
BASEBALL WA COMMERCIAL OPPORTUNITIES PROPOSAL



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BASEBALL
WESTERN AUSTRALIA

OUR VISION

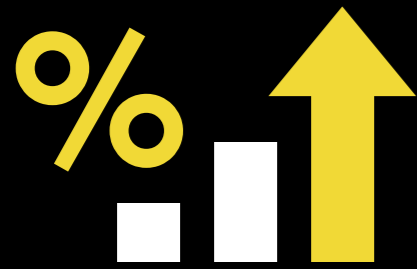


To be the leader in Australian Baseball by growing, promoting and developing the sport throughout Western Australia.

ONGOING AIMS

- **To increase visibility** and the public profile of baseball and to improve media coverage
- **Continue to develop Baseball Park** – our home of Baseball in Thornlie – as an International Standard Venue
- **Improve Facilities to allow for night games** in targeted areas to allow for continued growth in areas of demand and increasing population
- **Continue to provide Elite Performance Opportunities to Western Australians** with a target of 20% inclusion by Western Australians in National Teams
- **Increase School Participation** in Baseball to 100 schools
- **7.5% increase** in Female Participation Annually
- **15 Professional and Collegiate Level Players** in the US
- **Top 3 finishes** for all teams at National Championships





PARTICIPATION PERFORMANCE

- **6,921** Tee-Ball Players aged 4 to 12
- **3,186** Baseball Participants
- **209** Females under 18 years of age
- **1,460** Males under 18 years of age
- **32%** Total Female Participation Growth since 2019.
- **94%** Growth in Females 13-18 since 2019.
- **5%** Growth in all Male teams since 2019.

WA BASEBALL ENGAGEMENT

- **5,189** Page Likes on Facebook
- **731,137** Total Reach on Facebook for the 2021-22 Season
- **45,700** Views on Facebook Live Stream for the State League Finals Series 2022 and the WA Junior State Championships 2022
- **102,406** Post reach for the State League Finals Series 2022
- **67,132** Website Views during the 2022 State League Finals Series
- **21,217** Instagram Post Reach for the State League Finals Series and WA Junior State Championship Series



TEE-BALL STATE CHAMPIONSHIPS

82 teams from 26 Teeball Clubs consisting of nearly **1000** players competing over the March Long Weekend at Langley Park including country teams from Kalgoorlie, Port Hedland, Bunbury and Batavia Coast.

With Parents, siblings and other spectators, we can expect **over 5000 people** to attend over the 3 days. After the last game on Monday a Teeball Supersquad exhibition game is held followed by medal presentations and closing speeches.

- TBAWA Facebook page has over **2700 likes and followers.**
- Facebook Page Reach **76,522 in the last 11 months.**

THE RICH HISTORY OF BASEBALL IN WA



Members of the WA under-17 Baseball Team prior to their departure for the Australian Championships in Sydney on 2nd January 1974.



WA BASEBALL LEAGUE (1936 – 1999)

The real beginnings of baseball in Western Australia started in the mid 1930's. The major innovation was Western Australia's official entry into the National Claxton Shield Championship Series in 1937 in Adelaide. At that time, baseball in the Eastern States was far more developed with regular club competitions, interstate games a regular occurrence and games against visiting American teams.

Up to that point in Western Australia, games had been played locally and the WA State team had improved its standard through games against South Australia and Victoria in 1936.

Instrumental to the development of baseball during the 1930's were the efforts of Bert Kortlang, a Victorian businessman who had lived in the United States and saw that baseball would improve the skills of cricketers. The standard of baseball was significantly raised in 1936 by WA Newspapers, who formed the Press Team and recruited players from Victoria and Queensland to contest a 6-team local competition.

From humble beginnings, the State has now won the Claxton Shield title on 13 occasions with the Perth Heat a very dominant organisation in the professional league. Western Australia has provided the national team with numerous international players and also provided an opportunity for younger players to aspire to a major league baseball career in the USA.

WOMEN'S BASEBALL LEAGUE

The Women's League was originally formed in the mid 30's with the nucleus of four teams contesting the competition. The inaugural "Give-it-a-go Day" attracted nearly 50 girls and women where skills, rules and knowledge were explained to the enthusiastic group.

