

- Large sponsor logo prominently displayed on all player shirts
- Logo displayed on website
- Weekly after game activities for duration of sponsored season
- At minimum, one “special event” or “fundraising event” during the sponsor season

Home Sponsor Shall Provide:

- Pre-determined drink specials for after game activities and special/fundraising events
 - DJ for after game activities and special/fundraising events
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Division Sponsors \$750

(2 Available)

Benefits:

- Medium sponsor logo prominently displayed on all player shirts
- Logo displayed on website
- At minimum, one “special event” or “fundraising event” during the sponsor season

Division Sponsor Shall Provide:

- Pre-determined drink specials for special/fundraising events
 - DJ for special/fundraising events
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City Sponsors \$500

(3 Available)

Benefits:

- Small sponsor logo prominently displayed on all player shirts
 - Logo displayed on website
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Restaurant Sponsor \$300

(1 Available)

Benefits:

- Small sponsor logo prominently displayed on all player shirts
- Logo displayed on website
- Weekly before game brunch advertising

Restaurant Sponsor Shall Provide:

- Pre-determined percentage of game day sales will be donated to Stonewall Kickball - Charlotte
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** Sponsors will abide by the Stonewall Kickball – Charlotte communications policies in regards to marketing and advertising through league communication channels

2015 Spring Potential Events

League Sponsored

(examples only – subject to change)

- **Weekly Post Game Gatherings**
- **Informational Meeting** – Opportunity for new players or interested captains to gain more information about the league and understand the process to register. Also a great time to gain new ideas or receive feedback on the season. Setup is a town hall style.
- **Free Agent Social** – this event is usually held the Saturday following the closure of registration and all members are invited to attend but most importantly captains and free agents. The goal is to introduce free agents to captains that have space available on their team to recruit.
- **Captains Meeting** – this meeting takes place at least 2 weeks before game one and is only for captains and co captains. This meeting is a good introduction to leadership, rules, events and what to expect. Also recommended to schedule a mid-season and or end of season captains meeting too.
- **T-Shirt Pickup Party** – This event takes place on a week night before the first opening season games, usually at a bar and promoted as a happy hour. The goal is to “meet the players” and get your shirts.
- **Ref Clinic** – this is a good time to invite everyone interested in learning the basics as well as the rules. Since it is required that each team supply refs, it is best to make sure they know the rules.
- **Flip Cup Tournaments / Beer Pong Tournaments** – Another fun event organized one weekend day at a sponsoring bar, charging a small team fee that goes to charity and covers beer costs.
- **All-Star game** – towards the end of the season, hosting an all-star game is another fun event. Each team provides their top players to participate in an “all-star game”. This usually includes a community service award given to a local leader and national anthem singer.
- **Holiday Party** – Another fun event with a small entry fee for charity, best hosted by a person or business willing to donate the space and booze.

Team Sponsored *(examples only – subject to change)*

- Teams that wish to hold events just for their individual team will work through the Stonewall Kickball Charlotte Events Director to give sponsors all opportunities, within reason, to be the host location for team sponsored events.

**Questions or Sponsorship Opportunities
contact**

Jason D. Boone

Stonewall Kickball Charlotte League Commissioner

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