



**3&2 BASEBALL CLUB OF JOHNSON COUNTY, INC.  
CORPORATE SPONSORSHIP PROGRAM**

*It's* the platform for a partnership between your business and one of the area's premier youth sports organizations, the 3&2 Baseball Club of Johnson County, Inc.

*It's* the chance to help support a five million dollar sports facilities expansion project and the youth in our community.

*It's* the opportunity to reach an audience that's family-oriented and embraces a passion for youth sports.

*It's* the key to connecting your business to an organization that fosters an environment where families and friends come together each year to support, encourage, and enjoy one another and the great game of baseball.

***And it's available to your organization***

The 3&2 Corporate Sponsorship Program takes the organization's highest property assets, programs, and events and bundles them into tangible marketing tools to help you achieve your business objectives.

**3&2 HAS BEEN SERVING FAMILIES AND OUR YOUTH IN JOHNSON COUNTY, KS AND THE GREATER KANSAS CITY AREA SINCE 1951.**

**57 YEARS OF EXCELLENCE**



3&2 welcomes over **425,000** entries into its two baseball complexes each year. Last year, 3&2 provided youth baseball services to **515** league teams, **1,412** + tournament teams, and **150** Fall Ball teams.

◀ Home Run during high school game at 3&2

**2010 SPONSORSHIP OPPORTUNITIES**

- Whether you select one of the traditional sports facility advertising packages, or prefer to become a 3&2 project sponsor, the opportunities available through the 3&2 Corporate Sponsorship Program are designed to help deliver your marketing message as well as influence brand perception.
- Naming rights, new scoreboard acquisitions, cost savings trade-out sponsorships, outfield advertising, plus many more choices – **THEY'RE ALL OPEN TO DISCUSSION**

**START PLANNING TODAY AND ASK ABOUT 2010 SPONSORSHIP OPPORTUNITIES**

**3&2 Profile**

- 501(c)(3) non-profit
- Two facility operation
- 27-age appropriate fields
- Spring/Summer/Fall Programs
- T-Ball Program (Pre-K)
- Coach Pitch (Kindergarten)
- Machine Pitch (1<sup>st</sup> / 2<sup>nd</sup> grade)
- Kid Pitch (3<sup>rd</sup> thru 8<sup>th</sup> grade)
- High School (9<sup>th</sup> thru 12<sup>th</sup>)
- Local/Regional Tournaments
- 7,300 games played annually

**3&2 Sponsorship Group**

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## 3&2 Corporate Sponsorship Program

### Why partner with the 3&2 Baseball Club of Johnson County?

For years, companies have used sports facilities to promote their brand. At the 3&2 Baseball Club of Johnson County (3&2), we have the influence to increase your name recognition to ultimately drive sales. Advertisers have discovered that a captive audience is essential for brand penetration - and that athletic competitions provide that captive audience in a fun, exciting way.

3&2 is the largest youth sports organization in the Kansas City, Mo area having as many as **23,650 people each week** who enter 3&2's two modern-day baseball facilities. As a sponsor, your exposure at 3&2 would surpass that of many other sports venues.

When it comes to demographics, 3&2 reaches a family-oriented audience. With an annual attendance of more than **425,000** people, the average 3&2 family is:

- 24 - 44 years of age, with children
- 63 percent with income over \$50,000
- 45 percent over \$75,000
- 85 percent Johnson County
- 15 percent greater Kansas City, Mo area and Midwest region

#### **3&2 BY THE NUMBERS:**

- 4,120 Spring/Summer league games
  - 2,118 Tournament games
  - 610 High School games
  - 750 Fall Ball games
  - 230,720 people attended league games
  - 118,608 people attended tournament games
  - 34,160 people attended high school games
  - 42,000 people attended fall ball games
- 7,598 total games played at 3&2**                      **425,488 people attend games at 3&2**

#### ***3&2's Corporate Sponsorship Program Offers Six (6) Partnership Strategies***

- 1) **3&2 COMMUNITY SERVICE PARTNERS** consist of companies or foundations interested in supporting non-profit organizations such as 3&2 by means of onetime or scheduled donations.
- 2) **3&2 Project Sponsor:** Your organization can assist with 3&2's expansion by allocating funds toward facility projects such as the acquisition of new lights, scoreboards, batting cages, bleachers...just to name a few
- 3) **3&2 OFFICIAL SUPPLIER PARTNERS** consist of companies providing supplies or services to 3&2 whereby the club benefits in reduced cost from budgeted expenses.
- 4) **3&2'S FALL GOLF CLASSIC SPONSOR:** 3&2 has never prohibited a child from playing baseball because their family cannot afford baseball fees. Proceeds from this event are directed toward those families having a difficult time financially. Family scholarships granted the past three years have reached \$49,243.
- 5) **3&2'S TRADITIONAL ADVERTISING PACKAGES:** There are a variety of advertising options at 3&2 for any size company.
- 6) **3&2 CORPORATE PARTNER AGREEMENTS:** 3&2 will customize your sponsorship that will generally contain a blend of components from multiple strategies listed above. These agreements typically represent the highest level of financial shareholders associated with 3&2.

#### **3&2 CORPORATE SPONSORSHIP GROUP**

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