The original competition disbanded due to World War 2 and it was not until 1995 that a Women's Grade recommenced within the League. As at 2022 Baseball WA now has 285 female players throughout its competitions and this has led to the creation of the new WA Women's Baseball League to commence in the 2022/23 Season.

WA's women representatives have contested in the Australian National Women's Championship Series since 1999 and won the national title on two occasions. WA also represents at the Australian National Youth Women's Championships.

BASEBALL WA (1999 – PRESENT)

In 1999, the WA Baseball League and the WA Junior Baseball League merged to form Baseball WA. This strengthened and united front has allowed us to continue to be a leader in Australian Baseball by growing, promoting and developing baseball throughout all of Western Australia.

Baseball WA in 2020 signed an Agreement with the Tee-Ball Association of Western Australia to provide ongoing development, school programs and regional training support to those participating in the younger format of the game.

THE RICH HISTORY OF BASEBALL IN WA HIGHLIGHTS



WA has contested 73 Claxton Shields since 1937 winning on 15 occasions and coming runners up on a further 6 occasions.



WA players have represented Australia at international level including the Olympic Games in 1956, 1988, 1992, 1996 and 2000.



Perth hosted the 13th and 17th Asian Championship Series in 1985 and 1993 and has a long tradition of hosting international games.



The WA Women's Team has won the national baseball championship series in 2010 and 2015.



In 2020, Baseball WA established a Museum and Archives displaying memorabilia from 1936 which is the envy of other Australian States and Teams.

BASEBALL WA - PARTNERSHIP INCLUSIONS

All inclusions are negotiable and can be tailored to meet your corporate strategies

	SBL	CBL	WBL
> PLATINUM PARTNERSHIP	UP TO \$15,000	UP TO \$10,000	UP TO \$10,000
Naming rights to League	✓	✓	X
Naming right to Junior Competitions	✓		
Brand inclusion in League Logo	✓	✓	✓
Logo on Baseball WA Sponsors Panel at Baseball Park	✓	✓	✓
Front facing Logo at Baseball Park	✓		
Logo on all State League Batting Helmets	✓		
Logo on side of State League 'Champion Series' Cap	✓		
Presenting Rights at Finals Series	✓	✓	✓
Presenting rights at State League Finals Series at Baseball Park	✓		
Activations at Finals Series	✓	✓	✓
Activations at State League Finals Series at Baseball Park	✓		
Presenting Rights at Baseball WA Awards Night	✓	✓	✓
Presenting Rights at Baseball WA Season Launch – Hall of Fame Inductions	✓	✓	✓
> MAJOR PARTNERSHIPS	\$10,000	\$5,000	\$5,000
Advertisement inside Baseball WA Season Programme	Full Page	Half Page	Half Page
Direct Marketing opportunities to membership	3	1	1
Social Media opportunities to membership	4	2	2
Social Media mentions by Baseball WA Brand Ambassadors	2	1	1
Branding on all League news on website	✓	✓	✓
Invitation to exclusive lounge during State League Finals Series at Baseball Park	✓		

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	SBL
> BROADCAST PARTNERSHIPS	UP TO \$5,000
Scoreboard Branding	✓
Between Inning Advertisements	✓
Commentary mentions per game	✓
In-game interview during a broadcast	✓
>	TEE-BALL ASSOCIATION OF WA
PARTNERSHIPS	\$15,000
Naming rights to Tee-Ball State Championship 2023 – Langley Park, Perth City	✓
Speaker rights at Tee-Ball State Championships	✓
Presentation rights at Tee-Ball State Championships	✓
Direct Marketing opportunities to membership	✓
Activation at Tee-Ball State Championships 2023	✓
Tear Drop Banners on each Diamond (Up to 13 Diamonds)	✓
Banners at main desk and during Presentations	✓
Invitation to exclusive lounge during State League Finals Series at Baseball Park	✓



BASEBALL

WESTERN AUSTRALIA



BASEBALL WESTERN AUSTRALIA

EMPIRE BALLPARK, A SMOKE-FREE VENUE

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